

ABSTRAK

Jenni Meriani, 1206195, Pengaruh *Electronic Service Quality* Terhadap Keputusan Menginap (Survei Terhadap Wisatawan Sebagai Tamu yang Melakukan Reservasi Online Sekaligus Menginap di D’Batoe *Boutique* Hotel) dibawah bimbingan Ridwan Purnama SH.,M.Si dan Oce Ridwanudin SE.,MM

Kualitas pelayanan elektronik (*electronic service quality*) terdiri dari *design, functionality, privacy, information, reliability, access/contact* dan *responsivness*. Penelitian ini bertujuan untuk mengetahui gambaran *e-service quality* yang diterapkan hotel dan pengaruh *e-service quality* terhadap keputusan menginap. Jenis penelitian yang digunakan bersifat deskriptif dan *verifikatif* dengan metode yang digunakan *explanatory survey*. Sampel dalam penelitian ini sebanyak 115 responden yakni pelanggan yang telah mengunjungi dan menggunakan *website* hotel untuk melakukan reservasi dengan teknik penarikan sampel yang digunakan yaitu *systematic random sampling*. Teknik analisis data yang digunakan yaitu analisis regresi linier berganda. Variabel *independent* dalam penelitian ini yaitu *design* (X₁), *functionality* (X₂), *privacy* (X₃), *information* (X₄), *reliability* (X₅), *acces/contact* (X₆), dan *responsivness* (X₇). sedangkan variabel *dependent* yaitu keputusan menginap (Y). Hasil penelitian menunjukkan bahwa tanggapan pelanggan mengenai *e-service quality* terhadap keputusan menginap secara umum dinilai tinggi. Berdasarkan pengujian SPSS *ver. 20* menunjukkan adanya korelasi simultan antara *e-service quality* dengan keputusan menginap.

Kata Kunci : *Electronic Service Quality*, Keputusan Menginap, Hotel.

Jenni Meriani, 2016

PENGARUH E-SERVICE QUALITY TERHADAP KEPUTUSAN MENGINAP : Survei Terhadap Wisatawan Sebagai Tamu yang Melakukan Reservasi Online Sekaligus Menginap di D’Batoe *Boutique* Hotel

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ABSTRACT

Jenni Meriani, 1206195, *Influence E-Service Quality on Purchase Decision* (Survey guest hotel who use website for stay at D'Batoe Boutique Hotel) under the guidance of Ridwan Purnama, SH,M.Si dan Oce Ridwanudin,SE.,MM

The quality of electronic service was divided into seven categories, those were the design, functionality, privacy, information, reliability, access/contact dan responsiveness This research aimed at investigating the image of electronic service quality that is applied in the company and the effects of it towards its purchase decision. The research was conducted by using descriptive and verification analysis where the explanatory survey was applied as a method of the research. The sample of this research was taken from 115 costumers that have ever used and visited the website of this hotel for stay. The sample was taken by using random technique sampling. The analysis of the data was double linear regression analysis. The independent variables were design (X₁), functionality (X₂), privacy (X₃),information (X₄),reliabilitys (X₅), acces/contact (X₆), and responsiveness (X₇). The dependent variables was purchase decision (Y). The result of the research showed that the responses of costumers about the electronic service quality towards its purchase decision was significantly high. Based on the SPSS analysis version 20 showed that there was a simultaneous correlation between electronic quality and purchase decision

Key words: E-service Quality, Purchase Decision,Hotel

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