

ABSTRAK

Bekti Sabila Riyanto, 1400604, “Pengaruh *Electronic Word of Mouth* Terhadap Keputusan Menginap di Crowne Plaza Bandung” (Survey Terhadap Tamu Individu yang Menginap di Crowne Plaza Bandung), di bawah Bimbingan Yeni Yuniawati, S.Pd., MM dan Dewi Pancawati N., S.Pd., MM

Crowne Plaza Bandung adalah hotel dengan kelas bintang 5 di Kota Bandung yang merupakan *chain international* dibawah naungan *Intercontinental Hotels Group*. Crowne Plaza Bandung saat ini sedang dihadapkan pada permasalahan pemasaran yang berdampak pada menurunnya tingkat hunian kamar hotel. Upaya yang dilakukan untuk meningkatkan keputusan menginap di Crowne Plaza Bandung salah satunya ialah dengan meningkatkan strategi pemasaran *electronic word of mouth* yang terdiri atas *Source Expertise, Source Trustworthiness, Perceived Source Similarity, Receiver Expertise, Volume, Valence, Nature Of The Product, Tie Strength, dan Type Of Website*. Jenis penelitian yang dilakukan adalah deskriptif dan verifikatif dengan menggunakan metode pengembangan *cross sectional*. Tujuan penelitian ini adalah untuk mengetahui pengaruh *Electronic Word of Mouth* terhadap keputusan menginap di Crowne Plaza Bandung. Responden penelitian berjumlah 100 orang, yakni konsumen yang telah menginap di Crowne Plaza Bandung. Teknik analisis data yang digunakan ialah teknik analisis regresi berganda. Hasil penelitian menunjukkan bahwa *Electronic Word of Mouth* memiliki pengaruh terhadap keputusan menginap di Crowne Plaza Bandung.

Kata Kunci: *Electronic Word of Mouth*, Keputusan menginap, Crowne Plaza Bandung.

ABSTRACT

Bekti Sabila Riyanto (1400604), “The Impact of Electronic Word of Mouth towards Decision of Stay at Crowne Plaza Bandung” (Survey of Individual Guest who stay at the Crowne Plaza Bandung Bandung), under the guidance of Yeni Yuniawati, S.Pd., MM. and Dewi Pancawati N., S.Pd., MM.

Crowne Plaza Bandung is a 5 star class hotel in the city of Bandung which is an international chain under the auspices of the Intercontinental Hotels Group. Crowne Plaza Bandung currently has problems with marketing which has an impact on the decline in hotel room occupancy. Efforts are being made to improve the decision to stay at Crowne Plaza Bandung, one of which is to improve marketing strategies electronic word of mouth, which consists of Source Expertise, Source Trustworthiness, Perceived Source Similarity, Receiver Expertise, Volume, Valence, Nature Of The Product, Tie Strength, and Type Of Website. The type of this research is descriptive and verification with cross sectional method. The purpose of this study is to find the impact of Electronic Word of Mouth towards the decision to stay at Crowne Plaza Bandung. Research respondents were 100 individual guests, who had stayed at Crowne Plaza Bandung. This research used multiple regression as data analysis technique. The result shows that Electronic Word of Mouth has impact on decision of stay at Crowne Plaza Bandung.

Keyword: Electronic Word of Mouth, Decision of Stay, Crowne Plaza Bandung