

**PENGARUH *ELECTRONIC WORD OF MOUTH* TERHADAP
KEPUTUSAN MENGINAP DI HOTEL
DI KOTA BANDUNG**

(Survei terhadap tamu yang memutuskan menginap sekaligus mendapatkan informasi melalui *online review* di Kota Bandung)

DRAFT SKRIPSI

Diajukan sebagai syarat memperoleh gelar Sarjana Pariwisata
pada Program Studi Manajemen Pemasaran Pariwisata



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ABSTRAK

Kresna Binawan (1501952), “Pengaruh *E-Servicescape* terhadap *Behavioral Intention* (Survei terhadap tamu yang memutuskan menginap sekaligus mendapatkan informasi melalui online review di Kota Bandung), dibawah bimbingan Dr.Vanessa Gaffar, SE.,Ak.,MBA dan Dewi Pancawati N. S.Pd, M.M.

Penelitian ini bertujuan untuk mengetahui pengaruh *Electronic Word of Mouth* Terhadap Keputusan Menginap di Hotel di Kota Bandung. Survei terhadap tamu yang memutuskan menginap sekaligus mendapatkan informasi melalui online review di Kota Bandung. Metode penelitian yang digunakan adalah deskriptif verifikatif. Adapun teknik pengumpulan data yang digunakan adalah melalui *google form*. Populasi dari penelitian ini adalah tamu yang memutuskan menginap sekaligus mendapatkan informasi melalui online review di Kota Bandung. Teknik pengambilan sampel berdasarkan *systematic random sampling* diperoleh sampel sebanyak 100 responden. Analisis statistik yang digunakan dalam penelitian ini adalah teknik analisis regresi berganda dengan bantuan aplikasi SPSS 20 for Windows. Skala yang digunakan adalah skala likert. Berdasarkan pengujian diperoleh hasil secara simultan *electronic word of mouth* berpengaruh signifikan terhadap *keputusan menginap*. Hasil penelitian ini menunjukkan bahwa tingkat *electronic word of mouth* berada dikategori tinggi dan tingkat keputusan menginap berada dikategori tinggi. Serta *electronic word of mouth* berpengaruh positif terhadap keputusan menginap. Secara parsial, kedelapan dimensi yakni Source expertise, source trustworthness, receiver expertise, volume of ewom, valence of ewom, type of ewom nature of the product dan homophily berpengaruh signifikan terhadap keputusan menginap

Kata Kunci: *Ewom*, Keputusan Menginap, Hotel di Kota Bandung

ABSTRACT

Kresna Binawan (1501952), “The Effect of Electronic Word of Mouth on The Decisions to Stay at a Hotel in the city of Bandung (a survey of guests who decided to stay and at the same time gate information through online reviews in the city of Bandung) under the guidance of Dr. Vanessa Gaffar, SE., Ak., MBA and Dewi Pancawati N. S.Pd., M.M.

This study aims to figure out the effect of electronic word of mouth on purchased decisions on hotel in Kota Bandung. The research method used is descriptive verification. Data technique that use for this research is google form. Population of this study were guests who decided to stay and at the same time gate information through online reviews in Kota Bandung. The sampling technique was based on systematic random sampling of 100 respondents. Statistical analysis used in this research is multiple regression analysis techniques with SPSS 20 for Windows application. This research scale use the Likert scale. Based on the test, it was found that the simultaneous electronic word of mouth had a significant effect on Purchased Decisions. Results of this study indicate that the level of electronic word of mouth is in the high category and Purchased Decisions is in the high category. And electronic word of mouth has a positive effect on Purchased Decisions. Partially, the eight dimensions, Source expertise, source trustworthiness, receiver expertise, volume of ewom, valence of ewom, type of ewom, nature of the product and homophily have a significant effect on Purchased Decisions.

Keywords: Electronic word of mouth, Decisions to Stay, Hotel in Bandung

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