

**ANALISIS KONTEN *ELECTRONIC WORD OF MOUTH* TAMU
HOTEL BINTANG 5 KOTA BANDUNG**

(Studi analisis konten terhadap ulasan tamu hotel Padma, GH Universal dan Pullman
Bandung Grand Central)

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Memperoleh Gelar Sarjana
Program Studi Manajemen Pemasaran Pariwisata



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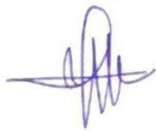
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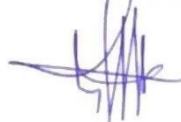
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ABSTRAK

Analisis Konten *Electronic Word Of Mouth* Tamu Hotel Bintang 5 Kota Bandung (Studi analisis konten terhadap ulasan tamu hotel Padma, GH Universal dan Pullman Bandung Grand Central)

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E-wom menjadi salah satu strategi pemasaran yang cukup penting bagi hotel terutama melalui Tripadvisor. Penelitian ini bertujuan untuk mengetahui keluhan-keluhan yang dibicarakan berdasarkan indikator *e-wom* dan intensitas ulasan positif dan negative di hotel Padma, GH Universal dan Pullman Bandung Grand Central. Metode yang digunakan pada penelitian ini yaitu analisis isi kualitatif dengan sumber data yaitu ulasan-ulasan pada tiga hotel tersebut di Tripadvisor melalui pengkodean manual. Untuk menguji keabsahan data, penulis menggunakan triangulasi sumber data. Hasil penelitian menunjukkan keluhan yang paling banyak dibicarakan berdasarkan indikator *e-wom* ialah *service quality*. Total intensitas ulasan positif dari ketiga hotel tersebut yaitu 1.796 dan Padma hotel mendapatkan ulasan positif terbanyak yaitu sejumlah 776 ulasan. Sedangkan untuk total ulasan negatif dari ketiga hotel tersebut yaitu sejumlah 18 ulasan. Pada akhirnya penelitian ini mengungkapkan bahwa pentingnya *service recovery* bagi hotel untuk dapat mengatasi *e-wom* negatif yang dilakukan oleh wisatawan yang memberikan ulasan di Tripadvisor.

Kata kunci : *E-wom*, Analisis Isi Kualitatif, Industri Perhotelan.

ABSTRACT

*Content Analysis of Electronic Word Of Mouth 5 Star Hotel Guests in Bandung City
(Content analysis study on guest reviews of Padma, GH Universal and Pullman Bandung Grand
Central hotels)*

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E-WOM has become one of the most important marketing strategies for hotels, especially through Tripadvisor. This study aims to find out the complaints discussed based on e-wom indicators and the intensity of positive and negative reviews at the Padma, GH Universal and Pullman Bandung Grand Central hotels. The method used in this study is qualitative content analysis with data sources, namely reviews on the three hotels on Tripadvisor through manual coding. To test the validity of the data, the authors use data source triangulation. The results of the study show that the most widely discussed complaint based on the e-wom indicator is service quality. The total intensity of positive reviews from the three hotels is 1,796 and Padma hotel gets the most positive reviews, namely 776 reviews. As for the total negative reviews of the three hotels, there are 18 reviews. In the end, this research reveals that the importance of service recovery for hotels is to be able to deal with negative e-wom by tourists who leave reviews on Tripadvisor.

Keywords : *E-wom, Qualitative Content Analysis, Hospitality Industry.*

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