

PENGARUH *ELECTRONIC WORD OF MOUTH* MELALUI *ONLINE TRAVEL AGENT* TERHADAP KEINGINAN MENGINAP DI HOTEL

Shelley Callista Wijaya, Dra. Fransisca Andreani, M.M.
Program Manajemen Perhotelan Program Studi Manajemen Fakultas Ekonomi
Universitas Kristen Petra
Jl. Siwalankerto 121-131, Surabaya
Email: m33414098@john.petra.ac.id ; andrea@petra.ac.id

ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh *electronic word of mouth* (e-WOM) terhadap keinginan menginap di hotel. Variabel e-WOM yang diteliti adalah *opinion seeking* dan *opinion giving*. Teknik analisa yang digunakan adalah kuantitatif kausal. Hasil penelitian menunjukkan bahwa kedua variabel (*opinion seeking* dan *opinion giving*) memiliki pengaruh positif dan signifikan terhadap keinginan menginap di hotel. Diantara kedua variabel itu yang pengaruhnya paling dominan adalah *opinion seeking*.

Kata kunci: EWOM, *Electronic Word of Mouth*, Hotel, OTA, *Online Travel Agent*, Keinginan menginap, *opinion seeking*, *opinion giving*

ABSTRACT

The purpose of this research is to find the influence of electronic word of mouth on staying intention in hotels. Variables studied in this research are opinion seeking and opinion giving. The analysis used is a causal quantitative research. The results show that two variables (opinion seeking and opinion giving) have positive and significant influences on staying intention in hotels. Between these two variables, opinion seeking has the most dominant influence on staying intention in hotels.

Keywords: EWOM, *Electronic Word of Mouth*, Hotel, OTA, *Online Travel*, *Staying intention*, *opinion seeking*, *opinion giving*

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