

# **PENGARUH SOCIAL ELECTRONIC WORD OF MOUTH TERHADAP MINAT MENGINAP DI HOTEL BINTANG DI INDONESIA MELALAI BRAND ATTITUDE**

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## **Abstrak**

Penelitian ini bertujuan untuk mengetahui pengaruh dari *Social eWOM* terhadap *purchase intention* atau minat menginap melalui *brand attitude* sebagai variabel mediasinya. Penelitian ini menggunakan kuisisioner sebagai alat pengumpulan data. Kuisisioner dibagikan kepada responden yang berusia 17 tahun ke atas dan pernah melakukan minat menginap terhadap suatu hotel bintang tiga hingga lima melalui media sosial Facebook. Data dalam penelitian ini menggunakan metode pengolahan data PLS (*Partial Least Square*) dengan menggunakan *software SmartPLS 3.2.7*. Berdasarkan hasil analisis data, dapat disimpulkan bahwa *Social eWOM* berpengaruh positif dan signifikan terhadap *purchase intention* atau minat menginap melalui *brand attitude* sebagai variabel mediasi.

Kata Kunci: *Social eWOM, Brand Attitude, Purchase intention atau Minat Menginap*

## **Abstract**

This aim of this research to determine the impact of social eWOM to purchase intention (intention to stay) through brand attitude as mediating variable. This research used the questionnaire as a tool for data collection. Questionnaires are distributed to the respondents with aged 17 above and who have social media Facebook and intention to stay in three until five star hotel in Indonesia. Processing of the data for this research is using PLS (Partial Least Square) method with SmartPLS 3.2.7 software. Based on the data analysis, the conclusions are: Social eWOM has positive and significant impact on purchase intention through brand attitude as mediating variable.

Keywords: Social eWOM, Brand Attitude, Purchase Intention or Intention to Stay

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