

ABSTRAK

Nama : Rizkan

Program Studi : Manajemen

Judul : Pengaruh *Electronic Word Of Mouth* (e-WOM) Terhadap Keputusan Pembelian Kamar Hotel Di Traveloka Pada *Parkside Petro Gayo* Hotel Di Takengon

Penelitian ini mengkaji pengaruh *Electronic Word of Mouth* (e-WOM) terhadap keputusan pembelian kamar hotel di Traveloka, khususnya pada Hotel Parkside Petro Gayo Takengon. Fenomena meningkatnya pengguna internet dan *e-commerce* telah mengubah perilaku konsumen, menjadikan ulasan dan rekomendasi daring sebagai faktor krusial dalam keputusan pembelian hotel. Tujuan mengidentifikasi dan menganalisis secara positif dan signifikan pengaruh *e-WOM* terhadap keputusan pembelian kamar hotel di Traveloka pada Hotel Parkside Petro Gayo Takengon. Mengidentifikasi faktor-faktor *e-WOM* yang memengaruhi keputusan pembelian, yaitu *Intensity*, *Valence of Opinion*, dan *Content*. Penelitian ini menggunakan pendekatan kuantitatif dengan menyebarkan kuesioner kepada 100 responden, yaitu wisatawan yang memesan kamar hotel di Parkside Petro Gayo Takengon melalui Traveloka. Data dianalisis menggunakan uji validitas, reliabilitas, asumsi klasik (normalitas, multikolinearitas, heteroskedastisitas), dan analisis regresi linier berganda. Hasil uji hipotesis menunjukkan bahwa *Intensity*, *Valence of Opinion*, dan *Content* secara positif dan signifikan memengaruhi keputusan pembelian kamar hotel di Traveloka pada Hotel Parkside Petro Gayo Takengon. Semakin tinggi intensitas informasi, semakin positif valensi opini, dan semakin baik konten informasi, semakin meningkat keputusan pembelian konsumen.

Kata Kunci: *Electronic Word of Mouth*, *Intensity*, *Valence of Opinion*, *Content*, keputusan pembelian.

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This study examines the influence of Electronic Word of Mouth (e-WOM) on hotel room purchase decisions on Traveloka, especially at the Parkside Petro Gayo Takengon Hotel. The phenomenon of increasing internet and e-commerce users has changed consumer behavior, making online reviews and recommendations a crucial factor in hotel purchase decisions. The purpose of this study is to identify and analyze the positive and significant influence of e-WOM on hotel room purchase decisions on Traveloka at the Parkside Petro Gayo Takengon Hotel. Identifying e-WOM factors that influence purchase decisions, namely Intensity, Valence of Opinion, and Content. This study uses a quantitative approach by distributing questionnaires to 100 respondents, namely tourists who booked hotel rooms at Parkside Petro Gayo Takengon through Traveloka. Data were analyzed using validity tests, reliability tests, classical assumptions (normality, multicollinearity, heteroscedasticity), and multiple linear regression analysis. The results of the hypothesis test show that Intensity, Valence of Opinion, and Content positively and significantly influence hotel room purchase decisions on Traveloka at the Parkside Petro Gayo Takengon Hotel. The higher the intensity of information, the more positive the valence of opinion, and the better the information content, the more it increases consumer purchasing decisions.

Keywords: *Electronic Word Of Mouth, Intensity, Valence of Opinion, keputusan pembelian*