ABSTRACT

THE IMPACT OF ONLINE REVIEWS AND HOTEL BOOKING INTEREST ON CONSUMER CONFIDENCE AND MAKING DECISION (STUDY AT SHERATON HOTEL LAMPUNG)

By

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This study aimed to determine the effect of the impact of online reviews and hotel booking interest on consumer confidence as well as to determine the effect of consumer confidence in making decision at Sheraton Lampung Hotel. Data were collected from respondents (hotel buyer who has to stay and read online reviews both positive and negative reviews) in Bandar Lampung city and deployment of questionnaires to 47 respondents who have the criteria. Test result using SmartPLS show that Electronic Word of Mouth has a significant influence on consumer confidence, insignificant effect between interest in booking the consumer confidence and consumer confidence has a significant influence on booking decisions.

Keywords: Online Reviews, Electronic Word of Mouth, Consumer Confidence, Interest Hotel Reservations, Decision Making, SmartPLS.