

ABSTRACT

THE EFFECT OF ELECTRONIC WORD OF MOUTH (eWOM) AND HOTEL PRICE ON BOOKING INTENTIONS THROUGH ONLINE TRAVEL MEDIA

By

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This study is motivated by the increasing number of travelers every year and the availability of online booking hotel in which the candidate travelers are going to search the destination hotel through sites that provide reviews and ratings from previous guests as well as the list or discount of hotel price prior to choosing the hotel. The purpose of this study is to determine the influence of eWOM (online reviewing by other guest experiences) and hotel price on booking intentions. Population in this study is college students in the University of Lampung and other online users, with a sample of 145 respondents. Sampling in this study using nonprobability sampling method with purposive sampling technique. Statistical analysis methods used consist of a regression multiple linear analysis, a significant test based on t value, a significant test based on F value, and a coefficient of determination (R^2) value. The results showed that the variables of eWOM has a positively and significantly influenced booking intentions, while Hotel Price does not have a significant effect on Booking Intention. However, all of hypothesis in this research are accepted which are: (H1) “Electronic Word of Mouth (eWOM) has a significant impact on hotel Booking Intention through online travel media” as well as (H2) “Hotel Prices has a significant impact on hotel Booking Intention through online travel media”.

Keywords: eWOM, hotel price, and booking intentions