

How do You Believe Electronic Word of Mouth in Making Decision to Stay?

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Abstract—Crowne Plaza Bandung is a 5-star class hotel in the city of Bandung, Indonesia, which is an international chain under the auspices of the Intercontinental Hotels Group. Crowne Plaza Bandung currently has problems with marketing which has an impact on the decline in hotel room occupancy. Efforts are being made to improve the decision to stay at Crowne Plaza Bandung, one of which is to improve marketing strategies electronic word of mouth, which consists of Source Expertise, Source Trustworthiness, Perceived Source Similarity, Receiver Expertise, Volume, Valence, Nature of The Product, Tie Strength, and Type of Website. The type of this research is descriptive and verification with cross sectional method. The purpose of this study is to find the impact of Electronic Word of Mouth towards the decision to stay at Crowne Plaza Bandung. Research respondents were 100 individual guests, who had stayed at Crowne Plaza Bandung. This research used multiple regression as data analysis technique. The result shows that Electronic Word of Mouth has impact on decision of stay at Crowne Plaza Bandung.

Keyword—*electronic word of mouth; decision of stay; purchase decision; crowne plaza bandung.*

I. INTRODUCTION

Tourism is one of the fastest growing industries in the world. The development of world tourism also greatly affects the growth of the world of accommodation such as hospitality as a means of supporting the world of tourism, including in Indonesia. The city of Bandung is the capital of West Java Province where the city of Bandung is one of the destination destinations that are crowded with people. The high level of tourist mobility of course must be supported by complete and quality tourism facilities. To meet these needs, the existence of accommodation such as a hotel is deemed necessary.

A five star hotel is the most luxurious hotel among its class. And 5-star hotels have good facilities and services. Crowne Plaza Bandung is one of the 5-star hotels in the city of Bandung which has good facilities and services.

We are collaborating with Crowne Plaza Bandung to implement this research. Based on Crowne Plaza Bandung it can be known that in 2017 there was a decrease in occupancy rate of the Hotel. This is strengthened by not achieving the targets that have been determined. Guest decisions stay very closely with the evaluation stage to choose services, hotels form a preference between products or brands or in this case

consumers choose which hotels to choose according to their wishes, their likes, and their needs [1]. The establishment of consumers can reduce the alternative that someone likes that is by being influenced by others, this can arise and change the decision to buy the product [2]. Crowne Plaza Bandung has several market segments such as corporate, convention, government and individual guests.

The good and bad of a hotel income can be seen from the improved occupancy level in each period, the hotel occupancy rate can be shown by the guest data making reservations on the IHG website and online travel agent.

In early 2018, Intercontinental Hotels Group has updated its website to make it easier for consumers to book rooms, view reviews on each property, and have more diverse promotional programs to improve the E-Marketing strategy for IHG, and on e-commerce in OTA management Crowne Plaza Bandung has maximized price adjustments and updated content that supports consumer needs such as pictures and information on the latest facilities owned by the Crowne Plaza Bandung hotel.

Crowne Plaza Bandung strives to improve the satisfaction of its guests while in the hotel by providing the best service, as well as complete facilities to support guests' needs while in Crowne Plaza Bandung. This is done to increase guests' desire to share their good experiences with other guests, one of them is by writing a review on an online site that can be read by all good guests who will stay at Crowne Plaza Bandung or not stay overnight. Consumers who have been affected by electronic word of mouth can change their attitude towards a product or service, and can help them make purchasing decisions.

Purchasing decisions fall into the type of consumer behavior. The behavior of a consumer purchase is influenced by external factors such as product, price, promotion, and distribution channels as well as socio-cultural environmental factors such as family, informal sources, social class, subculture and culture [3]. The most influential, broadest and deepest factors are cultural factors. Purchasing decisions are the most desirable concentration of research, because decisions have many factors that influence them as well as problems that occur in purchasing decisions [4], purchasing decision factors such as motivation, perception, learning,

personality, attitude [3] group, family, status, age, occupation, lifestyle, and economy [5].

The concept of electronic word of mouth is one of the strategies undertaken by Crowne Plaza Bandung to increase occupancy rates that have an impact on the level of decision to stay at hotel guests.

Electronic word of mouth marketing according to [6], electronic word of mouth is a positive or negative statement made by potential consumers, real consumers, or former consumers about a product or company that can be accessed by many people or institutions through Internet. This concept is designed to streamline hotel guests to get information both positive and negative information at the time before booking a hotel room and after using hotel products and services to build consumer emotional satisfaction.

In the current digital era electronic word-of-mouth is more in demand for research than word-of-mouth. In marketing a product or service, electronic word-of-mouth communication (e-WOM) is considered effective in shaping consumer attitudes and behavior [7]. Judging from some of the behavior of consumers who believe in other consumer assumptions compared to the assumptions mentioned by the company itself. e-WOM is an important thing in service marketing [8]. the management of Crowne Plaza Bandung itself, trying to improve the quality of service provided to guests so that guests who have stayed at Crowne Plaza Bandung by holding regular trainees every one month one time trainees for all staff, in order to serve well. Furthermore, guests are willing to write positive things about the Crowne Plaza Bandung hotel in the review forum or on social media. The more reviews and things discussed about Crowne Plaza Bandung on social media, the better the electronic word of mouth produced. If consumers find more reviews, especially positive reviews, then consumers will conclude that many have purchased the product or service, so this can reduce consumer anxiety and break down prospective guests' doubts about Crowne Plaza Bandung, which in turn processes the purchasing decisions at the hotel Crowne Plaza Bandung.

Based on the description above, it is necessary to conduct research with the title "The Impact of Electronic Word of Mouth Towards Decision of Stay at Crowne Plaza Bandung" (Survey of Individual Guest who stay at Crowne Plaza Bandung)".

II. LITERATURE REVIEW

Companies engaged in tourism, especially in the hospitality sector are currently experiencing very competitive competition. Every company, especially in the hospitality sector, seeks to dominate the market, in various ways. The most common way is to do marketing activities.

Kotler, Keller, Ancarani, and Costabile in [9] revealed that marketing is a process of creating value from customers and building strong customer relationships in order to take value back from customers. Marketing must cover programs that are

used to satisfy consumers by understanding the needs and desires of consumers.

Marketing, an asset that cannot be separated from the tourism industry especially hospitality, the role of marketing is a very important role to measure the success or failure of an industry or market.

The marketing tools used in winning the competition must have a good function and ability to win the market. Each marketing tool has its own strengths and weaknesses, so it will be much better to combine it into one unit that supports each other. After deciding on the entire strategy, companies, especially in the hospitality sector, are ready to begin planning in detail, namely the marketing mix.

McCarthy in [9] classified various marketing activities into marketing mix tools which he called marketing 4Ps: Product, Price, Place, and Promotion. Morrison is one of the tourism marketing writers who overcomes this deficiency with the addition of a marketing mix element, based on the assumption that "there are additional 4Ps in the tourism industry, namely: People, Packaging, Programming and Partnership" [10].

Based on the elements of the hospitality marketing mix, marketing communication is a collection of all elements in the organization's marketing mix that facilitate exchange by building shared meaning with customers. Electronic word of mouth is a source of information used by other consumers to find out the experience of customers who have used products or services.

E-WOM is a statement made by actual, potential or previous consumers about products or companies where this information is available to people or institutions through internet media [6]. Research according to [11] states that there are 9 (nine) dimensions of electronic word of mouth that can be examined, namely source expertise, source trustworthiness, perceived source similarity, receiver expertise, volume, valence, nature of the product, tie strength, and type of website. The approach to purchasing decision problems comes from consumer behavior, purchasing decisions are included in the type of consumer behavior. Consumer behavior or consumer behavior automatically influences how a person makes a decision to choose, buy, to use an item or service offered by the company. Consumer behavior is a behavior shown by consumers in the search for purchase, use, evaluation, and replacement of products and services that are expected to satisfy consumer needs. Consumers who have decided to buy a product or service, means that the consumer has gone through several phases where the consumer has chosen several products that are on the market to be consumed, and the phase before reaching the purchasing decision stage is such as problem recognition, information search, alternative evaluation, purchasing decisions, to post-purchase behavior. Consumer buying behavior is the buying behavior of individuals, namely the end consumers who buy goods and services for personal consumption. The decision to stay is influenced by culture, social, personal, and psychological. Marketers cannot control many factors, but

marketers must consider it to ensure that marketing is done to succeed according to target.

The purchase decision is the selection of two or more alternative purchasing decision choices, meaning that one can make decisions in several alternative choices.

The decision to stay has several dimensions from several experts who are always developed in each research conducted, and according to [12] there are five decisions made by consumers, namely product selection, brand selection, dealer selection, purchase time, purchase amount. EWOM communication has a strong effect on direct or indirect purchase intentions that lead to purchasing decisions. Mittal [13] has defined the involvement of purchasing decisions as "the level of interests and concerns brought by consumers into purchasing decisions." In research [14] also stated that when there is information exchange through electronic word of mouth, consumers will do an evaluation of the product. In addition, positive electronic word of mouth can also influence purchasing decisions or decision to stay guests on a review of other previous guest experiences.

Based on the explanation above, the researcher put forward the hypothesis that "There is an influence of Electronic Word of Mouth on the decision to stay at Crowne Plaza Bandung."

III. RESEARCH METHOD

This study analyzes how electronic word of mouth influences the decision to stay at Crowne Plaza Bandung. The research object consists of two variables, namely variable X, and variable Y. Variable independent (free) is electronic word of mouth (X) which has nine dimensions consisting of source expertise (X1), source trustworthiness (X2), perceived source similarity (X3), receiver expertise (X4), volume (X5), valence (X6), nature of the product (X7), tie strength (X8), and type of website (X9). While the dependent variable is the decision to stay, which product choice, brand choice, dealer choice, time of purchase, purchase amount.

Respondents in this research were guests who stayed at Crowne Plaza Bandung and the subject of analysis in this study was the Crowne Plaza Bandung hotel. This research was carried out using cross sectional development research method.

Based on the variables studied, the type of research used is descriptive and verification research.

The population in this research were guests staying at Crowne Plaza Bandung who had previously read the reviews of Crowne Plaza Bandung on internet. This study uses a sample of 100 respondents which is calculated using the Slovin formula. The sample technique used in this study is purposive sampling technique.

Based on the data sources listed, the types of data collected in this study are primary and secondary data. Data collection techniques used in this study were interviews, observations, questionnaires and literature studies.

The test results include validity and reliability testing, which shows that 24 questions for variables electronic word of mouth and 12 questions for variable decision stay are declared valid and reliable so that they can be used as the correct measurement tool. The data analysis technique used in this study is multiple linear regression.

The variables analyzed are independent variables (X), namely electronic word of mouth. While the dependent variable (Y) is the decision to stay. Multiple regression equations are formulated as follows [15]:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 + b_8X_8 + b_9X_9$$

Information:

Y = Purchase Decision

a = Constant Value

b = Number of direction or regression coefficient

X = source expertise (X1), source trustworthiness (X2), perceived source similarity (X3), receiver expertise (X4), volume (X5), valence (X6), nature of the product (X7), tie strength (X8), dan type of website (X9).

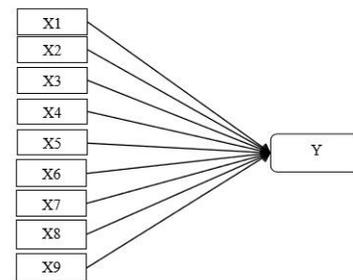


Fig. 1. Multiple Linear Regression

Remarks:

- X1 = source expertise
- X2 = source trustworthiness
- X3 = perceived source similarity
- X4 = receiver expertise
- X5 = volume
- X6 = valence
- X7 = nature of the product
- X8 = tie strength
- X9 = type of website
- Y = decision to stay

The design of testing hypotheses in this study as follows:

1. Simultaneously
 - a. H0 : $\rho = 0$, means there is no significant impact between EWOM towards decision of stay at Crowne Plaza Bandung
 - b. H1 : $\rho \neq 0$, means there is significant impact between EWOM towards decision to stay at Crowne Plaza Bandung

Regression coefficients have a significant effect if $\alpha \leq 0.05$. The decision making criteria for the proposed hypothesis are:

- a. If $f_{\text{count}} > f_{\text{table}}$, then H_0 rejected, means X has an impact towards Y
- b. If $f_{\text{count}} < f_{\text{table}}$, then H_0 accepted, means X has no impact towards Y

2. Partially

1. $H_0 : PYX_1 = 0$, it means there is no significant impact on *Source expertise* towards on decision of stay
 $H_a : PYX_1 \neq 0$, it means there is significant impact on source expertise towards decision of stay
2. $H_0 : PYX_1 = 0$, it means there is no significant impact on trust worthiness towards on decision of stay
 $H_a : PYX_1 \neq 0$, it means there is significant impact on trustworthiness towards decision of stay.
3. $H_0 : PYX_1 = 0$, it means there is no significant impact on perceived source similarity towards on decision of stay
 $H_a : PYX_1 \neq 0$, it means there is significant impact on perceived source similarity towards decision of stay.
4. $H_0 : PYX_1 = 0$, it means there is no significant impact on receiver expertise towards on decision of stay
 $H_a : PYX_1 \neq 0$, it means there is significant impact on receiver expertise towards decision of stay.
5. $H_0 : PYX_1 = 0$, it means there is no significant impact on volume towards on decision of stay
 $H_a : PYX_1 \neq 0$, it means there is significant impact on volume towards decision of stay.
6. $H_0 : PYX_1 = 0$, it means there is no significant impact on valance towards on decision of stay
 $H_a : PYX_1 \neq 0$, it means there is significant impact on valance towards decision of stay.
7. $H_0 : PYX_1 = 0$, it means there is no significant impact on nature of the product towards on decision of stay
 $H_a : PYX_1 \neq 0$, it means there is significant impact on nature of the product towards decision of stay.
8. $H_0 : PYX_1 = 0$, it means there is no significant impact on tie strength towards on decision of stay
 $H_a : PYX_1 \neq 0$, it means there is significant impact on tie strength towards decision of stay.
9. $H_0 : PYX_1 = 0$, it means there is no significant impact on type of website towards on decision of stay
 $H_a : PYX_1 \neq 0$, it means there is significant impact on type of website towards decision of stay.

The decision-making criteria for the proposed hypothesis are:

- a. Reject H_0 if $t_{\text{count}} \geq t_{\text{table}}$
- b. Accept H_0 if $t_{\text{count}} < t_{\text{table}}$

IV. RESEARCH RESULT AND DISCUSSION

Based on the results of the recapitulation of the responses of 100 respondents, electronic word of mouth variables can be measured by calculating the overall score from the comparison

of the total score and the average score of the variable electronic word of mouth. The total score for electronic word of mouth is 8284 which is relatively high and prints at intervals of 2,400 - 12,000. Sub variables or dimensions that have the highest rating are receiver expertise with an average score of 389.3. Whereas for the lowest valuation is found in the source trustworthiness dimension with an average score of 320.5.

The results of the study of the responses of 100 respondents, the decision decision variable can be measured by calculating the overall score from the comparison of the total score and the average score of the decision variable for staying overnight. The total score for purchasing decisions is 3,945, which is relatively high and is printed at intervals of 1,200 - 6,000. In this variable, the sub-variables or dimensions that have the best response are product selection with an average score of 352.5. Whereas the lowest assessment is found in the selection dimension of the dealer with an average score of 303.67.

Testing the hypothesis obtained about the effect of electronic word of mouth on the decision to stay at Crowne Plaza Bandung simultaneously has a total effect of 0.851 or 85.1%. This shows that each dimension of electronic word of mouth (X) contributes 85.1% to the decision variable stay (Y), while the remaining 14.9% is contributed by other factors not examined in this study. Partially, there is one dimension that has a significant influence on purchasing decisions, namely source expertise, source trustworthiness, receiver expertise, volume, valence, nature of the product, and type of website. Whereas the other three dimensions, namely perceived source similarity and tie strength do not have a significant influence on purchasing decisions by using a significant level of two-party test of 0.025 or 2.5%.

V. CONCLUSION AND RECOMMENDATION

A. Conclusion

1. In general, respondents' responses regarding the implementation of electronic word of mouth at Crowne Plaza Bandung consisted of 9 dimensions, namely source expertise, source trustworthiness, perceived source similarity, receiver expertise, volume, valence, nature of the product, tie strength, and type of the website is in the high category which means the implementation of electronic word of mouth is already good. The dimensions that get the highest rating are the dimensions of receiver expertise, namely that dimension is the extent to which guests feel themselves, competent, trained, and have knowledge of online media. In this dimension, most respondents believe that they are experts or understand internet usage, especially in accessing reviews about Crowne Plaza Bandung and then read it before the guest makes a purchase or book a room at the Crowne Plaza Bandung hotel which afterwards has finished sharing. experience on online review sites or social media. While the lowest score is obtained by the source trustworthiness dimension

because guests do not fully trust the available electronic word of mouth, but trust the other aspects as well.

2. Respondents' responses regarding the decision to stay, which consists of product selection, brand selection, distributor selection, stay time, and purchase amount that is in the sufficient category, which means the decision to stay at Crowne Plaza Bandung is already good enough. The highest assessment is on product selection, where product selection based on hotel facilities provided by Crowne Plaza Bandung is very good compared to other types of lodging. Facilities provided by Crowne Plaza Bandung are complete facilities in 5-star class, therefore guests prefer products from Crowne Plaza Bandung compared to other hotels or inns. As well as the types of rooms provided by Crowne Plaza Bandung are very diverse, there are 8 types of rooms with prices, spacious, diverse facilities that can be tailored to the needs of the guests themselves. While the lowest value is the selection of the lowest score dealer, namely the selection of suppliers. This is due to the large number of guests who book rooms through other dealers, namely online travel agents and travel agents or to third parties when compared to messages through the hotel directly.
3. Electronic word of mouth consisting of source expertise, source trustworthiness, receiver expertise, volume, valence, nature of the product and type of website has a significant influence on the decision to stay. Meanwhile, the perceived source similarity and tie strength indicators do not have a significant influence on the decision to stay.

B. Recommendation

1. Recommendations from the author regarding electronic word of mouth at Crowne Plaza Bandung
 - a. *Source Expertise*
To increase reviewers or providers of information in a valid way to give or share their experiences about Crowne Plaza Bandung, the management of Crowne Plaza Bandung should send e-mails or e-mails to each guest who stays for the next guest to share their experiences through online review sites. As well as management also need to increase social media traffic both through campaigns through social media or in real terms such as displaying Crowne Plaza Bandung social media accounts on flyers, advertisements on print and electronic media, and also to be displayed on guest comments and tv displays so that hotel guests are also active in Crowne Plaza Bandung social media which is expected to be active to disseminate all information about Crowne Plaza Bandung and create interaction between customers both on online review sites and on social media.

- b. *Source Trustworthiness*
To increase the trust given by reviewers to Crowne Plaza Bandung readers, they must pay attention to customer interactions in terms of good communication by responding to each review produced by Crowne Plaza Bandung hotel guests, so the review readers will be more confident about the reviews. In addition, the management must also conduct communication training for the hotel itself so that Crowne Plaza Bandung can respond rationally and well to reviews..
- c. *Perceived Source Similarity*
To improve individually the Crowne Plaza Bandung hotel management should make special programs such as "Member get Member" which is also promoted online, so that guests can be eager to invite good friends in the same age group, the same interest group, and tourism interest groups the same so that the management or guests themselves can feel the true impact of e-WOM on online review sites and social media.
- d. *Receiver Expertise*
To improve receiver expertise, Crowne Plaza Bandung management needs to be more active in using social media, websites, and engaging in online review sites so that they can generate good traffic so that guests, either reviewers or readers can be more active in social media interactions or Crowne online reviews. Plaza Bandung, which is expected to well influence the behavior of consumers to buy products.
- e. *Volume*
To increase awareness of existing products and services at Crowne Plaza Bandung, the hotel needs to improve the quality of service by holding regular training every month to improve employee performance. This is intended so that guests who have stayed before are willing to give a review about Crowne Plaza Bandung, so that it can increase the popularity of hotels and ratings on online review sites.
- f. *Valance*
To reduce the level of negative reviews obtained by Crowne Plaza Bandung on an online site. Crowne Plaza Bandung must be able to respond well, appropriately, and quickly if you get negative reviews and ask for guest information to be followed up. Even employees must be able to handle complaints that are good if something happens. As well as all information disseminated by the hotel, it is required for real, for example the facilities or room pictures uploaded to the internet site.
- g. *Nature of The Product*
To improve the services recommended by Crowne Plaza Bandung, you have to further

improve your accommodation by fulfilling the guests' desires and the needs of guests who stay overnight, such as upgrading existing facilities and services so that guests experience a different experience when staying overnight and can provide positive reviews through online review sites or social media which is expected to influence prospective guests in making a purchase.

h. Tie Strength

To increase tie strength, increase the intensity of social relations between two individuals, namely between reviewers and readers, the Crowne Plaza Bandung management should provide a discussion column on Crowne Plaza Bandung's online review site between readers and reviewers so that readers can get to know and understand better about Crowne Plaza Bandung hotel or with the reviewers.

i. Type of Website

To increase guests' willingness and trust in accessing the Crowne Plaza Bandung website where there has been a review of guests who have stayed, the management needs to increase the content on the website which contains interesting promos such as booking via the website will get the best price. This was implemented in order to meet the needs and needs of guests so as to create a positive response and influence customers to recommend Crowne Plaza Bandung as the best accommodation to stay in Bandung City.

2. Based on the results of the research and the facts on the decision variables staying at Crowne Plaza Bandung has sufficient assessment, but the hotel must pay attention to the selection indicators of distributors who are still less than optimal. This happened because the guests of Crowne Plaza Bandung chose a third party distributor, namely an online travel agent compared to ordering directly through the Crowne Plaza Bandung, either online, telephone, or walk-in.
3. To improve the decision of the stay of individual Crowne Plaza Bandung guests through the implementation of electronic word of mouth, management is expected to be able to control and develop electronic word of mouth as a marketing strategy carried out by management. Besides that, it must be balanced with the contents of the information with positive, clear and interesting messages on every social media owned by Crowne Plaza Bandung, so

that guests and readers can find informative information so that every prospective guest can be trusted so that the contents of electronic word messages of mouth has a rational idea.

4. The author realizes that this research certainly has limitations and limitations. As a recommendation for future researchers at Crowne Plaza Bandung, other online marketing can be raised to increase guest interest in making reservations both online and offline. Because at this time technological sophistication is very helpful for a very broad marketing process. Therefore, these other findings are expected to be an input for the development and progress of the Crowne Plaza Bandung hotel in the future

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