

ABSTRACT

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THE ANALYSIS OF ONLINE REVIEW TOWARDS CUSTOMER PURCHASE INTEREST IN SMART SEGMENTATION OF OYO IN MEDAN

(xv+66 pages; 3 figures; 16 tables; 3 appendixes)

Nowadays, OYO is known as a budget hotel that provides a sleek aesthetic with comfortable spaces and standard hospitality services around the world. In the hotel industry, online reviews are needed by hotels, which guests can share their stay experiences and provides constructive reviews for hotel development. The online review is influential on the customer purchase interest because customers rely heavily on the opinion of other customers when making purchase decision. This study aims to analyze whether online review has an effect towards customer purchase interest. To identify the effect, we need to understand the definitions and indicators of online review and customer purchase interest. This study uses qualitative research method and the data is analyse using triangulation method. The author collected the data through online interview with the Head of Operation of OYO Medan, hotel owners, and guests. The results of the research show that most of the online reviews according to reality. OYO is good enough in terms of providing quality of service for guests. Only positive online reviews that can improve customer purchase interest. Management of OYO need to take online review seriously since they are reflecting reality. Management of OYO needs to maintain cleanliness, comfort guarantee, and facilities in order to generate positive online reviews by the guest, which will give a good perception to new customers and they will be interested in making a reservation and for the previous guests become loyal guest at certain OYO property.

Keywords: **Online Review, Customer Purchase Interest, OYO Medan, Qualitative Research**

References: 29 (2014-2020)

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Saat ini, OYO dikenal sebagai budget hotel yang menyediakan estetika ramping dengan ruang nyaman dan layanan perhotelan standar di seluruh dunia. Dalam industri perhotelan, ulasan online dibutuhkan oleh hotel, dimana para tamu dapat berbagi pengalaman menginap mereka dan memberikan ulasan yang membangun untuk pengembangan hotel. Tinjauan online berpengaruh pada minat pembelian pelanggan karena pelanggan sangat bergantung pada pendapat pelanggan lain ketika membuat keputusan pembelian. Penelitian ini bertujuan untuk menganalisis apakah ulasan online memiliki pengaruh terhadap minat beli pelanggan. Untuk mengidentifikasi efeknya, kita perlu memahami definisi dan indikator ulasan online dan minat beli pelanggan. Penelitian ini menggunakan metode penelitian kualitatif dan data dianalisis menggunakan metode triangulasi. Penulis mengumpulkan data melalui wawancara online dengan kepala operasional OYO Medan, pemilik hotel, dan tamu. Hasil penelitian menunjukkan bahwa sebagian besar ulasan online sesuai dengan kenyataan. OYO cukup baik dalam hal memberikan kualitas layanan untuk para tamu. Hanya ulasan online positif yang dapat meningkatkan minat pembelian pelanggan. Manajemen OYO perlu menanggapi ulasan online dengan serius karena mencerminkan kenyataan. Manajemen OYO perlu menjaga kebersihan, jaminan kenyamanan, dan fasilitas untuk menghasilkan ulasan online positif oleh tamu, yang akan memberikan persepsi yang baik kepada pelanggan baru dan mereka akan tertarik untuk membuat reservasi dan untuk tamu sebelumnya menjadi tamu setia di properti OYO tertentu.

Kata kunci: Ulasan Online, Minat Beli Konsumen, OYO Medan, Penelitian Kualitatif

References: 29 (2014-2020)