

ABSTRACT

VELICIA

00000023122

ANALYSIS OF CUSTOMER REVIEW IN SOCIAL MEDIA TOWARDS CUSTOMER DECISION TO STAY AT CAMBRIDGE HOTEL MEDAN

(xiii +113 pages; 5 figures; 24 tables; 4 appendixes)

Cambridge Hotel Medan is count as luxury Hotel in Medan, however in their social media platform such as Tripadvisor platform, there is some bad review from previous customer about their experience during their stay. Azulmi et al. (2018) stated that customers have a habit in reading other customer reviews before they make a decision in choosing the tourist destinations, transportation and accommodation, which the review is written by previous customer in the form of positive or negative reviews on a social media or travel website. Therefore, this study purpose is to find out whether there is a link between customer review in social media and customer decision to stay at Cambridge Hotel Medan.

This study is using qualitative descriptive (non statistical) as a research design and for the data collection method are using primary data and secondary data. The primary data that used for this study are interview and questionnaires, while the secondary data is using literature study. The result of this study is showing that some of Cambridge customer make a decision to stay overnight after they saw a customer review in social media. This study is showing there is a link between customer review in social media towards customer decision to stay at Cambridge Hotel Medan.

Keywords: Social Media, Customer Review, Customer Decision

References: 56 (2016-2021)

ABSTRAK

VELICIA

00000023122

ANALYSIS OF CUSTOMER REVIEW IN SOCIAL MEDIA TOWARDS CUSTOMER DECISION TO STAY AT CAMBRIDGE HOTEL MEDAN

(xiii+113 pages; 5 figures; 24 tables; 4 appendixes)

Cambridge Hotel Medan termasuk salah satu hotel mewah di Medan, namun di platform media sosial mereka seperti platform Tripadvisor, terdapat beberapa ulasan buruk dari pelanggan sebelumnya tentang pengalaman mereka selama menginap. Azulmi dkk. (2018) menyatakan bahwa pelanggan memiliki kebiasaan membaca review pelanggan lain sebelum mereka mengambil keputusan dalam memilih destinasi wisata, transportasi dan akomodasi, dimana ulasan tersebut ditulis oleh pelanggan sebelumnya dalam bentuk ulasan positif maupun negatif di media sosial atau situs web perjalanan. Oleh karena itu, penelitian ini bertujuan untuk mengetahui apakah terdapat keterkaitan antara review pelanggan di media sosial dengan keputusan pelanggan untuk menginap di Cambridge Hotel Medan.

Penelitian ini menggunakan desain penelitian deskriptif kualitatif (non statistik) dan metode pengumpulan datanya menggunakan data primer dan data sekunder. Data primer yang digunakan dalam penelitian ini adalah wawancara dan angket, sedangkan data sekunder menggunakan studi pustaka. Hasil penelitian ini menunjukkan bahwa beberapa pelanggan Cambridge memutuskan untuk menginap setelah melihat ulasan pelanggan di media sosial. Penelitian ini menunjukkan adanya keterkaitan antara review pelanggan di media sosial dengan keputusan pelanggan untuk menginap di Cambridge Hotel Medan.

Kata Kunci: Social Media, Customer Review, Customer Decision

Referensi: 56 (2016-2021)