

ABSTRAK

Tren staycation membuat usaha-usaha dalam industri pariwisata masih dapat bertahan ditengah pandemi covid-19, salah satu yang menjadi dampak positif dengan maraknya tren ini adalah adanya kenaikan *booking* hotel. Hotel kapsul menjadi salah satu daya tarik industri pariwisata yang marak menjadi tujuan pengunjung sejalan dengan maraknya tren ini. Salah satu hotel kapsul yang cukup ramai dibicarakan di media sosial dewasa ini adalah Bobobox. Bobobox menjadi salah satu inovasi hotel kapsul dengan tema berbasis teknologi yang kini telah tersebar di delapan kota besar, salah satunya adalah di Malang, Jawa Timur.

Penelitian ini bertujuan untuk menganalisis *Substantive Servicescape* dan *Communicative Servicescape* terhadap *Positive Emotion* dalam membentuk *Perceived Value* yang pada akhirnya mempengaruhi *Word of Mouth* konsumen Bobobox di Malang. Penelitian ini diharapkan dapat digunakan untuk memberikan kontribusi pada pengembangan teori dan penelitian pemasaran, khususnya mengenai pengaruh *Substantive Servicescape* dan *Communicative Servicescape* terhadap *Positive Emotion* dalam membentuk *Perceived Value* yang pada akhirnya mempengaruhi *Word of Mouth*.

Penelitian ini menggunakan metode kuantitatif dengan teknik *Non Probability Sampling* dengan metode *Snowball* yang diukur menggunakan Skala Likert dengan melibatkan 120 responden. Karakteristik sampel dari penelitian ini adalah laki laki dan perempuan dengan rentang usia 18-55 tahun, warga negara Indonesia dan memiliki pengalaman menginap di Hotel Kapsul Bobobox Malang minimal satu kali dalam satu tahun terakhir dan pernah melakukan interaksi dengan *host* Bobobox.

Hasil penelitian didapatkan bahwa *variabel Substantive Servicescape berpengaruh positif signifikan terhadap Positive Emotion, variabel Communicative Servicescape berpengaruh positif signifikan terhadap Positive Emotion, variabel Positive Emotion berpengaruh positif signifikan terhadap Perceived Value; dan variabel Perceived Value berpengaruh positif signifikan terhadap Word-of-Mouth.*

Kata kunci: *Substantive Servicescape, Communicative Servicescape, Positive Emotion, Word of Mouth, Bobobox Malang*

ABSTRACT

The staycation trend has allowed businesses in the tourism industry to survive in the midst of the Covid-19 pandemic, one of the positive impacts of this trend is an increase in hotel bookings. Capsule hotels are one of the attractions of the tourism industry which booming as a destination in line with the rise of this trend. One of the capsule hotels that is quite busy talking about on social media is Bobobox. Bobobox is one of the capsule hotel innovations with a technology-based theme which has now spread to eight major cities, one of Bobobox Capsule Hotel located in Malang, East Java.

This research aims to analyze the Substantive Servicescape and Communicative Servicescape on Positive Emotion in shaping Perceived Value which ultimately affects the Word of Mouth of Bobobox consumers in Malang. This research is expected to be used to contribute to the development of marketing theory and research, especially regarding the influence of Substantive Servicescape and Communicative Servicescape on Positive Emotion in shaping Perceived Value which ultimately affects Word of Mouth.

This research uses a quantitative method with the technique of Non Probability Sampling with the Snowball method which is measured using a Likert Scale involving 120 respondents. The characteristics of the sample from this study are male and female with an age range of 18-55 years, Indonesian citizens and have experience staying at the Bobobox Malang Capsule Hotel at least once in the past year and have interacted with the Bobobox host.

The results showed that the Substantive Servicescape variable had a significant positive effect on Positive Emotion, the Communicative Servicescape variable had a significant positive effect on Positive Emotion, the Positive Emotion variable had a significant positive effect on Perceived Value; and the Perceived Value variable has a significant positive effect on Word-of-Mouth

Keywords: Substantive Servicescape, Communicative Servicescape, Positive Emotion, Word of Mouth, Bobobox Malang