

THE IMPACT OF ELECTRONIC WORD OF MOUTH (e-WOM) ON HOTEL ROOM PURCHASE DECISIONS AT TRAVELOKA AT HOTEL PARKSIDE PETROGAYO HOTEL TAKENONGON

Rizkan¹, Heriyana², T.Edyansyah³, Hamdiah⁴

^{1,2,3,4} Universitas Malikussaleh

Email: Kanriz66@gmail.com, heriyana@gmail.ac.id, tedyansyah@unimal.ac.id, hamdiah@unimal.ac.id

Correspondence Author: heriyana@gmail.ac.id

Received : 20 September 2025

Published : 17 November 2025

Revised : 01 October 2025

DOI : <https://doi.org/10.54443/ijset.v5i1.1327>

Accepted : 30 October 2025

Link Publish : <https://www.ijset.org/index.php/ijset/index>

Abstract

This study examines the influence of Electronic Word of Mouth (e-WOM) on hotel room purchase decisions on Traveloka, especially at the Parkside Petro Gayo Takengon Hotel. The phenomenon of increasing internet and e-commerce users has changed consumer behavior, making online reviews and recommendations a crucial factor in hotel purchase decisions. The purpose of this study is to identify and analyze the positive and significant influence of e-WOM on hotel room purchase decisions on Traveloka at the Parkside Petro Gayo Takengon Hotel. Identifying e-WOM factors that influence purchase decisions, namely Intensity, Valence of Opinion, and Content. This study uses a quantitative approach by distributing questionnaires to 100 respondents, namely tourists who booked hotel rooms at Parkside Petro Gayo Takengon through Traveloka. Data were analyzed using validity tests, reliability tests, classical assumptions (normality, multicollinearity, heteroscedasticity), and multiple linear regression analysis. The results of the hypothesis test show that Intensity, Valence of Opinion, and Content positively and significantly influence hotel room purchase decisions on Traveloka at the Parkside Petro Gayo Takengon Hotel. The higher the intensity of information, the more positive the valence of opinion, and the better the information content, the more it increases consumer purchasing decisions.

Keywords: *Electronic Word of Mouth*, buying decision.

INTRODUCTION

In the current era of globalization, the internet has become a trend for many consumers before making a purchase. This is supported by the increasing number of internet users from year to year because the internet provides various ways to obtain information related to products or services from other consumers (Prasad et al., 2019). Technological advances, high-capacity information exchange, and new supply chain models cause companies to experience changes in profits and increasingly competitive competition (Syed Alwi et al., 2016). Companies must have a competitive advantage to survive the competition with other companies (Hegner & Jevons, 2016). The concept of marketing is now more real and business actors are competing to win the sympathy of consumers so that they can influence their considerations in determining purchasing decisions (Macías & Cervi, 2017).

\Based on a report from the International Telecommunication Union (ITU), a United Nations (UN) agency, the number of internet users worldwide in 2018 reached 3.9 billion, exceeding half the world's population. A similar trend is also experienced in Indonesia, with the number of internet users increasing from 132.7 million to 202.6 million in 2021 from 2018 to 2021, and is expected to continue to increase annually. The increasing number of internet users has led to the emergence of many e-commerce platforms, which see business opportunities due to Indonesia's potential market share of 202.6 million internet users. Various e-commerce platforms exist in Indonesia, including Traveloka, Pegipegi, Tiket.com, Trivago, and others. The intense competition in the Online Travel Agent (OTA) sector requires every company to excel in innovation and adapt quickly to current conditions to win the market. Having a high purchasing decision is something that a company hopes for, because a high purchasing decision indicates that a product or service has succeeded in attracting consumers' attention. Purchasing decisions are consumer behavior regarding consumer involvement in choosing and determining decisions to use goods or services.

THE IMPACT OF ELECTRONIC WORD OF MOUTH (e-WOM) ON HOTEL ROOM PURCHASE DECISIONS AT TRAVELOKA AT HOTEL PARKSIDE PETROGAYO HOTEL TAKENONG

Rizkan et al

The rapid development of internet technology has led to an increase in the number of internet users (Cholid, 2022). The internet not only functions as a means of communication, but also as a source of information, entertainment, business, and buying and selling transactions among the public (Hariyanto & Trisunarno, 2020). In this modern era, many business actors have begun to shift their businesses from offline to online to make it easier for consumers to enjoy the products offered (Jaya et al., 2021). This change not only makes it easier for consumers to access products but also provides new opportunities for businesses to reach a wider market without being hindered by geographical boundaries. The development of information technology has also brought about significant changes in how consumers interact with products and services. One of the most striking changes is the emergence of e-commerce platforms that allow consumers to transact online (Jaya et al., 2021). Traveloka is part of an e-commerce platform that is one of the leading travel platforms in Indonesia, offering various services such as booking airline tickets, hotels, and tour packages (Susanti, 2021). However, the success of this platform depends not only on the various services provided, but also on user trust and purchasing intentions.

Traveloka is an online travel agent (OTA) platform founded in 2012. This Indonesian startup offers services such as booking train and bus tickets, car rentals, and travel activities. Since 2015, Traveloka has expanded to neighboring countries such as Singapore, Malaysia, Vietnam, Thailand, and the Philippines. According to Kurious in the Katadata Insight Center (KIC), 26% of surveyed OTA users considered the advantage of OTA services to be fast transaction processing. Furthermore, 22.4% indicated that OTAs were practical to use, 21.1% found it easy to get the best deals, and 18.7% considered OTAs to have extensive access to information (Databoks.katadata.co.id, 2022). Traveloka uses an intelligent search system that can provide comprehensive and accurate results quickly, allowing people to quickly and conveniently purchase tickets (plane, train, bus) and even tour packages and hotels. Traveloka is known for its various attractive offers and discounts on a wide range of accommodation options, including hotels and guesthouses. In an effort to maintain and grow its business, Traveloka continues to improve its application features to attract more users. Feature development on Traveloka includes adding other features beyond purchasing plane, train, and bus tickets, tour packages, and hotel bookings.

One of the most frequently booked accommodations through the Traveloka app is hotels. A hotel is a place that provides accommodation, such as rooms, usually complete with food and beverages. Nowadays, hotels and other accommodations are common, especially in areas with tourist attractions. Therefore, hotels have become a necessity when traveling or visiting a particular destination. Parkside Gayo Petro Takengon Hotel is one of the hotels in Takengon, Central Aceh. Parkside Gayo Petro Takengon Hotel is the first hotel chain in Aceh Province that is part of the Parkside Hotel Group (PHG Hotel). This hotel chain has a wide network spread throughout the world including in Muscat Oman, Bahrain, Beijing and Shenzhen China, Cebu Philippines, Nevada United States and Dubai United Arab Emirates. While domestically there are in Takengon, Banda Aceh, Maninjau West Sumatra and Jayapura Papua. Located in the heart of Takengon city with fantastic views of Mount Laut Tawar and Lake, this hotel is an ideal vacation choice for families and couples and is a special attraction for tourists. According to General Manager (GM) Noersyam Akhmad, Parkside Gayo Petro Takengon is a 3-star hotel equipped with 128 rooms, including executive suits and junior suites. Consumers frequently book Parkside Hotel tickets through the Traveloka app. Traveloka is arguably the pioneer of various other online travel agents, such as Tiket.com, PegiPegi, Trivago, Booking, and others. Below, you can see the booking percentages for various apps.

Table 1
Online Booking Application Presentation

Site Name	2020	2021	2022	2023	2024
Agoda.com	4.40	7.20	7.80	9.40	11.90
Booking.com	-	-	-	-	6.30
Traveloka.com	30.50	38.30	38.50	35.90	37.10
Tiket.com	7.50	11.10	13.60	12.20	37.10

Source: Topbrand-award.com

The data above shows an increase in Traveloka.com's Top Brand Index from 2020 to 2022. Then, in 2023, Traveloka experienced a 2.6% decline to 35.90. Then, in 2024, Traveloka.com increased by 1.2% to 37.10. The Traveloka app is now widely known on social media platforms like Instagram, especially with the Traveloka Experience feature. By trying to use this feature, they will get various experiences, especially convenience, accuracy, speed and certainty in making transactions and carrying out the holiday activities they want, so that with these various

THE IMPACT OF ELECTRONIC WORD OF MOUTH (e-WOM) ON HOTEL ROOM PURCHASE DECISIONS AT TRAVELOKA AT HOTEL PARKSIDE PETROGAYO HOTEL TAKENONG

Rizkan et al

conveniences, consumers can make faster purchasing decisions. Purchasing decisions are an intervention that begins with the decision-making process with the aim of selecting the most appropriate option in purchasing and as an individual problem-solving activity in choosing optimal behavior from various alternatives (Hasanah et al., 2023). According to Rahmadanni et al., (2021), purchasing decisions are consumer behavior patterns that include the decision-making process they follow to satisfy their needs through products, ideas, or services. In meeting these needs, evaluation is necessary to obtain the best alternative from the consumer perspective (Arbaini et al., 2020). Consumers tend to compare products based on these attributes before making a final decision, which reflects how crucial accurate and relevant information is for decision-making.

According to Hadita et al., (2020), purchasing decisions are consumer behaviors that selectively choose the products they will use. Purchasing decisions are consumer decisions in selecting one of several available options and then purchasing the most preferred product from other alternatives. However, there are two aspects between the desire to buy and the purchasing decision (Angkasa, 2017). Based on the above understanding, it can be concluded that purchasing decisions are the process by which consumers decide to buy or use a product. The decision to purchase a hotel through the Traveloka app can be influenced by word-of-mouth information shared by others in reviews on the app. Both positive and negative aspects can be quickly and easily recognized by the public. This spread of word-of-mouth information via the internet is commonly known as Electronic Word of Mouth (E-WOM). These diverse experiences are often shared on various social media platforms in the form of photos and videos. One method used to increase the effectiveness of E-WOM marketing is by paying attention to intensity. The more frequently people see information and videos about a product or service, the greater their desire to pay for the product or service. Likewise, the more frequently consumers see positive comments on each video or social media post, the more likely they are to be interested in trying or paying for the product.

Electronic word of mouth (eWOM) according to Goyette, et al (2010) is informal, non-commercial online communication about opinions about a service or product, which occurs directly, via telephone, e-mail, or other communication methods. Viewing online reviews or comments is very helpful for consumers because it makes consumers feel more confident in their purchasing decisions Chinho et al., (2013). *Electronic Word of Mouth* (eWOM) is a marketing activity that uses the internet to create a word-of-mouth effect. E-WOM is a means for customers to share their experiences, opinions, and recommendations about products, brands, and companies through social media. e-WOM is a positive or negative statement conveyed by consumers about a company's product or service and disseminated to other consumers through the internet (Suarsa, SH (2020).

According to Gayotte (2010), electronic word of mouth (e-WOM) has three definitions: intensity, valence of opinion, and content. Therefore, purchasing decisions can be influenced by these dimensions of e-WOM. Therefore, purchasing decisions can be influenced by intensity. According to Adeliastari et al. (2010), intensity is the appropriateness of consumers in providing information, interactions, and opinions between consumers on social networking sites. Consumers can obtain information about hotels, both about room rates and room availability, through social networks as the main source of information about hotels. In previous research, according to Adeliastari, et al., (2010); Ramadhani, B (2015); Sindunata, I and Wahyudi, B,A (2018) stated that Intensity has a positive influence on purchasing decisions. Furthermore, the decision to purchase a hotel room through Traveloka can also be influenced by the Valence of Opinion. According to Goytte, et al., (2010), Valence of opinion is the interaction carried out by consumers, whether positive or negative.

Negative comments can indicate or reflect consumer satisfaction or dissatisfaction with a product or service. Negative comments on social media can help hotels improve their services. Furthermore, positive comments from consumers can also improve people's decision to stay. Previous research, according to Kusumastuti et al. (2020); Adeliastari et al. (2010); Ramadhani B (2015); Sindunata I and Wahyudi B,A (2018); and Amil Raihan (2021), states that Valence of Opinion influences purchasing decisions. Purchasing decisions can also be influenced by content. According to (Kotler, 2019) Content marketing is a marketing activity that creates interesting content, selects, shares, and enlarges interesting, relevant, and useful content for a clear audience in order to create interaction with existing content. According to Huda, et al. (2021), content marketing is a very popular marketing strategy where we plan, distribute, and create content that can attract users and then encourage them to become customers. Information about hotel services on social networks greatly influences the decision to choose a hotel. According to Ramadani, et al., (2024); Kusumastuti, et al., (2020); Adeliastari, et al (2010); Ramadhani, B (2015); Sindunata, I and Wahyudi, B,A (2018); Amil Raihan (2021) stated that content has a significant influence on purchasing decisions. The researcher's primary interest in and need for research on the Traveloka app is that it is a popular online booking platform with a large number of users. Advances in digital technology have transformed the way consumers search for and decide to purchase products or services. Today, before booking a hotel room, many consumers first search for and read user reviews on digital platforms like Traveloka. The online reviews and ratings on these platforms are a primary source

THE IMPACT OF ELECTRONIC WORD OF MOUTH (e-WOM) ON HOTEL ROOM PURCHASE DECISIONS AT TRAVELOKA AT HOTEL PARKSIDE PETROGAYO HOTEL TAKENONG

Rizkan et al

for potential customers to assess the quality of hotel services. At the Parkside Petro Gayo Takengon Hotel, for example, guests' booking decisions are influenced not only by promotions but also by electronic word of mouth (e-WOM) in the form of comments, testimonials, and previous customer ratings on Traveloka. Positive reviews can increase trust and encourage purchasing decisions, while negative reviews can potentially decrease customer interest. Some of the negative comments include inappropriate room rates, slow restaurant staff, and unprofessional salespeople.

LITERATURE REVIEW

The Influence of Intensity on Purchasing Decisions

Based on research conducted by Adeliastari et al. (2010), the intensity variable influences purchasing decisions. According to Sindunata, I, and Wahyudi B, A (2018), the intensity variable has no effect on purchasing decisions. According to Adeliastari (2010), intensity does influence purchasing decisions. Meanwhile, Nizar Hamdani (2022) states that intensity has a positive effect on purchasing decisions.

The Influence of Valence Of Opinion on Purchasing Decisions

According to Sindunata, I and Wahyudi, A, B (2018), Valence of Opinion has no effect on Purchasing Decisions. According to Adeliastari (2010), Valence of Opinion has an effect on Purchasing Decisions. Meanwhile, according to Nizar Hamdani (2022), Valence of Opinion has a positive effect on Purchasing Decisions.

The Influence of Content on Purchasing Decisions

According to Sindunata, I and Wahyudi, A, B (2018), content has no effect on purchasing decisions. According to Adeliastari (2010), content has a positive effect on purchasing decisions. Meanwhile, according to Nizar Hamdani (2022), content has a positive effect on purchasing decisions.

METHOD

Location and Subject of Research

The Parkside Petro Gayo Hotel is located on Sengeda Street, Nunang Antara, Bebesen District, Central Aceh Regency, Takengon. The subjects of this study were tourists staying at the Parkside Petro Gayo Hotel.

Population and Sample

According to Ari Kunto (2019), a population is the entire object of a study. William MK Trochim (2020) defines a population as a collection of elements or objects that meet a specific set of criteria or definition. The population in this study is tourists who booked rooms at the Parkside Petro Gayo Hotel, Takengon, whose exact number is unknown. According to Sugiyono (2019), samples must be representative of the population because they are components of the population's characteristics. The sampling method in this study used a non-probability sampling method with a purposive sampling technique. According to Sahir (2022), non-probability sampling is a sampling method in which not everyone in society has the same opportunities or possibilities. Meanwhile, purposive sampling is a sampling technique based on certain considerations. The sample taken by the researcher was based on criteria established by the researcher (Asari et al., 2023). Tourists visiting Takengon and booking rooms at the Parkside Petro Gayo Hotel served as the sample for this study. Because the study population was unknown or very large, the Lemeshow formula was used to calculate the sample size.

Lemeshow's formula is as follows: $n = \frac{z^2 p(1-p)}{d^2}$

Information :

- n = Amount sample
- z = Normal table values with a certain Alpha
- p = Population proportion unknown
- d = Distance in both directions = 10% or 0.1

Based on the results of the calculation of the number of samples obtained using the Lemeshow formula is 96.04 which is then rounded to 100 respondents on the interest in purchasing decisions at Parkside Petro Gayo Hotel Takengon. In determining respondents to answer the questions in the questionnaire, the author then used the Convenience Sampling technique. According to Sekaran & Bougie (2017), Convenience Sampling is a collection of data from people in the population who have agreed and are willing to provide the necessary information.

THE IMPACT OF ELECTRONIC WORD OF MOUTH (e-WOM) ON HOTEL ROOM PURCHASE DECISIONS AT TRAVELOKA AT HOTEL PARKSIDE PETROGAYO HOTEL TAKENGON

Rizkan et al

Method of collecting data

In this study, researchers used primary data to collect data by distributing questionnaires to tourists visiting Parkside Petro Gayo Hotel Takengon.

RESULTS AND DISCUSSION

Validity Test

Table 2
Validity Test

No	Variables	Item Question	<u>N</u>	<u>value</u>	Information
			rcount	rtable	
1	<i>Intensity</i>	X1.1	0.751	0.1966	Valid
		X1.2	0.819	0.1966	Valid
		X1.3	0.784	0.1966	Valid
2	<i>Valence of Opinion</i>	X2.1	0.788	0.1966	Valid
		X2.2	0.836	0.1966	Valid
		X2.3	0.709	0.1966	Valid
3	<i>Content</i>	X3.1	0.606	0.1966	Valid
		X3.2	0.791	0.1966	Valid
		X3.3	0.688	0.1966	Valid
4	Buying decision	Y1.1	0.629	0.1966	Valid
		Y1.2	0.582	0.1966	Valid
		Y1.3	0.477	0.1966	Valid
		Y1.4	0.598	0.1966	Valid
		Y1.5	0.662	0.1966	Valid
		Y1.6	0.593	0.1966	Valid

Source: Processed primary data (2025)

Based on the results of the validity test as shown in table 2, it shows that all the calculated r values for each question item contained in the intensity, valence of opinion, content, and purchasing decision variables have calculated r values > r table, so it can be said that all questions in the variables can be said to be valid and suitable for use in research.

Reliability Test

Table 3
Reliability Test

No	Variables	<u>Mark</u>		Information
		<i>Cronbach Alpha</i>	Standard	
1	<i>Intensity</i>	0.687	0.6	Reliable
2	<i>Valence of Opinion</i>	0.675	0.6	Reliable
3	<i>Content</i>	0.672	0.6	Reliable
4	Decision Purchase	0.628	0.6	Reliable

Source: Processed primary data (2025)

Based on the results of the validity test as contained in table 3 shows that the Cronbach alpha value of the intensity variable is 0.687 > 0.6, the Cronbach alpha value of the valence of opinion variable is 0.675 > 0.6, the Cronbach alpha value of the content variable is 0.672 > 0.6, and the Cronbach alpha value of the purchasing decision variable is 0.628 > 0.6. This means that all variables have a Cronbach alpha value > 0.6 so it can be said that all variables in the study are reliable and reliable to use.

Classical Assumption Test

Normality Test

Table 4
Normality Test

		<i>Unstandardized Residual</i>
N		100
Normal Parameters	Mean	0.0000000
	Standard Deviation	1.42127326
Most Extreme Differences	Absolute	0.057
	Positive	0.057
	Negative	-0.046
Test Statistics		0.057

Source: Processed primary data (2025)

Based on the results of the normality test as shown in table 4., it shows that the Asymp. Sig. (2-tailed) value is 0.200, based on the decision-making criteria, the Asymp. Sig. (2-tailed) value is $0.200 > 0.05$, so it can be said that the data is normally distributed.

Multicollinearity Test

Table 5
Multicollinearity Test

o	Variables	<u>Mark Tolerance</u>	VIF	Information
1	<i>Intensity</i>	0.827	1,209	Not occur Multicollinearity
2	<i>Valence of Opinion</i>	0.771	1,297	Not occur Multicollinearity
3	<i>Content</i>	0.831	1,203	Not occur <u>Multicollinearity</u>

Source: Processed primary data (2025)

Based on the results of the multicollinearity test as shown in table 5, it shows that the tolerance value of the intensity variable is $0.827 > 0.1$ and the VIF value is $1.209 < 10$, so it can be said that there is no multicollinearity in the intensity variable. Furthermore, the tolerance value of the valence of opinion variable is $0.771 > 0.1$ and the VIF value is $1.297 < 10$, so it can be said that there is no multicollinearity in the valence of opinion variable. Furthermore, the tolerance value of the content variable is $0.831 > 0.1$ and the VIF value is $1.203 < 10$, so it can be said that there is no multicollinearity in the valence of opinion variable. This means that it can be concluded that all variables in this study do not have multicollinearity.

Heteroscedasticity Test

Based on the results of the heteroscedasticity test as shown in Figure, it shows that there is no clear pattern, and the points are spread above and below the number 0 on the y-axis, so it can be concluded that there are no symptoms of heteroscedasticity.

Multiple Linear Regression Analysis

**Table 6
Multiple Linear Regression Test**

Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	8,325	2,120		3,926	0,000
<i>Intensity</i> (X1)	0.273	0.124	0.180	2,198	0.030
<i>Valence of opinion</i> (X2)	0.461	0.123	0.317	3,745	0,000
<i>Content</i> (X3)	0.664	0.137	0.395	4,842	0,000

Source: Processed primary data (2025)

Based on the results of the multiple linear regression test as shown in table 4.9, it shows that the following coincides in this study:

$$Y = 8.325 + 0.273 X1 + 0.461 X2 + 0.664 X3$$

Based on the following equation, it can be analyzed as follows:

1. The constant value is 8.325, which means that if the variables intensity, valence of opinion, and content are assumed to be zero, the decision to purchase a hotel room on Traveloka at the Parkside Petro Gayo Hotel Takengon will increase by 8.325.
2. The intensity coefficient value is 0.273 so it can be said that if the intensity is increased by 1 unit, it is predicted that the decision to purchase a hotel room on Traveloka at the Parkside Petro Gayo Hotel Takengon will increase by 0.273.
3. The value of the valence of opinion coefficient is 0.461, so it can be said that if the valence of opinion is increased by 1 value unit, it is predicted that the decision to purchase a hotel room on Traveloka at the Parkside Petro Gayo Hotel Takengon will increase by 0.461.
4. The content coefficient value is 0.664 so it can be said that if the content is increased by 1 value unit, it is predicted that the decision to purchase a hotel room on Traveloka at the Parkside Petro Gayo Hotel Takengon will increase by 0.664.

t-test

Table 7 t-test

Variables	thitung	Significance
Intensity (X1)	2,198	0.030
Valence of opinion (X2)	3,745	0,000
Content (X3)	4,842	0,000

Source: Processed primary data (2025)

Based on the results of the t-test as shown in table 7, it can be analyzed as follows:

1. It is known that the significance value for the intensity variable (X1) on purchasing decisions (Y) is $0.030 < 0.05$ and the value of t count is $2.198 > t$ table 1.985, so it can be concluded that H1 is accepted, which means that intensity has an effect on the decision to purchase hotel rooms on Traveloka at the Parkside Petro Gayo Hotel Takengon.
2. It is known that the significance value for the valence of opinion variable (X2) on purchasing decisions (Y) is $0.000 < 0.05$ and the value of t count is $3.745 > t$ table 1.985, so it can be concluded that H2 is accepted, which means that valence of opinion has an effect on the decision to purchase a hotel room on Traveloka at the Parkside Petro Gayo Hotel Takengon.
3. It is known that the significance value for the content variable (X3) on the purchasing decision (Y) is $0.000 < 0.05$ and the value of t count is $4.842 > t$ table 1.985, so it can be concluded that H3 is accepted, which means that content has an effect on the decision to purchase a hotel room on Traveloka at the Parkside Petro Gayo Hotel Takengon.

Discussion

The Influence of Intensity on Purchasing Decisions on Traveloka Parkside Hotel Petro Gayo Hotel Takengon

Based on the results of the research that has been conducted using the hypothesis test, namely the t test, the significance value of the intensity variable on purchasing decisions is $0.030 < 0.05$ and the value of t count is $2.198 > t$ table 1.985, so it can be said that H1 is accepted, which means that intensity influences the decision to purchase a hotel room on Traveloka at the Parkside Petro Gayo Hotel Takengon. Furthermore, the influence of the intensity variable on purchasing decisions is positive with a value of 0.273. This means that the better the intensity, the more it will improve purchasing decisions. The more frequently received information, the more it will attract consumers to make purchasing decisions. Before making a decision to purchase a hotel room, consumers are certainly very intensively searching for information related to the Parkside Gayo hotel on Traveloka. So when the information they feel is sufficient and high-quality, they will immediately make a decision to purchase a Parkside Gayo hotel room on Traveloka. The research findings are supported by research conducted by Nursavira and Nurainun (2022), which found that intensity has a positive and significant effect on purchasing decisions. Consumers can obtain information about products, prices, promotions, and the benefits of each product marketed through social media. Therefore, intensity influences purchasing decisions at the Zhalsa.id store via Shopee.

Influence of Valence of opinion on Purchasing Decisions in Traveloka at Hotel Parkside Petro Gayo Hotel Takengon

Based on the results of the research that has been conducted using the hypothesis test, namely the t test, the significance value of the valence of opinion variable on purchasing decisions is $0.000 < 0.05$ and the value of t count is $3.745 > t$ table 1.985, so it can be said that H2 is accepted, which means that the valence of opinion influences the decision to purchase a hotel room on Traveloka at the Parkside Petro Gayo Hotel Takengon. Furthermore, the influence of the valence of opinion variable on purchasing decisions is positive with a value of 0.461. This means that the better the valence of opinion, the more it will increase purchasing decisions. Valence of opinion is a consumer's positive or negative opinion regarding the product offered. Because consumers see many positive comments or positive reviews about the Parkside Gayo hotel on Traveloka, it makes consumers immediately make a decision to purchase a hotel room on Traveloka, consumers have no hesitation in making their choice. The research findings are supported by research conducted by Pradana (2023), which states that the valence of opinion significantly influences purchasing choices. Valence of opinion provided by other users through product reviews and ratings can influence people's purchasing decisions. If the majority of product reviews and ratings are positive, people tend to have a positive perception of the product and are more inclined to purchase it. Conversely, if the majority of reviews and ratings are negative, people may be hesitant to purchase the product.

The Influence of Content on Purchasing Decisions on Traveloka Parkside Hotel Petro Gayo Hotel Takengon

Based on the results of the research that has been conducted using the hypothesis test, namely the t test, the significance value of the content variable on purchasing decisions is $0.000 < 0.05$ and the value of t count is $4.842 > t$ table 1.985, so it can be said that H3 is accepted, which means that content influences the decision to purchase a hotel room on Traveloka at the Parkside Petro Gayo Hotel Takengon. Furthermore, the influence that occurs between the content variable on purchasing decisions is a positive influence with a value of 0.664. This means that the better the content, the more it will increase purchasing decisions, content is information found on social media, so that when consumers get positive information regarding the Parkside Gayo hotel, consumers will immediately make a decision to purchase a hotel room on Traveloka, consumers will certainly also look for information related to the quality and price of the hotel so that if it is appropriate, consumers will not hesitate in making a choice. The research findings are supported by research conducted by Noviandi (2021), which states that content has a positive influence on purchasing decisions. Content is information about the quality, price, comfort, cleanliness, and service of a product a consumer intends to purchase. Therefore, if information regarding quality, price, cleanliness, and service is perceived as satisfactory, consumers will not hesitate to make a purchase decision.

CONCLUSION

Based on the research results and discussion, the conclusions of this research are as follows:

1. Intensity has a positive and significant effect on the decision to purchase a hotel room on Traveloka at the Parkside Petro Gayo Hotel Takengon.

THE IMPACT OF ELECTRONIC WORD OF MOUTH (e-WOM) ON HOTEL ROOM PURCHASE DECISIONS AT TRAVELOKA AT HOTEL PARKSIDE PETROGAYO HOTEL TAKENONG

Rizkan et al

2. *Valence of opinion* has a positive and significant influence on the decision to purchase a hotel room on Traveloka at the Parkside Petro Gayo Hotel Takengon
3. *Content* has a positive and significant influence on the decision to purchase a hotel room on Traveloka at the Parkside Petro Gayo Hotel Takengon.

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THE IMPACT OF ELECTRONIC WORD OF MOUTH (e-WOM) ON HOTEL ROOM PURCHASE DECISIONS AT TRAVELOKA AT HOTEL PARKSIDE PETROGAYO HOTEL TAKENONG

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