

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the findings of this study regarding the influence of electronic word of mouth (eWOM) on the decision to stay at star-rated hotels in Surabaya through Traveloka, it can be concluded that eWOM Quality (X1), eWOM Quantity (X2), and Sender's Expertise (X3) simultaneously have a significant effect on the Decision to Stay (Y) in star-rated hotels in Surabaya via Traveloka. This indicates that these three dimensions of eWOM jointly influence domestic tourists' accommodation decisions.

Partially, eWOM Quality (X1) positively and significantly influences the decision to stay. The clarity, relevance and credibility of those online reviews build travelers' trust and push them toward booking a hotel. In addition, eWOM Quantity (X2) also significantly affects the decision to stay by itself. A higher number of reviews boosts perceptions of a hotel's popularity and reliability, which shapes how travelers decide.

Futhermore, Sender's Expertise (X3) stands out with its significant effect on the decision to stay. Travelers weigh the reviewer's credibility and background when sizing up a hotel. Among the independent variables, eWOM Quality (X1) has the strongest influence punch on the decision to stay, thanks to its top t-value

(6.045). That points to review quality being the strongest driver for domestic tourists' accommodation choices.

5.2 Suggestions

From the research findings, here are some recommendations:

1. Recommendations for Traveloka

Traveloka is encouraged to continue improving the quality of its review features by encouraging users to provide more informative, clear, and relevant reviews. This can be achieved by providing a more structured review format, such as specific categories related to cleanliness, facilities, service, and comfort, so that the reviews displayed better assist potential travelers in making decisions.

2. Recommendations for Star-Rated Hotels in Surabaya

Hotels are advised to pay closer attention to customer reviews, particularly regarding the quality of information and experiences described in the reviews. Hotels can also encourage guests to leave reviews after their stay, as the number of reviews (quantity) has been shown to have a significant impact. Additionally, hotels should provide professional responses to reviews, whether positive or negative, as a demonstration of their commitment to improving service.

3. Recommendations for future researchers

Future research should bring in more variables that could sway accommodation choices; like price, promotions, brand image, service quality, and hotel facilities. Furthermore, the study could be expanded to include different subjects,

such as non-star-rated hotels or other cities, to ensure the research findings have a broader scope of generalizability.