THE INFLUENCE OF COVID, ELECTRONIC WORD OF MOUTH AND BRAND IMAGEON ONLINE HOTEL RESERVATION INTEREST IN BALI

By Ahmad Salman Alfarisi

Abstract

The study aims to prove and analyze the influence of fear of covid, electronic word of mouth and brand image on the interest of hotel reservations in Bali online. This research is quantitative by distributing questionnaires to 92 respondents who are interested in buying (reservations) hotels in Bali in the Greater Jakarta area. This study used the Partial Least Square (PLS) method with the Smart-PLS 3.0 program. The results of data analysis show that Fear Of Covid does not have a significant effect on the interest in lodging reservations in Bali online. These results prove that fear of covid who has anxiety arising from seeing a danger that threatens him. This requires that E-Wom which has positive comments from social media users, product choice information, product quality information, information about prices offered, information about the security of internet networking site transactions, and recommendations from social media users can influence the interest in booking hotel lodging in Bali online. E-Word Of Mouth and Brand Image influence the interest in lodging reservations in Bali online. This is blinding by having positive comments from social media users, product choice information, product quality information, information about prices offered, information about the security of internet networking site transactions, and recommendations from social media users can influence the interest of hotel lodging reservations in Bali online

Keywords: Brand Image, Electronic Word Of Mouth, Fear Of Covid, Reservation Interest

PENGARUH *FEAR OF COVID, ELECTRONIC WORD OF MOUTH* DAN *BRANDIMAGE* TERHADAP MINAT RESERVASI HOTEL DI BALI SECARA ONLINE

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Abstrak

Penelitian bertujuan untuk membuktikan dan menganalisis pengaruh *fear of covid, electronic word of mouth* dan *brand image* terhadap minat reservasi hotel di bali secara online. Penelitian ini bersifat kuantitatif dengan menyebarkan kuesioner kepada 92 responden yang melakukan minat beli (reservasi) hotel di bali pada wilayah Jabodetabek. Penelitian ini menggunakan metode *Partial Least Square* (PLS) dengan program Smart-PLS 3.0. Hasil analisis data menunjukkan bahwa *Fear Of Covid* tidak berpengaruh signifikan terhadap minat reservasi penginapan di Bali secara online. Hasil tersebut membuktikan bahwa *fear of covid* yang memiliki Rasa cemas yang timbul akibat melihat adanya bahaya yang mengancam dirinya. Hal tersebut membutikan bahwa E-Wom yang memiliki Komentar positif dari pengguna media sosial, informasi pilihan produk, Informasi kualitas produk, Informasi mengenai harga yang ditawarkan, Informasi mengenai keamanan transaksi situs jejaring internet, dan rekomendasi dari pengguna media sosial mampu mempengaruhi minat reservasi penginapan hotel di Bali secara online (2) *E-Word Of Mouth* dan *Brand Image* berpengatuh terhadap minat reservasi penginapan di Bali secara online. Hal tersebut membutikan dengan memiliki Komentar positif dari pengguna media sosial, informasi pilihan produk, Informasi kualitas produk, Informasi mengenai harga yang ditawarkan, Informasi mengenai keamanan transaksi situs jejaring internet, dan rekomendasi dari pengguna media sosial mampu mempengaruhi minat reservasi penginapan hotel di Bali secara online

Kata Kunci *: Brand Image, Electronic Word Of Mouth, Fear Of Covid, Minat Reservasi*