ABSTRACT

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Title : the influence of product reviews on TripAdvisor on buying decision at Sofitel Bali Nusa Dua Beach Resort

Keyword: influence, reviews, TripAdvisor, occupancy, hotel, bali, Sofitel Nusa Dua Beach Resort

The purpose from this research is to analyse is there any influence of product reviews on TripAdvisor towards the buying decision at Sofitel Bali Nusa Dua Beach Resort. The method for this research is descriptive method with quantitative with total 30 respondents and will be measured according the likert scale. By having a gender characteristics with mostly answered by 51% of woman and 39% of men. This study uses a random technique by questionnaire at Sofitel Nusa Dua Beach Resort. There is a impact from product reviews on TripAdvisor towards buying decision at Sofitel Bali Nusa Dua Beach Resort. Based on the data that has been calculated by using SPSS with the theory of Spearman the number is 0.679 based on interpretation of the de Vaus of the correlation coefficient this number is classified into a “strong connection”, It can be interpreted that there is an impact of reviews on TripAdvisor has a strong connection with the occupancy of Sofitel Bali Nusa Dua Beach Resort. in calculating the coefficient of determination that has been done, the result are in the form number of 46.1% so it can be concluded that the influence of TripAdvisor review on Sofitel Bali Nusa Dua Beach Resort occupancy was 46.1% and the remaining of 53.9% was influenced bye other elements.