ABSTRACT

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Study Program: Hospitality Business
Title: The Effects Of Online Customer Reviews In Term Of Millennial Generation Decision To Book Hotel Rooms Via Online

In the era of advanced technology, millennial generation was easier to access and obtain needed information, for example: online booking hotel rooms. Before making an online booking, millennials usually find out information about the hotel. Therefore, this study aims to find out the effects of online customer reviews and the main factors that affect the decision of millennial generation when book hotel rooms online.

This research uses a confirmatory analysis method from factor analysis with a quantitative approach. This research collects 118 respondents using a questionnaire in the form of Google Form as sample data. Thus, the results of this research show that online customer reviews affect 80.46% in purchasing decisions of millennial generation with 4 main factors including trust factors, information from online customer reviews, other people’s experiences, and personal experiences. Meanwhile, the remaining 19.54% was caused by other factors.

Keyword: Online Customer Reviews, Online Booking, Buying Decisions, Millennial Generation.