

PENGARUH *SERVICE QUALITY*, *CUSTOMER SATISFACTION*, DAN *POSITIVE EMOTIONAL EXPERIENCE* TERHADAP *ELECTRONIC WORD OF MOUTH* PADA HOTEL FOUR POINTS TUNJUNGAN PLAZA DI SURABAYA

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ABSTRAK

Keadaan ekonomi di Indonesia sangat dibantu oleh sektor pariwisata untuk melanjutkan pembangunan kebutuhan di setiap daerah dan sektor pariwisata menjadi andalan perekonomian di Indonesia. Hotel merupakan salah satu alternatif untuk menunjang sektor pariwisata yang digunakan untuk akomodasi *customer*. Penelitian ini bertujuan untuk mengetahui pengaruh *electronic word of mouth* terhadap *service quality*, *customer satisfaction*, dan *positive emotional experience* pada Hotel Four Points Tunjungan Plaza di Surabaya. Metode yang digunakan oleh penelitian ini adalah metode survey kepada 200 responden yang sudah pernah menginap di Hotel Four Points Tunjungan Plaza di Surabaya. Data dianalisis menggunakan *Structural Equation Modeling* (SEM) menggunakan SPSS versi 24.0 dan AMOS versi 22.0. Hasil penelitian ini menemukan bahwa *electronic word of mouth* berpengaruh terhadap *service quality*, *customer satisfaction*, dan *positive emotional experience* pada Hotel Four Points Tunjungan Plaza di Surabaya, selanjutnya terdapat pengaruh *customer satisfaction* memediasi hubungan antara *positive emotional experience* dan *electronic word of mouth* pada Hotel Four Points Tunjungan Plaza di Surabaya.

Kata kunci: *Electronic word of mouth*, *service quality*, *customer satisfaction*, *positive emotional experience*, Hotel.

***THE EFFECT OF SERVICE QUALITY, CUSTOMER SATISFACTION,
AND POSITIVE EMOTIONAL EXPERIENCE ON
ELECTRONIC WORD OF MOUTH AT THE FOUR POINTS HOTEL TUNJUNGAN
PLAZA IN SURABAYA***

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ABSTRACT

The economic situation in Indonesia is greatly assisted by the tourism sector to continue the development of needs in each region and the tourism sector is the mainstay of the economy in Indonesia. Hotel is an alternative to support the tourism sector which is used for customer accommodation. This study aims to determine the effect of electronic word of mouth on service quality, customer satisfaction, and positive emotional experiences at Four Points Tunjungan Plaza Hotel Surabaya. The method used in this study is a survey method to 200 respondents who have stayed at the Four Points Tunjungan Plaza Hotel Surabaya. Data were analyzed using Structural Equation Modeling (SEM) using SPSS version 24.0 and AMOS version 22.0. The results of this study found that electronic word of mouth has an effect on service quality, customer satisfaction, and positive emotional experiences at the Four Points Tunjungan Plaza Hotel Surabaya, then there is the influence of customer satisfaction which mediates the relationship between positive emotional experiences and electronic word of mouth at Four Points Tunjungan Plaza in Surabaya.

Keywords: Electronic word of mouth, service quality, customer satisfaction, and positive emotional experience, Hotel.