

ABSTRAK

Penelitian ini bertujuan meneliti bagaimana proses positif *electronic word-of-mouth* (eWOM) terkait *customer experience* di restoran. Studi penelitian ini menggunakan ulasan yang ada di media sosial Facebook. Metode yang digunakan dalam penelitian ini menggunakan observasi beberapa ulasan positif terkait restoran di Facebook, observasi dan pengamatan langsung di restoran, dan *deep-interview* kepada para pengunggah ulasan positif terkait restoran di Surabaya. Hasil yang didapat bahwa para informan kebanyakan hanya melihat aspek *sense, feel, dan relate experience* sebagai hal yang penting dalam restoran. Sedangkan aspek *think dan act experience* tidak menjadi pertimbangan para informan. Hasil lain adalah terdapat perbedaan motivasi melakukan positif eWOM secara langsung (informan) dan tidak langsung (orang lain). Motivasi tidak langsung adalah bagaimana informan memandang alasan orang lain dalam melakukan positif eWOM yaitu *concern for others, helping restaurant company, self enhancement, dan economy reward*. Dan untuk motivasi langsung adalah alasan informan dalam menyampaikan positif eWOM adalah *concern for others, brand involvement, expressing positive feeling, self enhancement*.

Kata kunci : positif eWOM, *consumer experience, experiential marketing*, restoran



ABSTRACT

This study aims to examine the process of positive electronic word-of-mouth (eWOM) related on customer experience at the restaurant. This research study used existing reviews on social media Facebook. The method used in this study using observations related to the restaurant positive reviews on Facebook, observation and direct observation in the restaurant and internet, and deep-interview to the uploader positive reviews related to restaurants in Surabaya. The results that the informants mostly only see the aspect of sense, feel, and relate experience as important in the restaurant. While aspects of the consumer experience which is think and act experience are not consider the informants. Another result is that there is a positive difference in motivation do eWOM directly (informants) and indirect (others) .Motivasi indirect is how informants saw reason others in doing positive eWOM that concern for others, helping restaurant company, self-enhancement, and the economy reward, and for the immediate (direct) motivation is the reason informant in conveying positive eWOM is concern for others, brand involvement, expressing positive feeling, self-enhancement.

Key words :positive eWOM, consumer experience, experiential marketing, restaurant

