

DAFTAR ISI

| | |
|--|-----------|
| HALAMAN JUDUL | i |
| PERNYATAAN..... | ii |
| HALAMAN PENGESAHAN | iii |
| HALAMAN PERNYATAAN TELAH DIUJI..... | iv |
| KATA PENGANTAR..... | v |
| DAFTAR ISI | vii |
| DAFTAR TABEL | x |
| DAFTAR GAMBAR..... | xi |
| DAFTAR LAMPIRAN | xii |
| ABSTRAK | xiii |
| DAFTAR PUSTAKA..... | xv |
| | |
| BAB I PENDAHULUAN | 1 |
| 1.1 Latar Belakang | 1 |
| 1.2 Rumusan Masalah | 10 |
| 1.3 Tujuan Penelitian | 11 |
| 1.4 Manfaat Penelitian | 11 |
| 1.5 Desain Penelitian..... | 12 |
| 1.6 Sistematika Penulisan..... | 12 |
| BAB II TINJAUAN PUSTAKA | 14 |
| 2.1 Penelitian Terdahulu | 14 |
| 2.2 Landasan Teori..... | 15 |
| 2.2.1 Komunikasi Electronic Word of Mouth (eWOM)..... | 15 |
| 2.2.1.1 Electronic Word of Mouth pada Industri <i>tourism</i> | 19 |
| 2.2.1.2 Dimensi eWOM..... | 21 |
| 2.2.1.3 Jenis-jenis media eWOM..... | 23 |
| 2.2.2 <i>Source Credibility</i> (Kredibilitas Sumber)..... | 24 |
| 2.2.2.1 <i>Expertise</i> | 25 |
| 2.2.2.2 <i>Trustworthiness</i> | 26 |
| 2.2.3 <i>Argument Quality</i> (Kualitas Pendapat)..... | 27 |
| 2.2.4 <i>Consumer Trust</i> (Kepercayaan Konsumen)..... | 30 |
| 2.2.4.1 <i>Dimensi Trust</i> | 32 |
| 2.2.5 <i>Hotel Booking Intentions</i> (Niat Melakukan Reservasi Hotel)..... | 34 |
| 2.3 Hubungan Antar Variabel dan Pengembangan Hipotesis..... | 36 |
| 2.3.1 Hubungan <i>Source Credibility</i> pada eWOM terhadap <i>Consumer trust</i> | 36 |
| 2.3.2 Hubungan <i>Source Credibility</i> pada eWOM terhadap <i>Hotel Booking Intentions</i> | 38 |
| 2.3.3 Hubungan <i>Argument Quality</i> pada eWOM dengan | |

| | |
|--|-----------|
| Consumer Trust..... | 39 |
| 2.3.4 Hubungan Argument Quality pada eWOM dengan Hotel Booking Intentions..... | 39 |
| 2.3.5 Hubungan Consumer Trust dengan Hotel Booking Intentions..... | 40 |
| 2.4 Kerangka Teoritis..... | 42 |
| BAB III METODE PENELITIAN..... | 43 |
| 3.1 Pendekatan Penelitian..... | 43 |
| 3.2 Identifikasi Variabel..... | 44 |
| 3.3 Definisi Operasional Variabel..... | 45 |
| 3.3.1 Variabel Eksogen..... | 45 |
| 3.3.2 Variabel Endogen..... | 46 |
| 3.4 Populasi, sampel, dan teknik pengambilan sampel..... | 48 |
| 3.4.1 Populasi Penelitian..... | 48 |
| 3.4.2 Sampel dan Teknik pengambilan sampel..... | 48 |
| 3.5 Prosedur Pengumpulan Data..... | 49 |
| 3.6 Uji Validitas dan Reliabilitas..... | 50 |
| 3.6.1 Uji Validitas..... | 51 |
| 3.6.2 Uji Reliabilitas..... | 51 |
| 3.7 Teknik Analisis Data..... | 53 |
| 3.7.1 Partial Least Square (PLS)..... | 53 |
| BAB IV GAMBARAN UMUM OBYEK PENELITIAN..... | 56 |
| 4.1. Karakteristik Responden..... | 56 |
| BAB V ANALISIS DAN PEMBAHASAN HASIL PENELITIAN..... | 60 |
| 5.1 Deskripsi Jawaban Responden Berdasarkan Hasil Kuesioner..... | 60 |
| 5.1.1 Deskripsi Variabel <i>Source Credibility</i> (Dimensi <i>Expertise</i>)..... | 61 |
| 5.1.2 Deskripsi Variabel <i>Source Credibility</i> (Dimensi <i>Trustworthiness</i>)..... | 62 |
| 5.1.3 Deskripsi Variabel <i>Argument Quality</i> (Dimensi <i>Relevance</i>)..... | 63 |
| 5.1.4 Deskripsi Variabel <i>Argument Quality</i> (Dimensi <i>Timeliness</i>)..... | 64 |
| 5.1.5 Deskripsi Variabel <i>Argument Quality</i> (Dimensi <i>Accuracy</i>)..... | 65 |
| 5.1.6 Deskripsi Variabel <i>Argument Quality</i> (Dimensi <i>Comprehensive</i>)..... | 66 |
| 5.1.7 Deskripsi Variabel <i>Consumer Trust</i> | 67 |
| 5.1.8 Deskripsi Variabel <i>Hotel Booking Intentions</i> | 68 |
| 5.2. Hasil Analisis <i>Partial Least Square</i> (PLS)..... | 69 |
| 5.2.1 Tahap <i>Measurement Model</i> (Pengujian <i>Outer Weight</i>)..... | 71 |
| 5.2.2 Validitas Konvergen..... | 76 |
| 5.2.3 Tahap <i>Struktural Model</i> (Pengujian <i>Inner Model</i>)..... | 77 |
| 5.2.3.1 Koefisien Estimate dan Pengujian Hipotesis..... | 78 |

| | |
|---|-----------|
| 5.2.3.2 Pengujian Hipotesis..... | 80 |
| 5.3. Pembahasan..... | 81 |
| 5.3.1. Hubungan antara <i>Source Credibility</i> dengan <i>Consumer Trust</i> | 81 |
| 5.3.2. Hubungan antara <i>Source Credibility</i> dengan <i>Hotel Booking Intentions</i> ... | 82 |
| 5.3.3. Hubungan antara <i>Argument Quality</i> dengan <i>Consumer Trust</i> | 83 |
| 5.3.4. Hubungan antara <i>Argument Quality</i> dengan <i>Hotel Booking Intentions</i> | 84 |
| 5.3.5. Hubungan antara <i>Consumer Trust</i> dengan <i>Hotel Booking Intentions</i> | 85 |
| BAB VI SIMPULAN DAN SARAN..... | 87 |
| 6.1 Simpulan..... | 87 |
| 6.2 Saran..... | 89 |



DAFTAR TABEL

| | |
|--|----|
| Tabel 1.1 Peringkat Pemakai Internet 2013-2017..... | 51 |
| Tabel 3.1 Tabel Reliabilitas..... | 53 |
| Tabel 4.1 Jenis Kelamin Responden..... | 58 |
| Tabel 4.2 Usia Responden..... | 58 |
| Tabel 4.3 Pendidikan Terakhir Responden..... | 59 |
| Tabel 4.4 Lama Tergabungnya Responden Menjadi Pengguna TripAdvisor .. | 60 |
| Tabel 5.1 Deskripsi Jawaban Responden Berdasarkan Hasil Kuesioner | 62 |
| Tabel 5.2 Deskripsi Jawaban Variabel Source Credibility(dimensi expertise).... | 62 |
| Tabel 5.3 Deskripsi Jawaban Variabel Source Credibility(dimensi trustworthiness)63 | 63 |
| Tabel 5.4 Deskripsi Jawaban Variabel Argument Quality(dimensi relevance).. | 64 |
| Tabel 5.5 Deskripsi Jawaban Variabel Argument Quality(dimensi timeliness).. | 65 |
| Tabel 5.6 Deskripsi Jawaban Variabel Argument Quality(dimensi accuracy)... | 66 |
| Tabel 5.7 Deskripsi Jawaban Variabel Argument Quality(dimensi comprehensive)... | 67 |
| Tabel 5.8 Deskripsi Jawaban Variabel Consumer Trust | 68 |
| Tabel 5.9 Deskripsi Jawaban Variabel Hotel Booking Intentions..... | 69 |
| Tabel 5.10 Validitas dan Reliabilitas Variabel Penelitian..... | 73 |
| Tabel 5.11 Communality..... | 75 |
| Tabel 5.12 Nilai AVE | 75 |
| Tabel 5.13 Koefisien Estimate dan Pengujian Hipotesis..... | 78 |

DAFTAR GAMBAR

| | |
|--|----|
| Gambar 2.1 <i>eWOM Activities</i> | 17 |
| Gambar 2.2 A Typology of eWOM Channel | 24 |
| Gambar 2.3 Kerangka Pemikiran Teoritis | 42 |
| Gambar 5.1 Uji Struktural Model | 76 |
| Gambar 5.2 Inner Model | 77 |



DAFTAR LAMPIRAN

- Lampiran 1 : Kuesioner
- Lampiran 2 : Koding Kuesioner
- Lampiran 3 : Hasil *Partial Least Square* (PLS)

