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Reputation, EWOM, Price, and Service Quality Impact on the Decision To Stay at Hotel**Nanda Clara Putri¹, Lilik Indrawati^{1*}**¹Universitas Katolik Darma Cendika

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***Email:** lilik.indrawati.2013@gmail.com**ABSTRACT**

This study aims to determine whether reputation, EWOM, price, and service quality have an impact on the decision to stay at the Blue Sky Hotel Petamburan Jakarta. The data collection method is by distributing questionnaires with a total of 100 respondents who are guests of the Blue Sky Hotel Petamburan Jakarta. Data analysis techniques are validity test, reliability test, classic assumption test, multiple linear regression test, coefficient of determination and t test. The results of this study stated that all statement items for each variable were valid and all variables were reliable, the classical assumption test was fulfilled. Based on the results of the t test and the significance stated that reputation and service quality had a significant impact on the decision to stay at the Blue Sky Hotel Petamburan, while EWOM and price had no impact on the decision to stay at the Blue Sky Hotel Petamburan Jakarta.

Keywords: EWOM, Price, Reputation, Service Quality Impact

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INTRODUCTION

The very rapid business competition in Indonesia is an interesting phenomenon to be observed, especially with globalization in the economic sector which is increasingly opening up opportunities for foreign entrepreneurs to participate in competing in attracting local consumers. Local entrepreneurs are required to know consumer behavior and adapt to their needs. One of the businesses that is growing rapidly in Indonesia is hospitality. Hospitality is a service industry that combines services and products. The research was conducted at one of the hotels in Jakarta, namely Blue Sky Hotel Petamburan. Blue Sky Hotel Petamburan is a 3 star hotel located in Central Jakarta. Several factors have an impact on consumers' decision to stay at Blue Sky Hotel Petamburan namely location, price, service quality, EWOM, reputation, group recommendations, convenience, and more. Researchers chose 4 of these factors, namely reputation, EWOM, price, and service quality. These factors will be the independent variables in this study.

These four variables have also been studied by previous researchers. The results of previous research there are several factors that have gaps. The purpose of this research is based on the formulation of the problem that has been prepared, namely to find out whether reputation, Electronic Word of Mouth, price, and service quality have an impact on the decision to stay at Blue Sky Hotel Petamburan Jakarta. These four variables have also been studied by previous researchers. The results of previous research there are several factors that have gaps. The purpose of this research is based on the formulation of the problem that has been prepared, namely to find out whether reputation, Electronic Word of Mouth, price, and service quality have an impact on the decision to stay at Blue Sky Hotel Petamburan Jakarta. These four variables have also been studied by previous researchers. The results of previous research there are several factors that have gaps. The purpose of this research is based on the formulation of the problem that has been prepared, namely to find out whether reputation, electronic word of mouth, price, and service quality have an impact on the decision to stay at Blue Sky Hotel Petamburan Jakarta.

METHOD

The variables in this study are divided into 2, namely the independent variable and the dependent variable. The independent variables in this study are reputation, electronic word of mouth, price and service quality. While the dependent variable in this study is the decision to stay. The population in this study were Blue Sky Hotel Petamburan guests and the number of samples was 100 respondents.

Methods and techniques of data analysis in research are as follows:

Validity test

Engkus (2019) suggests that a validity test is carried out to measure the level of validity or validity of an instrument. The criteria used are valid or not, namely if $r \text{ count} \geq r \text{ table}$ (two-tailed test with a significance of 0.05) then the instrument or statement items are declared valid and if $r \text{ count} < r \text{ table}$ (two-tailed test with a significance of 0.05) then the instrument or statement items are declared invalid

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Reliability Test

The reliability test is a test used to find out whether the data presented is reliable or not (Ghozali, 2018). The reliability test criteria is if the value of Cronbach's Alpha ≥ 0.70

Classic assumption test**Normality test**

Ghozali (2018: 11) suggests that a normality test is carried out to test whether the independent variables and dependent variables are normally distributed or not. data testing using the Kolmogorov-Smirnov test in SPSS with a probability level (sig) of 0.05. If the sig value > 0.05 , then the data is normally distributed and vice versa.

Multicollinearity Test

Gani and Amalia (2018) explain that the multicollinearity test is used to find out whether the regression model is free from symptoms of a strong relationship between independent variables. The indicators for this test are if the tolerance value is > 0.10 and VIF < 10.00 , it means that multicollinearity does not occur and vice versa.

Heteroscedasticity Test

Ghozali (2018: 126) suggests that the heteroscedasticity test is a test that analyzes the condition of the variance of the residual values not being the same between one observation and another. This test uses the Rank Spearman method, which correlates the independent variables to the absolute value of the residual. The way to find out the symptoms of heteroscedasticity is that if the data has certain regular patterns such as wavy, widens and then narrows, then the data is said to have heteroscedasticity.

Multiple linear regression

Regression test is a test used to check the relationship of all variables. The formula for viewing the multiple linear regression equation is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + e$$

Coefficient of Determination (R²)

The coefficient of determination R² has a function as a test that is used to determine the amount of ability of an independent or independent variable on the dependent or dependent variable. If the value of R² is small, then the ability of the independent or independent variable to correlate with the dependent or dependent variable is very limited. The following interpretation of this correlation according to Sugiyono (2017: 257) is shown in table 3.1. namely as follows:

Table 1.
Interpretation of the Correlation Coefficient

Coefficient Intervals	Relationship Level
0.00-0.199	Very low
0.20-0.399	Low
0.40-0.599	Currently
0.60-0.799	Strong
0.80-1000	Very strong

Source: Sugiyono (2017:257)

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t test

The t test is a partial hypothesis test that is used to determine the effect of an independent or independent variable on the dependent or dependent variable (Sugiyono, 2018: 223). The results of this test can be seen in the t table value of t count and its significance level. The indicators used to compare t tables and t counts and their significance level is 0.05 are as follows:

- a. If $t \text{ count} > t \text{ table}$ and $\text{sig value} < \alpha (0.05)$, then the independent variable (X) has a significant effect on the dependent variable (Y)
- b. If $t \text{ count} \leq t \text{ table}$ and $\text{sig value} \geq \alpha (0.05)$, then the independent variable (X) has no significant effect on the dependent variable (Y).

RESULT AND DISCUSSION**Validity and Reliability Test**

Based on the results of data processing with SPSS it can be said that all variable statement items are valid because all value of r count $> r \text{ table} (0,197)$ as shown in table 1. As follows:

Table 1. Validity Test Results

Variable	r count
X1.1	0.661
X1.2	0.800
X1.3	0.736
X1.4	0.709
X2.1	0.744
X2.2	0.817
X2.3	0.765
X2.4	0.658
X3.1	0.753
X3.2	0.769
X3.3	0.762
X3.4	0.747
X4.1	0.639
X4.2	0.651
X4.3	0.654
X4.4	0.637
X4.5	0.580
X4.6	0.635
X4.7	0.671
Y1.1	0.669
Y1.2	0.833
Y1.3	0.761
Y1.4	0.670

After the validity test was carried out, then the reliability test was carried out, where the Cronbach's Alpha value was > 0.70 , so that all variables were declared reliable as shown in table 2. As follows:

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Table 2. Reliability Test Results

Variable	Cronbach's Alpha
Reputation (X1)	0.700
Electronic word of mouth(X2)	0.728
Price (X3)	0.750
Service Quality (X4)	0.757
Decision to Stay (Y)	0.718

Classic assumption test

a. Normality test

The normality test results in this study are shown in table 3

Table 3. Normality test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		100
Normal Parameters, b	Means	,0000000
	std. Deviation	1.56828922
Most Extreme Differences	absolute	,064
	Positive	,047
	Negative	-.064
Test Statistics		,064
asympt. Sig. (2-tailed)		,200c,d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Based on table 3 it can be said that the independent and dependent variables are normally distributed with a sig value of $0.200 > 0.05$.

b. Multicollinearity Test

The results of the multicollinearity test are determined by the tolerance and VIF values shown in table 4

Table 4. Multicollinearity Test Results

Variable	tolerance	VIF
Reputation (X1)	0.736	1,359
Electronic Word of Mouth(X2)	0.728	1,374
Price (X3)	0.724	1,381
Service Quality (X4)	0.648	1,543

Based on table 4, the results of the multicollinearity test show that all variables have a tolerance value > 0.1 and a VIF value < 10.00 so that this regression model does not experience multicollinearity

c. Heteroscedasticity Test

The results of the heteroscedasticity test in this study can be seen in Figure 1.

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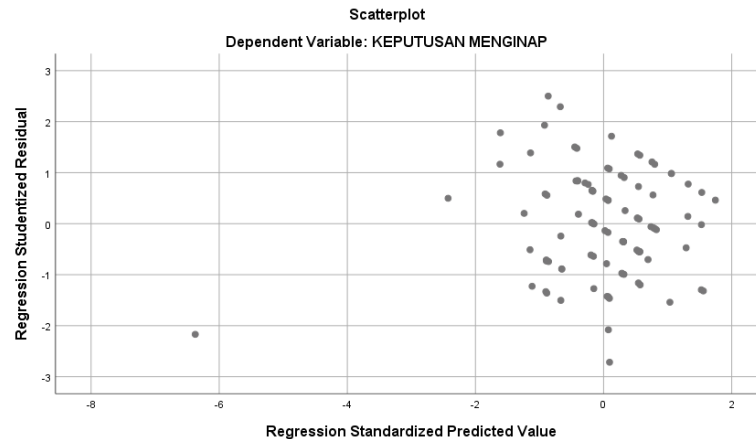


Figure 1. Heteroscedasticity Test Results

The results of the heteroscedasticity test show that the distribution of the plots is located at the bottom and top of the number 0 (zero) on the Y axis. Plots that do not form a clear pattern can give the result that the regression model in this study does not experience symptoms of heteroscedasticity

Multiple Linear Regression Analysis

The results of multiple linear regression analysis in this study are as follows:

Table 5. Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients	
		B	std. Error
I	Constant	2,941	2.025
	X1 (Reputation)	0.285	0.089
	X2 (Electronic Word of Mouth)	0.006	0.075
	X3 (Price)	0.015	0.095
	X4 (Quality of Service)	0.294	0.075

Table 5. shows the similarities between the independent variables and the dependent variable. The equation in this regression model is as follows:

$$Y = 2.941 + 0.285 X1 + 0.006 X2 + 0.015 X3 + 0.294 X4$$

Coefficient of Determination

The results of the analysis of the coefficient of determination (r^2) in this study are as follows:

Table 6. Determination Coefficient Results

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	, 609a	0.371	0.345	1.60097

Table 6 shows the adjusted R Square value of 0.345 which states that reputation (X1), electronic word of mouth (X2), price (X3), and service quality (X4) provide a low

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contribution to the dependent variable, namely the decision to stay (Y). The residual value of 65.5% comes from the contribution of other factors or other variables.

t test

The t test is done by looking at the calculated t value and its significance level. The results of the t test in this study are:

Table 7.
Test Results t

	Model	t count	significant
I	Constant	1,452	0.150
	X1 (Reputation)	3,186	0.002
	X2 (Electronic Word Of Mouth)	0.085	0.932
	X3 (Price)	0.154	0.878
	X4 (Quality of Service)	3,925	000

a. Reputation (X1)

Table 7 shows that the influence of the reputation variable (X1) on the decision to stay (Y) has a calculated value of $3.186 > t \text{ table } 1.98525$ with a sig. of $0.002 < 0.05$ so it can be concluded that the reputation variable has a significant effect on the decision to stay of Blue Sky Hotel Petamburan guests. This means that guests of the Blue Sky Hotel Petamburan Jakarta while staying see the good name, reputation of competitors, how well known they are and how easy it is to remember the name Blue Sky Hotel Petamburan Jakarta. This research also supports the research of Tjakraatmadja and Harjanti (2018) which states that reputation has a significant effect on purchasing decisions or in this study, namely the decision to stay.

b. Electronic Word of Mouth(X2)

Table 7 shows that the effect of the electronic word of mouth variable (X2) on the decision to stay (Y) has a calculated value of $0.085 < t \text{ table } 1.98525$ with a sig. of $0.932 > 0.05$ so it can be concluded that the EWOM variable has no effect on the decision to stay for guests of the Blue Sky Hotel Petamburan Jakarta. This means that in making a decision to stay for Blue Sky Hotel Petamburan Jakarta guests, they do not look at intensity, content, positive opinions, and negative opinions about Blue Sky Hotel Petamburan Jakarta itself because guests think that in EWOM it is not only bad things that are conveyed but also good things. conveyed according to the experience of each guest who has stayed.

c. Price (X3)

Table 7 shows that the effect of the price variable (X3) on the decision to stay (Y) has a calculated value of $0.154 < t \text{ table } 1.98525$ with a sig. of $0.878 > 0.05$ so it can be concluded that the price variable does not affect the decision to stay of Blue Sky Hotel Petamburan guests. This means that Blue Sky Hotel Petamburan Jakarta guests do not look at price affordability, price compatibility with product quality, price competitiveness, and price compatibility with benefits in making a decision to stay because guests think that the price of staying at a 3-star hotel has standards. In addition, Blue Sky Hotel Petamburan Jakarta is also located around 4 and 5 star hotels so the price given by Blue Sky Hotel Petamburan Jakarta does not affect the decision to stay when compared to the prices of the

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surrounding 4 and 5 star hotels. This study supports the research of Khumairo, et al (2018) which states that price has no significant effect on purchasing decisions or in this study, namely the decision to stay.

d. Quality of service (X4)

Table 7 shows that the effect of the service quality variable (X4) on the decision to stay (Y) has a calculated value of $3.925 > t \text{ table } 1.98525$ with a $\text{sig. } 000 < 0.05$ so it can be concluded that the service quality variable influences the decision to stay for Blue Sky Hotel Petamburan guests. This means that in making a decision to stay, guests of Blue Sky Hotel Petamburan Jakarta are very concerned about physical evidence, reliability, responsiveness, assurance and empathy from Blue Sky Hotel Petamburan Jakarta. This research supports Daulay's research (2017) which states that service quality influences purchase decisions or in this study, namely the decision to stay.

DISCUSSION

The Effect of Reputation on the Decision to Stay

Research by Sugiharto and Nurhayati (2021) states that reputation has a significant and positive effect on purchasing decisions. Companies that have a good reputation will make consumers' perceptions of these companies also good so that consumers have no doubts in making purchases at these companies.

The Effect of Electronic Word of Mouth on the Decision to Stay

Suarsa's research (2020) states that electronic word of mouth has a significant effect on the online travel agent Traveloka on the decision to stay at Topas Galeria Hotel Bandung. Currently sharing information is very easy because of sophisticated technology. Positive EWOM can influence consumer perceptions of a product or service review recommended by other consumers so that these consumers can be sure and decide to stay.

The Effect of Price on the Decision to Stay

Research by Sihombing, et al (2018) states that price has a significant positive effect on the decision to stay by domestic tourists at the Nusa Dua beach Hotel & Spa. Pricing is a relative matter, very difficult and complicated so that the hotel must consider many things to set the price. The price offered can be a reference for consumers in purchasing decisions. If the price offered is not in accordance with what consumers will receive, this can have a negative impact on the future development of the hotel..

The Effect of Service Quality on the Decision to Stay

Prianto and Wulansari's research (2021) states that service quality has a significant and positive influence on guests' decisions to stay at Hotel Kristal Jakarta. Service quality is one of the most important things that must be considered by the company because it will have a direct impact on the company's image. Good service quality will be an advantage for the company. if a company gets a positive value in the eyes of consumers, consumers will give good feedback and become regular customers or repeat buyers.

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CONCLUSION

The conclusions of this study are:

1. Reputation (X1) has a significant impact on the guest's decision to stay at Blue Sky Hotel Petamburan Jakarta.
2. *Electronic Word Of Mouth*(X2) has no impact on the guest's decision to stay at Blue Sky Hotel Petamburan Jakarta
3. Price (X3) has no impact on the guest's decision to stay at Blue Sky Hotel Petamburan Jakarta.
4. Service quality (X4) has a significant impact on the guest's decision to stay at Blue Sky Hotel Petamburan Jakarta.

Suggestions from this study are:

- a. Blue Sky Hotel Petamburan is expected to maintain its good name by providing the best possible service, maintaining product quality and carrying out promotions so that it can be more famous by promoting products and promos that take place on social media and the hotel's website.
- b. Provide training to hotel employees by training and development specialists on how to provide good and correct service to guests, such as how to welcome guests, explain hotel policies, provide information about the hotel, how to deliver guest needs, etc. so that guests are satisfied and can provide comments positive for the hotel. This is very influential on the development of the hotel in the future

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