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The Influence of Online Service Quality, Online Trust, and Electronic Word of Mouth on Online Hotel Reservation Decisions in Tiket.Com in DKI Jakarta

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Abstract:
This study aims to determine the effect of Online Service Quality, Online Trust, Electronic Word Of Mouth on online hotel reservation decisions at tiket.com in DKI Jakarta. The sample in this study were 100 respondents who had made online hotel reservation transactions at least 2 times using tiket.com. This study uses primary data with data collection methods through questionnaires distributed to 100 respondents. The data analysis technique uses inferential analysis with multiple linear regression and uses the Statistical Product and Service Solution (SPSS) version 25.0 program. From the results of multiple linear regression analysis, using the t test where online service quality (X1) has a positive and significant effect on reservation decisions with a score of 3.082 > 1.984. Online Trust (X2) has a positive and significant effect on Behavioral Intention with a score of 3.155 > 1.984 and E-Wom (X3) has a positive and significant effect on Behavioral Intention with a score of 2.057 > 1.984. So it can be concluded that online service quality, online trust, and electronic word of mouth have a positive effect on reservation decisions.

Keywords: E-Service Quality, E-Trust, E-Wom

INTRODUCTION

In Indonesia, internet technology is currently growing rapidly, demanding the use of technology individually and in groups. The use of the internet today is a major contributor to the revolution in corporate operations and has evolved into a powerful tool for increasing productivity and sales. The benefits of internet technology are felt by consumers and business people. Technology can now make all processes easier thanks to the internet, especially the process of fulfilling needs. One of them is online shopping. Consumers are influenced by the moderate development of *E-commerce to fulfill their desires through various* E-commerce transactions . According to Wong (2010), "e-commerce" is the practice of buying, selling, and marketing goods and services through electronic systems such as radio, television, and the internet.

The industrial revolution that has entered phase 4.0 encourages the Online Travel Agency (OTA) industry to continue to innovate, as one part of Online Travel Agent (OTA), namely tiket.com. One of the largest and most comprehensive internet travel agents in Indonesia, Tiket.com provides reservation services for hotels, villas, apartments, flight tickets, trains, and other travel needs. This company is a company that presents service products or can be called OTA (Online Travel Agent)

with web-based www.tiket.com.

Public interest in vacationing or just a staycation online hotel reservation service provider, is required to be more efficient in booking hotel rooms. This allows some hotels to work with outside companies to increase market reach by marketing online, Tiket.com serving them. In its activities tiket.com have similar competitors who are equally engaged in online hotel reservations, with this ticket, com requires the right marketing strategy in the advantage of competitors. The competitors of Tiket,com are Traveloka, Pegi-Pegi,com, Trivago, Misteraladin and so on. Here is the Top Brand Index of Website categories for hotel bookings:

Table 1. Top Brand Website Index For Hotel Bookings

TOP BRAND INDEX (ONLINE HOTEL RESERVATION)						
	PHASE 2020		PHASE 2021		PHASE 2022	
NO	BRAND	TBI	BRAND	TBI	BRAND	TBI 2022
1	Traveloka	28.6%	Traveloka	32.9%	Traveloka	**38.1%**
2	Pegi-pegi,com	14.7%	Pegi-pegi,com	13.7%	Pegi-pegi,com	**14.3%**
3	Misteraladin.com	11.5%	Misteraladin.com	10.6%	Tiket.com	**11.2%**
4	Trivago.co.id	8.2%	Tiket.com	7.7%	Trivago.co.id	**8.5%**
5	**Tiket.com**	**4.0%**	**Trivago.co.id**	**6.6%**	**Misteraladin.com**	**6.7%**

Source https://www.topbrand-award.com/reservasi-hotel

Based on information gathered from https://www.topbrand-award.com , Table 1 reveals that tiket.com have changed from year to year. The percentage of market share share Tiket.com in 2020 will be 4.0%, and in 2021, the company will see a considerable growth in market share percentage from 3.7% in the previous year.and in 2022 tiket,com experienced a considerable percentage increase of 3.5%. In this case, tiket.com continues to increase in percentage every year. And here is the percentage index of the increase in tiket.com market share from 2020 to 2022.

The total average annual percentage increase is 7.6%. Even though tiket.com always increases every year, it does not make tiket,com ranked first in the Top Brand Index. This shows that among the top five brands in its sector, tiket.com is unable to control market share. "Hotel Reservation". So it can describe the problem in the decision to purchase online hotel reservations on tiket,com, Problems The decision to purchase online hotel reservations can be influenced by Online Service Quality, Customer Trust and E-Wom (Electronic Word of Mouth).

Consumers who have made up their minds about a brand and are likely to make future purchases are said to be in this state. Intense industry competition caused by the creation of many businesses

in one sector results in an increasingly narrow market share and broad sectoral competition, especially in the field of services Online hotel booking is comparable.

According to Kotler & Keller, 2016 According to the statement, consumers decide whether to buy a product during several stages. According to Tjiptono, 2015 (in Nurmanah and Nugroho 2021), consumers experience difficulties in the purchase decision-making process., then the purchase decision is the consumer's plan to buy a certain product and the number of units needed in a certain period of time both influence the purchase decision. Considering the above findings, purchasing decisions can be defined as the process by which customers decide what they will buy.

Parasuraman et al (in Labibah t.t.) stated that the quality of online services is The effectiveness and efficiency of the website allows customers, to make purchases, by completing transactions faster and more affordable, the accessibility and accuracy of information, as well as the ease of making purchases, also have an impact on customer decisions to use the services of a company. An online service is defined as the excellence of the services offered The extent to which a company, especially one operating online, is able to connect with customers to understand their needs, and meet them.

Consumer trust in online intermediaries and vendors is a key component of the trust dimension in e-commerce. Chen and Dhillon (in Anwar 2018). Since online transactions are closely related to the idea that online information and transactions are reliable, the trust of intermediaries is very important (George, 2004). User loyalty was found to be primarily driven by the trust component (Horppu et al., 2008). A high level of brand trust can turn happy customers into loyal (Ha and Perks 2005; Ha 2004). This suggests that attitudes towards technology use are positively influenced by trust. The most vital element is buyer trust. Sellers and buyers do not directly interact with each other during business transactions because they are done online. Shame (2016:301).

The impact of WOM (Electronic Word of Mouth) plays an important role in consumer purchasing decisions and the development of consumer behavior patterns, according to Jalilyand, 2012 (in Frastiwi, Guide, and Ari t.t.) Because the information is more trustworthy, the Ewom is considered more effective. This form of non-commercial communication has a higher level of persuasion with high credibility and trust (Jalilvand, 2012). More consumers tend to trust word-of-mouth advertising than other, less informal advertising styles. People who get word-of-mouth recommendations are more likely to believe that recommenders are telling the truth and not acting in their best interests (Christy, 2010). The Internet can make it easier to disseminate information electronically.

The population of DKI Jakarta is 10.6 million people in 2021 (https://jakarta.bps.go.id/ accessed November 10, 2022) making the city of DKI Jakarta a city with high population density and activity. From the various activities of Jakarta residents, making them need vacation time to relieve fatigue from the density of daily activities. this makes the interest of Jakarta residents to do vacation activities or just do a staycation.

The purpose of this study is to test and analyze:

a. To analyze the effect of online service quality on online hotel reservation decisions on tiket.com
b. To anallsls Influence of Online Trust in the Decision of Online Hotel Reservation in tiket.com
c. To analyze the influence of e-wom *(electronic word of mouth)* on online hotel reservation decisions

in tiket.com

The results of this study are expected to provide benefits for several parties, including the following:

a. For academics

Provide additional and dedication to the development of science, especially in the field of marketing management related to purchasing decisions. And it is expected to be a reference or basis for conducting further research.

b. For business travelers

The results of this study are expected to provide information to tiket.com companies about how much influence Online Service Quality (*E Service-Quality),* Customer Trust, and e-WOM (e-word *of mouth) have on online ticket purchase decisions* (e-tickets) *through applications or websites tiket.com*

c. For the next researcher

This research is expected to be used as reference material to conduct similar research for future researchers related to purchasing decisions.

RESEARCH METHODS

The method used is quantitative as data in the form of numbers or qualitative data presented in the form of numbers. The sum or variable value that this data represents is displayed. This information is a cross-section of the time series, or information derived from observations made over a period of time.

The samples used in this study fit the following criteria:

a. Respondents aged 20 years and over, assuming at this age respondents can understand the statements contained in the questionnaire so that they can give the right answer
b. Respondents who have made online hotel reservations in tiket.com with a minimum of 2 transactions at tiket.com.

The population of this study is not known for sure the number of respondents. Therefore, researchers need to do calculations to find out the number of samples. Researchers calculated the sample size using the Andreson D formula as follows:

$$n = \frac{(Z\ a/2)2\ p(1-p)}{E2}$$

Description

P2 = Population

E = Error tolerance limit of 10% a = Alpha 0.5

$Z\ a/2$ = from the captions then it can be taken into account as next

The results of the calculation above can be rounded to 100, therefore researchers can take 100 respondents who are in DKI Jakarta. The process used to obtain data is a phase that can

determine whether or not a research project is complete. As a result, choosing the right data collection method will result in accurate and persistent data. The data collection techniques of this study are as follows:

Questionnaire

1) A questionnaire is a data collection technique that asks respondents a series of written questions that must be returned in writing. When researchers are clear about the factors to be measured and what to expect from respondents, questionnaires are an effective method of collecting data (Nurul Zuriah 2006: 182). Respondents who were part of a sample of 100 respondents were given questionnaires for the study. In this case, respondents are given a series of questions and asked to answer in the way chosen by the researcher.
2) The Likert scale was used as a measuring tool for the variables of this study. A person's reaction to social objects is measured using the Likert scale. Specially selected by researchers and referred to as "social objects". A Likert scale is used in measurement tools for research variables. A person's reaction to social objects is measured using the Likert scale. Social objects have been explicitly chosen by researchers to serve as research variables in this article. The research variables to be measured become variable indicators when using the Likert scale. When creating an instrument item in the form of a question or statement, the indication is then used as a starting point. Each Likert scale-based test offers answers that range from very positive to very negative. The largest number is entered as "strongly agree" if the response is very positive, while the largest number is entered as "strongly disagree" if the response is very negative.

Table 2. Likert scale

Answer Characteristics	Weight
Totally Agree	**5**
Agree	**4**
Nervous	**3**
Disagree	**2**
Strongly disagree	**1**

Source : Sugiono (2019)

Documentation

Documentation used for data collection in the form of written data with facts, justifications, and opinions about phenomena that are still actual and relevant to the research problem, such as books, academic journals, and websites relevant to research

RESULTS AND DISCUSSION

This study aims to analyze the Effect of Online Service Quality, Online Trust, and Electronic Word Of Mouth (E-Wom) on Online Hotel Reservation Decisions in tiket.com. Data was collected by questionnaires as many as 100 respondents who had made online hotel purchases or

reservations in tiket.com and the target respondents were people living in DKI Jakarta.

For the purposes of descriptive analysis, it is necessary to include the characteristics of the respondent. The characteristics of respondents are data about the personal situation of the respondent. This characteristic is needed to make it easier for researchers to analyze respondents, so that the characteristics of the majority and minority of respondents can be known.

Validity Test

A sample of 100 respondents will be used for validity and reliability tests that will be conducted as part of this study. The validity test was conducted to determine the feasibility of using questionnaire items as an instrument in this study. In its calculations, r count and r table are compared. All such claims are considered true and can be used in this study if the calculated r is greater than the table r and the correlation coefficient is better than 0.195.

Online Service Quality Variable (X1)

By using the SPSS 25 program as a tool to calculate a sample of 100 respondents, the validity test consisting of six (six) items in the online service quality variable statement (X1) is calculated as follows. The result is as follows:

Table 3. Online Service Quality Validity Test Results (X1)

Questionnaire	r calculate	r table	Information
X1.1	0,619	0,195	**Valid**
X1.2	0,656	0,195	**Valid**
X1.3	0,581	0,195	**Valid**
X1.4	0,568	0,195	**Valid**
X1.5	0,622	0,195	**Valid**
X1.6	**0,498**	**0,195**	**Valid**

Source : Data processed from questionnaire results, Processed 2023

The findings of table 3 show that all filled in questionnaire items have a total corrected item correlation value greater than table r in the 100th sample N of 0.195, this shows that all r count more than r table. The second statement has the largest Online Service Quality Instrument (X1) coefficient value of 0.659, and the sixth statement has the smallest coefficient value of 0.498, according to the output of the Validity Test. The validity test submitted using the SPSS 25 program as a calculation tool on the Online Service Quality variable (X1) has produced an overall output that is declared valid so that all statement items from the Online Service Quality variable (X1) can be used for the next stage

Online Trust Variable (X2)

Using the SPSS 25 program as a tool to calculate a sample of 100 respondents, the validity test consisting of 4 (four) items on the Online Trust variable statement (X2) is calculated as follows.

The result is as follows:

Table 4. Online Trust Validity Test Results (X2)

Questionnaire	r calculate	r table	Information
X2.1	0,419	0,195	**Valid**
X2.2	0,628	0,195	**Valid**
X2.3	0,582	0,195	**Valid**
X2.4	**0,560**	**0,195**	**Valid**

Source : Data processed from questionnaire results, Processed 2023

The findings of table 4 show that all filled in questionnaire items have a total corrected item correlation value greater than r table in the 100th N sample of 0.195, this shows that all r count is more than r table. The second statement has the largest Online Trust Instrument (X2) coefficient value of 0.628, and the first statement has the smallest coefficient value of 0.419, according to the Validity Test output. The validity test submitted using the SPSS 25 program as a calculation tool on the Online Trust variable (X2) has produced an overall output that is declared valid so that all statement items from the Online Trust variable (X2) can be used for the next stage

Variable E-Wom (X3)

Using the SPSS 25 program as a tool to calculate a sample of 100 respondents, the validity test consisting of 4 (four) items in the E-Wom (X3) variable statement is calculated as follows. The result is as follows:

Table 5. E-WOM Validity Test Results (X3)

Questionnaire	r calculate	r table	Information
X3.1	0,622	0,195	**Valid**
X3.2	0,476	0,195	**Valid**
X3.3	0,608	0,195	**Valid**
X3.4	**0,520**	**0,195**	**Valid**

Source : Data processed from questionnaire results, Processed 2023

The findings of table 5 show that all filled in questionnaire items have a total corrected item correlation value greater than r table in the 100th N sample of 0.195, this shows that all r count more than r table. The first statement has the largest E-Wom Instrument (X3) coefficient value of 0.622, and the second statement has the smallest coefficient value of 0.476, according to the output of the Validity Test. The validity test submitted using the SPSS 25 program as a calculation tool on the variable E-Wom (X3) has produced an overall output that is declared valid so that all statement items from the variable E-Wom (X3) can be used for the next stage

Reservation Decision Variable (Y)

Using the SPSS 25 program as a tool to calculate a sample of 100 respondents, the validity test consisting of 4 (four) items in the statement of the Reservation Decision variable (Y) is

calculated as follows. The result is as follows:

Table 6. Reservation Decision Validity Test Results (Y)

Questionnaire	r calculate	r table	Information
Y1	0,580	0,195	**Valid**
Y2	0,552	0,195	**Valid**
Y3	0,365	0,195	**Valid**
Y4	**0,521**	**0,195**	**Valid**

Source : Data processed from questionnaire results, Processed 2023

The findings of table 6 show that all filled questionnaire items have a total corrected item correlation value greater than r table in the 100th sample N of 0.195, this shows that all r count more than r table. The first statement has the largest Reservation Decision Instrument (Y) coefficient value of 0.580, and the third statement has the smallest coefficient value of 0.365, according to the output of the Validity Test. The validity test submitted using the SPSS 25 program as a calculation tool on the variable E-Wom (X3) has produced an overall output that is declared valid so that all statement items from the variable E-Wom (X3) can be used for the next stage

Reliability Test

The consistency of measuring instruments and their repeatability are assessed using reliability tests. Reliability tests are performed using the Alpha-Cronbach formula after the validity test is declared valid. If the instrument's reliability coefficient, or Alpha, is more than 0.6, the instrument is considered reliable. The table below shows the reliability test results:

Table 7. Instrument Reliability Test Results Variables Online Service Quality (X1), Online Trust (X2), E-Wom (X3) and Reservation Decision (Y)

No	Variable	Reliability	Alpha	Information
1	Online Service Quality (X1)	0,766	0,6	**Realiable**
2	Trust Online (X2)	0,763	0,6	**Realiable**
3	E-Wom (X3)	0,767	0,6	**Realiable**
4	**Reservation Decision (Y)**	**0,749**	**0,6**	**Realiable**

Source : SPSS primary data 24. Output Reliability. Processed 2023

From the results of data processing carried out with the SPSS 24 program as a calculation tool, in table 7 above it can be said that the entire questionnaire item of each Variable of Online Service Quality (X1), Online Trust (X2) E-Wom (X3) and Purchase Decision (Y) in this study is reliable as evidenced by Cronbach's alpha value, which shows that all variables have a good value that is greater than 0.6, according to the results of data processing using the SPSS 24 program as a calculation tool The value of all research variables is considered good and acceptable because it can be seen from the statistical output of reliability, namely Cronbach's alpha, all variables are

above the good level

Classical Assumption Test

With a sample of 100 participants, the classical assumption test in this study was carried out using four tests of normality, multicollinearity, heteroscedasticity, and autocorrelation.

Normality Test

The One Sample Kolmogorov-Smirnov Test or Normality Test is used to ascertain the distribution of the population and whether it follows a theoretical distribution (normal, Poisson, or uniform), and checks whether the dependent variable and the independent variable in the regression model have a normal distribution as well. The distribution of data is considered normal if the level of significance is significant > α = 0.05 and if vice versa < α = 0.05 it is considered abnormal. The findings of the study normality test are shown in the following table.

Table 8. One-Sample Normality Test Output Kolmogorov-Smirnov Test Unstandardized Residual

N		100
Normal Parametersa,b	Mean	.0000000
	Std. Deviation	1.40944079
Most Extreme Differences	Absolute	.075
	Positive	.055
	Negative	-.075
Test Statistics		.075
Asymp. Sig. (2-tailed)		.188c

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

The result from table 8 above shows that the value of Asymp Sig. (2-tailed) is 0.188. Which means that the regression model in this study has a normal sample distribution based on its significance value > α = 0.05. So it can be said that the distribution of the results of the Reservation Decision derived from Online Service Quality, Online Trust and E-Wom is normally distributed at a significance level of α = 0.05.

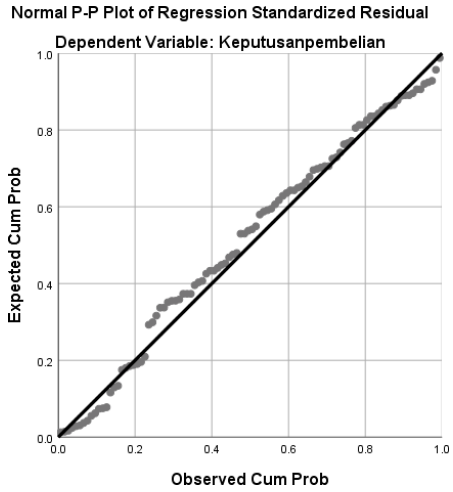

Figure 1. Scaterplot Normality

The dots spread around the line and follow the diagonal line, as seen in the graph above, indicating that the residual value is normal.

Multicholinerity Test

The multicollinearity test is used to determine whether or not there are deviations from conventional multicollinearity assumptions, especially the presence or absence of a linear relationship or what is the variance inflation factor (VIF), if the tolerance value > 0.1 or VIF < 10 then it can be said that multicollinearity does not occur in the model studied. To find out if multicollinearity occurs can be seen in the table
4.16 below:

Table 9. Multicollinearity Test Output

Coefficientsa

Jnstandardized Coefficients				**Standardized Coefficients**	**t**	**Sig.**	**Collinearity Statistics**	
Type		B	Std. Error	Beta			Tolerance	**VIF**
1	(Constant)	2.981	1.630		1.828	.071		
	TOTAL_X1	.208	.068	.315	3.082	.003	.575	**1.740**
	TOTAL_X2	.305	.097	.305	3.155	.002	.643	**1.556**
	TOTAL_X3	**.180**	**.088**	**.179**	**2.057**	**.042**	**.795**	**1.258**

a. Dependent Variable: Reservation decision (Y)

Source : SPSS 25 output. Coefficient, linear regression. Processed 2023

The variance inflation factor (VIF) of each independent variable has the following values, as shown in table 4.16 (coefficient):

a. The VIF value for the Online Service Quality (X1) variable is 1.740 < 10 and the tolerance value is 0.575 > 0.10
b. The VIF value for the Online Trust (X2) variable is 1.556 < 10 and the tolerance value is 0.643 > 0.10
c. The VIF value for the E-Wom (X3) variable is 1.258 < 10 and the tolerance value is 0.795 > 0.10. Thus it can be concluded that the regression equation model does not occur multicollinearity and can be used in this study.

Heterokedasticity Test

This test tests whether a regression model has variance inequalities from one observation to another, which should not be the case in regression heteroscedasticity tests. The presence or absence of heteroscedasticity in the regression model determines its quality. Researchers used the Spearman test and heteroscedasticity test in this investigation, and the findings are shown in the table below.

Table 10. Spearman Correlations Test Output

OTAL_ X1				**OTAL_ X2**	**OTAL_ X3**	**nstandardized Residual**
Spearman' s rho	TOTAL_X1	Correlation Coefficient	1.000	.616**	.488**	**.035**
		Sig. (2-tailed)	.	.000	.000	**.731**
		N	100	100	100	**100**
	TOTAL_X2	Correlation Coefficient	.616**	1.000	.369**	**.016**
		Sig. (2-tailed)	.000	.	.000	**.876**
		N	100	100	100	**100**
	TOTAL_X3	Correlation Coefficient	.488**	.369**	1.000	**.065**
		Sig. (2-tailed)	.000	.000	.	**.519**
		N	100	100	100	**100**
	Unstandardized Residual	Correlation Coefficient	.035	.016	.065	**1.000**
		Sig. (2-tailed)	.731	.876	.519	**.**

		N	**100**	**100**	**100**	**100**

**Correlation is significant at the 0.01 level (2-tailed).

Discussion

The Effect of Online Service Quality on Reservation Decisions

Based on the results of the study, it was found that the Quality of Online Services consisting of indicators of *Efficiency, Fullfilment, Private, Responsiveness, Contact, Availability* had a positive and significant effect on Reservation Decisions. This is shown by the t test, where t count is greater than t the table that shows H0 rejected and Ha accepted which means there is an influence between the Online Service Quality variable (X1) and the Reservation Decision variable (Y) meaning that if the Online Service Quality variable increases, the Purchase Decision variable will also increase. This can mainly be addressed by the largest Mean, which is found in the *Efficiency indicator* which is already in the right function by obtaining a score of 4.36.

The quality of online services (E-Service Quality) is one of the most important parts because it can measure how able the company is to provide services and information to consumers to fulfill shopping activities effectively and efficiently. According to Chase, Jacobs, &; Aquilano (2013) (Ulum &; Muchtar, 2018) explained that E-service quality is a form of broader service quality with internet media that connects sellers and buyers to fulfill shopping activities effectively and efficiently. In this case, tiket.com has provided and strived to provide an easily accessible website appearance to consumers. And tiket.com has provided a mobile application that can be installed and used on consumers' smartphones.

This is in line with previous research Fakhrur Rozi t.t. (2017) found that good online service quality will improve purchasing decisions. By tiket.com maintaining good online service quality, it can make it easier for consumers to find information when booking hotels online and can improve reservation decisions.

How Online Trust Affects Reservation Decisions

Based on the results of the study, it was found that Online Trust consisting of indicators of *Benevolence, Ability, Integrity, Willingness To Depend* has a positive and significant effect on Reservation Decisions. This is shown by the t test, where t count is greater than t the table that shows H0 rejected and Ha accepted which means there is an influence between the Online Service Quality variable (X1) and the Reservation Decision variable (Y) meaning that if the Online Service Quality variable increases, the Purchase Decision variable will also increase. This can especially be addressed by the largest Mean, which is found in the *Ability indicator* which is already in the right function by obtaining a score of 4.19.

According to Kimery and McCord (2002), establishing E-trust in an E-retailer is when customers are willing to accept vulnerabilities in online transactions based on positive expectations about upcoming actions. It can be said that E-trust is a trust that consumers have to buy via the internet. With this, tiket.com strives to guarantee customer satisfaction such as providing many attractive promos at affordable prices and providing fast and easy service. In addition, tiket.com provides security guarantees when transacting by providing 24/7 customer care services that are

ready to serve consumers when transacting or making online hotel reservations at tiket.com.

This is in line with previous research by Emeralda (2020) showing that the positive influence of Online Trust on purchasing decisions. The higher the level of consumer trust, the there is no doubt in making transactions and influencing consumers in making online reservation decisions at tiket.com.

The Influence of E-WOM on Reservation Decisions

Based on the results of the study, it was found that Online Trust consisting of indicators of *Benevolence, Ability, Integrity, Willingness To Depend* has a positive and significant effect on Reservation Decisions. This is shown by the t test, where t count is greater than t the table that shows H0 rejected and Ha accepted which means there is an influence between the Online Service Quality variable (X1) and the Reservation Decision variable (Y) meaning that if the Online Service Quality variable increases, the Purchase Decision variable will also increase. This can especially be addressed by the largest Mean, which is found in the *Positive Opinion indicator* which is right in function by obtaining a score of 4.30

According to Thurau et al. in Tommi and Eristia (2014: p14) said electronic word of mouth is a statement made by actual, potential or previous consumers about the product or

Companies where this information is available to people or institutions through the Internet. With this, tiket.com implemented a strategy by providing the best hotel quality and getting positive reviews in order to attract consumers to make hotel reservations in tiket.com.

This is in line with research by Inayati et al. (2022) showing that e-WOM (Electornc word of mouth) has a positive and significant effect on purchasing decisions. In other words, E-wom can make it easier for consumers to publish opinions, thoughts, feelings about a product honestly and influence purchasing decisions. Consumers have a higher active role in the value chain cycle so that consumers are able to influence product purchasing decisions based on individual preferences. E-WOM (Electornc word of mouth) makes it easy for consumers to be able to publish thoughts, opinions, and feelings about a product directly, thus Ewom serves as an informative place to get various information.

CONCLUSION

Based on the results of research and explanations in the previous chapter, as well as discussions accompanied by theories and concepts that support the research entitled The Effect of Online Service Quality, Online Trust, and *Electronic Word Of Mouth* on Online Hotel Reservation Decisions in tiket.com in DKI Jakarta, conclusions can be drawn: 1) The quality of online services has a positive and significant effect on online hotel reservation decisions in tiket.com in DKI Jakarta, which means that when the quality of online services increases, online hotel reservation decisions will increase. 2) Online Trust has a positive and significant effect on online hotel reservation decisions in tiket.com in DKI Jakarta, which means that when online trust increases, online hotel reservation decisions will increase. 3) Electronic Word of Mouth has a positive and significant influence on online hotel reservation decisions in tiket.com in DKI Jakarta, which means that when Electronic Word of Mouth increases, online hotel reservation decisions will increase.

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