

KOMPARASI ANTARA *ONLINE GUEST REVIEWS* DENGAN *OFFLINE GUEST REVIEWS* DI TARA HOTEL YOGYAKARTA

SKRIPSI

Disusun untuk memenuhi sebagian syarat memperoleh gelar Sarjana Pariwisata
pada Program Studi Manajemen Resort & Leisure



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BANDUNG

2022

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ABSTRAK

Tara hotel merupakan hotel bintang empat yang terletak di Kota Yogyakarta yang merupakan salah satu area utama komersial, wisata dan distrik pusat kota dimana terdapat berbagai kantor korporasi, tempat perbelanjaan, budaya dan institusi pemerintahan, bisnis retail dan hiburan. Seiring dengan meningkatnya penggunaan aplikasi, sebagian besar pengguna akan membaca ulasan *online* terlebih dahulu sebelum memesan kamar hotel dan menjadikan ulasan tersebut sebagai referensi. Penelitian ini bertujuan untuk mengidentifikasi ulasan *online guest reviews*, *offline guest reviews* serta menganalisa perbedaan penilaian pelanggan *online guest reviews* dengan *offline guest reviews* di Tara Hotel Yogyakarta berdasarkan kategori. Penelitian ini menggunakan metode deskriptif komparatif dengan pendekatan kualitatif. Populasi penelitian ini adalah *customer* yang melakukan reservasi kamar hotel baik secara *online* maupun *offline* selama periode Februari – Juni 2022. Sampel dalam penelitian ini yaitu sebanyak 118 responden yang terdiri dari 18 responden *online* dan 100 responden *offline*. Hasil penelitian ini menunjukkan bahwa ulasan *Online Guest Reviews* dari semua kategori mendapatkan penilaian yang kurang baik. Dari semua kategori, faktor kebersihan dan fasilitas yang paling di kritisi oleh konsumen. Sementara ulasan *Offline Guest Reviews* dari semua kategori penilaian, komentar konsumen bisa dikatakan baik. Meskipun demikian ada beberapa konsumen yang tetap meninggalkan kritik pada kategori kebersihan. Secara keseluruhan komparasi perbedaan penilaian pelanggan *online guest reviews* dengan *offline guest reviews* di Tara hotel Yogyakarta, ditemukan perbedaan pada penilaian pelanggan. *Online guest review* lebih kritis dalam mengomentari aspek kategori. Hal ini disebabkan *online guest review* lebih bebas secara emosional saat memberikan komentar, sementara *offline guest review* berkomentar lebih kearah positif. Hal ini disebabkan konsumen *offline guest review* dalam mengomentari aspek kategori berada disekitar peneliti sehingga dalam memberikan komentar terpengaruh oleh faktor perasaan.

Kata kunci: *Online Guest Reviews*, *Offline Guest reviews*, Hotel

Jiman Budiharja, 2022

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COMPARISON BETWEEN ONLINE GUEST REVIEWS AND OFFLINE GUEST REVIEWS AT TARA HOTEL YOGYAKARTA

By:

Jiman Budiharja

ABSTRACT

Tara hotel is a four-star hotel located in the city of Yogyakarta which is one of the main commercial, tourist and downtown districts where there are various corporate offices, shopping venues, cultural and government institutions, retail businesses and entertainment. Along with the increasing use of the application, most users will read online reviews first before booking a hotel room and use the review as a reference. This study aims to identify online guest reviews, offline guest reviews and analyze the differences between online guest reviews and offline guest reviews at Tara Hotel Yogyakarta by category. This study uses a comparative descriptive method with a qualitative approach. The population of this research is customers who make hotel room reservations both online and offline during the period February - June 2022. The sample in this study is 118 respondents consisting of 18 online respondents and 100 offline respondents. The results of this study indicate that Online Guest Reviews reviews from all categories get a poor rating. Of all categories, the factors of cleanliness and facilities are the most critical by consumers. While Offline Guest Reviews reviews from all rating categories, consumer comments can be said to be good. However, there are some consumers who still leave criticism on the cleanliness category. Overall, there is a comparison between online guest reviews and offline guest reviews at Tara hotel Yogyakarta, found differences in customer ratings. Online guest reviews are more critical in commenting on the category aspect. This is because online guest reviews are more emotionally free when making comments, while offline guest reviews are more positive. This is because offline guest review consumers in commenting on the category aspect are around the researcher so that in providing comments they are affected by the feeling factor.

Keywords: *Online Guest Reviews, Offline Guest reviews, Hotel*

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