

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Online Customer Review* dan persepsi nilai terhadap keputusan menginap jasa akomodasi Hotel RedDoorz melalui kepercayaan sebagai variabel mediasi. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan kausal. Populasi dalam penelitian ini adalah konsumen yang pernah melakukan pembelian jasa akomodasi Hotel RedDoorz di area Lawang Malang. Sampel penelitian ditentukan menggunakan teknik purposive sampling dengan kriteria responden berusia minimal 18 tahun, pernah menginap di Hotel RedDoorz area Lawang Malang dalam satu tahun terakhir, melakukan pemesanan melalui aplikasi, website, atau reseller RedDoorz, serta pernah membaca *Online Customer Review* sebelum melakukan pemesanan. Pengumpulan data dilakukan menggunakan instrumen kuesioner yang disebarakan secara daring melalui media digital. Data yang diperoleh kemudian dianalisis menggunakan metode Partial Least Squares Structural Equation Modeling (PLS-SEM) dengan bantuan aplikasi SmartPLS 4. Hasil penelitian menunjukkan bahwa *Online Customer Review* dan persepsi nilai berpengaruh positif dan signifikan terhadap kepercayaan maupun keputusan menginap. Selanjutnya, kepercayaan berpengaruh positif dan signifikan terhadap keputusan menginap. Namun, kepercayaan tidak mampu memediasi pengaruh *Online Customer Review* maupun persepsi nilai terhadap keputusan menginap. Temuan ini menunjukkan bahwa *Online Customer Review*, persepsi nilai, dan kepercayaan merupakan faktor penting dalam meningkatkan keputusan menginap konsumen terhadap jasa akomodasi Hotel RedDoorz, meskipun peran kepercayaan sebagai variabel mediasi belum terbukti.

Kata Kunci: *Online Customer Review, Persepsi Nilai, Kepercayaan, Keputusan Menginap, RedDoorz*

ABSTRACT

This study aims to analyze the influence of Online Customer Reviews and perceived value on the staying decision of RedDoorz accommodation services, with trust serving as a mediating variable. This research employed a quantitative method with a causal approach. The population consisted of consumers who had purchased accommodation services at RedDoorz hotels in the Lawang, Malang area. The sample was selected using a purposive sampling technique based on predetermined criteria, including respondents aged at least 18 years, having stayed at a RedDoorz hotel in the Lawang, Malang area within the past year, making reservations through the RedDoorz application, website, or reseller, and having read Online Customer Reviews before making a reservation. Data were collected using a questionnaire distributed online through digital media. The collected data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS 4 software. The results indicate that Online Customer Reviews and perceived value have a positive and significant effect on trust and staying decisions. Furthermore, trust has a positive and significant effect on staying decisions. However, trust is not able to mediate the effects of Online Customer Reviews and perceived value on staying decisions. These findings indicate that Online Customer Reviews, perceived value, and trust are important factors influencing consumers' staying decisions regarding RedDoorz accommodation services, while the mediating role of trust has not been supported.

Keyword: Online Customer Review, Perceived Value, Trust, Staying Decision, RedDoorz