

ABSTRACT

The development of internet users in Indonesia is developing very fast. With this rapid development, many types of businesses have emerged by utilizing technological developments, one of which is the Virtual Hotel Operator (VHO). Reddoorz and OYO Rooms are two well-known VHOs in Indonesia. This study is supported by three variables which are, Electronic Word of Mouth, Perceived Value, and Trust.

This research is qualitative research with a comparative type of study. Data collected through in-depth interviews with 15 respondents from Indonesia and citizens of millennial aged. Purposive and snowball sampling was conducted due to condition of this research. The triangulation method was chosen for reliability and validity in this research.

The research conclude that Reddoorz has the highest percentages in overall variables influencing the purchase decision; Electronic Word of Mouth, Perceived Value, and Trust. It means the overall variables influencing the purchase decision of Reddoorz is superiority than OYO Rooms.

Key words: Electronic Word of Mouth, Perceived Value, Trust, Purchase Decision, Reddoorz, OYO Rooms, Virtual Hotel Operator