

ABSTRACT

The Room Occupancy Rate (TOR) for star hotels in Indonesia has decreased significantly in 2020. This is due to the COVID-19 pandemic in Indonesia which has limited public activities. With this pandemic, people have many considerations when choosing a hotel and tend to look for information on the internet. Usually people read online ratings and online reviews from other consumers so they know the advantages and disadvantages of the hotel.

The purpose of this study was to determine the effect of online rating and online review on buying interest in InterContinental Bandung Hotel partially and simultaneously. This research uses quantitative methods with descriptive and causal analysis. Sampling using non-probability sampling technique and purposive sampling method involving 100 respondents. The results of the data in this study will be processed using the Statistical Program of Social Science (SPSS) version 16 software.

The results of the descriptive analysis show that the online rating, online review and buying interest variables as a whole are included in the very good category. Based on the hypothesis test, the result of this research is that there is a positive and significant effect of online rating and online review on buying interest in the InterContinental Bandung Hotel partially and simultaneously.

Keywords: Online Rating, Online Review, Buying Interest