ABSTRAK

PERAN KUALITAS PELAYANAN, KEPERCAYAAN, DAN CITRA MEREK TERHADAP *E-WOM* PENGUNJUNG NDALEM YUWONO *HOMESTAY* DENGAN KEPUASAN TAMU SEBAGAI VARIABEL MEDIASI

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Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh Kualitas Pelayanan, Kepercayaan, dan Citra Merek secara langsung terhadap Kepuasan Tamu pengunjung Ndalem Yuwono *Homestay*, (2) Pengaruh Kepuasan Tamu terhadap *E-WOM* pengunjung Ndalem Yuwono *Homestay*, (3) Pengaruh Kualitas Pelayanan, Kepercayaan, dan Citra Merek secara langsung terhadap *E-WOM* pengunjung Ndalem Yuwono *Homestay*, (4) Pengaruh Kualitas Pelayanan, Kepercayaan, dan Citra Merek terhadap *E-WOM* melalui Kepuasan Tamu sebagai variabel mediasi. Teknik pengambilan sampel ini menggunakan metode *simple random sampling*. Data yang diperoleh dengan membagikan kuesioner menggunakan *g-form* kepada 100 tamu yang pernah berkunjung dan menginap di Ndalem Yuwono *Homestay*. Teknik analisis yang digunakan dalam penelitian ini adalah *SEM PLS* dengan menggunakan software *Smart PLS* 4.0. Hasil penelitian ini menunjukan bahwa: 1) Kualitas Pelayanan, Kepercayaan, dan Citra Merek berpengaruh terhadap Kepuasan Tamu pengunjung Ndalem Yuwono *Homestay*, 2) Kepuasan Tamu berpengaruh terhadap *E-WOM* pengunjung Ndalem Yuwono *Homestay*, 3) Kualitas Pelayanan, Kepercayaan, dan Citra Merek berpengaruh terhadap *E-WOM* pengunjung Ndalem Yuwono *Homestay*, 4) Kualitas Pelayanan, Kepercayaan, dan Citra Merek berpengaruh secara parsial terhadap *E-WOM* melalui Kepuasan Tamu pengunjung Ndalem Yuwono *Homestay*.

Kata Kunci: Kualitas Pelayanan, Kepercayaan, Citra Merek, *E-WOM*, Kepuasan Tamu.

ABSTRACT

THE ROLE OF SERVICE QUALITY, TRUST, AND BRAND IMAGE ON E-WOM OF NDALEM YUWONO HOMESTAY VISITORS WITH GUEST SATISFACTION AS A MEDIATING VARIABLE

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This study aims to examine: (1) the direct influence of Service Quality, Trust, and Brand Image on Guest Satisfaction at Ndalem Yuwono Homestay, (2) the influence of Guest Satisfaction on E-WOM (Electronic Word of Mouth) among visitors to Ndalem Yuwono Homestay, (3) the direct influence of Service Quality, Trust, and Brand Image on E-WOM among visitors to Ndalem Yuwono Homestay, and (4) the influence of Service Quality, Trust, and Brand Image on E-WOM through Guest Satisfaction as a mediating variable. The sampling technique used in this research is the simple random sampling method. Data were collected by distributing questionnaires via Google Forms to 100 guests who had visited and stayed at Ndalem Yuwono Homestay. The analysis technique applied in this study is Structural Equation Modeling (SEM) using the Smart PLS 4.0 software. The results of the study indicate that: 1) Service Quality, Trust, and Brand Image significantly affect Guest Satisfaction at Ndalem Yuwono Homestay, 2) Guest Satisfaction significantly affects E-WOM among visitors to Ndalem Yuwono Homestay, 3) Service Quality, Trust, and Brand Image significantly affect E-WOM among visitors to Ndalem Yuwono Homestay, 4) Service Quality, Trust, and Brand Image partially affect E-WOM through Guest Satisfaction at Ndalem Yuwono Homestay.

Keywords: Service Quality, Trust, Brand Image, E-WOM, Guest Satisfaction.