The Effect of E-Wom (Electronic Word Of Mouth) And Atmospheric On Customer Satisfaction Through The Decision To Stay At 2 Star Hotels In Jember Regency.

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Abstract: *The purpose of this study was to examine the effect of e-wom (electronic word of mouth) and atmospheric on customer satisfaction through the decision to stay at a 2-star hotel in Jember Regency. This type of research is explanatory research. The population of this research is all customers who stay at 2-star hotels in Jember Regency. The number of samples in this study was 150 respondents who stayed at two-star hotels in Jember Regency. Methods of data analysis using SEM analysis. The results showed that E-Wom on the decision to stay overnight showed a significant positive effect. Proving that the better the E-Wom will improve the stay decision. E-Wom on customer satisfaction shows a significant positive effect. Proving that better E-Wom will increase customer satisfaction. atmospheric towards the decision to stay shows a significant positive effect. This proves that the better the atmospheric will improve the decision to stay. The atmospheric on customer satisfaction shows a significant positive effect. This proves that a better atmospheric will increase customer satisfaction. The decision to stay on customer satisfaction shows a significant positive effect. This proves that the better the decision to stay, the better customer satisfaction. the decision to stay is a variable that mediates e-wom with customer satisfaction and the decision to stay is a variable that mediates atmospheric with customer satisfaction.*

Keyword: *E-wom, Atmospheric, Stay Decisions, and Satisfaction.*

I. Introduction

Currently, the hotel industry continues to grow in line with the development of the business world which is marked by the increasing number of existing hotels. The development and competition between hotels will increase. Hotels must be supported by various aspects in order to compete with other hotels, not only good service but there needs to be a hotel design that is responsive to the needs and comfort which are closely related to the behavior of hotel residents. A hotel is a form of building, company, or accommodation business entity that provides lodging services, food, and beverage providers, and other service facilities where all of these services are for the general public, both those who spend the night at the hotel or those who only use certain facilities. owned that hotel. The need for hotels with relatively cheap prices in strategic places is of course very attractive to traders, or people who are in need of a temporary resting place.

According to the Indonesian hotel and restaurant association (PHRI), the levels of hotels or hotel classes in the Jember Regency range from one star to four-star. One star hotel is a type of hotel that is relatively small because it is managed by the owner directly. It is usually located in a busy area and has public transportation close by and reasonably priced entertainment. Two-star hotels are usually located in easy-to-reach locations, meaning that access to the location of the hotel is very easy. The buildings are well maintained, clean, and tidy. Three-star hotels are usually located close to shopping centers and offer the best service, spacious rooms and lobbies are decorated with decorations and the hotel employees on duty look neat and professional. Four-star hotels are quite classy hotels with employees and staff who are more professional in serving guests. They are also provided with information about tourism around the hotel. The hotel has a sizable building close to shopping, restaurants, and entertainment centers. The service is above average so guests will be satisfied when staying.

Based on data from several two-star inns in Jember Regency, the researcher chose eight two-star hotels to be the research objects. The following is data on two-star lodging in Jember Regency obtained from the Traveloka Application.

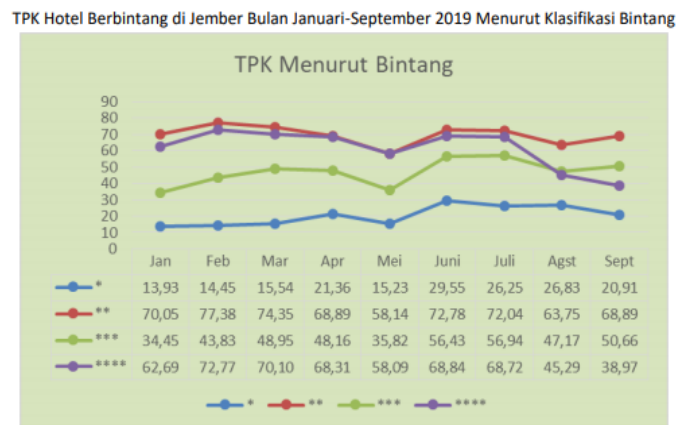**Table 1.1** List of Lodging in Jember Regency

No.	Lodging Name	Lodging Class
1	OYO 620 The Peak Guest House	**
2	Lestari Hotel	**
3	88 Jember Hotel	**
4	OYO 603 Ebizz Hotel	**
5	88 Diponegoro Jember Hotel	**
6	Dira Hotel	**
7	OYO 887 Green Hill Hotel	**
8	OYO 995 Alice's Homestay Syariah	**

Source: Traveloka Application (2019)

The reason the researchers chose eight two-star hotels in Jember Regency was that based on traveloka customer reviews that most of the two-star hotels were comfortable, clean, satisfying service not inferior to other star hotels with very affordable hotel prices and adequate facilities for customers who were just staying overnight to rest. In addition, based on data from the Central Bureau of Statistics, most customers in the Jember Regency and outside the city choose two-star hotels.

It can be seen in the picture below that in Jember Regency there are four levels of hotels, ranging from one star to four-star. This picture shows the room occupancy rate (TPK) of one-star hotels in January - September 2019 at 10%, at two-star hotels by 70%, then at three-star hotels as much as 30%, and at four-star hotels as much as 60%, so that It is concluded that the end of the hotel or the highest occupancy rate in January - September 2019 is a two-star hotel.

Figure 1. 1. Hotel Visitors in Jember Regency

TPK Hotel Berbintang di Jember Bulan Januari-September 2019 Menurut Klasifikasi Bintang

TPK Menurut Bintang

	Jan	Feb	Mar	Apr	Mei	Juni	Juli	Agst	Sept
*	13,93	14,45	15,54	21,36	15,23	29,55	26,25	26,83	20,91
**	70,05	77,38	74,35	68,89	58,14	72,78	72,04	63,75	68,89
***	34,45	43,83	48,95	48,16	35,82	56,43	56,94	47,17	50,66
****	62,69	72,77	70,10	68,31	58,09	68,84	68,72	45,29	38,97

Source: Central Bureau of Statistics (2019)

According to the Head of the Jember Tourism and Culture Office, Arif Tjahyono (Beritasatu.com) said that Jember Regency is striving to continue to increase the number of tourist visits, Jember Regency is indeed being attracted by hotel businessmen both local and national, even the national level networked hotel trend is starting to explore the Jember market share. In addition, Jember Regency has a potential market, to face this competition, the lodging service industry players are increasingly competing by creating a sustainable competitive advantage. The existence of this phenomenon requires efforts to maintain and improve all-important aspects were to be able to increase the decision to stay which will affect customer satisfaction, therefore a strategy is needed to overcome this problem, namely with E-Wom (Electronic Word of Mouth) and Atmospheric.

According to Henning-Thurau et al. (2004: 39) defines Electronic Word Of Mouth as positive or negative statements made by customers, actual, about a product or company, which are made for many people and institutions via the internet. In this study, E-Wom serves as the basis for making consumer decisions to stay, such as reading reviews of previous consumer lodgings through Social Network Sites or traveloka applications.

The above statement is supported by several previous research results. According to research by Handi et al. (2018), Aldaning et al. (2018), Bin et al. (2018), and Saha (2016) state that E-Wom has a significant effect on consumer purchasing decisions. Apart from the above research, the Research Gap in this study according to Torlak et al. (2014) stated that E-Wom has no significant effect on purchasing decisions, whereas according to Setiawan (2014) research E-Wom does not have a significant effect on consumer satisfaction, therefore further

research is needed on the effect of E-wom on purchasing decisions and the effect of E-wom. to consumer satisfaction.

According to Gilbert (2013: 129) defines atmosphere as a combination of physical messages that have been planned, atmosphere can be described as a change in the purchasing environment planning that produces special emotional effects that can cause consumers to take purchase actions. Likewise with a hotel atmosphere which is considered important to attract consumers because the hotel atmosphere can affect decisions to stay and customer satisfaction. According to Sreedharan and Prakash (2019), Ali and Mubarak (2016), Wahyu et al. (2017), Putra et al. (2019) stated that the atmosphere has a significant effect on the decision to stay. Meanwhile, Pratikto and Hermawan's research (2019), Ozta et al. (2016), and Novendra et al. (2019), stated that the atmosphere has a significant effect on customer satisfaction and on decisions to stay. In addition to the research above, the Research Gap in this study according to Hussain (2015) store atmosphere has no significant effect on consumer decisions.

II. Review Literature

E-Wom

Schiffman and Kanuk (2010) define E-Wom as a word of mouth conducted online. According to Henning-Thurau et al. (2004: 39) defines Electronic Word Of Mouth as positive or negative statements made by customers, actual, or former customers about a product or company, which are made for many people and institutions via the internet.

Atmospheric

According to Utami (2010: 98), the Store atmosphere is a combination of physical characteristics of a store such as architecture, layout, lighting, display, color, temperature, music, aroma as a whole will create an image in the form of a consumer. According to Gilbert (2013: 129) defines the Store Atmosphere as a combination of physical messages that have been planned, the store atmosphere can be described as a change in the purchasing environment planning which produces special emotional effects that can cause consumers to take purchase actions.

Consumer Decisions

According to Nugroho J. Setiadi (2003: 413), Consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. Consumer decisions are part of consumer behavior. Swastha (2003: 9) reveals that consumer behavior is the actions of individuals, groups or organizations that are related to the decision-making process in obtaining economic goods or services that can be influenced by the environment.

Customer Satisfaction

According to (Private, 2012: 121) consumer satisfaction is an encouragement of individual desires directed at the goal of obtaining satisfaction, in this case, we need to know that a desire must be created or pushed before fulfilling a motive. Sources that encourage the creation of a desire can be different from others themselves or in their environment. According to Kotler (2009: 138), satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the performance or results of a product and his expectations. Customer satisfaction can be used by a business entity to create customer loyalty. This is much more important than trying to find new customers because the costs involved in acquiring new customers are far greater than the costs involved in retaining old customers.

III. Conceptual Framework

The thinking framework is a conceptual model of how theory relates to various identified factors, Sugiyono (2010: 60). Based on theoretical studies and previous research studies as well as the phenomena that exist in two-star hotels in Jember Regency, a thought process framework can be arranged that underlies the research to be carried out. In order for this research to be more focused in accordance with the formulation of the problem and research objectives to be achieved, the conceptual framework is structured as follows: E-wom as variable X1, Atmospheric as variable X2, satisfaction as variable Y, and decision to stay as variable Z. Variable X1 and X2 is the independent variable and Y is the dependent variable, while Z is the mediating variable. The research conceptual framework can be described as follows:
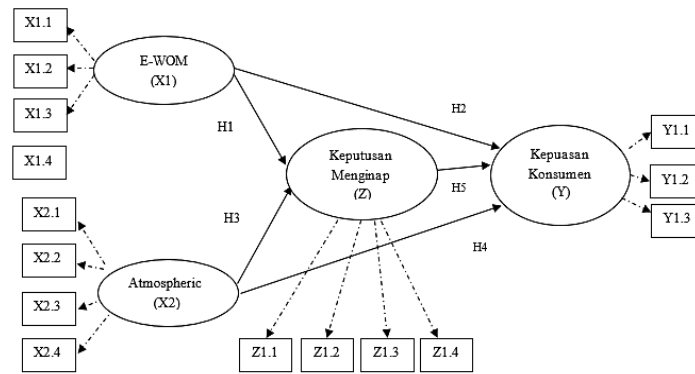
Figure. 1.1 The Conceptual Framework

Keterangan :
Elips : Latent variable (latent variable)
Kotak : Manifest variable
------------------- : Loading Factors, a parameter that describes the direct relationship between the exogenous variable and the manifest variable.

Hypotheses
The hypothesis proposed in this study is explained by various developments from previous research which are described below:
1. H1: It is suspected that e-wom has a significant effect on the decision to stay overnight.
"Electronic word of mouth (E-Wom) is a web-based interpersonal communication between foreigners to convey information about a product, service or company without commercial purposes according to Deavaj et al. (2013: 60). According to research by Aldaning et al. (2018) stated that e-wom has a significant effect on the decision to stay overnight. The more e-wom or conversations and pictures about products that appear on social media and the more positive reviews on social media will influence potential consumers to decide to buy a product. The results of this study are the same as Kartajaya's (2007) theory that e-wom has a very close correlation with staying decisions and word of mouth marketing is the most effective way to influence consumers in making overnight decisions.

2. H2: It is suspected that e-wom has a significant effect on customer satisfaction.
According to Henning-Thurau et al. (2004: 39) defines Electronic Word Of Mouth as positive or negative statements made by customers, actual, or former customers about a product or company, which are made for many people and institutions via the internet. According to research by Mhlanga and Siyongwana (2018), there is a positive e-wom when services are performed reliably and accurately because this attribute greatly impacts customer satisfaction at hotels. Having a pleasant experience at the hotel with the fast and excellent service provided by the hotel motivates customers to publish their positive experiences in the online environment. The extent to which service providers are willing to help customers and provide fast service and the extent to which service providers who are broadly informed, polite, and able to inspire confidence (assurance) also reduce customers to spread negative e-wom also greatly impact on customer satisfaction.

3. H3: It is suspected that atmospheric has a significant effect on the decision to stay overnight.
Atmospheric according to Berman and Evan (2007: 454) is "Atmosphere refers to the physical characteristics of a hotel that project images and attract customers. The atmosphere is a physical characteristic and very important for any retail business, it acts as a creation of a comfortable atmosphere for consumers and makes consumers want to linger in the hotel and indirectly stimulates consumers to stay at the hotel. Aisah and Wahyono's research (2018) states that the atmosphere has a significant effect on the decision to stay overnight, that the better the atmosphere, the higher the decision to stay for consumers in this study is in line with Waloejen's (2016) research that the atmosphere has a significant effect on the decision to stay.

4. H4: It is assumed that atmospheric has a significant effect on customer satisfaction.
Levy and Weitz (2007: 576) suggest that the atmosphere is the creation of a hotel atmosphere through visuals, arrangements, light, music, and aroma which can create a comfortable purchasing environment so that it can influence consumer perceptions and emotions to make purchases. In a purchase decision process and will creating consumer satisfaction. According to research by Novendra et al, (2019) states the atmosphere has a positive and significant effect on consumer satisfaction. The atmosphere can attract consumers can be seen from

the use of interior views such as installing wallpapers, platforms, and the use of music to make consumers feel happy.

5. H5: It is suspected that the decision to stay has a significant effect on customer satisfaction.

The decision to stay overnight is an individual activity that is directly involved in making decisions to make purchases of products and services offered by the seller. Research by Saputra et al. (2017) stated that the decision to stay has a positive and significant effect on customer satisfaction because the higher the benefits or performance of the product offered to customers, the higher the value that consumers think of, this means that the customer's motivation to make a decision to stay will be higher with Thus, the existence of consumer satisfaction in this study is in line with the research of Suryoningsih et al. (2016).

IV. RESEARCH METHODS

Researchers used a quantitative approach to prove the existing hypothesis related to the influence of e-wom and atmospheric on customer satisfaction through the decision to stay at a two-star hotel in Jember Regency.

POPULATION AND SAMPLE

The population of this research is all customers who stay at two-star hotels in Jember Regency. The sample used in this study were customers who stayed at a two-star hotel in Jember Regency because the population in this study was not known how many, therefore the sampling was based on population. The sampling technique used is purposive sampling, which is where the researcher uses his own judgment deliberately in selecting samples that are deemed in accordance with certain criteria desired by the researcher.

The characteristics and requirements used in sampling with the purposive sampling method are as follows:

a. Customers who stay by reading reviews through the Traveloka application.

b. Customers who book two-star hotels through the Traveloka application.

c. Have stayed twice at a two-star hotel in Jember Regency.

The reason for using the traveloka application in research is because traveloka is an online travel agent that is widely known by the people of Indonesia, besides that, to make reservations, traveloka also provides options that are easy to understand by all groups such as the search column also allows customers to see several choices of travel and hotel accommodation for in relation to each other.

The sample size in a suitable SEM model is between 100-200 if the sample size is too large, then the method becomes sensitive so that it is difficult to get good goodness of fit measures. According to Ferdinand (2014: 47), the sample size guidelines depend on the number of indicators multiplied by the parameter 5-10. Referring to this opinion in order to represent the population, the number of samples in this study determined the number of indicators 15, the sample size was between 100-200.

For this study the number of samples taken was as follows:

Number of samples = number of indicators X number of parameters

= 15 X 10

= 150

So the number of samples used in this study were 150 respondents.

RELIABILITY AND VALIDITY

Valid means that the instrument can be used to measure what you want to measure (Sugiyono, 2011: 348). Besides being valid, the instrument must also be reliable (reliable). According to Sugiyono (2011: 348) a reliable instrument means an instrument that, when used several times to measure the same object, will produce the same data. The results of the validity and reliability test of the research questionnaire showed that 15 questions were valid and reliable.

V. DATA AND RESULT

a.Normality Test

The results of the normality test or assessment of normality (CR) give a CR value of 1.021 which lies between $-1.96 \leq CR \leq 1.96$ $\alpha = 0.05$), so it can be said that the multivariate data is normal. In addition, normal univariate data is shown by all values of the critical ratio indicators of all indicators located between $-1.96 \leq CR \leq 1.96$.

b. Multicollinearity Test

The multicollinearity test results obtained a value of 92.638. This value is far from zero, so it can be concluded that there is no multicollinearity and singularity problem in the analyzed data.

c. Outliers Test

The results of the outlier test showed that the value of the greatest mahalonobis distance was 24.598. This value is still below the Chi Square Table value at df = 15 (number of indicators), which is 25,000, so it can be concluded that there is no multivariate outlier in the research data.

d. SEM test

Data analysis is done by grouping similar data into a table (tabulation), and analyzing the data by performing calculations according to quantitative research methods. The analysis technique used is Structural Equation Modeling (SEM) using the AMOS (Analysis of Moment Structure) 18.0 software program. As one of the multivariate analysis techniques, SEM (Structural Equation Modeling) allows the analysis of a series of relationships simultaneously so as to provide statistical efficiency as a multivariate analysis technique, SEM has the main characteristics that differentiate it from other multivariate analysis techniques. SEM test results with the AMOS version 18 program, provide the results of a structural equation model that shows the relationship between variables, as below:
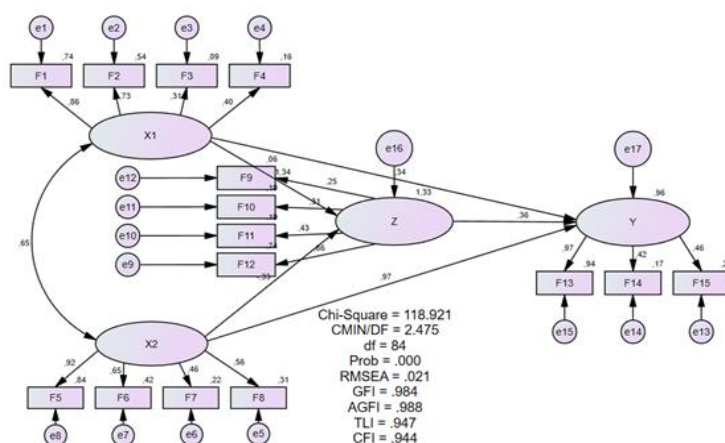

Figure 1.2 Path Coefficient

From the test results, the following equation / model is obtained:

$$Z = 1,33 X1 + 0,33 X2 \quad\quad\quad (4.1)$$
$$Y = 0,34 X1 + 0,97 X2 + 0,36 Z \quad\quad (4.2)$$

a.   Goodness of fit Test

Model testing at SEM aims to see the suitability of the equation models 4.1 and 4.2 used. The results of the model suitability testing in this study are presented in Table 1.3.

Table 1.3 SEM Conformity Index

Model fit criteria	Model fit value	Standart	Information
X_2-*chi-square*	118,921	It is expected that it is smaller than X2 at df = 84 which is 106,400	Well
Significance Probability	0,000	≥ 0,05	Marginally
RMSEA	0,021	≤ 0,08	Well
GFI	0,984	≥ 0,90	Well
AGFI	0,988	≥ 0,90	Well
CMIN/DF	2,475	≤ 2 atau 3	Well
TLI	0,947	≥ 0,90	Well
CFI	0,944	≥ 0,90	Well

Based on Table 1.3 it is known that of the 8 criteria used to judge the feasibility of a model, there are 1 marginal criteria and 7 good criteria. According to Solimun (2006), if one or two GOF criteria have met, the model is said to be good. Thus it can be said that the model in equations 4.1 and 4.2 is acceptable, which means that there is a match between the model and the data.

b. Causality Test

The next step is to test the causality developed in models 4.1 and 4.2. The path coefficient test results are presented in Table 1.4

Table 1.4 Causality Test Results

Hypotesis	Path Coefficient	CR	Probability	Information
Z←X1	1,339	8,911	***	Significant
Z←X2	0,334	2,444	0,015	Significant
Y←Z	0,359	2,460	0,014	Significant

Y←X1	0,336	1,989	0,047	Significant
Y←X2	0,968	4,534	***	Significant

Based on Table 1.4, it can be seen that the results of the causality test for the effect of the E-WOM variable on the decision to stay have a positive path coefficient of 1.339 with a CR of 8.911 and a probability (p) with a significant level of 0.05, which is equal to 0.000 / *** which means that E -WOM has a significant effect on the Decision to Stay. Thus the hypothesis which states that the E-WOM variable has a significant effect on the Decision to Stay is proven to be true.

The results of the causality test for the influence of the Atmosphere variable on the decision to stay have a positive path coefficient of 0.334 with a C.R of 2.444 and a probability (p) with a significant level of 0.05, which is 0.015, which means that the atmosphere has a significant effect on the decision to stay. Thus the hypothesis which states that the Atmosphere variable has a significant effect on the Decision to Stay is proven to be true.

The results of causality testing for the effect of the E-WOM variable on Customer Satisfaction have a positive path coefficient of 0.359 with a C.R of 2.460 and a probability (p) with a significant level of 0.05, namely 0.014 which means that E-WOM has a significant effect on Customer Satisfaction. Thus the hypothesis which states that the E-WOM variable has a significant effect on customer satisfaction is proven true.

The results of causality testing for the influence of the Atmosphere variable on Customer Satisfaction have a positive path coefficient of 0.336 with C.R of 1.989 and probability (p) with a significant level of 0.05, which is 0.047, which means that the atmosphere has a significant effect on customer satisfaction. Thus the hypothesis which states that the Atmosphere variable has a significant effect on customer satisfaction is proven true.

The results of causality testing for the influence of the Stay Decision variable on Customer Satisfaction have a positive path coefficient of 0.968 with C.R of 4.534 and probability (p) with a significant level of 0.05, which is equal to 0.000 / ***, which means that the Stay Decision has a significant effect on Customer Satisfaction. Thus the hypothesis which states that the Stay Decision variable has a significant effect on Customer Satisfaction is proven true.

Influence Between Variables

a. Direct Influence Between Variables

Table 1.5 presents the magnitude of the direct effect of E-WOM on the Decision to Stay at 1.472 in a positive direction; Atmosphere of the Decision to Stay of 0.626 with a positive direction; E-WOM's perception of Customer Satisfaction is 0.209 with a positive direction; Perception of Atmosphere on Customer Satisfaction is 1.026 with a positive direction; Decision to Stay on Customer Satisfaction of 0.204 with a positive direction. The test results show that all the independent, dependent, and intervening variables are related in a positive direction.

Table 1.5 Direct Effects of Latent Variables

Direct Effects		Exogenous variables			
		X2	X1	Z	Y
Endogenous variables	Z	0,626	1,472	0,000	0,000
	Y	1,026	0,209	0,204	0,000

b. The Indirect Effect of Latent Variables

Table 1.6 presents the amount of E-WOM's indirect influence on customer satisfaction of 0.300 in a positive direction; Perception of Atmosphere on Customer Satisfaction is 0.127 in a positive direction. The test results show that all the independent, dependent variables are related to each other in a positive direction without going through the intervening variables.

Table 1.6 Indirect Effects of Latent Variables

Direct Effects		Exogenous variables			
		X2	X1	Z	Y
Endogenous variables	Z	0,000	0,000	0,000	0000
	Y	0,127	0,300	0,000	0,000

b.   Total Effect Between Latent Variables

Table 1.7 presents the magnitude of the direct effect of E-WOM on the Decision to Stay at 1.472 in a positive direction; Atmosphere of the Decision to Stay of 0.626 with a positive direction; E-WOM's perception of Customer Satisfaction is 0.509 with a positive direction; Perception of Atmosphere on Customer Satisfaction of 1.1154 with a positive direction; Overnight Decision on Customer Satisfaction of 0.204 with a positive direction. The test results show that all independent, dependent, and intervening variables are related to each other in a positive direction.

Table 1.7 Total Effect Between Latent Variables

Direct Effects		Exogenous variables			
		X2	X1	Z	Y
Endogenous variables	Z	0,626	1,472	0,000	0,000
	Y	1,154	0,509	0,204	0,000

SOBLE TEST

This study has a mediating variable, namely the decision to stay overnight. Testing the mediation hypothesis can be done using a procedure developed by Sobel (1982) and is known as the Sobel test (Sobel test). The sobel test is done by testing the strength of the indirect effect of the independent variable (X) on the dependent variable (Y) through the mediating variable (Z). The results of the Sobel Test calculation are as follows:

$$Sab = \sqrt{b^2 S + a^b Sb^2 + Sa^2 Sb^2}$$

$Sab = (0,204)^2 (0,048)^2 + (1,472)^2 (0,048)^2 + (0,626)^2 (0,048)^2 + (0,048)^2 (0,068)^2$

$Sab = (0,041) (0,02) + (2,166) (0,04) + (0,391) (0,04) + (0,02) (0,04)$

$Sab = 0,082 + 0,086 + 0,07 + 0,01$

$Sab = \sqrt{0.18}$

$Sab = 0,42$

$X1 = \dfrac{ab}{Sab} = \dfrac{0,300}{0,42} = 0,71$

$X2 = \dfrac{ab}{Sab} = \dfrac{0,127}{0,42} = 0,30$

Based on the results of the calculation of the Sobel Test (Sobel Test) shows that the z value (X) is 0.71 and 0.42 <1.96 (absolute z value) so that there is a significant indirect effect of E-WOM and Atmosphere on Customer Satisfaction through Decision to Stay as an intervening variable.

Vl. Conclusion And Implications

Based on the results of the analysis and discussion described by the researcher, it can be concluded as follows:

1. E-WOM affects the decision to stay where the better the E-WOM, the better the decision to stay. This is based on the results stating that E-WOM has a significant effect on the decision to stay overnight.

2. E-WOM has an effect on stay satisfaction where the better E-WOM, the better the stay satisfaction. This is based on the results stating that E-WOM has a significant effect on stay satisfaction.

3. Atmospheric affects the decision to stay where the better atmospheric, the better the decision to stay. This is based on the results stating that atmospheric has a significant effect on the decision to stay.

4. Atmospheric affects the satisfaction of staying where the better atmospheric, the better the satisfaction of staying. This is based on the results stating that atmospheric has a significant effect on stay satisfaction

.5. The decision to stay has an effect on the satisfaction of staying where the higher the decision to stay, the more it will increase the satisfaction of staying. This is based on the results that the decision to stay has a significant effect on stay satisfaction.

6. The decision to stay overnight is a variable that mediates e-wom and customer satisfaction.

7. The decision to stay is a variable that mediates atmospheric with customer satisfaction.

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