

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Electronic Word of Mouth* (E-WOM) dan *Brand Image* terhadap keputusan menginap wisatawan pada Wisma Pusri Danau Ranau. Penelitian dilatarbelakangi oleh meningkatnya peran platform digital sebagai sumber informasi wisatawan dalam memilih akomodasi, di mana ulasan daring dan citra merek menjadi faktor penting yang dapat memengaruhi pengambilan keputusan. Metode yang digunakan adalah penelitian kuantitatif dengan pendekatan survei melalui penyebaran kuesioner kepada wisatawan yang pernah menginap di Wisma Pusri Danau Ranau menggunakan teknik *purposive sampling*. Data dianalisis menggunakan analisis regresi linier berganda dengan didukung oleh uji validitas, uji reliabilitas, uji t, uji F, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa *Electronic Word of Mouth* (E-WOM) berpengaruh positif dan signifikan terhadap keputusan menginap. *Brand Image* juga terbukti berpengaruh positif dan signifikan terhadap keputusan menginap. Selain itu, secara simultan E-WOM dan *Brand Image* memberikan pengaruh positif dan signifikan terhadap keputusan menginap wisatawan di Wisma Pusri Danau Ranau. Temuan ini mengindikasikan bahwa semakin baik kualitas ulasan daring dan semakin kuat citra merek yang dimiliki penginapan, maka semakin tinggi kecenderungan wisatawan untuk memilih menginap. Hasil penelitian diharapkan dapat menjadi bahan pertimbangan bagi pengelola dalam meningkatkan kualitas layanan, mengelola reputasi digital, dan memperkuat citra merek guna meningkatkan daya saing akomodasi.

Kata kunci: *Electronic Word of Mouth* (E-WOM), *Brand Image*, keputusan menginap, wisatawan, Wisma Pusri Danau Ranau.

ABSTRACT

This study aims to analyze the influence of Electronic Word of Mouth (E-WOM) and Brand Image on tourists' lodging decisions at Wisma Pusri Danau Ranau. The research is motivated by the increasing role of digital platforms as sources of information for tourists when selecting accommodation, where online reviews and Brand Image have become important factors influencing decision-making. This study employed a quantitative research design using a survey approach by distributing questionnaires to tourists who had previously stayed at Wisma Pusri Danau Ranau through a purposive sampling technique. The collected data were analyzed using multiple linear regression analysis supported by validity tests, reliability tests, t-tests, F-tests, and the coefficient of determination. The findings indicate that Electronic Word of Mouth (E-WOM) has a positive and significant effect on lodging decisions. Likewise, Brand Image also has a positive and significant effect on lodging decisions. Furthermore, E-WOM and Brand Image simultaneously have a positive and significant influence on tourists' lodging decisions at Wisma Pusri Danau Ranau. These findings suggest that higher-quality online reviews and a stronger Brand Image increase tourists' likelihood of choosing the accommodation. The results are expected to provide valuable insights for the management in improving service quality, managing digital reputation, and strengthening Brand Image to enhance the competitiveness of the accommodation.

Keywords: *Electronic Word of Mouth (E-WOM), Brand Image, lodging decision, tourists, Wisma Pusri Danau Ranau.*