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ANALYSIS OF THE SOCIAL ENVIRONMENT INFLUENCE ON USERS OF ONLINE TRAVEL APPLICATIONS FOR POSITIVE EWOM

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ABSTRACT

Nowadays, planning a trip or reserving accommodation is no longer requires us to visit the nearest offline shop. Along with the development of digital technology that is growing rapidly, online travel application that is meant to ease potential customers to order or book anything they need is now available at their service. The convenience offered by the era of this digital technology certainly does not limit the exchange of information between users of the mentioned application. The information offered to be it in the platform of online travel application or in social media definitely becomes the factor for decision-making in purchasing or deciding which online travel platform to use.

This research is aimed to provide an in-depth understanding of the role of social influence on the behavior of PeWOM within users of the online community. The research is done through a questionnaire for Batam City residents, especially directed to users of online travel applications while also making use of a PLS model to analyze acquired data. The research also revealed that interaction with another member of the online community (Social Presence) becomes the main predictor of PeWOM. Social Identity is the intervening of Social Presence and PeWOM. Interpersonal Influences have a critical role as a moderator variable, the more significant the impact of Interpersonal Influences, the stronger the connection between Social Presence and PeWOM.

Keywords: *Social Media, eWOM, positive eWOM*