

ABSTRACT

Hotel X is one of the hotels in Kuningan District, West Java, which was established in 2005. Hotel X includes in classification 1 star hotel in Kuningan. In its marketing efforts, Hotel X doing digital marketing using the Website, Instagram and even for the last 6 months in collaboration with the Virtual Hotel Operator to increase the booking rate from hotel rooms. This study is a quantitative study that aims to determine the effect of digital marketing and online consumer reviews on customer trust and booking decisions from hotel x customers and also efforts to improve them using the marketing mix based on the results of interviews. The population in this study are customers who have booked hotel x. The sample size was taken as many as 104 respondents, using the probability sampling method, especially simple random sampling. The analytical technique used is the SEM Partial Least Square (SEM-PLS) analysis method. The results show that only online consumer reviews affect customer trust and booking decisions. Based on the results of the analysis of the marketing mix, it is necessary to increase the strategy on the product, price, promotion and customer relations variables

*Kata Kunci: Digital Marketing, Online Consumer Review, Consumer Trust,
Booking Decision, Marketing Mix*