

APPENDIX

Appendix 1. Google Forms Questionnaire

Section 1 of 9

Halo! Perkenalkan, saya Jeannette Winona, mahasiswi International Business Management Program, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta. Saat ini saya sedang melakukan penelitian sebagai bagian dari tugas akhir saya yang berjudul "Unveiling the Power of Online Travel Agencies: How Traveloka Influences Hotel Booking Intentions."

Penelitian ini bertujuan untuk mengetahui sejauh mana penggunaan platform Traveloka dapat memengaruhi niat seseorang dalam melakukan pemesanan hotel secara online.

Sehubungan dengan itu, saya mohon kesediaan Anda semua untuk mengisi kuesioner ini. Kriteria yang diperlukan untuk mengisi kuesioner ini adalah:

1. Merupakan bagian dari Young Adults (berumur 18 - 26 tahun)
2. Pernah melakukan pemesanan hotel melalui website ataupun aplikasi Traveloka

Pengisian kuesioner ini hanya memerlukan waktu sekitar 5–10 menit. Jawaban yang diberikan akan dijaga kerahasiaannya dan hanya digunakan untuk keperluan akademik. Tidak ada jawaban benar atau salah, jadi mohon diisi dengan jujur sesuai pengalaman dan pendapat pribadi Anda.

Partisipasi Anda sangat berarti dan akan sangat membantu kelancaran penelitian ini. Atas waktu dan kesediaannya, saya ucapkan terima kasih yang sebesar-besarnya.

Hormat saya,
Jeannette Winona Valencia

Link: <https://forms.gle/8SEyjKfPb5AJ8YbS8>

Section 2 of 9

Pertanyaan Filter 1

Pertanyaan ini digunakan untuk mendapatkan responden dengan kriteria yang sesuai.

1. Apakah Anda berumur 18-26 tahun?
 - a) Ya
 - b) Tidak

Section 3 of 9

Pertanyaan Filter 2

Pertanyaan ini digunakan untuk mendapatkan responden dengan kriteria yang sesuai.

1. Apakah Anda pernah melakukan pemesanan hotel minimum 1x melalui website ataupun aplikasi Traveloka dalam waktu 1 bulan terakhir?
 - a) Ya
 - b) Tidak

Section 4 of 9

Demografi Responden

Pertanyaan ini digunakan untuk mengetahui demografi responden.

1. Jenis kelamin
 - ☐ Laki – laki
 - ☐ Perempuan
2. Umur
 - ☐ 18-20 tahun
 - ☐ 21-23 tahun
 - ☐ 24-26 tahun
3. Pendapatan per bulan
 - ☐ <Rp1.000.000
 - ☐ Rp1.000.000 – Rp2.500.000
 - ☐ Rp2.500.001 – Rp4.000.000
 - ☐ Rp4.000.001 – Rp5.500.000
 - ☐ >Rp5.500.000
4. Pekerjaan
 - ☐ Mahasiswa/i
 - ☐ Wirausahawan
 - ☐ Karyawan Swasta
 - ☐ Freelance
 - ☐ Lainnya
5. Platform Traveloka yang sering digunakan
 - ☐ Website
 - ☐ Aplikasi

Section 5 of 9

Online Review

Online Review atau Ulasan Online merupakan beberapa jenis informasi, seperti teks ulasan, judul ulasan, dan skor ulasan.

Dalam menjawab setiap pertanyaan atau pernyataan, responden diminta untuk memilih satu angka antara 1 hingga 5. Pilihan ini mengikuti prinsip skala Likert 5 poin, dengan arti dari masing-masing angka sebagai berikut:

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

1. Menurut saya, ulasan daring di Traveloka pada umumnya berguna.

STS

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

SS

2. Para pemberi ulasan di Traveloka terlihat memiliki keahlian.

STS

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

SS

3. Saya merasa ulasan di Traveloka selalu diperbarui dan mengikuti perkembangan terkini.

STS

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

SS

4. Traveloka memiliki jumlah ulasan hotel yang banyak dari para pengunjung.

STS

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

SS

5. Saya lebih memperhatikan ulasan positif di Traveloka.

STS

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

SS

6. Ulasan negatif di Traveloka akan membatalkan niat pemesanan saya (reverse).

STS

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

SS

7. Ulasan di Traveloka memberikan informasi yang lengkap dan menyeluruh.

STS

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

SS

Section 6 of 9

Price

Price atau Harga merupakan nilai keseluruhan yang dipertukarkan konsumen untuk mendapatkan manfaat dari penggunaan suatu layanan.

Dalam menjawab setiap pertanyaan atau pernyataan, responden diminta untuk memilih satu angka antara 1 hingga 5. Pilihan ini mengikuti prinsip skala Likert 5 poin, dengan arti dari masing-masing angka sebagai berikut:

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

1. Saya merasa harga hotel yang ditawarkan di Traveloka adil.

STS

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

SS

2. Traveloka menawarkan harga hotel yang sesuai dengan kualitas yang ditawarkan.

STS

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

SS

3. Saya merasa percaya diri dengan harga yang ditawarkan oleh Traveloka.

STS

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

SS

4. Harga hotel di Traveloka tergolong wajar dibandingkan dengan platform lainnya.

STS

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

SS

5. Harga hotel di Traveloka dapat diandalkan.

STS

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

SS

Section 7 of 9

Trust

Trust atau Kepercayaan dapat diartikan sebagai “kepercayaan konsumen terhadap kemampuan platform online untuk memberikan layanan yang andal, aman, dan memuaskan”

Dalam menjawab setiap pertanyaan atau pernyataan, responden diminta untuk memilih satu angka antara 1 hingga 5. Pilihan ini mengikuti prinsip skala Likert 5 poin, dengan arti dari masing-masing angka sebagai berikut:

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

1. Platform Traveloka mudah digunakan dan ramah pengguna (user-friendly).

STS

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

SS

2. Informasi yang tersedia di Traveloka akurat.

STS

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

SS

3. Biaya transaksi di Traveloka efisien.

STS

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

SS

4. Saya merasa aman saat melakukan pembayaran melalui Traveloka.

STS

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

SS

5. Traveloka menjaga keamanan data pribadi saya.

STS

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

SS

6. Traveloka memiliki koordinasi yang baik dengan hotel-hotel yang terdaftar di platformnya.

STS

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

SS

7. Traveloka bertanggung jawab dalam menangani masalah terkait pemesanan hotel.

STS

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

SS

8. Saya mempercayai layanan reservasi hotel dari Traveloka.

STS

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

SS

Section 8 of 9

Booking Intention

Booking Intention atau Niat Pemesanan digambarkan sebagai "pendorong motivasi" yang menunjukkan seberapa besar upaya yang bersedia diinvestasikan konsumen untuk mengamankan reservasi.

Dalam menjawab setiap pertanyaan atau pernyataan, responden diminta untuk memilih satu angka antara 1 hingga 5. Pilihan ini mengikuti prinsip skala Likert 5 poin, dengan arti dari masing-masing angka sebagai berikut:

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

1. Saya berniat memesan hotel melalui Traveloka pada tahun 2025.

STS

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

SS

2. Saya berniat memesan hotel melalui Traveloka dalam waktu dekat.

STS

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

SS

3. Ulasan online mempengaruhi niat saya untuk melakukan pemesanan salah satu hotel di Traveloka.

STS

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

SS

Section 9 of 9

Terima Kasih!

Terima kasih atas waktu dan kesediaan Anda dalam mengisi kuesioner ini.



Appendix 2. Google Forms Screenshots

05:27 Sun 15 Jun

Unveiling the Power of X

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Unveiling the Power of Online Travel Agencies: How Traveloka Influence Hotel Booking Intentions

Halo! Perkenalkan, saya Jeannette Winona, mahasiswi International Business Management Program, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta. Saat ini saya sedang melakukan penelitian sebagai bagian dari tugas akhir saya yang berjudul *"Unveiling the Power of Online Travel Agencies: How Traveloka Influences Hotel Booking Intentions."*

Penelitian ini bertujuan untuk mengetahui sejauh mana penggunaan platform Traveloka dapat memengaruhi niat seseorang dalam melakukan pemesanan hotel secara online.

Sehubungan dengan itu, saya mohon kesediaan Anda semua untuk mengisi kuesioner ini. Kriteria yang diperlukan untuk mengisi kuesioner ini adalah:

1. Merupakan bagian dari *Young Adults* (berumur 18 - 26 tahun)
2. Pernah melakukan pemesanan hotel melalui website ataupun aplikasi Traveloka

Pengisian kuesioner ini hanya memerlukan waktu sekitar 5-10 menit. Jawaban yang diberikan akan dijaga kerahasiaannya dan hanya digunakan untuk keperluan akademik. Tidak ada jawaban benar atau salah, jadi mohon diisi dengan jujur sesuai pengalaman dan pendapat pribadi Anda.

Partisipasi Anda sangat berarti dan akan sangat membantu kelancaran penelitian ini. Atas waktu dan kesediaannya, saya ucapkan terima kasih yang sebesar-besarnya.

Hormat saya,
Jeannette Winona Valencia

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Unveiling the Power of Online Travel Agencies: How Traveloka Influence Hotel Booking Intentions

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* Indicates required question

Pertanyaan Filter 1

Pertanyaan ini digunakan untuk mendapatkan responden dengan kriteria yang sesuai.

Apakah Anda berumur 18-26 tahun? *

☐ Ya

☐ Tidak

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* Indicates required question

Pertanyaan Filter 2

Pertanyaan ini digunakan untuk mendapatkan responden dengan kriteria yang sesuai.

Apakah Anda pernah melakukan pemesanan hotel minimum 1x melalui website ataupun aplikasi Traveloka dalam waktu 1 bulan terakhir? *

☐ Ya

☐ Tidak

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Demografi Responden

Pertanyaan ini digunakan untuk mengetahui demografi responden.

Jenis kelamin *

- ☐ Laki - laki
- ☐ Perempuan

Umur *

- ☐ 18-20 tahun
- ☐ 21-23 tahun
- ☐ 24-26 tahun

Pendapatan per bulan *

- ☐ <Rp1.000.000
- ☐ Rp1.000.000 - Rp2.500.000
- ☐ Rp2.500.001 - Rp4.000.000
- ☐ Rp4.000.001 - Rp5.500.000
- ☐ >Rp5.500.000

Pekerjaan *

- ☐ Mahasiswa/i
- ☐ Wirausahawan
- ☐ Karyawan Swasta



☐ 21-23 tahun☐ 24-26 tahun

Pendapatan per bulan *

☐ <Rp1.000.000☐ Rp1.000.000 - Rp2.500.000☐ Rp2.500.001 - Rp4.000.000☐ Rp4.000.001 - Rp5.500.000☐ >Rp5.500.000

Pekerjaan *

☐ Mahasiswa/i☐ Wirausahawan☐ Karyawan Swasta☐ Freelance☐ Other: _____

Platform Traveloka yang sering digunakan *

☐ Website☐ Aplikasi[Back](#)[Next](#)[Clear form](#)

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Online Review

Online Review atau Ulasan Online merupakan beberapa jenis informasi, seperti teks ulasan, judul ulasan, dan skor ulasan.

Dalam menjawab setiap pertanyaan atau pernyataan, responden diminta untuk memilih satu angka antara 1 hingga 5. Pilihan ini mengikuti prinsip skala Likert 5 poin, dengan arti dari masing-masing angka sebagai berikut:

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

Menurut saya, ulasan daring di Traveloka pada umumnya berguna. *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Para pemberi ulasan di Traveloka terlihat memiliki keahlian. *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Saya merasa ulasan di Traveloka selalu diperbarui dan mengikuti perkembangan terkini. *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS



Traveloka memiliki jumlah ulasan hotel yang banyak dari para pengunjung. *

Traveloka memiliki jumlah ulasan hotel yang banyak dari para pengunjung. *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Saya lebih memperhatikan ulasan positif di Traveloka. *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Ulasan negatif di Traveloka akan membatalkan niat pemesanan saya (reverse). *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Ulasan di Traveloka memberikan informasi yang lengkap dan menyeluruh. *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

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Price

Price atau Harga merupakan nilai keseluruhan yang dipertukarkan konsumen untuk mendapatkan manfaat dari penggunaan suatu layanan.

Dalam menjawab setiap pertanyaan atau pernyataan, responden diminta untuk memilih satu angka antara 1 hingga 5. Pilihan ini mengikuti prinsip skala Likert 5 poin, dengan arti dari masing-masing angka sebagai berikut:

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

Saya merasa harga hotel yang ditawarkan di Traveloka adil. *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Traveloka menawarkan harga hotel yang sesuai dengan kualitas yang ditawarkan. *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Saya merasa percaya diri dengan harga yang ditawarkan oleh Traveloka *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Harga hotel di Traveloka tergolong wajar dibandingkan dengan platform lainnya *

Traveloka menawarkan harga hotel yang sesuai dengan kualitas yang ditawarkan. *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Saya merasa percaya diri dengan harga yang ditawarkan oleh Traveloka *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Harga hotel di Traveloka tergolong wajar dibandingkan dengan platform lainnya *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Harga hotel di Traveloka dapat diandalkan. *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

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Trust

Trust atau Kepercayaan dapat diartikan sebagai “kepercayaan konsumen terhadap kemampuan platform online untuk memberikan layanan yang andal, aman, dan memuaskan”

Dalam menjawab setiap pertanyaan atau pernyataan, responden diminta untuk memilih satu angka antara 1 hingga 5. Pilihan ini mengikuti prinsip skala Likert 5 poin, dengan arti dari masing-masing angka sebagai berikut:

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- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

Platform Traveloka mudah digunakan dan ramah pengguna (*user-friendly*) *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Informasi yang tersedia di Traveloka akurat. *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Biaya transaksi di Traveloka efisien. *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS



Saya merasa aman saat melakukan pembayaran melalui Traveloka. *

Saya merasa aman saat melakukan pembayaran melalui Traveloka. *

1 2 3 4 5

STS ☐ ☐ ☐ ☐ ☐ SS

Traveloka menjaga keamanan data pribadi saya. *

1 2 3 4 5

STS ☐ ☐ ☐ ☐ ☐ SS

Traveloka memiliki koordinasi yang baik dengan hotel-hotel yang terdaftar di platformnya *

1 2 3 4 5

STS ☐ ☐ ☐ ☐ ☐ SS

Traveloka bertanggung jawab dalam menangani masalah terkait pemesanan hotel. *

1 2 3 4 5

STS ☐ ☐ ☐ ☐ ☐ SS

Saya mempercayai layanan reservasi hotel dari Traveloka *

1 2 3 4 5

STS ☐ ☐ ☐ ☐ ☐ SS

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Booking Intention

Booking Intention atau Niat Pemesanan digambarkan sebagai "pendorong motivasi" yang menunjukkan seberapa besar upaya yang bersedia diinvestasikan konsumen untuk mengamankan reservasi.

Dalam menjawab setiap pertanyaan atau pernyataan, responden diminta untuk memilih satu angka antara 1 hingga 5. Pilihan ini mengikuti prinsip skala Likert 5 poin, dengan arti dari masing-masing angka sebagai berikut:

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

Saya berniat memesan hotel melalui Traveloka pada tahun 2025 *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Saya berniat memesan hotel melalui Traveloka dalam waktu dekat. *

	1	2	3	4	5	
STS	☐	☐	☐	☐	☐	SS

Ulasan online mempengaruhi niat saya untuk melakukan pemesanan salah satu hotel di Traveloka

1	2	3	4	5
☐	☐	☐	☐	☐

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Terima Kasih!

Terima kasih atas waktu dan kesediaan Anda dalam mengisi kuesioner ini.

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Appendix 3. Respondents Data

No	O R1	O R2	O R3	O R4	O R5	O R6	O R7	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5	T6	T7	T8	BI 1	BI 2	BI 3
1																							
2	5	4	4	5	5	3	5	5	5	5	4	5	5	4	5	5	5	5	5	5	5	5	5
3	5	5	5	5	5	2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5
4	5	5	5	5	5	2	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	4
5	5	4	4	4	4	4	4	4	5	4	5	4	4	4	4	5	4	4	5	4	5	4	5
6	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4
7	5	5	4	4	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
8	3	3	4	3	4	4	4	4	4	4	4	4	4	4	3	3	4	3	3	4	4	4	5
9																							
10	5	4	4	5	4	5	4	5	4	4	5	4	4	5	4	5	4	5	4	5	4	5	4
11	5	4	5	5	4	2	5	5	4	5	5	5	5	4	4	5	5	4	5	5	4	4	5
12	4	4	4	4	4	3	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5
13																							
14	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
15																							
16	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
17	4	5	4	5	5	5	5	4	4	3	3	3	5	5	5	5	4	4	4	4	4	4	4
18	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
19	4	5	4	4	5	4	5	4	4	4	4	4	4	4	5	5	4	5	5	4	4	4	4
20																							
21	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
22																							
23																							
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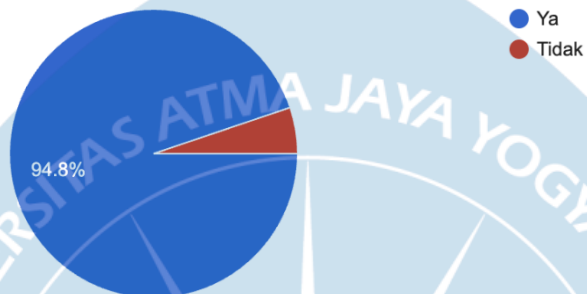
Appendix 4. Demographic Respondent

Pertanyaan Filter 1

Apakah Anda berumur 18-26 tahun?

251 responses

 Copy chart

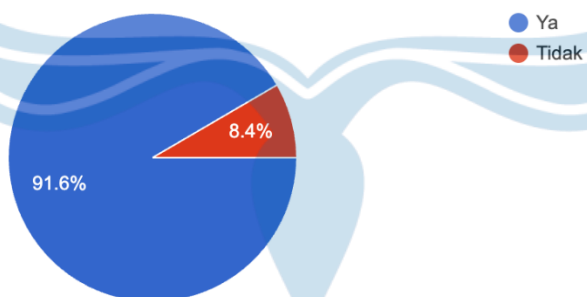


Pertanyaan Filter 2

Apakah Anda pernah melakukan pemesanan hotel minimum 1x melalui website ataupun aplikasi Traveloka dalam waktu 1 bulan terakhir?

238 responses

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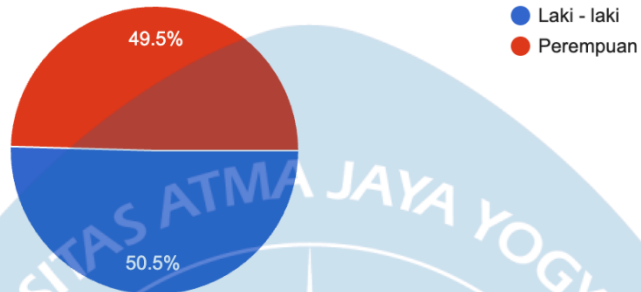


Demografi Responden

Jenis kelamin

218 responses

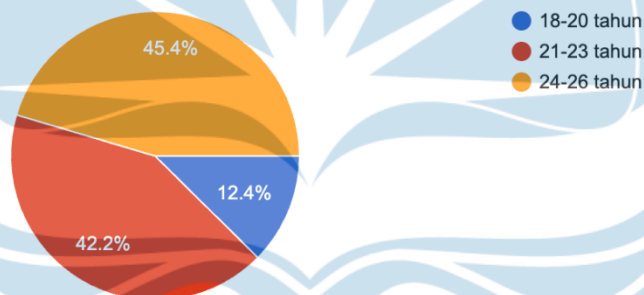
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Umur

218 responses

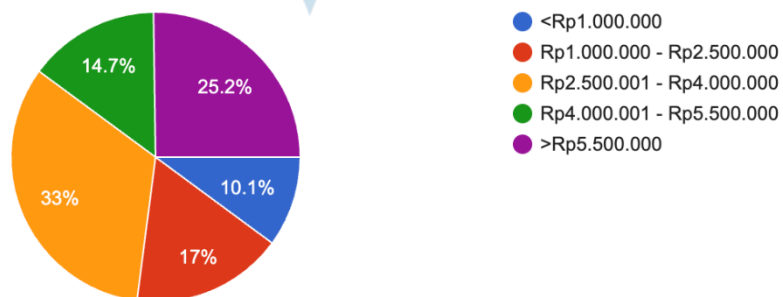
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Pendapatan per bulan

218 responses

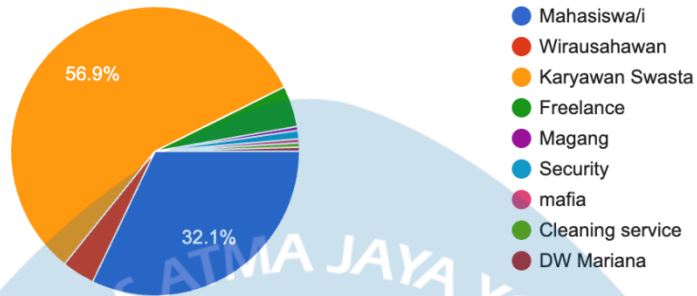
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Pekerjaan

218 responses

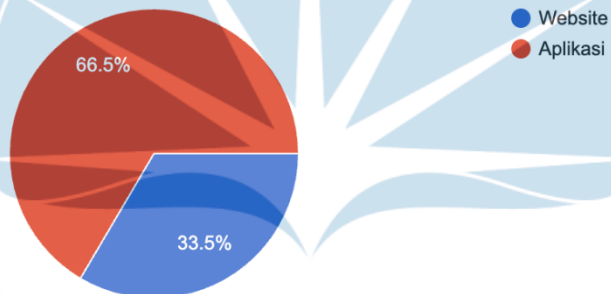
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Platform Traveloka yang sering digunakan

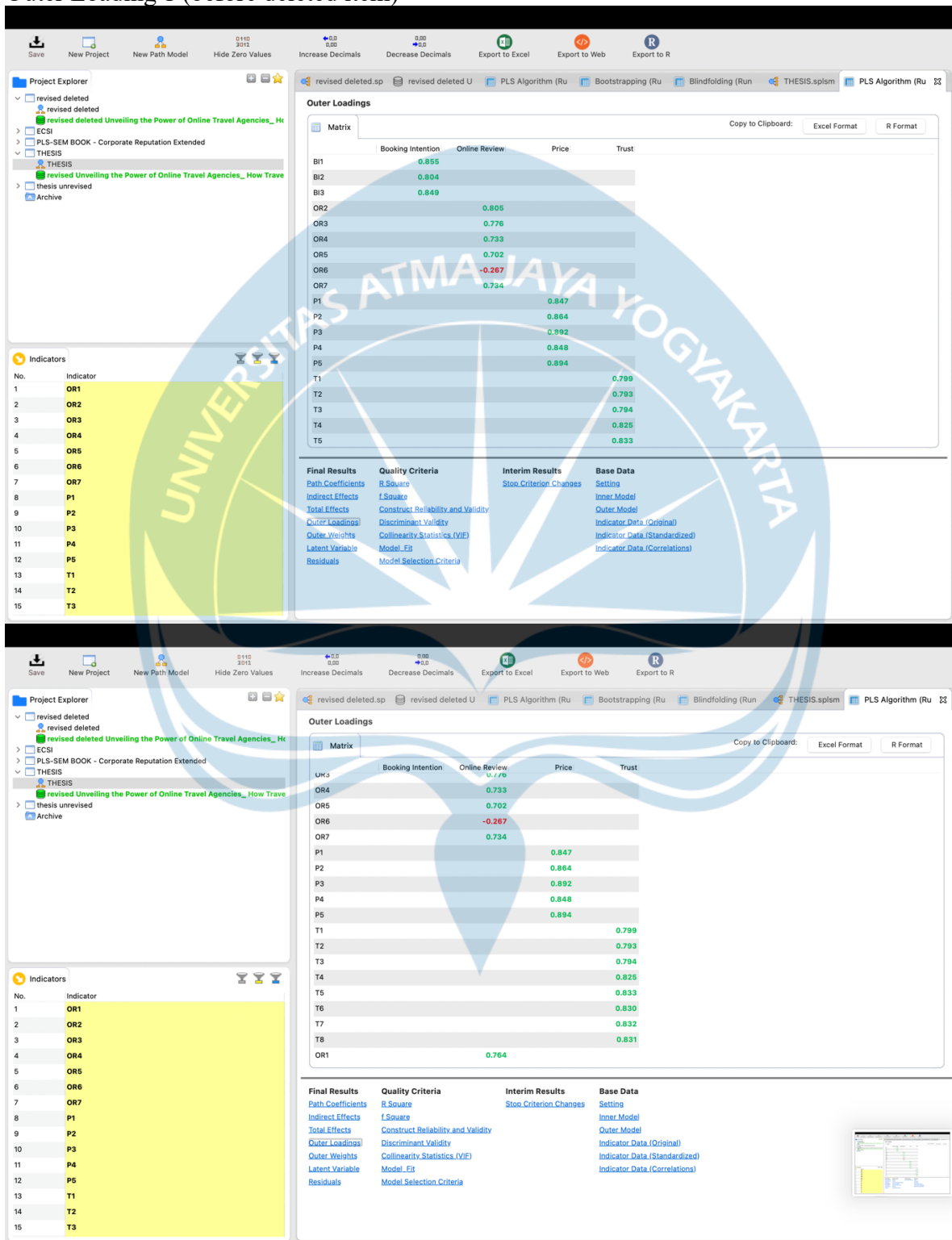
218 responses

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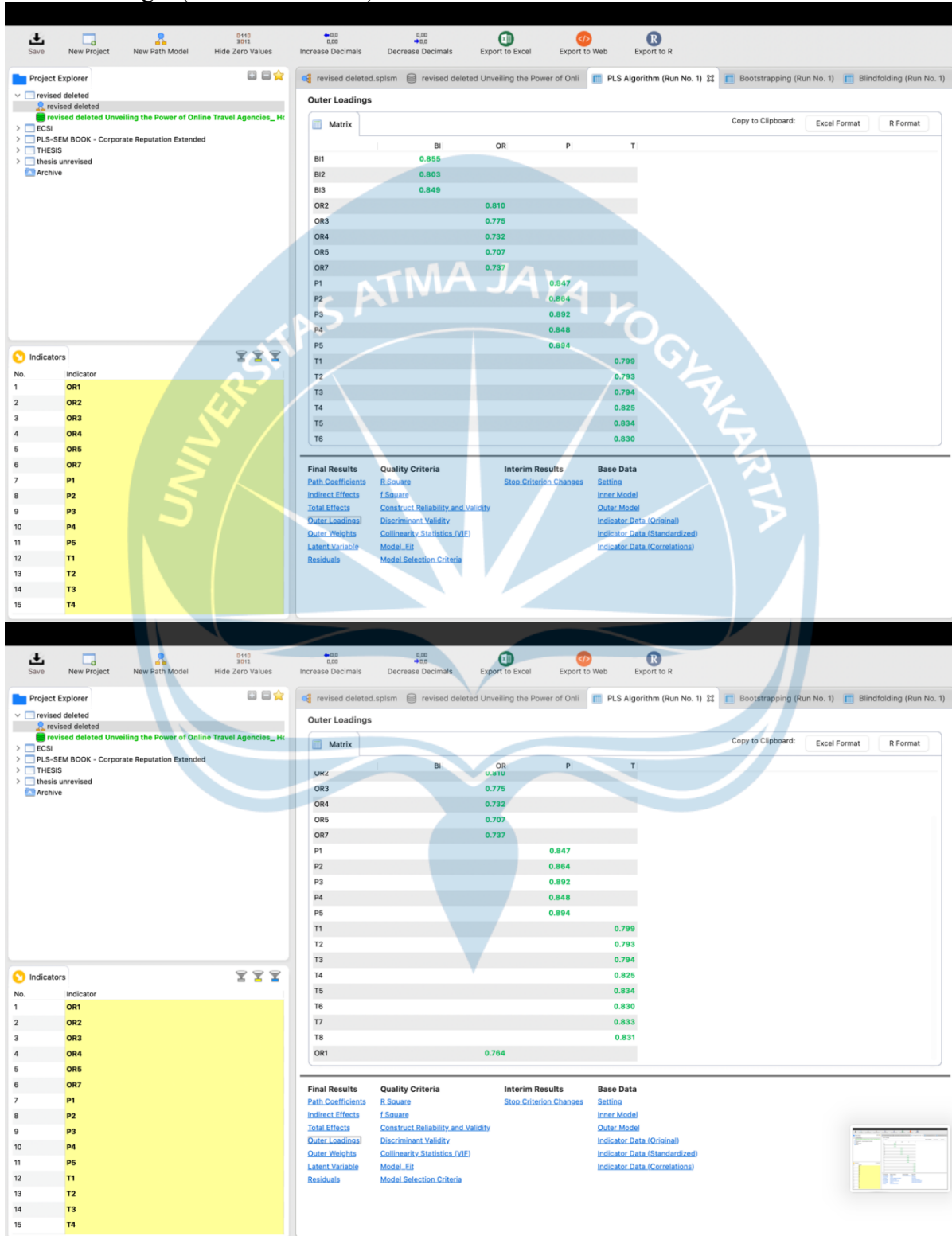


Appendix 5. SmartPLS data

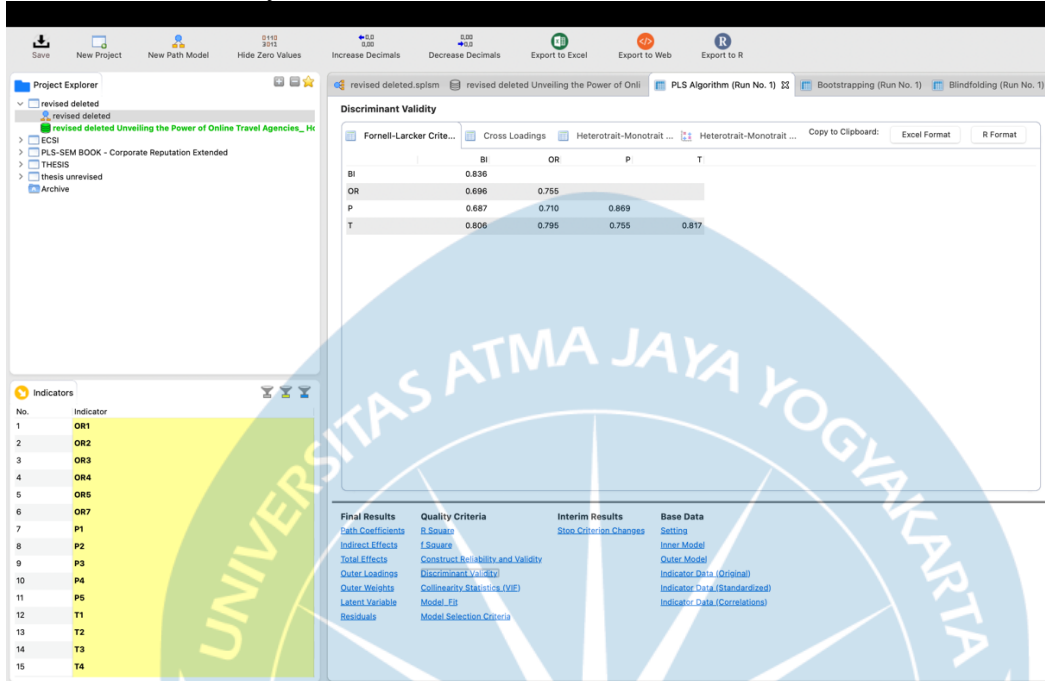
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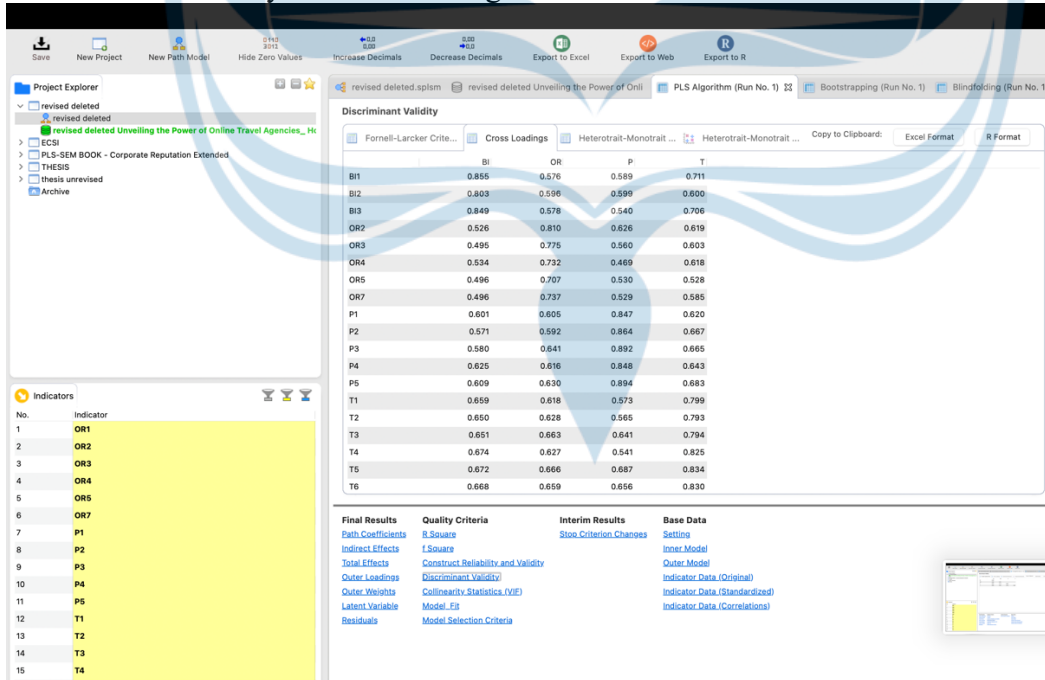
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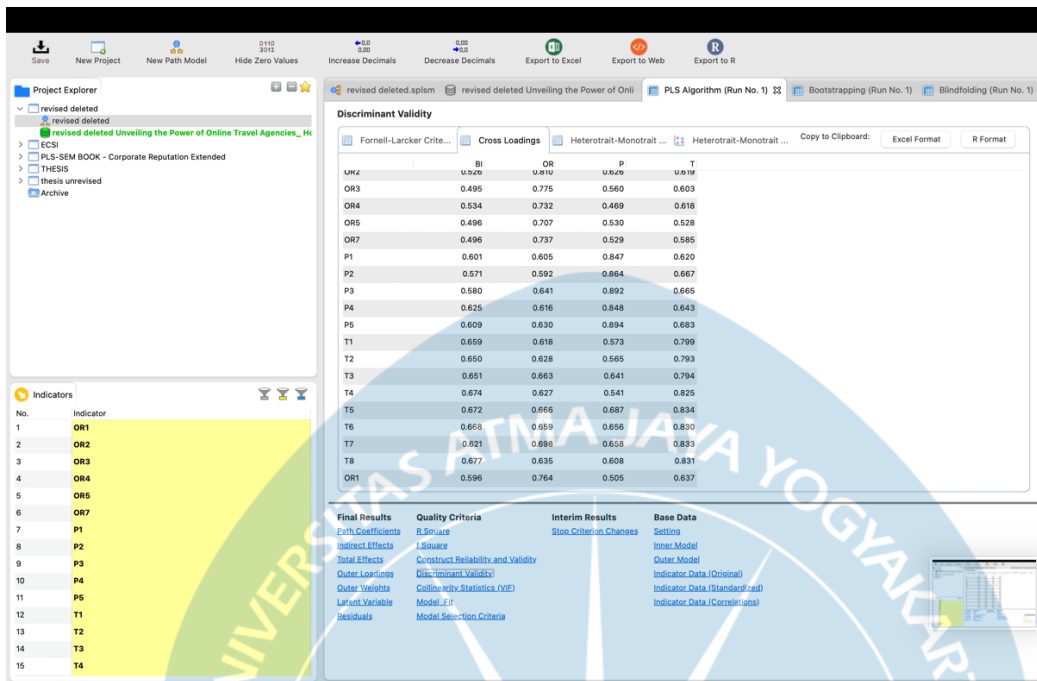


Discriminant Validity – Fornell-Larcker

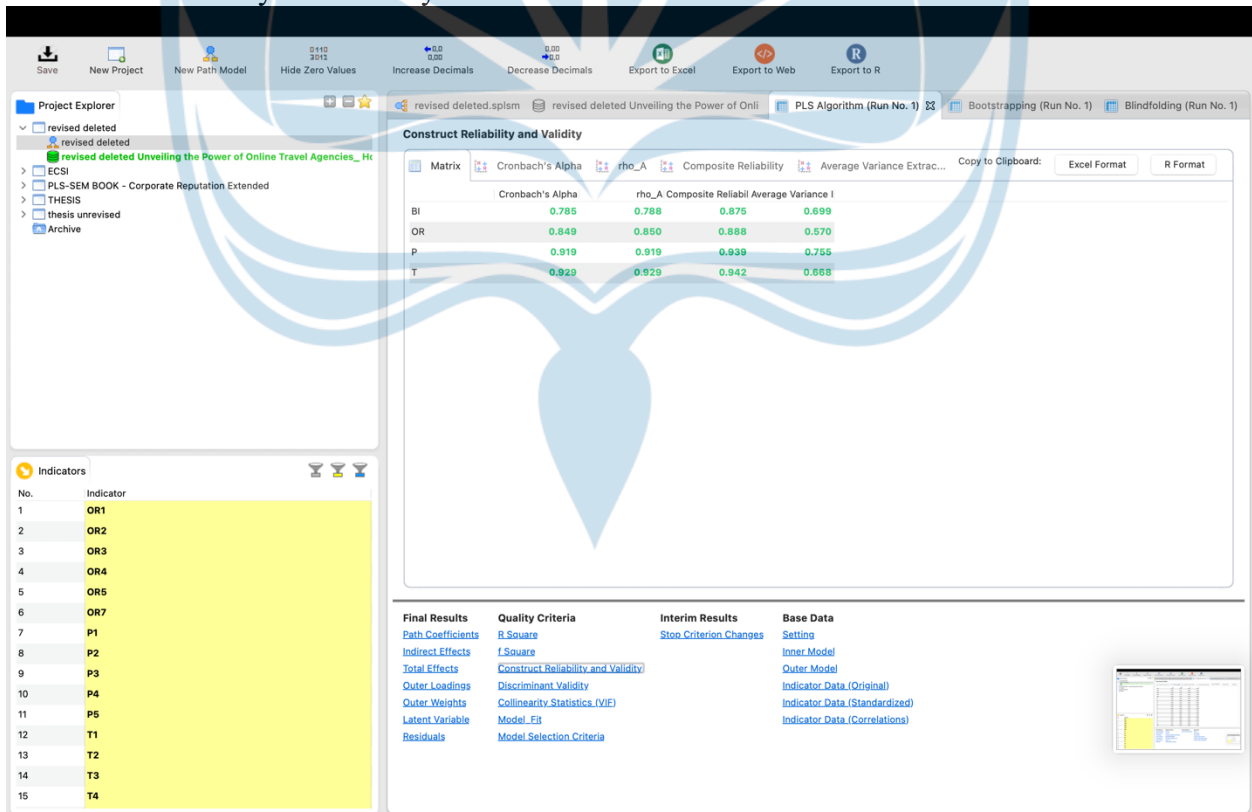


Discriminant Validity – Cross Loading





Construct Reliability and Validity



R Square

Matrix		
	R Square	R Square Adjusted
BI	0.668	0.663
T	0.705	0.702

f Square

Matrix				
	BI	OR	P	T
BI				
OR	0.011			0.458
P	0.029			0.248
T	0.325			

Construct Crossvalidated Redundancy

Total			
	SSO	SSE	Q ² (=1-SSE/SSO)
BI	654.000	356.714	0.455
OR	1308.000	1308.000	
P	1090.000	1090.000	
T	1744.000	939.467	0.461

Path Coefficients

Mean, STDEV, T-Values, P-...					
Confidence Intervals					
Confidence Intervals Bias...					
Samples					
	Original Sample (C)	Sample Mean (M)	Standard Deviation	T Statistics (O/ST)	P Values
OR -> BI	0.104	0.102	0.076	1.371	0.171
OR -> T	0.522	0.513	0.111	4.692	0.000
P -> BI	0.157	0.166	0.090	1.748	0.081
P -> T	0.384	0.393	0.109	3.520	0.000
T -> BI	0.605	0.600	0.094	6.461	0.000

Specific Indirect Effects

Mean, STDEV, T-Values, P-...					
Confidence Intervals					
Confidence Intervals Bias...					
Samples					
	Original Sample (C)	Sample Mean (M)	Standard Deviation	T Statistics (O/ST)	P Values
OR -> T -> BI	0.316	0.309	0.086	3.652	0.000
P -> T -> BI	0.233	0.235	0.073	3.207	0.001

Appendix 6. Main Article Reference

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The Impact of Online Review and Price on Hotel Booking Intention at Online Travel Agency: Trust as a Mediating Variable

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ABSTRACT

The online travel agency offers accessible and user-friendly platforms for consumers to have a quick and cost-effective solution to make a hotel reservation. However, the intangible nature of hotel service makes consumers indecisive. Consumers can only weigh the pros and cons of their decision through the hotel information on online travel agencies, including online reviews and prices. On this ground, the current study validates the impacts of online reviews and prices on hotel booking intention at an Online travel agency, with trust as the mediating variable. This study employed a non-probability and purposive sampling technique to collect data. The current study applied the validity test (i.e., factor analysis and confirmatory factor analysis) before testing the model using the structural equation modeling analysis. The results suggest that online reviews and prices indirectly impact booking intention through trust. In addition, Price and Trust directly impact booking intention.

Keywords: Online Travel Agency, Online Review, Price, Booking Intention, Trust

1. INTRODUCTION

Online Travel Agencies (OTAs) are digital platforms that allow travelers to book accommodation with one click. DailySocial.id [1] suggested that most travelers in Indonesia rely more on OTAs'smartphone apps than traditional travel agencies. The nature of hotel service is intangible, and the risk of purchasing hotel service online is higher because potential consumers cannot evaluate the hotel directly. Potential consumers seek more assurance when purchasing hotel rooms than buying tangible goods through reading other travelers' experiences and advice on online forums or hotel review sites [2]. Numerous studies have explored further the impact of electronic word-of-mouth on online hotel booking intention as consumers contemplate available information from hotel ratings and reviews during consumer decision-making processes [3]. Such behavior is potentially one of the underlying reasons behind the growing reliance on online reviews and ratings as electronic word-of-mouth.

Social reassurance, risk reduction, and convenience and quality are the three main driving forces for consumers to look for online hotel reviews [2]. Electronic word-of-mouth can significantly influence consumer booking intention. One study states that a 10% increase in the ratings can boost over 5% of online hotel bookings [4]. Online reviews can be considered one of the significant sources to evaluate a hotel before booking since the recommendation of other consumers outweighs those of marketers and industry experts [5]. Online reviews as fundamental sources of information influence booking intention [6].

Consumers can utilize online reviews to weigh the pros and cons of staying in hotels of their choice. Putra & Riorini [7] argue that online review positively impacts online hotel booking intention [7]. A later study by Angkiriwang, Susanto, and Thio [8] supports the finding by stating that online reviews highly impact booking intention among millennials. A study conducted in Canada and United States by Liang, Choi, and Joppe [9] also proposes that electronic word-of-mouth positively affects repurchase intention. Since consumers cannot see the products or services when booking accommodation through OTAs, trust becomes more important as it impacts consumers' behavioral choices [10]. However, Waworuntu, Halim, and

Wijaya [11] found that electronic word-of-mouth is not the primary variable for consumers to book online.

OTAs provide both online reviews and prices as requisite information. Given fluctuating room rates, price influences consumers' booking intention [12]. Price cues can help consumers measure the value for money of staying in the hotel, and consumers tend to book lower-priced hotels, *ceteris paribus* [13]. From consumers' point of view, lower prices are preferable [14]. Although having a lower room rate than competitors, hotels cannot boost their market share when their reviews are poor [15]. When the hotel offer seems "too good to be true," consumers may question the credibility of the information. Consumers may regret their decision and feel dissatisfied with the service below their expectations. By looking at the significant influence of online information on consumers' decisions, hospitality marketers need to comprehend how information contents, such as online reviews and prices, impact consumers' intention to book hotels online.

Jotopurnomo, Laurensia, and Samuel [16] suggest that price and electronic word-of-mouth influence online booking intention, whereas price is the primary variable influencing booking intention. Widiensah [17] found that price can affect hotel booking intention, although Book, Tanford, Montgomery, and Love [18] state that price may no longer significantly influence a purchase decision.

The current study explores further the effect of online reviews and prices on hotel booking intentions by considering the mediating effect of trust. Despite the availability of numerous studies on online reviews and prices, little is known about their impact on booking intentions via OTAs when mediated by trust.

2. THEORETICAL BACKGROUNDS

2.1 Booking Intention

The intention is the motivational driver, the indicator of an individual's desire to try, and the extent to which an individual make an effort to perform a specific behavior [19]. A stronger intention will result in higher likeability for an individual to execute the behavior [19]. According to Pavlou [20], online booking intention is to exchange goods and services through online

transactions. When customers are satisfied with the online booking, they are more likely to repeat booking accommodation from the same OTA or other online booking websites [21]. The antecedent of booking intention through perceived value consists of information quality, perceived interactivity, safety and privacy, electronic word-of-mouth, and price and promotion [22].

2.2 Trust in Booking Intention

Halim [23] defines trust as the willingness to rely on the ability, integrity, and external motivation to act in pursuance of fulfilling one's needs. Trust is a belief, a sentiment, or an expectation that reflects reliance on other parties, and it involves susceptibility and uncertainty toward a specific party. Several variables that determine trust include information, influence, and control, in which trust is more likely to increase when the given information is accurate, relevant, and rich in content [23]. Trust refers to economic and social reciprocal action between one party to another or more [20]. Total trust means that consumers believe companies and the people within will not consider the opportunistic advantage of consumers' susceptibility [24]. Consumers trust positive information, followed by numerical ratings [25].

Several types of trust are relevant for online hotel booking intention. First, competence trust refers to the belief in a hotel's ability, skills, knowledge, and capability to provide the expected products and services during on-stay consumption as informed and portrayed at OTAs. Second, after the initial stay at a particular hotel, consumers develop predictability trust where consumers rely on the products and services' quality consistency. Last, when the hotel successfully demonstrates care, concern, honesty, and virtue to the consumers, they trust goodwill or relationship [26].

A study suggests the relationship between trust and behavioral intentions [10], implying that trust also substantially impacts purchase intentions [27]. Trust towards booking sites and hotels strongly affects booking intentions [28]. In addition, trust can also be a mediating variable to purchase intentions [20]. Based on the findings, the current study proposes the following hypothesis.

H1. Trust impacts booking intention.

2.3 Information Search in The Hotel Booking Process

As information is available within a one-click-away, the internet has become a significant source of information for consumers to purchase tourism products [25]. In the hospitality industry, the intangible characteristics of its products and services stimulate consumers to consider the given cues during their decision-making process [3].

According to Kozak and Decrop [29], consumers experience six decision-making stages as they contemplate their travel-related decisions. The first three stages are pre-trip information search, evaluating alternatives, and booking. In the pre-trip information search, consumers search for information about destinations, offers, promotions, and packages regarding their desired stay or experience. The second stage is the evaluation of alternatives, where consumers compare available cues to decide which accommodation conforms to their travel needs. The third stage is when consumers conduct a booking process, at which consumers have finalized their decisions and made payments.

Marcevova [30] argues that young people search for travel-related information on the internet for trip planning during the information searching process. The tendency to find information online varies with three phases of hotel purchase decisions. In the early phase, people used the search engine more than brand websites, OTAs, and travel books. Consumers narrow the information source into brand websites and OTAs as consumers reach the middle stage. Consumers seek channels that facilitate both confirming decisions and finalizing the reservation during the later stage. As a result, hotel brand websites and OTAs are more prominent since booking can be made simultaneously [31].

2.4 Online Reviews and Booking Intention

Online review as information for potential consumers depicts the valuation of the hotel based on previous guests' personal experience [32]. Online reviews can affect the choice of the hotel [33]. Review plays an educating role for consumers by evaluating hotel product attributes, and it helps consumers reduce the risk associated with the hotel's performance throughout those attributes [34]. Zhao, Wang, Guo, and Law [35] suggest six online review attributes: usefulness, reviewer expertise, timeliness, volume, valence (negative/positive), and comprehensiveness. Positive and negative online

reviews can affect booking intention by manifestation of the impression of the hotels [36].

Positive and negative online reviews impact online hotel booking intention [7]. However, negative online reviews are more valuable than positive ones for risk-averse travelers [37]. The readers of online hotel review further develop initial trust in the hotel if the writers have similar travel preferences. Hence, the quality and credibility of online reviews impact consumers' initial trust in hotel services [38]. The form of reviews includes customer-generated content and manager-generated content. Sparks [39] suggests that customer-generated content is more trustworthy than manager-generated content because it demonstrates specific and persuasive content. Subsequently, trust is a mediating variable between online reviews and booking intention [40]. Therefore, the current study proposes the hypothesis:

- H2a.** Online review impacts booking intention.
- H2b.** Online review impacts trust.
- H2c.** Trust mediates the relationship between online review and booking intentions.

2.5 Price

Price is the aggregate value buyers exchange for the advantage of using the service [41]. Perceived price is the consumers' valuation of the given price [42]. Perceived price is classified based on the difference between observed and expected prices. When the result is positive, the price is classified into perceived price gain, and when the effect is negative, it is classified into perceived price loss [42].

Matzler, Würtele, and Renzl [43] describe six price satisfaction dimensions. First, price fairness is the perception that the difference between the price in the market or other comparative prices and quoted prices is reasonable, acceptable, or justifiable. Second, price transparency refers to quoted prices that are clear, direct, comprehensive, and up-to-date. Third, the price-quality ratio is the trade-off between financial costs and service quality. Fourth, relative price is the quoted price compared to prices offered by competitors. Fifth, price confidence is the prices consumers are sure to be approved. Last, price reliability is when the raised price expectations are fulfilled, and negative surprises from the price difference are avoided.

In the hospitality industry, price is a significant consideration for consumers, especially those with a limited budget [44]. A study conducted in Indonesia has proven that price influences repurchase intention at OTA, specifically Traveloka [45]. Reference price and electronic word-of-mouth play a role in influencing consumers' willingness to purchase [46]. When the price is deemed cheaper than the market price, consumers may assume that the quality of the product is lower yet higher in value, thus, driving higher purchase intention. Hence, the perceived price can, directly and indirectly, influence purchase intention through value [47]. In addition, El Haddad, Hallak, and Assaker [48] suggest that the price fairness perception of potential consumers most likely influences their purchase intentions.

Price, with electronic word-of-mouth, can avert the negative impact of unfavorable ratings, and it has a more significant effect on booking intention than brand [3].

Consumers will exhibit higher confidence in their decisions when the prices are fair and satisfying [49]. Therefore, with fair-priced products, consumers can develop trust, which is more potent when more benefits for a given price are obtained [24]. In short, based on the findings of the previous studies, the current study proposes the following hypotheses:

- H3a.** Price impacts booking intention
- H3b.** Price impacts trust
- H3c.** Trust mediates the relationship between price and booking intentions

Subsequently, the current study generates the proposed research model that includes online review and price as antecedents of booking intention and trust as an intervening variable.

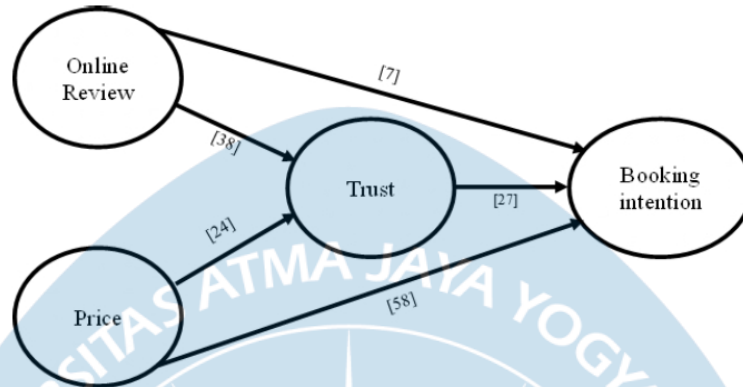


Figure 1. Proposed research model

3. RESEARCH METHOD

3.1 Sample and Data Collection

The current study population is consumers of hotels available on Online Travel Agencies in Indonesia. The appendix shows that the researchers formulated measurement items based on previous studies to test the proposed research model. This research employs primary data as its source of data, obtained by distributing a 5-point Likert scale questionnaire. The data collection period started from February 3rd, 2020, to March 20th, 2020; 256 respondents filled out a self-administered questionnaire through various social platforms. The respondents must meet the eligibility criteria as follows:

1. Consumers who are between the 19-37 age range.
2. Consumers had an experience searching hotel information online.

3.2 Data Analysis

The current study applied structural Equation Modeling (SEM), which allows the researchers to determine to what extent the sample data support a theoretical model. SEM helps understand the complexity of the relationship between constructs through hypothesis testing of theoretical models using the scientific method [50]. SEM applies the most efficient and suitable estimation technique for estimating separate multiple regression equations synchronously. In SEM, the path model is the structural model that portrays the relationship between independent and dependent variables. In contrast,

the measurement model allows the researcher to employ independent and dependent variables [51].

Before testing the structural model, a preliminary test is necessary to screen the appropriateness of measurement items. Missing data analysis is one of the pretests [51] and was conducted in this study using the frequencies table in SPSS to detect missing values [52]. In addition, respondents may give the same response for all questions, resulting in unengaged responses at which the data set has no variability. Standard deviation estimates average variability to spot zero variance, indicating that the data has no discrepancy [52]. Lastly, outliers need to be removed due to their effect on the estimated regression coefficients' values, thus making the model biased [52].

In multivariate analysis, the assumption of univariate normality is vital [51]. Data meet a normal distribution when the skewness value is within ± 1 [51] and the kurtosis value is within ± 2 [53]. As the sample size for the current study is considered large - i.e., above 200 [52], researchers may cast their worries away against non-normal variables [51]. Large samples can strengthen statistical power by decreasing sampling error and eliminating nonnormality undesirable effects.

Afterward, factor analysis was employed to describe the underlying structure among the constructs to achieve data reduction, variable selection, construct, and discriminant validity. It can also denote second-order factors [51]. Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's test of Sphericity are the sample adequacy estimation criteria. Sample adequacy is when the KMO value is between 0.50 and 1 [54], and the p-value for Bartlett's test of Sphericity is expected to be $<.001$ [55]. Reducing variables can be conducted using the Measure of Sampling Adequacy (MSA), where variables with an MSA less than 0.50 are excluded from factor analysis. This study utilized the Varimax rotation method to interpret the correlation between items because it generates the maximum possible simplification of factors. In the case of cross-loadings, the researcher can delete variables because it is the most common remedy unless the state of cross-loadings is theoretically justified [51]. This study conducts further reliability and model fit tests once factor analysis explains the variables meet the validity criteria.

The reliability test is fundamental as individual items must denote consistent results, *ceteris paribus*, for most of the questionnaire. This study employs

Cronbach's alpha reliability test, calculated using SPSS [52]. The reliability of a variable is acceptable when the value of Cronbach's alpha is above 0.5. However, the ideal reliability score is above 0.7, with 0.8 and 0.9 considered good and excellent, respectively [53].

Confirmatory factor analysis (CFA) generates substantial fit indices that depict how the model fits a set of observations. It must be conducted as a unified measurement model, especially when constructs with less than four items are incorporated [56].

4. RESULTS

4.1 Data Screening

In case of missing data, the researchers run a test on SPSS. The result shows no missing data. After computing the standard deviation that shows two responses with zero variances, two unengaged responses were omitted. Outliers were identified by creating a boxplot diagram for each construct, where the results are later used to justify removing several responses in case of normality issues. This research employs skewness and kurtosis values due to the sample size. The initial data set has several items far from the required normality threshold for skewness and kurtosis. By removing outliers in a piecemeal approach, the modified data set shows acceptable skewness and kurtosis values as only two items are identified as slightly further from the required threshold. The overall data screening process resulted in 24 unusable data, leaving 222 usable data to be analyzed further in factor analysis.

4.2 Demographic Profile

The respondents' demographic and hotel booking behavior profile, shown in Table 1, explains that female respondents prevail in the current study, accounting for 66.2%, while the remaining 33.8% are male. Students are the majority of the respondents' job profiles, accounting for 51.8%, followed by employees and civil servants with 34.7% and 6.3%, respectively. Out of 222 respondents, the majority of respondents use Mobile Apps to access the OTA for information search (85.1%) and hotel booking (77.0%).

Table 1. Respondent Demographic Profile and Hotel Booking Behavior

No	Category	Sub-Category	Frequencies	%
1.	Year of Birth	20-24	150	67.6
		25-29	49	22.1
		30-34	13	5.9
		35-39	10	4.5
2.	Gender	Male	75	33.8
		Female	147	66.2
3.	Job	Student	115	51.8
		Civil Servant	14	6.3
		Employee	77	34.7
		Freelance	11	5.0
		Others	5	2.3
4.	Media for Information	Mobile App	189	85.1
	Search via OTA	Website	33	14.9
5.	Hotel Booking Experience via OTA	Yes	200	90.1
		No	22	9.9
6.	Media for Hotel Booking via OTA	Mobile App	171	77.0
		Website	29	13.1
		Not applicable	22	9.9

4.3 Factor Analysis

As a measure of construct validity, factor analysis was conducted to test whether the variable operationalizations measure the constructs (Kang, 2013). The factor analysis was performed using SPSS version 25 using the data set

that had been screened. The result shows that the data used in this research has a KMO value of 0.878, indicating overall sampling adequacy. Bartlett's test of Sphericity was conducted concurrently, and the value of Chi-square was 2426.055 at $p < 0.001$, supporting the notion that the correlation matrix diverges significantly from the identity matrix.

Owing to the results above, running factor analysis is appropriate. The results of the principal components analysis show that item BookInt_1 has factor loading less than 0.5, and item Trust_2.3 has cross-loadings which depict that the item has not achieved discriminant validity [51]. A further model modification was conducted to accomplish both construct and discriminant validity. As shown in the appendix, Item Price_2, Trust_2.3, and BookInt_1 were removed, which allows all items to have factor loadings of more than 0.5, indicating that the model has achieved construct validity [51]. Furthermore, the modified model has no cross-loadings, which explains that each construct is distinct from others. Hence, the model has achieved discriminant validity.

The result of factor analysis indicates second-order factors, as shown in the appendix. OnRev_A emphasizes evaluating reviewer expertise, the review's usefulness, and the review's update. Furthermore, OnRev_B evaluates review quantity, valence, and comprehensiveness. In addition, the current study also suggests that trust items developed into second-order factors where competence and predictability trust were analyzed concurrently into Trust_ComPre while relationship trust was analyzed separately. Competence trust and predictability trust similarly represent trust. In this study, user-friendly media, information accuracy, and payment feature efficiency are items of competence trust, and payment feature and personal information safety are items of predictability trust. Coordination between OTA and the hotel, OTA's responsibility for problems associated with consumers' hotel reservation issues, and consumers' trust in hotel reservation service at Online Travel Agencies are the items for relationship trust.

4.4 Reliability

The current study utilized Cronbach's alpha for the reliability analysis. As a result of factor Analysis, second-order factors were discovered. OnRev_5, OnRev_6, Trust_Compre, and Trust_Relation are constructs derived from correlations among Online Review and Trust items as primary variables. The

appendix shows low Cronbach's alpha values are still present for OnRev_A and BookInt. Despite their less reliable results, the researchers decided to keep them in the model because they are still usable according to the reliability threshold mentioned above by George and Mallery [53].

4.5 Confirmatory Factor Analysis

Data validity was examined using confirmatory factor analysis (CFA) with maximum likelihood estimation. Table 2 indicates that some fit indices from the initial model do not meet the minimum threshold value to justify the goodness of model fit. Hence, the current study applied error covariance to improve measurement model fit based on the value of modification indices [57].

The modified model fit shows the value of χ^2/df is satisfactory with 1.369. As a measure of an incremental fit index, the TLI value has increased to 0.949, indicating marginal fit. CFI and GFI values are 0.959 and 0.907, respectively, demonstrating favorable results for the goodness-of-fit index. The RMSEA value indicates a good fit with 0.041 as a measure of a badness-of-fit index, respectively.

All constructs have achieved a good model fit, albeit with an index with the marginal fit. It is important to note that the measurement model has significant samples and measurement items; hence, strict standards on key goodness-of-fit measures are far-fetched [51]. Subsequently, the current study implemented hypothesis testing using the modified measurement model.

Table 2. Confirmatory Factor Analysis for Measurement Model

Fit Indices	Cut-Off Value ^a	Initial	Modified	Conclusion
CMIN/DF	≤ 2.00	1.711	1.369	Fit
TLI	≥ 0.95	0.902	0.949	Marginal Fit
CFI	≥ 0.95	0.918	0.959	Fit
GFI	≥ 0.90	0.880	0.907	Fit
RMSEA	≤ 0.08	0.057	0.041	Fit

Note: a [51]

4.6 Testing Structural Model

After testing the measurement model, the following stage tests the relationship between designated variables: online review, price, trust, and booking intention. Figure 2 depicts the hypothesized research model. Before analyzing the results, another assessment of model fit presents an overall fit of the casual model. The value of χ^2/df is favorable with 1.444. As a measure of an incremental fit index, the TLI value of 0.939 indicates marginal fit. A CFI value of 0.949 and a GFI value of 0.900 show a satisfactory result for the goodness-of-fit index. The RMSEA value of 0.045 shows good results for absolute fit and badness-of-fit indices. As a result, the current study continues to apply the structural model for further analysis.

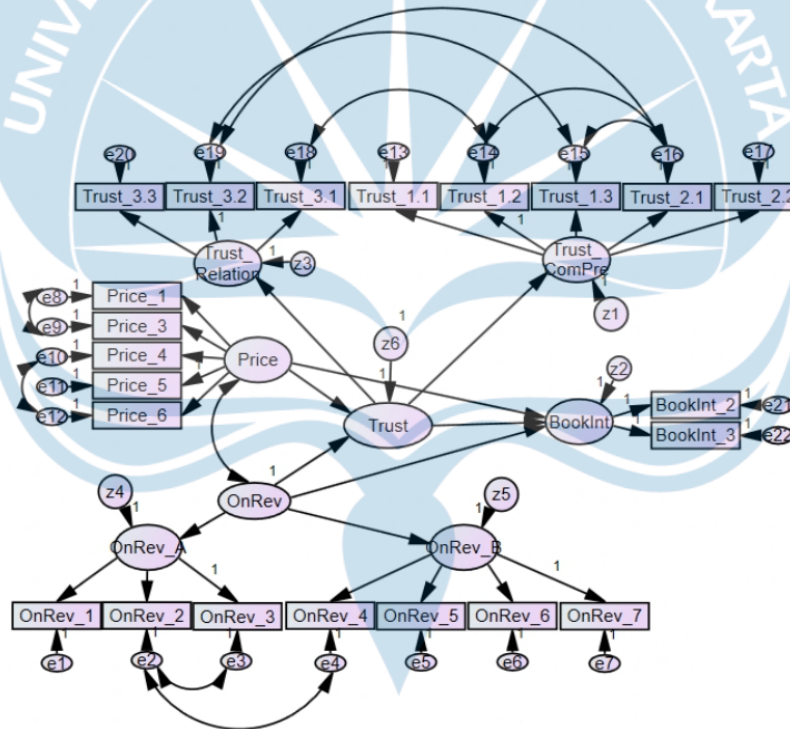


Figure 2. Structural model

Table 3 indicates that trust significantly influences booking intention; therefore, hypothesis H1 is accepted. As for the relationship between online reviews and booking intention, the path coefficient and p-value indicate an

insignificant direct positive relationship, resulting in the rejection of hypothesis H2a. The positive direct impact of online reviews to trust is significantly proven, meaning that hypothesis H2b is accepted. The significant negative direct relationship between price and booking intention implies the acceptance of hypothesis H3a. Finally, the positive direct relationship between price and trust is significantly proven; thus, hypothesis H3b is accepted.

Table 3. Estimation Results

Relationships			Direct Effect	S.E.	C.R.	p-value
Trust	←	Price	0.330	0.239	3.331	<0.001 ^s
Trust	←	OnRev	0.445	0.176	3.470	<0.001 ^s
BookInt	←	Trust	0.786	0.060	6.113	<0.001 ^s
BookInt	←	OnRev	0.199	0.087	1.459	0.145 ^{ns}
BookInt	←	Price	-0.346	0.119	-3.260	0.001 ^s

Note: s, significant at $p < 0.05$. ns, not significant at $p < 0.05$

Table 4 indicates the bootstrap results of mediation analysis which show a significant mediation effect of trust in the positive direct relationship between online reviews and booking intention. Therefore, hypothesis H2c is accepted. In addition, the mediation effect of trust in the negative relationship between price and booking intention is significantly supported; hence, hypothesis H3c is accepted.

Table 4. The Results of Testing Mediation Effect

Hypothesis	Indirect Effect	p-value	Conclusion
OnRev --> Trust --> BookInt	0.349	0.001 ^s	Full Mediation
Price --> Trust --> BookInt	0.260	0.012 ^s	Partial Mediation

Note: s, significant at $p < 0.05$. ns, not significant at $p < 0.05$

4.7 Discussion

The finding indicates that trust significantly impacts booking intention. As the majority of respondents in this research have booked a hotel through Online Travel Agencies, this result is plausible as their sense of trust towards both Online Travel Agencies is most likely developed from their personal

experience. Positive experience in some respects, such as ease of use, information reliability, transaction efficiency, and security, results in trust formation. The increased trust significantly influences their future booking intention.

Online reviews help prospective consumers keep the probability of risking unfavorable booking intentions at a minimum [34]. Online review acts as a source of information for respondents before product/service evaluation, and respondents utilize online review in the information search stage rather than product/service evaluation. Therefore, an online review does not immediately influence booking intention. A variable must be required to intervene/mediate the relationship between the online review and booking intention.

The current study verifies that online reviews significantly influence trust. This finding is in line with the study from Kusumasondjaja et al. [38], which suggests that the credibility and quality of online reviews impact consumers' initial trust in hotel services. An online review allows first-time consumers to evaluate the intangible nature of online hotel reservations. Albeit having no direct impact on booking intention, the result of this study indicates online review holds a positive indirect effect on booking intention through trust as a mediating variable. This result aligns with Danish et al. [40], suggesting that trust mediates the relationship between positive and volume reviews and booking intention. Trust plays a critical role in fully mediating favorable online review into booking intention, and Online review is not sufficient to stand alone in forming booking intention.

Price significantly influences booking intention. This situation might occur when respondents consider the price-quality ratio acceptable and assume they need to make a hotel booking shortly. The price-quality ratio indicates that consumers consider the trade-off between the service quality they want to receive and the associated financial cost. Moreover, price encourages respondents to directly intend to book hotel service as they perceive a better relative price of OTA offer than others. Relative price is the quoted prices compared to competitors [43]. In this sense, a better relative price might occur due to special offers, discounts, vouchers, and many other benefits that may provide financial gain for consumers.

The positive effect of price on trust follows Hart and Johnson [24], suggesting consumers might develop trust when they can get more benefits from a given

product price. Moreover, the mediation test shows that trust partially mediates the positive relationship between price and booking intention. The result implies that when consumers trust that the room rates offered are fair, reliable, and relatively more beneficial than other competitors, they intend to book hotel service through an OTA. However, the partial mediation effect of trust indicates that respondents might only utilize price when they make a hotel booking intention given time constraints and their previous positive experience using OTA.

4.8 Conclusion

Trust is essential in mediating online reviews and prices on hotel booking intention. Trust mediates the relationship between the online review and hotel booking intention via OTA, indicating that respondents posit online review in the information search stage and process within a sequence of consumer decision-making processes. There is a need for further evaluation (i.e., trust) to validate the role of online review on hotel booking intention via OTA. Furthermore, the position of trust to mediate price and hotel booking intention is partial. This result indicates that in a particular situation (i.e., respondent already had previous experience using OTA to book a hotel), the price can act as a stand-alone variable that can directly influence hotel booking intention.

Online review and price are significant antecedents of trust that indicate that both variables are relevant in forming trust as a mediating variable. However, the direct effect of both variables differs in hotel booking intention. The only price directly influences booking intention given the assumption that previous use experience of OTA to book hotel had been satisfactory. Price becomes a shortcut to increase the value for future purchases. Meanwhile, an online review is one source of information that respondents utilize to form trust. Respondents create trust based on an online review, influencing hotel booking intention. Online review is basically within the domain of information acquisition and processing. Online review does not necessarily affect booking intention because it is among various variables considered by respondents when evaluating service offers (i.e., hotel service).

4.9 Implications

This study in the hospitality industry implies that hotel providers need to nurture trust through positive online reviews by maintaining actual positive experiences, as stated on Online Travel Agencies website. Also, Online

Travel Agencies need to facilitate a user-friendly interface and incentive for customers to post an online review. In addition, hotel providers may apply price tactics to attract customers to book hotels online instead of offline. Hotel providers should consider that booking intention may be susceptible to price changes; hence, hotel marketers need to apply some essential principles, such as keeping the price reliable, beneficial, and relatively fair compared to competitors.

4.10 Limitation and Further Research

It is important to note that the study's timeline was early in Indonesia's Coronavirus disease (COVID-19) pandemic. Consequently, the findings from the current study are potentially not applicable during the pandemic. Future study needs to replicate the present study after the pandemic to confirm the robustness of the proposed research model.

OnRev_A and booking intention have a low-reliability score though it is still acceptable. Therefore, a future study that tests a research model with the same constructs should consider different measurement items. Future research may also extend the sample size to improve the reliability of both variables. In addition, the current study examined the proposed model in the setting of Online Travel Agencies in general; therefore, future research can also test the model's robustness to a specific OTA.

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APPENDIX: Factor Analysis

Factor	LF1	LF 2	LF3	LF4	LF5	LF6	Cronbach's α
Factor 1 – Online Review							
OnRev_A							.639
• OnRev_1 – Review usefulness.					.571		
• OnRev_2 – Reviewer expertise					.772		
• OnRev_3 – Review update					.736		
OnRev_B							.705
• OnRev_4 – Review quantity			.559				
• OnRev_5 – Positive valence of review			.758				
• OnRev_6 – Negative valence of review			.701				
• OnRev_7 – Comprehensiveness of review			.702				
Factor 2 - Price							.786
• Price_1 – Price fairness			.579				
• Price_3 – Price-quality ratio			.751				
• Price_4 – Price confidence			.700				
• Price_5 – Relative price			.771				
• Price_6 – Price reliability			.629				
Factor 3 - Trust							
Trust_ComPre							.818
• Trust_1.1 – The platform is user-friendly.		.683					
• Trust_1.2 – Information accuracy.		.605					

Factor	LF1	LF 2	LF3	LF4	LF5	LF6	Cronbach's α
• Trust_1.3 – Efficient transaction cost	.773						
• Trust_2.1 – Secure payment transaction.	.803						
• Trust_2.2 – Secure personal data.	.590						
Trust_Relation							.809
• Trust_3.1 – Good coordination between OTA and hotel.				.734			
• Trust_3.2 – Responsible to fix any issue regarding reservation service.				.824			
• Trust_3.3 – Trust on hotel reservation service.				.660			
Factor 4 – BookInt							.574
• BookInt_2 – Hotel booking intention in 2020.					.617		
• BookInt_3 – Hotel booking intention in near future					.896		

LF=loading factor

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Appendix 7. Journal for Questionnaire



Papers

The effect of perceived usefulness of online reviews on hotel booking intentions

A influência da percepção de utilidade de avaliações online na intenção de compra de serviços de hotelaria

La influencia de la percepción de utilidad de evaluaciones online en la intención de compra de servicios de hotelería

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Keywords:

Hospitality services;
Online consumer reviews;
Perceived usefulness;
Purchase intention.

Abstract

The growth of the Internet has enabled consumer-to-consumer interactions through online platforms where users share content and influence the purchase decisions of other consumers. The objective of this research is to identify the effect of perceived usefulness of online reviews on hotel booking intentions. The approach is quantitative, using a questionnaire to collect data from consumers who use online reviews before booking a hotel. The data were analyzed using structural equation modeling. The results showed the direct influence of perceived information usefulness on purchase intention, and the antecedent constructs—needs of information, information credibility, and information quality—had a positive and significant impact on perceived usefulness of online reviews. Comparing these results with research by Erkan and Evans (2016) conducted with UK consumers that use social media to decide about their purchases, in this study information credibility was more relevant than information quality, suggesting a more skeptical behavior of Brazilian consumers. These findings have implications for the management of digital marketing of organizations inserted in this environment, mainly regarding the impact of credibility and quality of online reviews on hotel booking intentions, being this a practical contribution of the research.

Resumo

Palavras-chave:

Serviços de hotelaria;
Avaliações online de consumidores;
Percepção de utilidade da informação;
Intenção de compra.

O crescimento da internet facilitou a interconectividade dos consumidores por meio de fóruns online que permitem os consumidores a gerar conteúdo e influenciar os outros em suas decisões de compra. O objetivo desta pesquisa foi identificar a influência da percepção de utilidade das avaliações online na intenção de compra de serviços de hotelaria. Utilizou-se de abordagem quantitativa, onde foram aplicados questionários junto a consumidores que usam avaliações online para reserva de hospedagens, e os dados foram analisados por meio de modelagem de equações estruturais. Os resultados mostraram a influência direta da percepção de utilidade da informação na intenção de compra, sendo que os construtos antecedentes, descritos como necessidade da informação, credibilidade da informação e qualidade da informação, apresentaram impacto positivo e significativo na percepção de utilidade das avaliações online. Comparando esses resultados com pesquisa realizada por

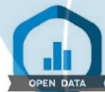
Erkan e Evans (2016) com consumidores do Reino Unido que se utilizam de mídias sociais para decisão sobre suas compras, neste estudo a credibilidade da informação mostrou-se mais relevante em relação à qualidade da informação, evidenciando um comportamento mais cético dos consumidores brasileiros. Os resultados encontrados merecem atenção dos profissionais que gerenciam o marketing digital das organizações inseridas nesse ambiente, principalmente em relação à importância da gestão da credibilidade e da qualidade das avaliações online na intenção de compra de serviços de hotelaria, sendo esta uma contribuição prática resultante da pesquisa.

Resumen

Palabras clave:

Servicios de hoteleira;
Evaluaciones online de
consumidores;
Percepción de utilidad de la
información;
Intención de compra.

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El crecimiento del Internet ha facilitado la interconectividad de los consumidores a través de foros en línea que permiten a los consumidores generar contenido e influir a otros en sus decisiones de compra. El objetivo de esta investigación fue identificar la influencia de la percepción de la utilidad de las evaluaciones online en la intención de compra de servicios de hotelaria. Se utilizó un enfoque cuantitativo, donde se aplicaron cuestionarios a consumidores que utilizan evaluaciones en línea para la reserva de hospedaje. Los datos se analizaron mediante el modelado de ecuaciones estructurales. Los resultados mostraron la influencia directa de la percepción de la utilidad de la información en la intención de compra, siendo que los constructos predecesores, descritos como necesidad de la información, credibilidad de la información y calidad de la información, presentaron impacto positivo y significativo en la percepción de utilidad de las evaluaciones online. Comparando estos resultados con una investigación realizada por Erkan e Evans (2016) con consumidores del Reino Unido que utilizan las redes sociales para decidir sobre sus compras, en este estudio la credibilidad de la información se mostró más relevante en relación a la calidad de la información, evidenciando un comportamiento más escéptico de los consumidores brasileños. Los resultados encontrados merecen la atención de los profesionales que administran el marketing digital de las organizaciones insertadas en ese ambiente, principalmente en relación con la importancia de la gestión de la credibilidad y de la calidad de las evaluaciones online en la intención de compra de servicios de hoteleira, siendo esta una contribución práctica resultante de la investigación.

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1 INTRODUCTION

The Internet has provided great opportunities for online consumer-to-consumer interactions. In the early days of the Internet, online discussion forums encouraged users to talk about various subjects, but over time these forums became increasingly specialized, focusing on specific topics (Erkan & Evans, 2016).

Almeida (2018) clarifies that until the beginning of the 21st century, the best known way to assess service quality and its impact on satisfaction was to carry out surveys; however, the expansion of the Internet has changed this scenario, as it gave rise to different social networks where people share different aspects of their lives. In recent years, a growing number of web-based opinion platforms have been created, offering users product or service reviews and ratings (Ladhari & Michaud, 2015).

In this new information exchange environment, the online hotel booking market has been growing, reaching US\$1.48 billion in 2016 revenue in the USA, with the largest sites being TripAdvisor, Hotels.com, Marriott International, Booking.com, and Airbnb. Together, these companies accounted for 28.1% of the US market share in 2016, when global online travel sales totaled US\$564.87 billion, projected to grow by a third to US\$755.94 billion in 2019 (Statista.Com, 2018).

According to a survey conducted in Latin America, *Latin America Online Travel Overview*, published by Phocuswright.com, Latin America's total online travel market reached US\$60.2 billion in 2015. Together, Brazil and Mexico represent more than 70% of this market. The study also points out that online travel in Latin America is expected to grow an average of 10% in the coming years (PHOCUSWRIGHT.COM, 2016). These figures emphasize the relevance of this new mode of buying travel services in the Brazilian market, as well as its potential for growth. According to Phocuswright's (2018) report *The Brazilian Digital Traveler*, despite recent economic and political uncertainty, Brazil's online travel market has been resilient and continues to

grow thanks to tech-savvy consumers, and therefore travel companies need to understand consumer behaviors and preferences that influence purchase decisions.

It is important to highlight that accommodation services are the last link in the tourism chain and are one of the most relevant, representing a temporary "home" for tourists, who seeks to find an extension of their home (IBGE, 2016). In the same vein, Medeiros, Gosling and Vera (2015) note that such services are the main source of consumer dissatisfaction during their travels. Thus, before booking, there are several factors that influence consumers, such as previous experiences, the information acquired which, over time, has become increasingly sophisticated (Silva, Mendes Filho, & Marques Júnior, 2019).

It is known that satisfaction plays an increasingly important role in maintaining the competitiveness of accommodation establishments, mainly because of the variety of channels available to consumers to share their experiences, the good and the bad ones (Almeida, 2018). However, many hotels are not sure how to respond to users' opinions, and this uncertainty may be partly due to a lack of understanding of how consumers use online reviews in guiding their buying decisions (Ong, 2012). Given this context, it is increasingly important for hospitality service managers to recognize the influence of this new communication channel on their business, to develop managerial actions that improve the quality of service, and as a way of understanding the impact of user reviews on the process of choosing potential customers.

The studies by Browning, So and Sparks (2013), Hernández-Méndez, Muñoz-Leiva, Sánchez-Fernández (2015), Ladhari and Michaud (2015), Ong (2012), Park, Xiang, Josiam and Kim (2014), and Tsao, Hsieh, Hsieh and Lin (2015) examined the influence of online consumer reviews of hotel services, but they are still limited and need further studies are needed, especially because they fail to examine the effect of perceived usefulness of online reviews on purchase intention. This is the main gap addressed in this research. It is also considered that these services present a high degree of subjectivity, due to their more intangible nature, besides being susceptible to sociocultural factors. With this, the main objective of this research was to identify the effect of perceived usefulness of online reviews on hotel booking intentions in Brazil. As a specific objective, the study also aims to evaluate the antecedent variables that impact perceived usefulness of online reviews.

Recent advances in the Internet and the development of social media have promoted consumer-to-consumer interactions through online forums, virtual communities, ratings and recommendations, creating a new flow in e-commerce that allows consumers to generate content and influence others in a process of value creation (Hajli, 2013). Recognizing the factors that influence the perceived usefulness of information produced and disseminated in the new digital media, as well as the effect of this perception on hotel booking intentions, are the main theoretical contributions of this study, with practical managerial implications. Therefore, the research is justified by addressing a new and relevant topic, which is increasingly affecting the marketing and sales processes of accommodation services.

2 THEORETICAL FRAMEWORK

The model proposed in this study is an adaptation of the information acceptance model developed by Erkan and Evans (2016). This model is an extension of the information adoption model developed by Sussman et al., (2003), drawing on components of the rational action theory of Fishbein and Ajzen (1975).

According to Erkan and Evans (2016), the information acceptance model shows that the influence of online reviews available on social media depends not only on the characteristics of online information, such as quality and credibility, but also depends on consumers' behavior regarding this information. Therefore, the literature review carried out focuses on the information acceptance model, with emphasis on the constructs that make up the perceived usefulness of information, and influence purchase intentions.

Recent studies have sought to understand the impact of online reviews in social media and specialized sites on consumers' purchase intentions, such as Erkan and Evans (2016), Wani, Ali and Farooq (2016), Elseidi and El-Baz (2016), Farley and Murched (2016), Bataineh, (2015), Hajli (2013), and Jalilvand and Samiei (2012). In making their decision, consumers often get recommendations from friends through word of mouth, get information in the media, including marketing and advertising campaigns, or refer to sources on the Internet (Browning, So & Sparks, 2013).

For Jardim and Sant'Anna (2007), with the digital revolution, marked by rapid transformations in information and communication technologies driven by the Internet, the tourism and travel sector has been rapidly inserted into the online world with the intention of promoting and selling products and services. Therefore, the Internet is being increasingly used by consumers as a source of information when making choices about holiday destination or hotel to stay, because without experiencing the hotel or destination, travelers have limited opportunities to assess the quality of service and if it will meet their expectations (Browning, So & Sparks, 2013).

If consumers take into consideration online messages, these can be transformed into buying actions on corporate or shopping websites, which makes reviews very powerful. Researchers have become interested in understanding how this process influences purchase intention (Erkan & Evans, 2016). Thus, it is important to analyze consumers' perceived usefulness of opinions on online hotel booking platforms, and how this information affects the decision-making process.

Information usefulness refers to people's perception about new information which increases their performance, leading them to believe that such opinions could be useful to help them improve their purchasing decisions (Cheung, Lee & Rabjohn, 2008), and is considered the main predictor of information adoption (Davis, 1989; Erkan & Evans, 2016) and purchase intention (Lee & Koo, 2015) because consumers tend to get involved with information when they find it useful.

In their information acceptance model, Erkan and Evans (2016) considered information quality as an antecedent of perceived information usefulness. The quality of online reviews can be described as the power of persuasion of comments expressed in an informative message (Bhattacharjee & Sanford, 2006). When customers seek information, the quality of information will possibly impact on consumers' acceptance of the communication channels that offer online reviews (Cheung & Thadani, 2012).

Park, Lee and Han (2007) defined online review quality as to relevance, clarity, sufficiency, and objectivity of contents. Previous research has found that the quality of online reviews positively influences purchase intention (Bataineh, 2015; Erkan & Evans, 2016; Lee & Shin, 2014; Park, Lee & Han, 2007). Thus, the present research sought to examine the effect of quality of online reviews on perceived information usefulness, and, consequently, on purchase intention, taking as hypothesis the following proposition.

H1: The quality of online reviews positively influences perceived information usefulness.

Given the huge amount of information that individuals share online, most of them during shopping may need a reference to strengthen their confidence or to decrease the feeling of making mistakes or risks, because the quantity of online reviews can be a sign of how valuable and popular the product is (Bataineh, 2015). According to Lee, Park and Han (2008) and Bataineh (2015), the amount of information received by consumers affects their purchase decisions.

Park, Lee and Han (2007) measured the quantity of reviews by the number of online consumer ratings for a product, and found that the quantity of online reviews was probably a signal of product popularity and possibly of sales success. In addition, many user reviews would likely lead consumers to rationalize their purchasing decisions by associating such high number of comments with probable quality, serving as a risk reduction strategy and, in turn, increasing purchase intentions (Park, Lee & Han, 2007). Thus, the present research sought to examine the effect of the quantity of online reviews on perceived usefulness of information, taking as hypothesis the following proposition.

H2: The quantity of online reviews positively influences perceived information usefulness.

The need for information is another determinant of consumers' purchase intentions (Erkan & Evans, 2016). Wolny and Mueller (2013) acknowledged it as one of the motivations for writing online reviews. Given the increasing availability and popularity of user-generated content platforms, online reviews have become a prominent phenomenon and have heightened their role in consumer purchasing decision (Browning, So & Sparks, 2013; Zhu & Zhang, 2010). According to Ladhari and Michaud (2015), social media provides a user-friendly platform for searching information that is becoming increasingly essential to people. In this study, drawing on Erkan and Evans (2016), needs of information were proposed as antecedents of perceived information usefulness. Thus, as hypothesis to be tested, the following proposition is presented.

H3: The need for online reviews positively influences perceived information usefulness.

Information credibility refers to the recipients' perceptions of source trustworthiness (Erkan & Evans, 2016). Ladhari and Michaudi (2015) point out that online reviews are considered reliable and unbiased sources of information. However, given the importance of tourists' reviews as sources of travel-related information, source credibility is becoming an increasingly crucial issue in research and application, as there are concerns about the lack of credibility of travel online reviews (Park, et al., 2014). The greater the feeling of risk associated with the choice of accommodation, the greater the customer's demand for knowledge about the product of their interest, especially if the purchase is made through e-commerce (Jardim & Sant'Anna, 2007).

Park et al. (2014) demonstrated that disclosing personal profile information such as interest and travel location can serve as cues for assessing credibility and relevance of online reviews, suggesting that trust and credibility can be fostered among peers who share information on topics of interest. The results of the study by Erkan and Evans (2016) have shown the direct positive effect of information credibility on information usefulness, concluding that consumers consider social media information useful when it is credible. Thus, the following hypothesis was proposed:

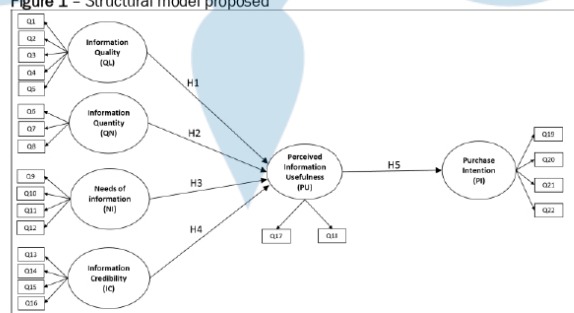
H4: The credibility of online reviews positively influences perceived information usefulness.

Erkan and Evans (2016) found a positive influence of perceived usefulness on purchase intention. In addition, Lee and Koo (2015) conducted an experiment with online reviews to test the relationship between message usefulness and purchase intention, where the results showed that information usefulness is positively associated with purchase intention. Thus, the following hypothesis was proposed.

H5: Perceived usefulness of online reviews positively influences purchase intention.

Considering the theoretical concepts presented, and previous empirical studies that support the proposed hypotheses, the structural model was developed based on the study by Erkan and Evans (2016). The information acceptance model proposed by these authors (2016) examines the relationships among the following constructs: information quality, information credibility, needs of information, attitude toward information, information usefulness, information adoption, and purchase intention. According to the results found by Erkan and Evans (2016), information adoption was not statistically significant to perceived information usefulness, and thus, in this study the construct was not considered in the structural model. The variable information quantity—considered in the model developed by Bataineh (2015)—was added to the model adapted from Erkan and Evans (2016), enabling the analysis of the effect of the number of online reviews on perceived information usefulness. Thus, the present research aims to identify the relationships between the constructs presented in Figure 1.

Figure 1 – Structural model proposed



Source: The authors

3 METHODOLOGY

The proposed research is empirical in nature using a descriptive and quantitative design. It sought to identify the influence of hotel guests' reviews on consumers' purchase intentions by collecting data through a closed-

ended questionnaire and applying statistical techniques to measure the relationships between the variables in the structural model.

Data collection was conducted in July 2018 using an online questionnaire with items answered on a five-point Likert scale. Due to easier access, the sample was composed of students, teachers, and staff of educational institutions located in the state of Espírito Santo, Brazil. The constructs and variables included in the survey instrument were based on the literature review. The measurement scales used in the studies of Erkan and Evans (2016) and Bataineh (2015) served as reference being adapted to the hotel industry to meet the objectives of the present research. The indicators and measurement scales, with their respective references, are presented in Appendix A.

To determine eligibility for study participation, this study used two screening questions taken from the study by Ong (2012). These questions sought to assess the extent to which respondents used online reviews when booking accommodation, and frequency of use of online reviews to choose accommodation in the last twelve months. Regarding the first question, respondents who did not use online reviews, and/or have never booked accommodation, have been excluded from the database. Regarding the second question, to participate in the survey, respondents must have had booked accommodation at least once in the last twelve months and used online reviews.

To test the suitability of questionnaire items to the Brazilian context, a pilot test was conducted with 37 people selected by convenience. From the statistical results obtained, small adjustments were made in the collection instrument, to make questions clearer. After data collection, the analysis of the results was done using multivariate statistics, namely, structural equation modeling (SEM) with RStudio software, version 1.1.453, as this open source software allows the use of multiple algorithms. Specifically, in this research the PLS-SEM algorithm was employed. From the results obtained, analysis and interpretation were made to test the hypotheses outlined in the theoretical framework of this study.

3.1 Sample and data processing

In the present study, a total of 252 questionnaires were collected. Data were analyzed as to the screening questions, missing data, and suspicious data. Of the total, 53 questionnaires did not meet the sample criteria and were excluded from the data set. In two cases, responses with equal scores were found for all the questions, which characterizes suspicious behavior and, therefore, were also excluded. No missing data were observed.

In total, 197 valid responses were obtained, a number considered to be sufficient and acceptable in the literature for statistical analysis. According to Hair, Hult, Ringle and Sarstedt's (2014) rule of thumb the sample size should be equal to the larger of the following: ten times the largest number of indicators used to measure the most complex construct in the measurement model, or ten times the largest number of structural paths directed at a particular construct in the structural model.

4 ANALYSIS AND DISCUSSION OF RESULTS

4.1 Sample characteristics

The demographic information collected from respondents was age and gender. Accordingly, 40.1% of respondents were between 21 and 30 years of age, followed by 35.5% between 31 and 40, and 14.7% between the ages of 41 and 50. The age groups in the extremes had a lower participation, with 6.1% of respondents over 51 years old, and 3.6% under 20 years. In terms of gender distribution, 112 respondents were women and 85 were men, representing 56.9% and 41.1%, respectively.

Of the total valid responses, when participants were asked about the frequency of use of online shopping sites, 37.6% answered that they use them more than once a month, 35% once a month, and 26.9% reported that they very rarely buy online. Analyzing the frequency that respondents use or read online customer reviews before booking a hotel, it is noted that among the valid answers, 25.9% reported that they frequently use this information, and 58.4% answered that they always use or read online reviews before booking a hotel. As to

the number of times respondents estimated they used or read online customer reviews when choosing accommodation in the last 12 months, 55.3% said between 1 and 3 times, 17.3% between 4 and 6 times, and 27.4% stated that they used the online reviews more than 7 times in this period. In view of this results, it is clear respondents were very qualified to participate in the survey.

4.2 Data processing criteria

To process the data in the PLS-SEM algorithm, the criteria recommended in the literature for critical tolerance and maximum number of iterations— $1e-07$ and 300 respectively—were used. According to Hair et al. (2014), if the PLS-SEM algorithm does not converge in less than 300 iterations, it could not find a stable solution. In this study the convergence occurred in the third iteration, thus, the interruption of the process occurred because the minimum difference of the sum of the weights obtained between two iterations was reached, as established in the critical tolerance, and not by the maximum number of iterations. Bootstrapping with 5,000 subsamples was used, as recommended by Hair et al. (2014). For all statistical tests, the level of significance (α) was set at 0.05.

4.3 Evaluation of the measurement model

In this research, the measurement model consists of reflective indicators. The model was tested for reliability and validity, namely, tests of unidimensionality and internal reliability of the indicators, convergent and discriminant validity. For internal consistency analysis, Cronbach's alpha (C. alfa) was used as criterion, which according to Hair et al. (2014) provides an estimate of the reliability based on the intercorrelations of the observed indicator variables. Values between 0.60 and 0.90 are regarded as acceptable. Another measure used to assess the unidimensionality of a reflective model is the Dillon-Goldstein's rho coefficient (DG. Rho) which focuses on the variance of the sum of the indicators in the construct of interest (Sanchez, 2013). According to this author, as a rule of thumb, a construct is considered unidimensional when the DG. rho is greater than 0.7. This index is considered to be better than Cronbach's alpha because it takes into account to which extent the construct explains its block of indicators. Table 1 shows that all the constructs presented adequate internal consistency and unidimensionality.

Table 1- Unidimensionality

Construct	C. alpha	DG. rho
QL	0.70	0.83
QN	0.60	0.79
NI	0.83	0.89
IC	0.82	0.88
PU	0.74	0.88
PI	0.89	0.94

Source: The authors

Convergent validity analysis was performed considering the indicator's outer loadings and the average variance extracted (AVE) of constructs. According to Hair et al. (2014), the outer loading should be greater than 0.708 and the AVE, which is equivalent to the communality of a construct, should be higher than 0.5.

As shown in Table 2, the indicators Q1, Q2, and Q3 have outer loadings less than 0.708, and AVE of 0.49 for the QL construct. By eliminating the lowest loading indicators (Q1 and Q2) of the QL construct, the AVE increased to 0.63. According to Hair et al. (2014), when there is a considerable variation in the construct's average variance extracted, the indicators should be considered for removal. With the exclusion of Q1 and Q2, the outer loading of the Q3 indicator reached 0.813, above the recommended threshold.

As to the indicator Q7, with an outer loading of 0.66, its removal from the structural model did not substantially alter the AVE, and therefore, it was kept in the measurement model, as recommended by Hair et al. (2014). Therefore, the results presented below were obtained after the elimination of the indicators Q1 and Q2.

Table 2 - Convergent validity – outer loadings and AVE

Construct	Indicator	Outer loadings		AVE	
QL	Q1	0.642	*	0.49	0.63
	Q2	0.666	*		
	Q3	0.671	0.813		
	Q4	0.765	0.862		
	Q5	0.734	0.692		
QN	Q6	0.791	0.791	0.54	0.54
	Q7	0.661	0.661		
	Q8	0.749	0.748		
	Q9	0.783	0.783		
NI	Q10	0.853	0.853	0.66	0.66
	Q11	0.858	0.858		
	Q12	0.763	0.763		
	Q13	0.818	0.818		
IC	Q14	0.735	0.735	0.65	0.65
	Q15	0.846	0.846		
	Q16	0.814	0.814		
PU	Q17	0.895	0.894	0.79	0.79
	Q18	0.884	0.885		
	Q19	0.813	0.813		
PI	Q20	0.922	0.922	0.75	0.75
	Q21	0.887	0.887		
	Q22	0.831	0.831		

Source: The authors

Discriminant validity—the extent to which a construct is truly distinct from other constructs in an empirical model—was tested by examining the indicator's cross loadings and comparing the square root of the AVE values of constructs. According to Hair et al. (2014), the discriminant validity is met when an indicator's loading on the associated construct is higher than its loadings on the other constructs of the model. As the results in Table 3 show, discriminant validity was satisfied in all comparisons.

Table 3 - Discriminant validity – cross loadings

Construct	Indicator	QL	QN	NI	IC	PU	PI
QL	Q3	0.813	0.069	0.150	0.314	0.318	0.203
	Q4	0.862	0.071	0.217	0.436	0.337	0.247
	Q5	0.692	0.167	0.295	0.531	0.303	0.324
	Q6	0.078	0.791	0.158	0.225	0.221	0.248
QN	Q7	0.033	0.661	0.133	0.207	0.134	0.173
	Q8	0.141	0.748	0.304	0.312	0.263	0.342
	Q9	0.279	0.239	0.783	0.293	0.419	0.500
	Q10	0.224	0.203	0.853	0.337	0.463	0.604
NI	Q11	0.259	0.261	0.858	0.344	0.478	0.684
	Q12	0.131	0.240	0.763	0.371	0.378	0.626
	Q13	0.365	0.335	0.423	0.818	0.504	0.502
	Q14	0.340	0.311	0.247	0.735	0.299	0.389
IC	Q15	0.494	0.269	0.352	0.846	0.473	0.445
	Q16	0.524	0.205	0.263	0.814	0.410	0.387
	Q17	0.326	0.230	0.506	0.423	0.894	0.619
	Q18	0.393	0.297	0.446	0.537	0.885	0.536
PU	Q19	0.335	0.191	0.662	0.423	0.672	0.813
	Q20	0.323	0.315	0.692	0.477	0.524	0.922
	Q21	0.191	0.387	0.627	0.466	0.515	0.887
	Q22	0.246	0.404	0.554	0.508	0.488	0.831

Source: The authors

In addition, discriminant validity was assessed using the Fornell-Larcker criterion, which is a second and more conservative approach (Hair et al., 2014). In this method, the square root of each construct's AVE should be higher than the other correlation coefficients for an adequate discriminant validity, a condition fully met, according to the results presented in Table 4.

Table 4 - Discriminant validity – Fornell-Larcker criterion

Construct	QL	QN	NI	IC	PU	PI
QL	0.792					
QN	0.127	0.736				
NI	0.277	0.288	0.815			
IC	0.537	0.346	0.411	0.804		
PU	0.404	0.295	0.536	0.538	0.890	
PI	0.324	0.364	0.741	0.541	0.650	0.864

Source: The authors

4.4 Evaluation of the structural model

The analysis of the structural model aims to identify the correspondence between the theoretical concepts and the path models obtained from the empirical observations, in order to verify if the theoretical assumptions are statistically supported (Hair et al., 2014). In this section, the indices tested were the significance and relevance of path coefficients (β), and the coefficients of determination (R^2), which are presented and discussed below.

First, multicollinearity was examined to check for redundancy in case of high correlation between constructs. The results obtained, as shown in Table 5, did not demonstrate such an undesirable effect, since the variance inflation factors (VIF) of constructs were less than five, considering the analysis criteria established by Hair et al., 2014.

Table 5 - VIF of the constructs

Construct	QL	QN	NI	IC
PU	1.425	1.180	1.249	1.694

Source: The authors

Based on the analysis of the results, the path coefficients between the constructs in the structural model were mostly significant, since the p-values were all less than the significance level of 0.05, except for the H2 hypothesis, as presented in Table 6.

Table 6 - Path coefficients between constructs and significance analysis ($\alpha = 0.05$)

Relationship	Coefficient (β)	Standard error	P value	Hypothesis
QL -> PU	0.139	0.065	0.0346	H1 – supported
QN -> PU	0.074	0.059	0.2154	H2 – not supported
NI -> PU	0.356	0.061	0.0000	H3 – supported
IC -> PU	0.292	0.071	0.0001	H4 – supported
PU -> PI	0.650	0.054	0.0000	H5 – supported

Source: The authors

More specifically, the hypotheses H1, H3 and H4 were supported, since the relationships between the constructs of information quality, needs of information, and information credibility and perceived information usefulness were significant, presenting path coefficients of 0.139, 0.356 and 0.292, respectively. In this way, the comparison between the coefficients shows that needs of information is the variable that most impacts on the perceived information usefulness, followed by information credibility, and information quality.

These results, in terms of significance of the path coefficients between the constructs of QL, NI, and IC and PU, are consistent with those of Erkan and Evans (2016), as presented: QL -> PU ($\beta=0.26$, $p < 0.05$); NI -> PU ($\beta=0.41$, $p < 0.05$); and IC -> PU ($\beta=0.22$, $p < 0.05$). Regarding relevance, it is observed that in the present study needs of information presented the greatest relevance, when compared to other constructs antecedents of perceived information usefulness, a result similar to that of Erkan and Evans (2016). However, as regards the constructs of information quality and information credibility, there is an inversion in terms of relevance. The findings in this research show that information credibility has a greater influence on perceived information usefulness, in comparison to the construct information quality. This result shows the differences in the perceptions of Brazilian consumers regarding online reviews compared to the results obtained from consumers in the United Kingdom, the population studied by Erkan and Evans (2016). This difference

shows that cultural and socioeconomic aspects may influence perceived information usefulness, due to the different contexts wherein the consumers are inserted.

Observing the findings of the study by Bataineh (2015), the relationship between the QN construct and PI showed to be significant, evidencing that this variable influences the perception of online reviews and the purchase process, but with less relevance when compared to the other two constructs (quality and information credibility). As shown in Table 6, the hypothesis H2—which held that the amount of information positively affects perceived usefulness—was not supported. This result shows that for the participants in this study, the number of online reviews regarding an accommodation establishment is not a decisive factor in the perception of information usefulness, comparatively to the other antecedent constructs. This finding reinforces that perceived information usefulness is much more influenced by needs of information, its credibility and quality, and these should be the main factors guiding information management in online hotel booking.

Hypothesis H5, which posited that perceived information usefulness positively influences purchase intention, was supported, presenting a significant path coefficient of 0.65. Thus, it is evident that consumers' perception of the usefulness of online reviews on booking websites strongly influences the purchase decision-making process for this type of service.

The coefficients of determination obtained for the endogenous constructs of the model are presented in Table 7. A R^2 of 0.426 was observed for PU construct, indicating that 42.6% of the variation observed in PU is explained by the constructs of QL, QN, NI, and IC. As to PI, an R^2 of 0.423 was observed, indicating that the variation of this construct is explained in 42.3% by PU.

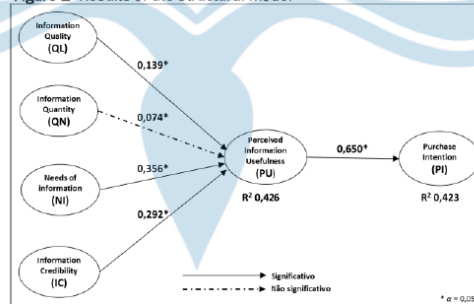
Table 7 - R^2 values of the endogenous constructs

Construct	R^2
PU	0.429
PI	0.423

Source: The authors

Therefore, given the main objective of this research, this result shows that perceived information usefulness of online reviews positively influences the intention of purchasing accommodation services. Figure 2 provides a summary of the structural model results.

Figure 2- Results of the structural model



Source: The authors

5 CONCLUSIONS

This study was empirically developed by collecting the opinions of users of online reviews to analyze the options of hotel services and sought to investigate the influence of perceived usefulness of online reviews on purchase intention, as well as identifying the variables that affect perceived usefulness of online reviews. The results show that the constructs of information quality, needs of information, and information credibility positively influence perceived usefulness, and therefore, it is increasingly important that marketing and business operations managers have a better understanding of this process.

The findings suggest that, in terms of relevance, needs of information is the factor that most influences consumers' perceived usefulness of online reviews. In other words, in a digital information exchange environment with large amounts of data, reviews on specialized websites are increasingly useful to consumers, who have a pressing need for recommendations on services offered, seeking for online reviews to guide their purchasing decisions. Considering this observation, it is recommended that marketing and customer relationship managers of review and hotel booking websites develop communication platforms that are clear and easy to access, thus facilitating information search.

The second factor that most influences perceived usefulness of online reviews is information credibility, which is more relevant than information quality available on hotel booking platforms. The ranking of factors differs from the findings of Erkan and Evans (2016) carried out with users in the United Kingdom. The probable cause of this result is the different cultural and socioeconomic contexts of these countries. This point suggests that perhaps Brazilian consumers are more skeptical regarding online opinions when compared to consumers from developed countries. Another factor that may have influenced the difference in this result is the focus of the surveys. The study of Erkan and Evans (2016) aimed to analyze the influence of social media on purchase intention, within a broad context, without specifying the product or service. In this research, the focus was to analyze the influence of online reviews on hotel booking decisions, which present a high degree of subjectivity, due to their more intangible nature, and are very susceptible to sociocultural factors. This fact may have contributed to a greater relevance of the construct of information credibility.

In addition, as the main theoretical contribution of this study, it is highlighted the evaluation of the model proposed by Erkan and Evans (2016) in a context associated to the hotel industry, validating for this market segment that perceived usefulness of online reviews positively influences the process of buying accommodation services. Thus, the results found broaden the knowledge base on digital marketing related to the hotel industry.

As a practical contribution, this research recognizes the importance of online information credibility and recommends that websites invest in tools and certification processes that minimize the creation and dissemination of content that does not truly represent users' opinions. It is also important that websites clearly communicate the efforts made to ensure the credibility of the information, so that consumers feel more confident in using online reviews when purchasing. Also, the findings suggest that the adoption of managerial measures to improve the information quality in websites and social media would be of value for those managing digital marketing in organizations inserted in this environment. Digital platforms that enable the creation and dissemination of relevant and understandable online reviews providing sufficient and clear information are better perceived by potential customers, and have a greater capacity to positively influence the hotel booking process.

Finally, the increasing digital interconnectivity, facilitated by the expansion of specialized websites and social media, lead more consumers to choose accommodation based on perceived usefulness of online reviews. It can also be said from the research findings that, indirectly, consumers' purchasing decisions are affected by their need to seek information about hotel options, credibility, and quality of online reviews. As for the quantity of reviews made available on digital platforms, the research results showed that this factor does not significantly affect the perceived information usefulness of Brazilian consumers, and, consequently, also does not influence purchase intention.

Future research should further investigate information credibility, seeking to identify the influence of cognitive and affective aspects related to this construct on purchase intention. Thus, issues such as platform reputation and consumer profiles of those posting reviews can be investigated to identify their effects on information credibility and hotel booking intentions. Recent research has identified information credibility as a mediator of the relationships between constructs of an informative and behavioral nature, such as those developed by Forgas-Coll, Palau-Saumell, Sánchez-García and Caplliure-Giner (2014), Namahoot and Lao-havichien (2018), and Frederico, Teixeira, Ahmed and Ghani (2017), this being another opportunity for future research on hotel choice. In addition, the identification of possible moderating effects in this process, such as in terms of gender, age, and income of consumers, may also be the subject of further research.

This research, like other studies, also presents limitations. The sample, although composed of respondents with an adequate profile, was collected in a single Brazilian metropolitan region, with groups of people linked

to higher education institutions, limiting the generalization of results according to regional particularities that may affect the analysis of the effect of online reviews on hotel booking intentions. Another limitation is the fact that this research has addressed the influence of online reviews available on digital platforms in a broad way, without focusing on a specific social media or website, which could yield different results and conclusions.

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APPENDIX A – Indicators and measurement scale

Key-question for the constructs of QL, QN, NI, IC, and PU	Information about hotel services that are shared in social media, specialized websites ...
Information Quality (QL) (Park, Lee & Han, 2007)	Q1 – I think online reviews are well-founded. Q2 – I think online reviews are factual. Q3 – I think online reviews are understandable. Q4 – I think online reviews are clear. Q5 – In general, I think the quality of online reviews is high.
Information Quantity (QN) (Bataineh, 2015)	Q6 – The large number of online consumer reviews indicates that the hotel is popular. Q7 – The large number of online consumer reviews indicates that the hotel is trendy. Q8 – High-rated hotels and with a large number of online reviews indicate that the hotel offers high-quality services.
Needs of Information (NI) (Chu & Kim, 2011)	Q9 – I like to use online reviews when I consider booking new hotels. Q10 – If I have little experience with the hotel, I often use online reviews. Q11 – I usually use online reviews to choose the best hotel options. Q12 – Frequently, I analyze a set of online reviews before booking a hotel.
Information Credibility (IC) (Prendergast et al., 2010)	Q13 – I think online reviews are convincing. Q14 – I think online reviews are strong. Q15 – I think online reviews are credible. Q16 – I think online reviews are accurate.
Perceived information usefulness (PU) (Bailey & Pearson, 1983)	Q17 – I think online reviews are generally useful. Q18 – I think online reviews are generally informative.
Purchase Intention (PI) (Coyle & Thorson, 2001; Prendergast et al., 2010)	After considering information about accommodation services which are shared on social media or specialized websites... Q19 – It is very likely that I will book a hotel considering online reviews. Q20 – I will book a hotel next time I need accommodation considering online reviews. Q21 – I will definitely try a hotel considering online reviews. Q22 – I will recommend the hotel to my friends considering online reviews.

Appendix 8. Journal for Questionnaire

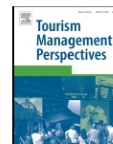
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Impact of online reviews on hotel booking intention: The moderating role of brand image, star category, and price



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ABSTRACT

This paper analyses the impact of online reviews on hotel booking intention. The moderating effect of brand image, star category, and price on this relationship was also tested. A quantitative approach has been followed by collecting questionnaires from a convenience sample of 432 customers who have previous experience with online booking. Results of the research revealed that reviews with positive valence do not affect booking intention, while reviews with negative valence have a strong impact. In addition, it was found that several moderators made this impact more or less severe. Brand image demonstrated a slight moderating effect due to the factor's inherent subjective nature. A moderating effect was also observed for both price importance and star category on the relationship. In conclusion, this study emphasizes the need for hotel managers to address online customer reviews, and specifically negative ones, to take advantage of promotional opportunities.

1. Introduction

The world has quickly become a smaller place over the last few years. Looking back at the introduction of the internet, when only a limited number of people could send simple and condensed files to one another, the present situation seems almost like the beginning of a futuristic utopia. The widespread application of the internet into quotidian life has empowered contemporary consumers in almost unlimited ways. Connected to the vast network of internet users, consumers are able to source the products which offer the greatest value, connect with communities of likeminded consumers, and share their opinions and purchase choices with friends and family in every corner of the globe. Consequently, an entirely new phenomenon has appeared in academic and industrial discourse. For researchers and business owners alike, an understanding of how consumers act and react to the content uploaded onto the World-Wide-Web by their peers and colleagues is becoming a subject of ever more critical concern. Despite unique exceptions (Saw, Goh, & Isa, 2015), the impact of Online Customer Reviews (OCR) on the consumption process (Cantalops, Cardona, & Matarredonda, 2013; Emir et al., 2016), consumer behavior (Bashar, 2014; Bhatnagar, 2018; Castro & Ferreira, 2018), and the performance of commercial enterprises (Floh, Koller, & Zauner, 2013) has been found to be significant with much compelling evidence. It has been remarked, given its

intangible nature (Yang, 2013), that the hotel industry is particularly sensitive to this digital manifestation of word-of-mouth (Hilbrink, 2017), whereby consumers seek to reduce the risks and confusion of purchasing by exploring the experiences of previous customers (Azhar, Sayeras, Segarra, & Claveria, 2018). Indeed, it has been found that the occupancy rate (Bhatnagar, 2018), perceived reliability (Kim, Kim, and Park (2017), and overall performance of a hotel (Phillips, Barnes, Zigan, & Schegg, 2017) are all affected by OCR, underscoring the need to equip hotel managers with more comprehensive knowledge on the impacts of OCR along with a collection of appropriate actions and responses. Given the desperate need for practical information, it is in this industry that this research seeks to make a contribution.

Without a doubt, it can be appreciated that the body of literature focusing on the subject of OCR is growing quite sizable, and a definite trend is becoming noticeable. However, the vast majority of previous studies have concentrated on the direct effects of electronic word-of-mouth, such as the orientation of reviews as positive or negative, known as Review Valence (RV), and its impact on purchase intention and sales. Yet, little investigation has been conducted in order to determine the function of moderators in this relationship. That is to say, little work exists to understand the way in which other factors, relating either to the consumer or to the product and service provider, reduce or increase the impact that RV has on customer purchase intentions. For

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example, some researchers have analyzed the characteristics of the review writers themselves by exploring their demographic nature, personality, trustworthiness, reputation, and expertise (e.g., Chan, Lam, Chow, Fong, & Law, 2017; Hilbrink, 2017; Pelsmacker, Dens, & Kolomiets, 2018; Suchada, Watanapa, Charoenkitkam, & Chirapornchai, 2018). In contrast, other researchers have investigated the characteristics of the review itself, focusing on elements such as the timeliness, helpfulness, quality, quantity, length, and valence (e.g., Browning, So, & Sparks, 2013; Fong, Kian, Fern, & Quan, 2018; Somohardjo, 2017). In an attempt to reconcile these differing aspects, some researchers have even compared the aspects of both reviews and review writers against one another (Hu, Liu, & Zhang, 2008; Ukpabi & Karjalainen, 2018; Vranceanu, 2017; Zhao, Wang, Guo, & Law, 2015; Zhong, Yang, & Zhang, 2014), yet there remains much debate as to which factors display the most influence on consumer behavior. Results from previous studies suggest that these aforementioned factors alter the degree with which OCR impact hotel room sales, and as such, speculate on the potential of numerous other factors that could similarly influence the impact of OCR. In this way, it is entirely possible that factors, unrelated to the characteristics or composition of the review, but stemming from the hotels position in the market could augment or diminish the impacts of OCR.

Without further efforts to better understand this phenomenon, hotel managers will be unable to effectively exploit the positions of their hotels or correct performance hindering issues, given their lack of awareness of the additional factors, beyond RV, that could affect hotel booking intention. As there is firm knowledge of the direct impacts of RV on hotel booking intention, but a lack of information on the moderating factors that could dampen or enhance this effect, this research approaches the subject of OCR from a novel perspective. This research has been designed to address this fundamental issue and remedy the crucial gap in knowledge that weakens hotel performance and general understanding of consumer behavior. Instead of focusing on the direct impacts of RV, the researcher has chosen to observe how these impacts are moderated by several factors that are somewhat in the control of the property manager. Accordingly, this research aims to, not only add to the existing body of literature concerning OCR, but to further provide the hotel industry with practical insights which can be used to enhance commercial efficiency when addressing OCR and the intermediary factors that can affect demand for hotel services. This is achieved by building on the work of other researchers who have strived to understand the dynamics of RV on hotel bookings, and by determining the degree with which moderators affect this impact. As such, the objectives of this paper are firstly, to clarify whether Positive Review Valence (PRV) or Negative Review Valence (NRV) demonstrate the greatest impact on hotel booking intentions, and secondly, to examine the effects of Brand Image (BI), Hotel Star Category (HSC), and Price Importance (PI) on this impact. In this way it will be possible to answer the research question "To what extent do BI, HSC, and PI moderate the impact of RV on hotel booking intention?". Research such as this becomes ever more critical as social media, Online Travel Agents (OTA), and review websites or applications gain popularity. As such platforms are beyond the control of hotel managers, a lack of knowledge on the subject of OCR will lead to ineffective decisions and responses, hindering the performance of hotel properties and brands. With better understanding of the impact of OCR and the unique factors that will affect hotel bookings, hotel properties will have the ability to better position themselves in the market, leverage OCR and customer comments to their advantage, and exploit unknown existing qualities.

2. Theoretical framework and hypotheses

2.1. Online customer reviews and purchase behavior

It is clear that much of the research concentrating on the subjects of online commerce (Hansen, Jensen, & Solgaard, 2004), consumer

behavior (Bagozzi, Wong, Abe, & Bergami, 2000; Kim, Kim, & Goh, 2011; Lo & Qu, 2015; Sheats, Middlestadt, Ona, Juarez, & Kolbe, 2013; Tajuddin, Zainol, & Sahil, 2014), and online content sharing (Branley & Covey, 2018), make use of the theory of reasoned action. Likewise, the use of this model has been identified as suitable for the current study. As mentioned by Gilal, Zhang, Paul, and Gilal (2019), the theory of reasoned action is a popular, extensively tested, theory with diverse applications. First presented over 44 years ago, Fishbein and Ajzen (1975) created the theory of reasoned action model in efforts to predict specific consumer intentions and behaviors. The model suggested that, behind the behavior of every individual, there was a number of distinct attitude's and beliefs that fueled intentions. The model is cyclical, proposing that, based on certain beliefs of the consequences of a particular behavior, individuals develop attitudes towards that behavior, such that the behavior is rewarding or punishing. Along these lines, the researcher is assuming that online reviews are strong predictors of the purchase decisions of hotel customers and, in addition, that there are factors that may affect this relationship.

Fang, Ye, Kucukusta, and Law (2016) defined OCR as "numerical ratings and descriptive comments" provided by current and past customers which are used to express satisfaction or dissatisfaction, often submitted with opinions or recommendations, revolving around an experience with a product or service. There is very little dispute however, disregarding the direction, as to the influence of RV. In this regard, Buttle (1998) explains that RV is the orientation of the OCR, the content of which suggesting a positive or a negative experience and, by extension, a customer's approval or disapproval of a product or service. Mauri and Minazzi (2015) confirm the importance of OCR valence in their study of the Italian hotel industry. Their research provides evidence confirming the ability for both PRV and NRV to impact the purchase decisions of potential hotel guests. Exploring the effect of valence strength, Park and Nicolau (2015), in their exploration of the London and New York restaurant industries, found that extreme OCR, being those suggesting an intense dissatisfaction or severe appreciation of a particular restaurant, to be the most enjoyable and practical for consumers. Intriguingly, it was further understood that although negative OCR were found to be more helpful in forming purchase decisions, more enjoyment was experienced from positive OCR. In their study, Filieri, Raguseo, and Vitari (2018) similarly discovered the significant impact of extreme reviews, both positive and negative, on hotel booking intention, remarking how larger hotels were more greatly affected.

2.1.1. Positive review valence (PRV) and hotel booking intention

There are differences between the findings of previous studies on whether there is an impact of OCR with PRV on consumers' hotel booking intention or not. On the one hand, numerous researchers claim OCR with PRV as having the most impact on consumer attitudes. For instance, Zhong et al. (2014) who explored the Chinese market, indicated that positive OCR had a greater impact on consumer attitudes when compared to the impact of negative OCR, such that guests better responded to, and reserved rooms based on, the recommendations of positive OCR. Similarly, Somohardjo (2017) identified the impact of RV on the purchase behavior of Dutch consumers, for which positive OCR were once again discovered to have the most significant impact on customer purchase decisions.

From a business efficiency perspective, Phillips et al. (2017) discovered that hotel properties earning positive OCR on online platforms were remarked for higher levels of performance, such that occupancy rates were higher than their counterparts with notably less positive OCR. Similarly, Hilbrink (2017) noted that, in contrast to hotels which received mixed reviews, a property with a greater number of positive OCR was more effective in attracting potential customers and obtained greater room sales. Some insights into the underlying reasons behind this superior performance can be understood from the work of Chan et al. (2017) who disclose the degree to which RV impacts hotel room

demand, with persuasive evidence indicating that positive OCR encourage potential guests to make bookings.

On the other hand, other studies have found that the positive effect of OCR with PRV on booking intentions depends on the presence of certain factors. For example, as can be withdrawn from the work of Zhong et al. (2014), the effect of positive OCR may be strengthened or weakened according to the level of detail and comprehensiveness of the review. Accordingly, positive reviews that are brief or lack specifics may have no beneficial effect whatsoever. In much the same way, Sewbhieksingh (2017) mentions that positive reviews may only be beneficial if they are positive towards, and make mention of, desirable features, such as location, facilities, and service standards. As such, positive reviews that do not make mention of typically popular facilities and requirements may also fail to produce any beneficial effect. The physical appearance of the reviews themselves also appears to influence the way in which guests perceive valence. Curiously, as Browning et al. (2013) discovered, when submitting ratings rather than written reviews, guests were generally more positive. This implies that the framing and method of submission can make a property appear more attractive to consumers. Yet, even among the researchers who contend that positive OCR are more impactful than negative OCR, there appears to be some argument regarding the way in which this effect is manifested. For example, Sparks and Browning (2011) state that OCR with PRV can mitigate the impact of negative OCR on booking intentions, but only if the positive OCR are recent. Floh et al. (2013) on the other hand, conclude that OCR with PRV only impacts customer purchase intentions if the RV can be described as being between moderate and strong, implying OCR which are mildly positive bear no impact on consumer attitudes whatsoever. Accordingly, we can assume that the more important OCR with PRV is to customers, the greater the impact it will have on online purchase decisions. Accordingly, the following hypothesis is proposed:

H1. OCR with PRV have a significant impact on customers' intention to book a hotel room online.

2.1.2. Negative review valence (NRV) and hotel booking intention

Although some researchers such as Floh et al. (2013) believe that OCR with NRV bear no impact on customer purchase intentions, many other researchers suggest the contrary. For instance, Avant (2013) found that OCR with NRV posted on the social travel network Trip Advisor had a greater impact on consumer actions than positive reviews did. Within the hospitality industry, Zhao et al. (2015) provide evidence supporting the claim that OCR with NRV more significantly impact potential hotel guest actions when compared to positive OCR. Specifically, Ghosh (2018) advocates the greater impact of negative OCR on hotel stay intentions, such that a review recommending people not to book with a particular hotel will be more influential to the reader than a review expressing satisfaction or delight with a stay experience. Yang (2013) provides the rationale for this strong impact of negative OCR on consumer purchase intention. He explains that there are risks (e.g., having a dissatisfactory stay experience) and costs (e.g., opportunity, time, and financial) associated with the purchase of a hotel room online. Negative OCR is perceived as an indicator, signaling a higher likelihood that the costs will not match the desired stay experience. As such, consumers are less inclined to make a booking with a property that generates negative OCR and more likely to look for alternatives where there is less risk that the costs of booking will be matched with a dissatisfactory experience.

It should, however, be understood that, as was the case with positive OCR, there may be less obvious factors affecting the impact of negative OCR on room booking intention. In this regard, Browning et al. (2013) mention the importance of timeliness for OCR, especially in regard to negative OCR. It was found that negative OCR which had only recently been written had a more influential impact on customer booking intentions over negative OCR which were perceived as outdated. Along

similar lines, Filieri, Raguseo, and Vitari (2019) found reviews that were extremely negative to be influential, but only when the reviewer disclosed information about their identity and expertise. This suggests, as mentioned by Park and Nicolau (2015) and Chan et al. (2017), that only when consumers trust that the reviewer is somewhat similar to themselves, in demographics and personality, do their reviews hold more weight.

Some indication as to the importance of negative OCR can be found in the work of Mauri, Minazzi, and Vannacci (2017) who highlight the tendency of high-tier hotels to respond to negative OCR. Correspondingly, it is clear that the supply side of the travel market considers the valence of OCR to be worthy of attention. Along these lines, Avant (2013) indicates how responses to negative OCR on behalf of hotel managers improves the image of the hotel, and subsequently has a positive effect on purchase intentions and customer loyalty. However, there is some debate over such findings with evidence from other researchers indicating a reverse relationship. Castillo (2016), who investigated the ways in which several hotel management teams responded to negative OCR, by weighing OCR of differing levels of satisfaction against certain responses, was able to demonstrate the ineffectivity of the practice. It was revealed that, regardless of the responses offered by the management, no positive effect was received by the reader. To a more harmful degree, Mauri and Minazzi (2015) explain how responses from hotel managers to negative OCR only increased the effect of the NRV, as interference from the hotel was seen as manipulative, and as such, discouraged the intention to book from certain potential customers. Accordingly, we can assume that the more important OCR with NRV is to customers, the greater the impact it will have on the online purchase decisions. Hence, the following hypothesis is proposed:

H2. OCR with NRV have a significant impact on customers' intention to book a hotel room online.

2.2. Brand image (BI) as a moderator

Before the introduction and popularity of the internet, Biswas (1992) demonstrated how price perceptions of consumers were strongly influenced by brand image. It was concluded that consumers, in search of new products, were less concerned with the comparative price of a product if they recognized the brand. This finding was complimented with another study, which indicated that consumers who were unfamiliar with the brand of a product were more concerned with its price in comparison to other similar products (Anselmsson, Vestman Bondesson, & Johansson, 2014).

Chiang and Jang (2007) revealed that, within the contemporary hospitality industry, consumer trust is greater in hotels with established brands. From a management perspective, such findings can be considered critical, as online purchases are typically dependent on the trust that the consumer places on the provider. The importance of this statement becomes clear in the research of Inversini and Masiero (2014) who confirm that hotel properties that display a strong BI are able to achieve a greater number of sales than their weaker counterparts. Along similar lines, Lien, Wen, Huang, and Wu (2015) validate the importance of BI in improving consumer purchase intentions in the hotel industry. Their research indicated that a strong BI significantly affected the perceived value of a hotel and positively influenced the trust that guests placed in the hotel's products and services. Furthermore, they concluded that hotels with an effective BI were able to charge higher room prices, which customers expressed as justified in consideration of the brand's proportionally higher reputation.

Therefore, BI can be understood as having a direct influence on the perceived and comparative value of a hotel and can consequently be appreciated as an influencer of customer purchase intentions (Callarisa, García, Cardiff, & Roshchina, 2012). Reinforcing this statement, Ghosh (2018) illustrates how consumers with a positive attitude towards a

particular brand of hotel are more inclined to book a room with that property. Pursuing this subject, some researchers have sought to discern the relationship between BI and OCR. In this regard, Chatterjee (2001) suggests that familiarity with a particular service provider can mitigate the effects of negative OCR, such that a customer who trusts a hotel brand will have their purchase intentions little affected by negative OCR. Moreover, as stated by Zhu and Zhang (2010), consumers considering the purchase of lesser known or unpopular products are more greatly affected by the contents and RV of OCR. The findings of both Chatterjee (2001) and Zhu and Zhang (2010) imply that customer booking intentions are unaffected by OCR when popular or well-known brands are involved, and, customer booking intentions are more significantly affected by OCR when unfamiliar or unpopular brands are concerned. As such, there is strong evidence to propose BI as having a moderating role on the RV of OCR and their impact on booking intentions. Thus, the researcher proposes the following hypothesis:

H3. *The significant impact of OCR valence on customers' intention to book hotel rooms online is moderated by the importance of BI for the customers making the reservations.*

2.3. Price importance (PI) as a moderator

Typically, as exhibited by Wang, Lu, Chi, and Shi (2015), the relationship between sales and hotel room prices is such that, as room price increases, sales decrease and vice versa. Curiously however, although there is much debate, some researchers have suggested that hotel room prices may moderate the impact of online customer RV on customer booking intention. Carroll and Siguaw (2003), who comment on the transparency of the hotel process in the digital age, argue that prices affect guest satisfaction, which influence the valence of OCR, and subsequently guide customer booking intentions.

More insights into the interactions between these variables can be extracted from the work of Aguşaj, Bazdan, and Lujak (2017), who draw attention to the way in which customers predict the quality of a hotel. They suggest that the perceived quality of a service is reflected by its price, such that a high price will be associated with a higher level of service, and a lower price with a lower level of service. Therefore, the moderating role of price can be appreciated, whereby consumers expect hotels with lower prices to provide lower levels of service and are, as a result, less impacted by negative OCR in their booking decisions. These findings are further supported by Chiang and Jang (2007), who reveal how low room prices reduce the perceived quality of the hotel for potential customers, but increase the perceived value, which in turn improves the intention to make a booking.

Contradicting the aforementioned relationship, some researchers such as Green and Lomanno (2012) suggest that it is in fact the OCR that determine the prices of hotel rooms. In some cases, such as in the study of Sewbhieksingh (2017), it was suggested that consumers were willing to pay more for a hotel room if the property had at least one OCR, regardless of the RV. However, it was noted that OCR focusing on the price of the hotel had no impact on customer purchase intentions. To a more extensive degree, Aznar et al. (2018) and Castro and Ferreira (2018) provide evidence that illustrates how positive OCR enables hotels to set higher room prices. Therefore, the following hypothesis is proposed:

H4. *The significant impact of OCR valence on customers' intention to book hotel rooms online is moderated by the importance of price for the customers making the reservations.*

2.4. Hotel star category (HSC) as a moderator

There is some argument in the existing literature concerning the effect of HSC in moderating the impact of OCR on hotel booking intentions. For instance, certain researchers, such as Pelsmacker et al.

(2018), maintain that the HSC of a hotel bears no moderating effect between the valence of OCR and hotel booking intentions. Differently, other researchers assert that, under certain conditions, HSC exercises some effect on hotel booking intention. In this regard, Wang et al. (2015) explain that, should a hotel's OCR be overwhelmingly negative, only then will the HSC have a strong moderating effect on customer purchase decisions.

Yang (2013) similarly suggests that HSC exhibits a moderating effect, but in specific instances only. He explains that sales in hotel properties with low HSCs are generally little affected by OCR. This confirms a moderating effect, where people are prepared for the benefits and disadvantages of staying in a lower quality establishment, and as a result, do not need OCR to reassure them of their purchase choices. However, Yang (2013) argues that properties with higher HSCs are more greatly affected by OCR, as consumers feel that the increased cost should be associated with an increased level of service. This in turn raises the fear that the level of service will not match the higher cost and augments the risk of the purchase.

In contrast, Aguşaj et al. (2017) defend HSC as demonstrating a clearly observable moderating effect. Their research reveals that HSC provides consumers with experience expectations, in which each star category denotes different benefits and disadvantages. Accordingly, consumers who seek to make bookings with a 3-star hotel are little affected by NRV, as they accept that the hotel quality should be low, to reflect a lower HSC. Along similar lines, as Aguşaj et al. (2017) continue, given that properties with higher HSCs are costlier, consumers tend to be less critical of their apparent shortcomings. They justify the cost of the experience with the prestige of the property, which they assume has a high HSC as the result of a high standard of quality, and do not actively search for information to disprove this assumption. Hence, the following hypothesis is proposed:

H5. *The significant impact of OCR valence on customers' intention to book a hotel room online is moderated by the preference for a certain HSC for the customers making the reservation.*

3. Methodology

3.1. Research approach

The main objective of this study is to test the direct influence of online reviews on hotel booking intention as well as to study the impact of three moderators (BI, HSC and PI) on this relationship. For these purposes an empirical approach to data collection through the distribution of questionnaires was adopted. Several previous studies, in the field of tourism in general (e.g., Gurel, Altinay, & Daniele, 2010; Ram, Björk, & Weidenfeld, 2016) and in the context of online reviews in particular (e.g., Agag & El-Masry, 2016; Ladhari & Michaud, 2015; Park & Lee, 2009), have adopted a similar approach to data collection by using questionnaires to measure both the direct impacts of OCR and the moderators that affect them.

3.2. Measures

To compile the data needed to test the hypotheses of this study, a questionnaire consisting of six constructs was designed (Appendix A). The first construct included questions related to the demographic characteristics of the participants such as gender, social status, internet usage and preferred accommodation type. The first two moderating constructs of PI and BI were measured on a five-point scale (1 = 'very unimportant', 5 = 'very important'). The PI construct was assessed through a five-item scale derived from the work of Lien et al. (2015) (e.g., "The reasonability of the hotel price and the affordability of the hotel price"). Similarly, the importance of the BI construct was measured through a three-item scale adapted from the work of Lien et al. (2015) (e.g., "The reliability of the hotel brand and the reputation of

Table 1
Measures.

Measure/items	Factor loadings	Cronbach's alpha
Measure 1: Price importance (PI)		0.804
The affordability of the hotel price	0.874	
The reasonability of the hotel price	0.861	
Inexpensive price listed by the hotel	0.827	
The appropriateness of the hotel price	0.823	
The good value for the price offered by the hotel.	0.760	
Measure 2: Brand image (BI)		0.867
The attractiveness of the hotel brand	0.876	
The reliability of the hotel brand	0.871	
The reputation of the hotel brand	0.841	
Measure 3: Positive review valence (PRV)		0.818
I pay more attentions to positive reviews	0.937	
positive reviews are of more values	0.877	
I pay more attentions to hotels which have larger volume of positive reviews	0.656	
Measure 4: Negative review valence (NRV)		0.817
An abundance of positive reviews will make you dislike a hotel	0.870	
Negative reviews will terminate your booking intentions	0.822	
The volume of negative reviews is important	0.800	
Measure 5: Hotel booking intention (HBI)		0.803
Online reviews are my main information channel before I book a hotel	0.890	
Online reviews affects my intention to book a certain hotel	0.814	
I always pay close attention to hotel reviews when I book hotels	0.786	

Note: Kaiser-Meyer-Olkin (Measure of Sampling Adequacy) = 0.733; $\chi^2 = 15,852.069$, $P = .000$.

the hotel brand"). The third moderating construct was measured using a multi-categorical variable, namely "Which one of the following hotel star categories matches your preference better when you stay at hotels? (e.g., 5-star, 4-star, or 3-star hotels). Previous researchers (e.g., Cohen, Cohen, West, & Aiken, 2003; Hayes, 2018; Hayes & Darlington, 2017) confirmed the possibility of using a multi-categorical variable that includes k categories as a predictor in the regression model by coding its groups with k - 1 variables.

Both the RV and Hotel Booking Intention constructs were measured on a five-point scale (1 = 'strongly disagree', 5 = 'strongly agree'). The scale developed by Zhao et al. (2015) was employed to assess PRV (three items, e.g., "I pay more attention to hotels which have a larger volume of positive reviews") and NRV (three items, e.g., "Negative reviews will terminate my booking intentions"). Finally, hotel booking intention was measured using a three-item scale adapted from the work of Lien et al. (2015) (e.g., "online reviews affect my intention to book a certain hotel"). Cronbach's alpha was used to measure the reliability of all the survey constructs by assessing the internal consistency of the items (see Table 1). Reliability coefficients ranged from between 0.803 (for booking intention) to 0.867 (for BI), surpassing the cutoff level of 0.60 suggested by Hair, Anderson, Tatham, and Black (1998).

3.3. Sampling and data collection

The target population for the current study was comprised of hotel customers who made at least one online hotel reservation in the last three years, and typically considered OCR prior to making their reservations. A non-probability sampling technique was used in the data collection process because of the difficulty in specifying the target population (Gabor, 2007). Following this technique, the researcher distributed online and offline surveys through a convenience sampling method. The online survey was designed on google forms, and the

survey link and cover page were sent to customers through private messages on their social media accounts, especially through Trip Advisor. The offline survey was distributed to hotels located in four Egyptian touristic cities (Alexandria, Cairo, Hurghada, and Sharm El-Sheikh) with the coordination of the human resource departments of the hotels, and through the help of the employees working there.

To guarantee the collection of valuable information in relation to the research topic, the eligibility of the respondents needed to be approved. This was done according to the recommendations of Viswanathan (2005), whereby two questions were asked. These questions were related to the participants usage of electronic platforms in booking their hotel accommodations as well as their interest in reading online reviews about hotels before making the online reservation (e.g., did you make a hotel reservation online at least once during the last three years). The answers to these two questions were used to determine the cut off points for eliminating some respondents, such as those who had not made an online reservation before or those who were not interested in reading online reviews about hotels before making online reservations. Additionally, to ensure homogenous results, the researcher eliminated the responses of participants who chose properties with less than three stars as their preferred type of accommodation. Those who preferred other types of accommodation, such as hotel apartments and motels, were similarly excluded. In total, 493 responses were received from which 432 were qualified for inclusion in statistical analysis. The remaining 61 samples were filtered out either because they did not meet the eligibility criteria previously outlined, or because their responses were incomplete. To ensure homogeneity of the collected responses, an Independent Sample t-test was performed to compare the means of responses of customers who answered the online survey and those who answered the offline survey and no significant differences were detected.

3.4. Data analysis techniques

SPSS (Version 25) was used to analyze the data for this study. First, reliability analysis was performed through running Exploratory Factor Analysis (EFA) and calculating Cronbach's alpha for all the constructs. Factor loadings were calculated using, principle component analysis as the extraction method, and Promax with Kaiser normalization as the rotation method. Second, descriptive statistics were used to describe the profile of the participants. Third, enter regression method was used to test the first two hypotheses concerning the impact of OCR, whether positive or negative, on hotel booking intention. Finally, hypotheses 3-5, concerning the moderating effect of PI, BI, and HSC on the impact of OCR (whether positive or negative) on hotel booking intention, was measured using the PROCESS macro for SPSS and SAS (Version 3.2.01).

4. Results

4.1. Profile of participants

Of the 432 participants, males accounted for 57.3% while females represented 42.7%. Half of the participants were single (50%) and the other half were either married (45.3%) or of other status (4.7%). The sample represented various age groups with a higher percentage for those between 18 and 35 (55%) and a lower percentage for those above 60 years old. Around two thirds of the participants held a bachelor's degree or higher certification (72%) with the remainder engaged in the pursuit of other degrees. The majority of the participants stated that they were heavy users of the internet (73.7%) such that they were always connected, while the remaining respondents indicated that they only accessed the internet once a day on average. With respect to preferred type of stay, in order of popularity, 41% of the participants preferred to stay in 4-star hotels, followed by those who preferred to stay in 5-star properties (32%), and those who preferred to stay in 3-star hotels (27%). As for the time spent reading OCR before booking a hotel,

Table 2
Multiple regression analysis for the effect of OCR on hotel booking intention.

Variables	B	Std. error	Beta	t value	P value
Constant	2.337	0.112		20.957	0.000
Positive review valence	0.004	0.018	0.004	0.196	0.844
Negative review valence	0.458	0.019	0.520	24.168	0.000

Note: $R^2 = 0.270$, Adjusted $R^2 = 0.269$, $F = 294.352$, $P < .01$.

the highest proportion of customers (39.8%) spent around 6–10 min reading reviews before booking. Regarding the importance of OCR, most respondents decided that both positive and negative OCR were of the same importance to them (68.4%), while 24.6% responded that they only cared about the negative reviews, and the lowest percentage indicated that they only cared about the positive reviews (7%). As for the number of hotel reservations per year, more than half of the respondents (56.6%) stated that they made at least two or three reservations per year, and 23.5% of the survey participants stated that they made more than five reservations per year, supporting the relevancy of the sample with the study objectives.

4.2. Hypothesis testing

4.2.1. Effect of OCR on booking intention

Enter regression analysis was used to test the first two hypotheses (Table 2), namely, the impact of OCR with PRV (H1) and OCR with NRV (H2) on hotel booking intention. Results of the regression analysis did not support the first hypothesis concerning the impact of OCR with PRV on hotel booking intention ($\beta = 0.004$, $P > .05$). Therefore, H1 is rejected. Conversely, OCR with NRV was found to be a strong predictor of hotel booking intention ($\beta = 0.4584$, $P > .01$). Hence, H2 is supported.

4.2.2. Moderators' effect

As there is no direct effect from OCR with PRV on hotel booking intention, there is no need to conduct the moderation analysis against PRV as recommended by Hayes (2018). Therefore, the current study will only test the impact of the moderators on the existing relationship between OCR with NRV and hotel booking intention. For the sake of brevity, the researcher has chosen to refer to OCR with NRV as NRV.

4.2.2.1. BI (high importance versus low importance). Results of the moderating effect of BI (H3) are shown in Table 3 and Fig. 1. The binary interaction between BI importance and NRV resulted in a small change in the relationship between NRV and hotel booking intention ($F = 203.838$, $p = .000$, $R^2 = 0.27$, R^2 change = 0.0034). In concrete, results of the conditional analysis showed that the relationship between NRV and hotel booking intention becomes stronger for customers who consider BI as a highly important factor when choosing a hotel (β increases from 0.464 to 0.522, $p < .001$), while the same relationship gets weaker for customers who consider BI as a factor of little

importance when choosing a hotel (β decreased from 0.464 to 0.407, $p < .001$). Since the effect of the moderator (BI) was tested only for the relationship between NRV and hotel booking intention, H3 is partially supported.

4.2.2.2. PI (high importance versus low importance). For the NRV $\times$ PI interaction, displayed in Table 4 and Fig. 2, the moderated regression analysis test showed that, for the respondents, PI moderates the relationship between NRV and their hotel booking intentions ($F = 237.401$, $p = .000$, $R^2 = 3.1$, R^2 change = 0.0342). Results of the conditional analysis showed that the effect of NRV on hotel booking intention is higher when the price is less important to customers (β increases from 0.447 to 0.685, $P < .001$), while the effect is less when the price is highly important for customers (β decreases from 0.477 to 0.209, $P, 0.001$). Accordingly, H4 is partially supported, as the effect of the moderator (PI) was not proven for the relationship between PRV and hotel booking intentions.

4.2.2.3. HSC (4-star stayers versus 3-star stayers). To understand the moderating effect of HSC, the upgraded PROCESS macro (Version 3.2.01) was used, and the indicator coding technique was employed (1 = 5-star hotel stayers, 2 = 4-star hotel stayers, 3 = 3-star hotel stayers). As recommended by Hayes (2018), when $k = 3$ the group with zeros on D1 and D2 in the output is called the reference group, which is the 5-star hotel category in this research ($D1 = D2 = 0$), with D1 coding the 4-star hotel stayers ($D1 = 1$, $D2 = 0$) and D2 coding the 3-star hotel stayers ($D1 = 0$, $D2 = 1$).

The moderated regression analysis test (Table 5) revealed that manipulating the HSC has a significant impact on the relationship between NRV and hotel booking intentions ($F = 181.03$, $p = .000$, $R^2 = 0.28$, R^2 change = 0.053). Moreover, the interaction effect revealed a significant difference between those who preferred to stay in 5-star hotels versus those who preferred to stay in 4-star hotels ($\beta = -1.322$, $t = -6.449$, $p < .001$). There was also a large difference between those who preferred to stay in 5-star hotels versus those who preferred to stay in 3-star hotels ($\beta = 0.9062$, $t = 4.801$, $p < .001$). Moreover, as shown in Fig. 3, the relationship between NRV and hotel booking intention varies significantly depending on the type of HSC stay preference. It is apparent that the effect of NRV on hotel booking intention is stronger for customers who prefer to stay in 4-star hotels (β increases from 0.401 to 0.758, $p < .001$) than for people who prefer to stay in 3-star hotels (β decreases from 0.401 to 0.248, $p < .001$). Hence, H5 is partially supported.

4.3. Discussion of results

Analyzing the effects of RV on hotel booking intention, OCR with NRV was found to exhibit a significant influence. In contrast, a similar impact from OCR with PRV was found to be impotent, complementing the findings of Avant (2013) who additionally noted the increased speed with which negative OCR spreads. Yet, the underlying arguments

Table 3
Moderated regression analysis for NRV $\times$ BI.

	Coefficient	SE	t	p	LLCI	ULCI
Constant	4.348	0.0142	306.73	0.000	4.320	4.375
Negative review valence	0.464	0.019	24.581	0.000	0.427	0.501
Brand image	-0.045	0.019	-3.073	0.002	-0.073	-0.016
Negative review $\times$ brand	0.059	0.022	2.743	0.006	0.017	0.101
Conditional effect of negative reviews on booking intention at different values of brand image						
Low brand image importance	0.407	0.027	15.212	0.000	0.354	0.459
Moderate brand image importance	0.464	0.019	24.581	0.000	0.427	0.501
High brand image importance	0.522	0.030	17.633	0.000	0.464	0.580
R^2 / sig.	0.2775/0.000					
R^2 change/ sig.	0.0034/0.0062					

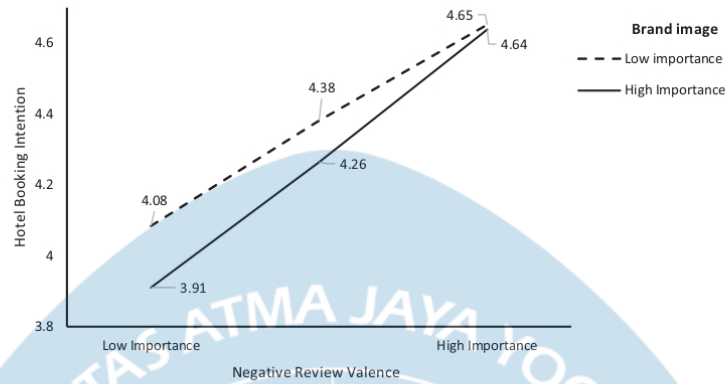


Fig. 1. NRV × BI interaction effect for hotel booking intention.

Table 4
Moderated regression analysis for NRV × PI.

	Coefficient	SE	t	p	LLCI	ULCI
Constant	4.3317	0.0140	309.75	0.000	4.304	4.359
Negative review valence	0.447	0.016	24.216	0.000	0.411	0.483
Price	0.0604	0.0248	2.4368	0.014	0.0118	0.1091
Negative review × price	-0.3438	0.039	-8.8776	0.000	-0.420	-0.268
Conditional effect of negative reviews on booking intention at different values of price						
Low price importance	0.685	0.032	21.358	0.000	0.622	0.748
Moderate price importance	0.447	0.016	24.216	0.000	0.411	0.483
High price importance	0.209	0.033	6.317	0.000	0.144	0.274
R ² / sig.	0.309/0.000					
R ² change/ sig.	0.0342/0.000					

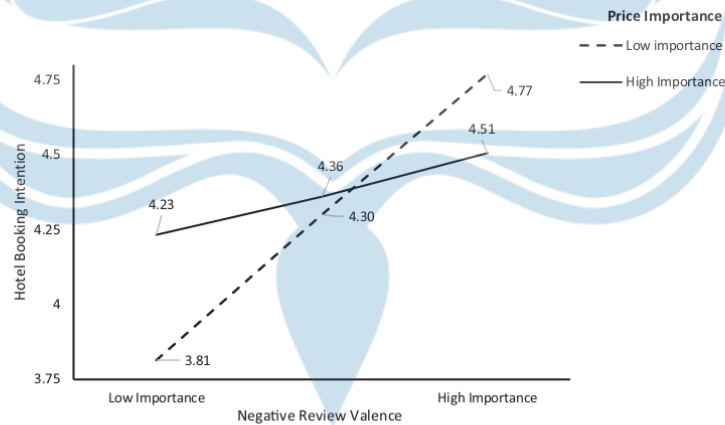


Fig. 2. NRV × PI effect for hotel booking intention.

to rationalize the inclination that potential hotel guests have towards OCR with NRV, rather than PRV, remain to be clarified. Ghosh (2018), who identified analogous findings concerning RV, attributed consumer preference for OCR with NRV to "The Theory of Negativity Bias". Accordingly, consumers favor negative information due to its perceived analytical tone, which is considered more relevant, detailed, and focused than positive information. Differently, Zhao et al. (2015) associated the predisposition of consumers towards NRV to the heightened risks of purchase arising from the intangibility of the hotel product.

Unifying these two interpretations, it can be understood that consumers, when intending to make hotel bookings, actively search for OCR which highlight why they might dislike a particular hotel, rather than focusing on the endorsing commentary.

In speculation, consumers may consider PRV irrelevant as it merely discloses a hotel's fulfilment of its basic obligations, achieved by maintaining a commonly accepted standard level of service, which consumers believe should be ordinary practice. However, as addressed by Hu et al. (2008) and Hilbrink (2017), the disparate impacts of

Table 5
Moderated regression analysis for NRV × HSC.

	Coefficient	SE	t	p	LLCI	ULCI
Constant	2.389	0.139	17.162	0.000	2.116	2.662
Negative review valence	0.401	0.032	12.717	0.000	0.339	0.463
5 & 4 Star	-1.322	0.205	-6.449	0.000	-1.724	-0.920
5 & 3 Star	0.906	0.189	4.801	0.000	0.536	1.277
Negative review × (5 & 4 star)	0.357	0.046	7.839	0.000	0.268	0.447
Negative review × (5 & 3 star)	-0.153	0.044	-3.476	0.001	-0.240	0.067
Conditional effect of negative reviews on booking intention at different star categories						
Five star hotels (reference group)	0.401	0.032	12.717	0.000	0.339	0.463
Four star hotels	0.758	0.033	23.055	0.000	0.694	0.823
Three star hotels	0.248	0.031	8.023	0.000	0.187	0.308
R ² /sig.	0.3628/0.000					
R ² change/sig.	0.0533/0.000					

positive and negative RV are more likely related to the notion of trustworthiness. A recurring topic in the literature, the issue of OCR trustworthiness was further raised by the respondents of the current study. One participant stated that “(positive) reviews can’t be trusted, as many of the property’s employees write fake reviews”, exposing how consumers are convinced that hotel managers manipulate the reviews for the benefit of their properties. Thus, consumers consider OCR with PRV to be an extension of a hotel’s marketing activities and not a reflection of the actual stay experience, to which they respond with caution and wariness.

Another participant explained that “Positive reviews can’t be trusted as they tend to be written by loyal customers who only mention the positive elements of a hotel and fail to mention the many negative ones”. This latter statement implies that positive OCR are untrustworthy as the review writers themselves have personal biases which affect their impartiality. Whether a review writer promotes a property due to a satisfactory experience or inherent bias, it should be understood that they may have needs and wants that are entirely unaligned with those of others. As such, any reviews that they write, may be perceived as irrelevant or untrustworthy to review readers. Comparatively, negative OCR is presumed to be damaging to a hotel, and the fabrication of negative OCR from hotel managers would appear to be illogical and counterproductive. Furthermore, OCR which highlight a property’s shortcomings mentions aspects which readers easily empathize with, regardless of the writer’s possible partiality to a particular property. Therefore, it can confidently be stated that, OCR with NRV are impactful on hotel booking intentions as they are regarded to be trustworthy by potential hotel guests. In contrast, the lack of influence from OCR with PRV can be attributed to the low levels of

trustworthiness which consumers attribute to them.

The moderating effect of PI, which can be described as strong, is confirmed by observing Fig. 2. As had been anticipated, for those respondents who indicated price as important, hotel booking intention remained relatively resilient to NRV. This affirmed the work of Carroll and Siguaw (2003) who explained that price sensitive consumers judged the suitability of a hotel and its services solely based on the advertised price. This explanation suggested that, once consumers had determined the price they were willing to spend on a hotel booking, they would only search for properties that met that particular price criteria, disregarding any ancillary information. Therefore, as the price of the booking is the only, or most critical, factor of consideration, these consumers are unaffected by OCR which are treated as irrelevant, since commentary focusing on service delivery, quality, or hotel features do not affect the price. Alternatively, a resistance to the impacts of NRV could be attributed to consumer expectations as argued by Agušaj et al. (2017). Consumers accept that room prices reflect service quality proportionally, such that low prices produce low quality experiences. As such, they are unaffected by OCR which redundantly confirm these expectations. However, these explanations are only valid for those who are severely, or fundamentally, price sensitive and may not accurately expose the common behavior of consumers in general who typically make purchase decisions based on a variety of factors.

The reality of the average situation is more clearly revealed by one respondent who commented “I always look for the cheapest price first. Then I look at the reviews of the last few months. I can always pay a little bit more for a place where I will be comfortable and where I will have more amenities”. Therefore, though price is the primary factor when considering a hotel booking, price sensitive consumers still

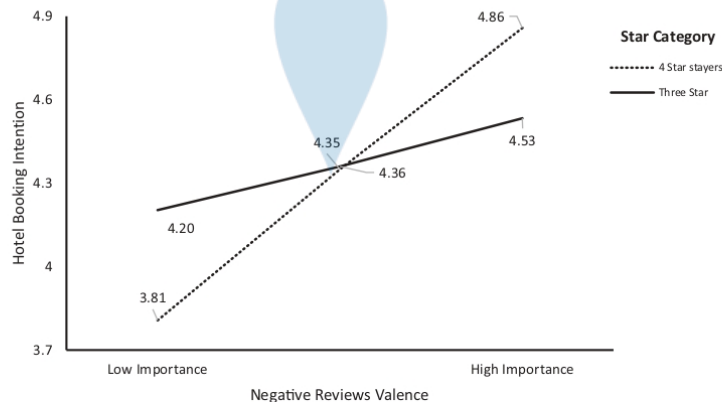


Fig. 3. NRV × HSC interaction effect for hotel booking intention.

appreciate OCR as a tool to enhance decision making abilities. In this way, it could be more accurately argued that price sensitive consumers determine an acceptable price range, collect the hotels that fall within this price range, and then make use of OCR to identify the most suitable property. The most suitable property being the one which best reflects their willingness to pay, and adequately meets, to a less crucial degree, their personal preferences. The willingness to pay is determined according to analytical decisions that depend on what the consumer can afford, and represents a tangible sum bearing an opportunity cost. Though there exists an expectation of services based on price, the suitability of hotels is confirmed through the identification of properties that exhibit the best value for money, being the properties that provide the best service when compared to other establishments within a certain price range. This argument better interprets the pattern of price sensitive respondents in Fig. 2, by accounting for the slight increase in hotel booking intention linked with the greater importance of NRV.

Investigating the moderating influences of brands, Chatterjee (2001) and Vermeulen and Seegers (2009) had previously mentioned how familiar hotel brands could be less sensitive to the effects of RV. This implied that consumers who had brand preferences would be less influenced by OCR in their purchase decisions. In the current study, the researcher attempted to discern the moderating effect of BI, being composed of the perceived attractiveness, reliability, and reputation of a hotel brand. Respondents were requested to give their opinions on hotel brands in general, including those unfamiliar to them, leading to an outcome unlike that of the moderating effect of brand familiarity. The results did reveal a definite moderating effect, as observed in Fig. 1, though it was manifested in such a way that, those respondents who described BI as important were more sensitive to NRV than those of differing perspectives concerning BI.

These findings are more clearly understood in the following way. Consumers who indicated price as important made purchase decisions based on their willingness to pay. This willingness to pay was rather inflexible, rationally justified, and related to the numerical figure of the price, which could be linked to a tangible amount of money. Accordingly, PI exerted a moderating effect that resisted the effects of NRV. In contrast, consumers who regarded BI as important formed their purchase decisions based on individual personal preferences using emotional judgement. These preferences were highly subjective to the hotels intangible qualities and could not be rationally explained. As there were no opportunities, before purchase, to sample the experience of the brand, these consumers, by necessity, relied on word-of-mouth to form decisions. Moreover, factors such as reputation are, by inherent nature, dependent on the opinions of other consumers and critics, and therefore knowledge of a brands reputation must be sourced from word-of-mouth.

Therefore, for those consumers who valued BI, OCR were fundamental instruments in shaping purchase decisions. This rationalization is reinforced using one of the respondent's comments which explains that "The most important thing when making a reservation in any hotel, is the assurance that the hotel will provide new services for their guests regardless of the price". It can therefore be appreciated that, these consumers have no rational anchor, such as a price amount, to base decisions on, and can only determine the suitability of a brand by exploring the experiences of previous customers or critics. Accordingly, the increased sensitivity to NRV displayed by this group of consumers should be accepted as logical.

Curiously, HSC displayed a moderating effect which was both resilient and sensitive to NRV. As illustrated in Fig. 3, consumers who preferred 3-star hotels were little affected by NRV, and consumers who preferred 4-star hotels were greatly affected by NRV. The explanations rationalizing such contradictory effects regarding moderating influence echo those of PI and BI. For the consumers who indicated a preference for 3-star hotels, resilience to NRV could be associated to a low expectation of service, as mentioned by Aguşaj et al. (2017). Consumers with a preference for properties with lower HSCs anticipated the

service quality of such hotels, which conform in regards of image and facilities, to be low, reflecting the lower ranking. Therefore, it can be appreciated that this group of consumers expected a stay experience in a 3-star hotel to include some negative aspects or discomforts, and thus generate OCR with NRV in consequence. As NRV redundantly reaffirms the expectations of these consumers, it has a neutral effect on their booking intention. Furthermore, the decision to book with a hotel of lower HSC was justified by the perceived logical benefits of that property, as determined by the individual themselves, with considerations such as the value for money received, the convenience of the location, or the availability of rooms. These other factors reduce the risk of purchase, such that the potential for a dissatisfactory experience is associated with a minimal opportunity cost. Accordingly, as the lower service quality of the hotel has been anticipated and weighed against other more influential factors, NRV bears little impact on the booking intention of consumers who prefer 3-star hotels.

In comparison, the sensitivity to NRV of consumers who preferred 4-star properties could be linked to a higher expectation of service quality from such hotels, which are typically distinct from one another regarding image, facilities, and style. As this group of consumers expected properties within this range of HSC to generate positive OCR, the presence of negative OCR served as a shocking indicator of the degree to which the property was underperforming and undeserving of its higher ranking. Furthermore, as properties of higher HSC's leverage their intangible qualities, such as ambience, mood, and prestige, to attract customers, individual consumers are required to make purchase decisions based on their personal emotional needs. As the suitability of the hotel requires the consumer to weigh the qualities of the hotel subjectively, NRV exerts a strong influence over the consumer, given the difficulty in measuring abstract factors without word-of-mouth. As such, it can be recognized that booking a 4-star hotel property involves a higher risk of purchase, such that the potential for a dissatisfactory experience is associated with a significant opportunity cost, where the emotional needs of a consumer can't be disregarded in favor of the booking price, the hotel location, or the availability of rooms. Therefore, as there is a need to verify the higher service quality of a hotel, and as there are few other sources from which to determine the subjective suitability of a property, NRV exercises a powerful impact for consumers who prefer 4-star properties.

5. Practical implications

The data and analysis presented within this study have capacities for application in industrial discussions and contemporary hotel management operations. An important implication is the high impact of NRV on hotel booking intention, which underscores the necessity for hotel managers to respond to negative OCR quickly and effectively. Avant (2013) had suggested that even ineffective responses from hotel managers, being those that address customer dissatisfactions inadequately or incompetently, resulted in more desirable outcomes for the hotel property as opposed to ignoring or disregarding negative OCR. The urgency of these responses is highlighted by Browning et al. (2013) who note that favorable outcomes from hotel management responses are largely dependent on the rapidity with which the management addresses online customer concerns. Furthermore, both Avant (2013) and Hilbrink (2017) explained how responses from hotel managers could alleviate the displeasure of dissatisfied customers by communicating a genuine concern for service failures. These communications could serve to enhance a hotel property's reputation and trustworthiness, and open a new channel through which promotional activities could be performed. Awareness of the effective format and content of these responses is understood through the work of Castillo (2016). Effective responses should avoid being defensive, in which the hotel management denies responsibility and tries to reduce or redirect blame for service failure. Instead, the property manager should be accommodative, by accepting accountability and seeking to make amends

through some form of compensation.

However, the importance of trustworthiness should be considered when managing OCR. Therefore, it is advised that hotel properties maintain a presence, and be active in, third party websites that focus on reviewing and rating hotel services. For the greatest effect, the websites should be chosen based on their reliability as determined by consumers. Though, as opposed to communicating through the property's official media channels only, this implies the hotel would lose control over the display of OCR. Yet, such attempts to reach out to past and potential customers on neutral platforms, reduce the public's suspicion of any manipulation from the hotel management. Furthermore, as negative OCR is likely to spread extensively and rapidly beyond the official platforms anyways, active participation with third party websites allows the hotel to exercise a higher level of damage control.

This study has also highlighted a number of factors that influence the effect of NRV on hotel booking intention. This provides hotel managers with some insight, depending on the position of their hotels, on how best to respond to OCR and promote their properties. Firstly, given the resilience of price sensitive consumers towards NRV, should a property generate higher than average levels of negative OCR, reducing the price could maintain the hotel's booking levels and allow the property's survival while the manager addresses the cause of the negative OCR. Secondly, given the sensitivity to NRV of consumers who value BI, it is critical that the management of a property maintains a relationship with its past customers by responding frequently to OCR, both positive and negative. These responses should deliver the impression of sincerity and genuine concern for the hotel's customers, while demonstrating an enthusiasm for accepting guest requests. This encourages potential customers to consider the hotel brand sympathetically and informs them of the hotel's ability to meet their emotional needs. Lastly, hotel properties should be aware of their HSC and behave accordingly. Hotels of lower rankings should promote themselves as being of the same standard and level of service as their competitors, thereby attracting those consumers who are comfortable with, and actively seek, properties of those quality levels. Though such hotels need to focus less on OCR, they need to be sure to match the expectations of their customers, who have a preference for certain standards of service delivery. Higher tier hotels, on the other hand, need to consistently address OCR for their properties, and be ready to respond to negative OCR quickly and effectively. In this way they can develop strong links with their past and potential customers and easily connect with them on an emotional level.

6. Conclusion

This study has produced valuable knowledge for the academic and industrial discussions relating to the impacts of OCR on commercial performance. The confirmative findings of this study are best summarized with one of the comments provided by the survey respondents, who explains "For me, word of mouth is the most valuable consideration when making a hotel room booking. So, I always check online reviews before I commit to a hotel". Acknowledging the significance of this statement, it is clear that OCR have become critical factors in the tourism and hospitality sectors, occupying a near commonplace position in the purchasing habits of consumers. The popularity of OCR as a tool in the mainstream consumption of hotel services can be interpreted from other respondent comments which advocate OCR as facilitating choices quickly and effortlessly, while further empowering customers towards gaining the attention and responses of hotel managers following dissatisfactory experiences.

The data collected and presented herein support the arguments of preceding researchers, such as Bashar (2014) and Emir et al. (2016), who maintain OCR as exerting an unmistakable influence on hotel booking intention, a subject which academics and industry stakeholders continue to debate to this day. Such work provides additional arguments to conclude these disagreements and ultimately discern the true

nature of OCR and their impacts. As with many other research works, the author of the current study predicted and demonstrated how additional factors could alter the relationship between OCR and purchase intention. As such, a significant hurdle has been overcome, from which the conversation concerning OCR can move beyond the identification of vague impacts, and be directed towards a clearer and more well-defined understanding of the effects of OCR in specific situations or under certain conditions. Moreover, the findings presented herein not only enhance the knowledge of OCR from a theoretical perspective but allow relevant recommendations for practical application to be submitted, an essential exercise during the rapidly changing paradigm between hotel properties and customers.

In summary, though booking intentions appear to be quite complex, being affected and impacted by a variety of different factors, this research has demonstrated why hotel managers should be concerned with NRV and not PRV. The former, which is found to influence booking intention significantly, itself is moderated by other intermediary elements, notably BI, PI, and HSC. Practitioners need to be wary of these factors and identify the ways in which their businesses will be affected, as well as behaving in fashions that extract the full benefit of the positions of their hotels. Lastly, as similarly discussed by Castillo (2016), this research demonstrates how the reluctance with which hotel managers are addressing the challenges and opportunities of OCR will lead to poor commercial performance in the future. The greatest highlight of the current study is the need for hotel managers to dedicate the necessary resources and attention towards reacting to and exploiting OCR, treating it as a vehicle for improving customer relationships and attracting new guests.

7. Limitations and future research

Though the current study has augmented the body of literature surrounding the subject of OCR, its limitations should be explained. As the study exclusively investigated the hotel industry, determination of the findings as universal is impossible without the application of the research in other sectors. It can be appreciated, by comparing the current study to that of Somohardjo (2017), that consumers may be differently influenced by OCR in the context of other service providers, even within the hospitality sector. Furthermore, the current study limited the testing of moderation effects to BI, PI, and HSC only, neglecting the other factors which may similarly alter the impact of NRV on hotel booking intention. Though the author restricted the study to these factors by cost and logistical necessity, the existence of other factors and their different relationships was well understood from researchers such as Sparks and Browning (2011), Lien et al. (2015), and Aznar et al. (2018). Lastly, it should be understood that the predictor for the model was RV in isolation. Alone, RV accounted for 27% of the impact on hotel booking intention as per the regression analysis, indicating the existence of other factors influencing hotel booking intention which have yet to be explored.

These limitations should be addressed and overcome in future research endeavors. Retesting the same hypotheses across other service industries will provide greater insight into the scope and scale to which the findings of the current study are applicable. However, as can be extracted through a comparison of the current study with the work of Phillips et al. (2017), Chan et al. (2017) and Hilbrink (2017), consistency of findings with the current study may well depend on the maintenance of the research model and survey delivery. Furthermore, to broaden the understanding of moderators and their role in influencing the impact of OCR on hotel booking intention, other factors such as loyalty, loyalty programs, reliability of online platforms, and previous experience with OCR and review platforms need to be extensively explored. The final factor for future research consideration should be the investigation of other predictors towards hotel booking intention to account for the remaining 73% not accounted for in the model of the current research. Such predictors could include factors related to OCR

such as the amount, recency, and relevance of reviews, or auxiliary factors such as the hotel location, hotel facilities, brand familiarity, or online presence of the property.

Appendix A. Supplementary data

Supplementary data to this article can be found online at <https://doi.org/10.1016/j.tmp.2019.100604>.

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