

Online Review Impact on Online Travel Agent Toward Room Purchase Intention

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ABSTRAK

Perkembangan teknologi informasi telah mengubah perilaku konsumen di sektor pariwisata dan perhotelan, terutama dalam pemilihan hotel. Ulasan online di platform Agen Perjalanan Online (OTA) telah menjadi sumber informasi yang krusial, mempengaruhi keputusan pembelian. Studi ini menyelidiki pengaruh ulasan online terhadap niat pembelian kamar hotel di Bali. Dengan pendekatan kuantitatif, data dikumpulkan dari 100 responden yang dipilih secara purposif yang belum pernah menginap di hotel di Bali tetapi berencana untuk memesan. Ulasan online diukur berdasarkan tiga dimensi: kredibilitas, keahlian, dan kesenangan, sementara niat pembelian dievaluasi melalui stimulasi, kesadaran, dan pencarian informasi. Hasil analisis deskriptif dan inferensial, termasuk regresi linier sederhana, menunjukkan bahwa ulasan online memiliki dampak positif dan signifikan terhadap niat pembelian. Ulasan online menjelaskan 37,5% varians dalam niat pembelian, menunjukkan pengaruhnya yang signifikan, sementara 62,5% varians dikaitkan dengan faktor lain. Temuan menunjukkan bahwa ulasan yang kredibel dan informatif meningkatkan kepercayaan konsumen dan kemungkinan pemesanan. Hotel disarankan untuk secara aktif mendorong ulasan positif, merespons umpan balik secara profesional, dan memanfaatkan wawasan dari ulasan untuk meningkatkan kualitas layanan dan efektivitas pemasaran digital.

Kata Kunci: *Ulasan Online, Niat Membeli, Pemesanan Hotel*

ABSTRACT

The advancement of information technology has reshaped consumer behavior in the tourism and hospitality sectors, particularly in hotel selection. Online reviews on Online Travel Agency (OTA) platforms have become critical sources of information, influencing purchase decisions. This study investigates the effect of online reviews on hotel room purchase intentions in Bali. Using a quantitative approach, data were collected from 100 purposively sampled respondents who had not previously stayed in Bali hotels but intended to book. Online reviews were measured across three dimensions: credibility, expertise, and pleasantness, while purchase intention was assessed through stimulation, awareness, and information-seeking. Results from descriptive and inferential analyses, including simple linear regression, show that online reviews have a positive and significant impact on purchase intentions. Online reviews explain 37.5% of the variance in purchase intention, indicating their substantial influence, while 62.5% of variance is attributed to other factors. Findings suggest that credible and informative reviews enhance consumer trust and booking likelihood. Hotels are recommended to actively encourage positive reviews, respond professionally to feedback, and leverage review insights to improve service quality and digital marketing effectiveness.

Keywords: *Online Reviews, Purchase Intention, Hotel Booking*

INTRODUCTION

Information technology development have brought significant changes to consumer behavior, particularly in selecting products and services in the tourism sector, including the hospitality industry. One impact of this digital transformation is the increasing role of online reviews, which are evaluations provided by consumers based on their personal experiences with a

product or service (Ganyang & Ritongga, 2021). Online reviews are typically presented in the form of text, images, or ratings, which are openly accessible to potential customers (Alhamdi, 2023). This means that online reviews serve as a source of information considered more credible because they originate from real consumer experiences. The presence of online reviews allows consumers to gain a more objective understanding of service quality, while also serving as a form of electronic word-of-mouth (e-WOM) that strongly influences purchasing decisions (El-Said, 2020). This perspective underscores that e-WOM plays a crucial role in shaping consumer perceptions, as the information provided is regarded as more honest compared to promotional messages from service providers, such as advertisements.

Alongside the growing role of online reviews, online travel agency (OTA) platforms have become primary channels for hotel room bookings. OTAs provide real-time digital services that allow customers to search for information, compare prices, and make transactions online (Widani et al., 2019). In addition to providing information on prices and room availability, OTAs also display reviews from previous customers, making them one of the main indicators for assessing hotel quality (Andono & Ihza Maulana, 2022). In other words, consumer reviews on OTA platforms function not only as a source of information but also as a medium for shaping the hotel's image and reputation in the eyes of potential customers.

Purchase intention is an early stage in the decision-making process that consumers go through before engaging in a transactional acquisition. This intention is influenced by various external stimuli, one of which is online reviews. Positive reviews tend to increase consumer interest in a product or service, while negative reviews can reduce interest and form unfavorable perceptions (Damayanti, 2019). In this study, purchase intention is understood as the result of perceptions formed through exposure to consumer reviews on OTA platforms for hotels in Bali.

Hotels in Bali, which have advantages in terms of location and facilities, still face challenges in increasing room booking rates. Based on interviews with hotel management, one cause of declining bookings is believed to be negative reviews circulating on various OTA platforms. Interestingly, however, internal hotel data indicate that even though some reviews are less favorable, purchase intention still shows an increase during certain periods. Room sales data from 2022 to 2024 reflect dynamic trends. In 2022, target achievements were still low, but there was a significant increase in 2023, followed by stable performance through 2024, albeit with more moderate growth. These changes indicate the presence of dynamic factors affecting customer purchase intentions, one of which is suspected to be the online reviews available on OTAs.

Several previous studies have explored the relationship between online reviews and purchase intention, yet the results show variation. For example, Marthasari & Widjaja (2020) and Abiyuda et al. (2024) found that online reviews have a positive and statistically significant effect on consumers' intention to book hotel accommodations, whereas Saputra (2021) found that the effect was not significant. These differences suggest that the influence of online reviews is not universal and needs to be re-examined in a more specific context, such as hotels in Bali. Therefore, this study is urgent in its aim to explore in depth how online reviews on OTA platforms affect hotel room purchase intentions, particularly in the context of hotels in Bali. The findings of this research are expected to contribute to the formulation of more effective digital marketing strategies for hotels, based on consumer preferences..

LITERATURE REVIEW

A. Purchase Intention

Purchase intention is a critical aspect in understanding consumer behavior, particularly in the context of online purchasing. It refers to the psychological tendency of consumers to buy a product in the future as a response to certain stimuli (Gabriela et al., 2022). Purchase intention reflects consumers' desires or intentions, which are shaped by their perceptions and expectations of a product (Mulyati & Gesitera, 2020). This aligns with Aldilla (2021), who argues that purchase intention emerges when consumers show interest and respond positively to a product.

Factors influencing purchase intention can be categorized into internal individual factors and external environmental influences (Maulidah & Russanti, 2021). Internal factors include occupation, lifestyle, and motivation, which reflect personal values and consumer preferences. For instance, individuals with dynamic lifestyles tend to prefer strategically located hotels, such as those near airports. External factors include social influence, price, and product quality. Reviews emphasizing positive aspects, such as staff service, room cleanliness, and efficient check-in processes, can reinforce consumers' perception of value and quality, thereby fostering trust toward new products or services.

Dimensions of purchase intention as proposed by Berman & Evans (in Sari, 2023) include stimulation, awareness, and information search. Stimulation refers to the initial triggers that attract consumers' attention to a product. Awareness reflects consumers' recognition of the product's existence, while information search emphasizes the active curiosity of consumers to acquire further knowledge about the product. In the hospitality context, informative and positive online reviews can encourage consumers to seek additional information about hotel facilities, prices, and reputation.

Indicators of purchase intention consist of four aspects: awareness of the product's existence, interest in seeking product information, willingness to try the product, and consideration of purchase (Aldilla, 2021:25). This process involves both emotional and cognitive aspects, where consumers rationally assess whether a product or service is suitable for purchase.

B. Online Reviews

Online reviews are a form of digital communication where consumers share their experiences and opinions about a product or service with the public. In the context of online sales, online reviews serve as an essential information exchange medium because consumers tend to seek opinions from other users before making purchasing decisions (Gabriela et al., 2022). Information from online reviews is often used as an initial indicator by prospective consumers to form perceptions about a product or service, indicating the role of reviews in shaping initial attitudes prior to direct interaction with the product (Marthasari & Widjaja, 2020). For example, in tourism and hospitality, reviews from previous guests can provide a realistic picture of cleanliness, staff friendliness, and facility

quality. However, online reviews are not the sole determinant of purchase decisions, as consumers also consider other factors, such as price, personal needs, and individual preferences (Hariyanto & Trisunarno, 2020).

Factors influencing online reviews include consumers' final purchase decisions, the content of other users' reviews, alignment of product information with consumers' knowledge, similarity of experiences with other users, post-purchase evaluations, and the recency of reviews (Hidayati in Zed et al., 2023). Dimensions of online reviews comprise credibility, expertise, and convenience (Megawati in Depari & Ginting, 2022). Credibility refers to the trustworthiness of the review source, expertise assesses whether the reviewer possesses relevant knowledge, and convenience relates to the extent to which the review provides a pleasant and informative reading experience. These dimensions work synergistically to form a comprehensive perception of an online review.

Indicators of online reviews include argument quality, source credibility, review recency, the presence of positive and negative opinions, and the number of available reviews (Schepers, 2015). Reviews written by trustworthy sources, which are informative, timely, and positively received, tend to have a more significant impact on consumers' purchase decisions.

C. Online Travel Agent (OTA)

Online Travel Agents (OTAs) are internet-based platforms that enable consumers to book hotel rooms online (Silvia et al., 2024). OTAs operate similarly to conventional travel agents but differ in that all services are conducted digitally, including booking and online payment processes (Sitompul & Nurnaeti, 2023). OTA websites act as intermediaries between consumers and tourism service providers, distributing information on various travel products and accommodations (Frisiska, 2023). Through OTAs, consumers can reserve hotel rooms or travel packages, while service providers receive booking and payment information directly.

RESEARCH METHOD

This study employed a quantitative approach to examine the extent to which consumer reviews on OTA platforms influence the intention to book hotel rooms in Bali. The independent variable (X) is online reviews, while the dependent variable (Y) is purchase intention. Online reviews were measured using three dimensions: credibility, expertise, and pleasantness, as proposed by Megawati (in Depari & Ginting, 2022). Purchase intention was assessed through the dimensions of stimulation, awareness, and information search, following Berman & Evans (in Sari, 2023).

The study population consisted of individuals who had not previously stayed at hotels in Bali but expressed an intention or willingness to book a room. Additional inclusion criteria required participants to have experience using OTA platforms such as Booking.com, Agoda, Tiket.com, TripAdvisor, Traveloka, Expedia, or C-Trip, and to be at least 21 years old. Given the undetermined population size, a purposive sampling technique—a type of non-probabilistic sampling—was employed to select respondents based on their suitability with the study criteria (Iba & Wardhana,

2023). The required sample size was calculated using the Lemeshow formula, resulting in a minimum of 96.04 respondents, which was then rounded up to 100 respondents to ensure representativeness.

Data collection instruments included document review, which involved gathering relevant materials provided by the hotel, and interviews with hotel staff to complement secondary data related to the research background. Additionally, questionnaires were distributed virtually via Google Forms. Responses were measured using a five-point Likert scale, reflecting the degree of agreement of respondents with the statements provided (Sukendra & Atmaja, 2020).

RESULTS AND DISCUSSION

Construct validity in this study was assessed using IBM SPSS version 25 with the Pearson correlation technique. An item was considered valid if the calculated correlation coefficient (r-count) exceeded the critical r-value from the distribution table at a 0.05 significance level, with degrees of freedom (df) equal to n-2. The pre-survey involved 30 respondents, resulting in 28 degrees of freedom (30-2). Based on this, the critical r-value obtained was 0.374, indicating that all statements in the research instrument met the validity criteria. Therefore, all items in the instrument were proven valid and suitable for data collection. Reliability tests were conducted on each variable and statement item that passed the validity test. An instrument was considered reliable if the Cronbach's Alpha coefficient exceeded the threshold of 0.6. The instrument was deemed reliable and suitable for use due to its good consistency.

A. Respondent Characteristics

Based on data obtained from the questionnaire, the demographic characteristics of respondents were analyzed in terms of gender, age, country of origin, occupation, and frequency of OTA usage. Female respondents were more numerous than male respondents, with 64 females (64%) out of the total sample, while male respondents numbered 36 (36%). Thus, the majority of participants were female. This aligns with findings by Audina et al. (2023) and Fitriani (2019), which suggest that women tend to be more meticulous and sensitive in searching for and evaluating information before making online purchases, including reading reviews.

The age distribution of respondents was as follows: 21–25 years (29 respondents, 29%), 31–35 years (18 respondents, 18%), 36–40 years (6 respondents, 6%), and over 40 years (5 respondents, 5%). The largest age group was 26–30 years, accounting for 42% of respondents. This age group belongs to the millennial generation, who are active internet users and tend to rely on online reviews as a primary reference in hotel booking decisions (Theresia & Wardana, 2019).

Most respondents resided in Indonesia (91 respondents, 91%), while 9 respondents (9%) were from abroad. This indicates that the study sample was predominantly Indonesian. The majority of respondents worked in the private sector, totaling 49 respondents (49% of the sample). Respondents from the private sector are assumed to exhibit higher maturity levels and show cautious tendencies when evaluating reviews before making purchase decisions (Abdillah & Pramesti, 2024).

Regarding OTA usage, most respondents used these platforms 3–5 times per year (43 respondents, 43%), making this the largest group. Additionally, 31 respondents used OTA 1–2 times per year, 18 respondents 6–10 times per year, and 8 respondents more than 10 times per year. This

data indicates that OTA platforms are commonly used by respondents for travel planning and hotel booking.

B. Questionnaire Results Recapitulation

This study employed descriptive statistical methods, particularly calculating the arithmetic mean of respondents' answers for each discrete item in the questionnaire. The mean scores were then categorized into five levels: strongly disagree, disagree, neutral, agree, and strongly agree. This classification served to evaluate respondents' attitudes toward the studied variables and facilitated systematic interpretation of the data.

In general, respondents agreed or strongly agreed that online reviews on OTA platforms are informative, convincing, and sourced from credible references. This is reflected in an overall mean score of 4.15, categorized as "agree." Therefore, it can be concluded that credible, experience-oriented, and pleasant online reviews on OTA platforms play an important role in forming positive consumer perceptions of a hotel.

Respondents indicated that reviews on OTA platforms aroused curiosity about hotels in Bali, but the mean score of 3.28 fell into the "neutral" category. This suggests that respondents had not yet shown a strong purchase intention. Although there was interest in seeking information, this was not sufficient to drive a purchase decision, which may indicate that the reviews did not have a significant impact or that other factors are more decisive.

C. Classical Assumption Test

The classical assumption test in this study includes normality, heteroscedasticity, and linearity tests. The normality test using the Kolmogorov-Smirnov statistic yielded a value of 0.066 with an Asymp. Sig (2-tailed) of 0.200. Since the significance value exceeds 0.05, it can be concluded that the dataset follows a normal distribution. The heteroscedasticity test showed that the online review variable had a significance value of 0.764, which is greater than the 0.05 threshold. This indicates that the regression model does not exhibit heteroscedasticity, meaning the residual variance remains constant across all levels of the independent variable. The significance value for deviations from linearity was 0.153, surpassing the critical value of 0.05. Therefore, no evidence of non-linearity was observed, confirming that the relationship between the online review construct (X) and the purchase intention construct (Y) is intrinsically linear.

D. Data Analysis

Data analysis was conducted using simple linear regression, t-tests, and the coefficient of determination.

Table 1. Simple Linier Regression Analyse

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.533	2.790		4.134	0.000
	Ulasan Online	0.513	0.067			

a. Dependent Variable: Minat Pembelian

Source: Research, 2025

The simple linear regression equation $Y = 11.533 + 0.513X$ indicates a positive effect of online reviews on purchase intention. The constant value of 11.533 represents the baseline purchase intention without the influence of online reviews, while the coefficient of 0.513 shows that each one-unit increase in the online review metric will raise the purchase intention by 0.513. This confirms that positive consumer perceptions of reviews on OTA platforms increase the likelihood of booking hotel rooms in Bali.

Table 2. T Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.533	2.790		4.134	0.000
	Ulasan Online	0.513	0.067	0.612	7.663	0.000

a. Dependent Variable: Minat Pembelian

Source: Research, 2025

The calculation results indicate a significance level of 0.000. Since this significance value is below the 0.05 threshold, it is empirically confirmed that online reviews have a significant impact on purchase intention. Consequently, the null hypothesis is rejected, thereby supporting the alternative hypothesis, which indicates the existence of a relationship between online reviews and the tendency to book accommodation in Bali.

E. Coefficient of Determination Test

Table 3. Determinant Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.612 ^a	0.375	0.368	2.078

a. Predictors: (Constant), Ulasan Online

Source: Research, 2025

The results of the coefficient of determination (R^2) test indicate a value of 0.375, meaning that 37.5% of the variation in hotel room purchase intention can be explained by the influence of online reviews. The remaining 62.5% is affected by other variables not included in this study. According to Sugiyono (in Anggrayni, 2022), an R^2 value ranging from 17% to 49% is considered to have a fairly significant effect, suggesting that online reviews are a relevant and meaningful factor in shaping consumer purchase intentions.

F. The Effect of Online Reviews on OTA Platforms on Hotel Room Purchase Intention in Bali

Simple linear regression analysis shows that online reviews have a positive effect on the purchase intention of hotel rooms in Bali, indicated by a regression coefficient of 0.513. This implies that a one-unit increase in online review ratings corresponds to a 0.513-unit increase in purchase intention. This finding aligns with e-WOM theory, which asserts that online consumer reviews can

shape perceptions and influence purchasing decisions (Andono & Ihza Maulana, 2022; Marthasari & Widjaja, 2020).

The t-test yielded a significance value of 0.000 (<0.05), confirming that online reviews significantly affect purchase intention statistically. In other words, the more positive the reviews available on OTA platforms, the higher the likelihood that consumers will book a hotel room. This result is supported by previous studies (Fathin & Millanyani, 2021; Abiyuda et al., 2024; Alhamdi, 2023), which indicate that online reviews significantly influence consumer decisions in selecting accommodations. Moreover, positive reviews are known to enhance a hotel's reputation and credibility, thereby creating favorable consumer perceptions (Liza Marie & Widodo, 2019).

The R^2 value of 0.375 indicates that online reviews account for 37.5% of the variation in purchase intention, while the remaining variation is influenced by other factors. Therefore, although online reviews do not fully determine purchasing decisions, their impact is significant and should be carefully considered in hotel digital marketing strategies.

CONCLUSION

The findings of this study indicate that online reviews on OTA platforms have a positive and significant effect on hotel room purchase intention in Bali. A higher positive perception of reviews corresponds to a greater likelihood of booking. The statistical significance of this effect confirms that the relationship is real and not due to chance. These results emphasize the crucial role of consumer reviews in shaping perceptions, trust, and purchase behavior in the context of digital hotel bookings.

Based on these findings, several recommendations are proposed:

1. Hotels are advised to actively encourage guests to provide positive reviews through follow-up emails, small incentives, or additional services to increase the number of quality reviews on OTA platforms.
2. Both positive and negative reviews should be used as routine evaluation material for improving services, facilities, and guest comfort.
3. Hotels should respond to reviews professionally, politely, and responsibly to demonstrate care for consumers and build trust and a positive online reputation.

For future researchers, given that 62.5% of the variation in purchase intention is influenced by other factors, it is recommended to include additional variables to provide a more comprehensive understanding of the factors affecting online hotel room purchase intentions.

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