

EXPLORING ONLINE RESERVATION DECISION THROUGH E-COMMERCE PLATFORM IN THE HOTEL INDUSTRY

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Abstract: *E-Commerce currently has a very high growth rate where the needs that are obtained quickly and precisely become the main target for the world of e-commerce, one of the industries that have started using e-commerce is the hospitality industry that utilizes this internet technology. With the e-commerce platform, people can make reservations online because there are many choices of hotels along with reviews, ratings and facilities that have been listed on the e-commerce platform and there are even discounts, promotions and prices that are cheaper than making walk-in reservations and discounts without having to go to the hotel they want to go to so they can save time, so they have considerations and decisions in making online reservations. The purpose of this study is to examine the effect of purchase information and assessment of promotional benefits on online reservation decisions through e-commerce platform in the hospitality industry. The methodology used to conduct this research is quantitative with a causal associative approach. The data was obtained by distributing questionnaires online through people who have used e-commerce platforms in making online reservations in the hotel industry, so that 150 people were obtained, with a Likert scale. The data analysis technique used the Partial Least Square Structural Equation Modeling. Most respondents were between 17-25 years old with 84% of respondents. The results found that purchasing information experience affects online reservation decisions in the hotel industry. Meanwhile, the assessment of promotion benefits does no effect online reservation decisions in the hotel industry. This study concludes that when people want to make an online reservation they will look at the ratings, evaluations, or comments given by individuals or users who have stayed and used services at the hotel and with the many discounts, promotions, price cuts and cheaper prices when making online reservations using e-commerce platforms will increase online reservation decisions in the hotel industry.*

Keywords: *Online Reservation Decision, Purchase Information, Assessment of Promotion Benefit*

Abstrak: E-Commerce saat ini memiliki laju pertumbuhan yang sangat tinggi di mana kebutuhan yang diperoleh secara cepat dan tepat menjadi target utama dalam dunia e-commerce. Salah satu industri yang telah mulai menggunakan e-commerce adalah industri perhotelan yang memanfaatkan teknologi internet ini. Dengan platform e-commerce, orang dapat melakukan pemesanan secara online karena terdapat banyak

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pilihan hotel beserta ulasan, penilaian, dan fasilitas yang telah terdaftar pada platform e-commerce. Bahkan terdapat diskon, promosi, dan harga yang lebih murah daripada pemesanan langsung dan diskon tanpa harus pergi ke hotel yang ingin mereka tuju sehingga dapat menghemat waktu, sehingga mereka memiliki pertimbangan dan keputusan dalam melakukan pemesanan secara online. Tujuan dari penelitian ini adalah untuk menguji pengaruh informasi pembelian dan penilaian manfaat promosi terhadap keputusan pemesanan online melalui platform e-commerce dalam industri perhotelan. Metodologi yang digunakan untuk melakukan penelitian ini adalah kuantitatif dengan pendekatan asosiatif kausal. Data diperoleh dengan mendistribusikan kuesioner secara online kepada orang-orang yang telah menggunakan platform e-commerce dalam melakukan pemesanan online di industri perhotelan, sehingga didapatkan 150 responden, dengan menggunakan skala Likert. Teknik analisis data yang digunakan adalah Partial Least Square Structural Equation Modeling. Sebagian besar responden berusia antara 17-25 tahun dengan jumlah responden sebesar 84%. Hasil penelitian menemukan bahwa pengalaman informasi pembelian memengaruhi keputusan pemesanan online di industri perhotelan. Sementara itu, penilaian manfaat promosi tidak berpengaruh pada keputusan pemesanan online di industri perhotelan. Penelitian ini menyimpulkan bahwa ketika orang ingin melakukan pemesanan online, mereka akan memperhatikan penilaian, evaluasi, atau komentar yang diberikan oleh individu atau pengguna yang telah menginap dan menggunakan layanan di hotel. Dengan banyaknya diskon, promosi, potongan harga, dan harga yang lebih murah ketika melakukan pemesanan online menggunakan platform e-commerce akan meningkatkan keputusan pemesanan online di industri perhotelan.

Kata kunci: Keputusan Pemesanan Online, Informasi Pembelian, Penilaian Manfaat Promosi

INTRODUCTION

With the development of technology today, the use of the internet is increasing, resulting in the development of businesses using the internet which is often called Online Shopping which makes it easier for consumers to get the desired goods or services (Mal et al., 2018). One of the businesses that most use the benefits of the internet or online systems is the hospitality industry (Caroll & Sileo, 2007, pp.36-38). One example is the existence of online hotel reservations using e-commerce. Purchasing through e-commerce can benefit customers because sellers can guarantee the provision of comfort, ease of information, and experience that is very different from offline purchases. Meanwhile, the advantage for sellers is that they can minimize the cost of renting premises, employees, and easy information about the customers concerned (Kotler & Keller, 2016).

Online reservation decision is a purchasing process carried out by consumers through an alternative process using internet media, which is influenced by several factors such as; fast time, ease to use, good quality, relevant information and perceived security (Silalahi and Sahara, 2017). Online reservation is a process or system that allows a person or organization to place an order or reservation electronically via the internet. Through online reservations, users can make reservations or reservations for various services, such as airline tickets, hotels, restaurants, concert tickets, and so on (Jane Doe, 2018). Online purchasing decisions are influenced by several factors, the first factor is efficiency for search (fast time, easy to use, and easy search effort), the second factor is the value (competitive price and good quality), and the third factor is interaction (information, security, load time, and navigation) (Deavaj et al, 2003 in Pratama and Nugrahani 2015). In online reservation decisions, factors such as service quality, ease of use of the platform, and interaction with hotel staff will influence customer experience and their decision to book hotel rooms in the future.

Online reviews refer to assessments, evaluations, or comments provided by individuals or internet users about a particular product, service, place, event, or topic through online platforms. These reviews can be found on various websites, social media platforms, discussion forums, blogs or specialized apps that allow users to share their experiences and opinions. Online consumer reviews contain opinions or reviews directly from someone who is not an advertisement, this makes online consumer reviews one of the factors that influence purchasing decisions by other consumers (Farki, Baihaqi, & Wibawa, 2016). Online reviews influence consumer purchasing decisions only when consumers' reliance on online reviews is high enough when they make purchasing decisions (Constantinides & Holleschovsky 2016). Due to time constraints or other busyness, consumers prefer to browse the complete product or service information via the internet and make purchases or transactions online. (Ani, 2009, par.2). Purchase information is facts or information provided to a person or organization as a result of the process of purchasing a product or service. This purchase information can include various aspects, such as product prices, product specifications, payment methods, return policies, customer reviews, and so on (Kotler, P., & Keller, K. L., 2016). Comparison behavior to get lower prices is a motivation that encourages individuals to do online shopping (Lien et al., 2015).

Promotion is an activity of communicating product advantages and persuading target customers to buy it (Kotler and Armstrong, 2014: 76). With the promotion, companies can attract customers who initially did not know to know and were interested in buying the products offered by the company. The promotion itself can be done by utilizing various media such as television, radio, magazines or the internet. Promotions provided by e-commerce are holding promos such as providing coupons or discounts such as extra discounts with coupons, credit card deals, special deals and so on.

This research has an urgency to provide insight and a better understanding of how purchase information and assessment of information benefits affect online reservation decisions in the hotel industry. The results of this study can assist hotels in optimizing the use of e-commerce, developing effective marketing strategies, and improving the guest booking experience, so that hotels can remain competitive and successful in the ever-evolving digital era. Thus, this study can help the hotel industry in optimizing the use of e-commerce services to promote their services and increase hotel sales.

The variables analyzed in this study include purchase information, assessment of information benefits and online reservation decisions in the hotel industry. In addition, this study also wants to understand how the use of e-commerce platforms affects the level of online purchases and also the guest's booking experience at the hotel. In achieving these objectives, this research will involve respondents who have used e-commerce platforms in booking hotel rooms. This research is expected to provide useful information for hotels and the tourism industry in understanding consumer behavior in booking hotel rooms through e-commerce platforms and formulating appropriate marketing strategies to meet consumer needs and desires.

METHODOLOGY

This type of study is descriptive quantitative with a causal associative approach. The sample of this study were respondents who made a decision to use an e-commerce platform to make a hotel reservation. The population of the study were respondents who have used e-commerce platforms in making hotel reservations online. The 150 respondents were successfully collected through an online questionnaire survey with a Likert scale. The

description of respondents from the results of the research that has been conducted is as follows: The number of male respondents is 54 people (36%), and female respondents are 96 people (64%), with an age range of 17 - 25 years (84%), 26 - 35 years (6.7%), 36 - 45 years (6.7%), more than 45 years (2.7%). The most dominant last education of respondents is high school as many as 110 people (73.3%), bachelor as many as 25 people (16.7%), diploma as many as 11 people (7.3%), and junior high school as many as 4 people (2.7%). The most dominant e-commerce platforms used by respondents are Traveloka as many as 69 people (46%), Tiket.com as many as 34 people (22.7%), Booking.com as many as 17 people (11.3%), Agoda as many as 14 people (9.3%), RedDoorz as many as 11 people (7.3%), and pegi pegi as many as 5 people (3.4%). The variables of this study are purchasing information and assessment of promotional benefits (independent variables) and online reservation decisions (dependent variables). The likert scale is used as a research measurement tool. The data analysis technique used is PLS-SEM (partial least square structural equation modeling) and is supported by Smart PLS 3 tools. All data obtained in this study were processed and analyzed systematically to ensure the accuracy and validity of the data.

RESULTS AND DISCUSSIONS

Partial Least Square Structural Equation Modeling

The measurement and structural models are the two sub-models that make up the PLS-SEM structural equation model.

Measurement Model

The data that has been collected and processed using the SmartPLS3 test tool to determine the results of the validity and reliability values through the outer model test, the results of the coefficient of determination test, and the significance test through the inner model test.

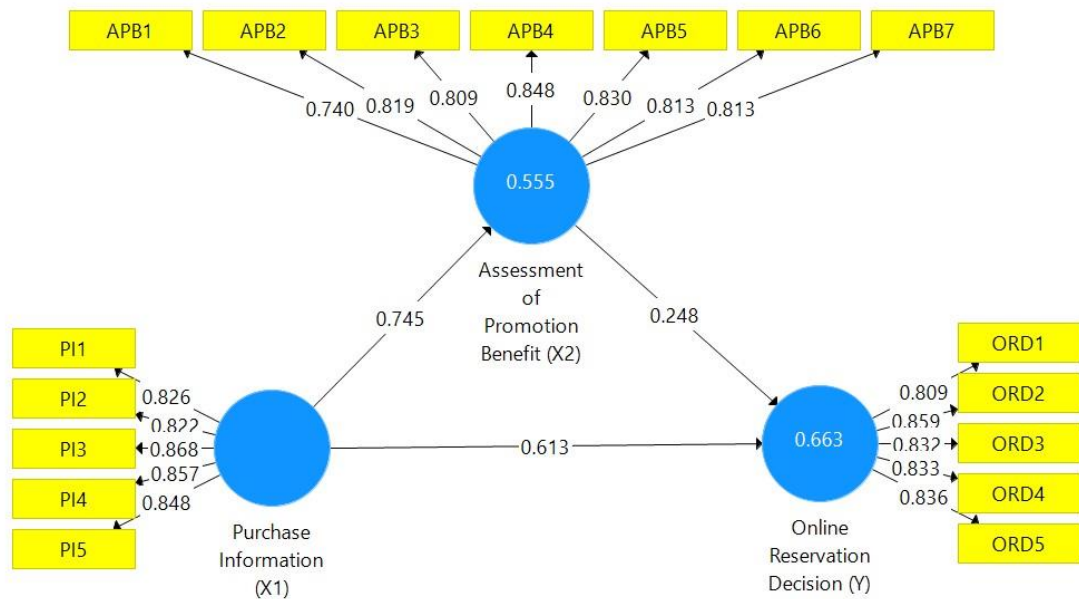


Figure 1. Measurement Model

The results are reported in Figure 1 and Table 1, along with the outer loading, indikator reliability, composite reliability, AVE score, and Cronbach Alpha Value.

Table 1. Reflective Measurement Model

Variable	Indicators	Outer Loadings	Cronbach's Alpha	Composite Reliability	AVE
Purchase Information	PI 1	0.826	0.899	0.925	0.713
	PI 2	0.822			
	PI 3	0.868			
	PI 4	0.857			
	PI 5	0.848			

Variable	Indicators	Outer Loadings	Cronbach's Alpha	Composite Reliability	AVE
Assessment of Promotion Benefit	APB 1	0.740	0.913	0.931	0.658
	APB 2	0.819			
	APB 3	0.809			
	APB 4	0.848			
	APB 5	0.830			
	APB 6	0.813			
	APB 7	0.813			
Online Reservation Decision	ORD 1	0.809	0.890	0.919	0.695
	ORD 2	0.859			
	ORD 3	0.832			
	ORD 4	0.833			
	ORD 5	0.836			

According to table 1, the variables purchase information, assessment of promotion benefit, and online reservation decision have cronbach alpha values of 0.899, 0.913, and 0.890, while the composite reliability values are 0.925, 0.931, and 0.919. This indicates that internal consistency reliability is acceptable because cronbach alpha and composite reliability are higher than 0.70. Furthermore, all loaded components are also significantly acceptable (outer loading ranges from 0.740 to 0.868), indicating indicator dependence. Based on the AVE value, it can be concluded that the measurement model/measuring model used to prove that the respondent's data has convergent validity. The AVE value for purchase information is 0.713, the AVE value for assessment of promotion benefit is 0.658, and the AVE value for online reservation decision is 0.695. Significantly higher than the minimum level of 0.50.

The last stage of measurement model evaluation was assessed using discriminant validity Heterotrait-Monotrait Ratio of Correlations (HTMT) analysis. , heterotrait-monotrait ratio (HTMT) analysis is used to evaluate discriminative validity. This analysis is the final step

in evaluating the measurement model. HTMT values in table 2 (HTMT criteria <0.90), no discriminatory validity problems were found. This shows that problems with collinearity between latent components are not found using the HTMT criterion.

Table 2. HTMT Assessment

	Assessment of Promotion Benefit	Online Reservation Decision	Purchase Information
Assessment of Promotion Benefit			
Online Reservation Decision	0.774		
Purchase Information	0.818	0.890	

Source: SmartPLS 3.0 Processed Results

Structural Model

Structural model or path analysis in response to a given hypothesis serves as a second evaluation in PLS-SEM analysis. This study aims to assess the impact of purchase information and assessment of benefit promotion on online reservation decisions in the hospitality industry. Table 3 reports the structural model with Path Coefficient, T-statistic, and hypothesis significance level (Bootstrapping result). Path analysis is acceptable when their significance is at least 95% of the confidence level. The results of Path Analysis in table 3 show that all hypotheses are accepted.

Table 3. Path Coefficients, T- Statistics and significance levels

	Path Analysis	Path Coefficient β	T-statistics	P-values	Result
H1	Assessment of Promotion Benefit -> Online Reservation Decision	0.248	2.580	0.010	Reject
H2	Purchase Information - > Assessment of Promotion Benefit	0.745	18.117	0.000	Accept
H3	Purchase Information - > Online Reservation Decision	0.613	6.996	0.000	Accept

Notes: * $p < .05$, ** $p < .01$, *** $p < .001$

Path coefficients for the first hypothesis (H1) are rejected, this shows that assessment of promotion benefit has a negative effect on online reservation decision at ($\beta = 0.248$ and $t = 2.580$). Meanwhile, the second hypothesis (H2) shows that purchase information has a positive effect on assessment of promotion benefit with ($\beta = 0.745$ and $t = 18.117$). And also the third hypothesis (H3) shows that purchase information has a positive effect on online reservation decision with a value of ($\beta = 0.613$ and $t = 6.996$).

Tabel 4. The Effect size, R^2 , Q^2 statistics.

Path Analysis	f^2	Effect size	R^2	Q^2
Assessment of Promotion Benefit -> Online Reservation Decision	0.081	Weak	0.663	0.452

Path Analysis	f^2	Effect size	R^2	Q^2
Purchase Information -> Assessment of Promotion Benefit	1.249	Substantial		
Purchase Information -> Online Reservation Decision	0.496	Substantial		

Notes: f^2 values of 0.02 = weak; 0.15 = moderate; and 0.35 = substantial

The results in Table 4 showed a substantial amount of variance ($R^2 = 0.663$) in the online reservation decision that can be explained by the proposed first-order model predictors (purchase information and assessment of promotion benefit). The online reservation decision, purchase information and assessment of promotion benefit explained 66.3% ($R^2 = 0.663$) of the variance in the online reservation decision. Next, this study reports the effect size, coefficient of determinants and predictive relevance (Table 4). Based on the result, there is a substantial effect for the purchase information toward online reservation decision. Meanwhile, there is a weak effect for the significant paths assessment of promotion benefit path toward online reservation decision. This study obtains a Q^2 value of 0.452 for online reservation decision, indicative of a medium predictive model. In this sense, purchase information and assessment of promotion benefit in this study are predictors of online reservation decision in the hotel industry.

Mediating Analysis

The mediation analysis was conducted using the outcomes of the PLS-SEM algorithm and the bootstrap procedure, applying the direct, total and specific indirect, and total effect values. The mediating effects of assessment of promotion benefit on the relationship between purchase information and online reservation decision in the hotel industry were analyzed and tabulated in Table 5.

Table 5. Mediating effect hypothesis

	Purchase Information
Direct w/ Med	0.613
Direct w/o Med	0.800
IV>Med Beta	0.745
Med>DV Beta	0.248
IV> Med SE	0.042
Med>DV SE	0.100
Sobel test statistic	2.456
One-tailed probability	0.00702249
Two-tailed probability	0.01404498
Result	Significant

The hypothesis H⁴ showed that purchase information ($\beta = 0.613$ and $t = 17.120$) positively influences assessment of promotion benefit. Therefore, assessment of promotion benefit mediated the relationship between purchase information and online reservation decision through e-commerce platform in the hotel industry. This was supported by the Sobel test (independent vs. mediating and dependent), with a significant mediation effect of 2.456. The direct effect model showed that assessment of promotion benefit significantly mediated between purchase information and online reservation decision through e-commerce platform in the hotel industry. This is because the coefficients of X to M and M to Y were significant in both relationships.

DISCUSSIONS***The Effect of Purchase Information on Online Reservation Decision Through E-commerce Platform in the Hotel Industry***

Hypothesis H1 proposed a causal relationship between purchase information and online reservation decision through e-commerce platform in the hotel industry. This was based on the belief that purchase information enhances the online reservation decision through e-commerce platform in the hotel industry ($\beta = 0.613$ and $t = 6.996$, $p < 0.00$), supporting hypothesis H1. Furthermore, this demonstrated that purchasing information significantly impacted the online reservation decision through e-commerce platform in the hotel industry. What can be explained from the results of this study is that the purchase information possessed by respondents can improve online reservation decisions in the hospitality industry. So, the information available on the e-commerce platform can increase the respondent's decision to use the e-commerce platform in making online reservations. This was consistent with Anggraeni, P., & Madiawati, P. N. (2016). which stated that the quality of Information influences Purchasing Decisions online. Online reviews influence the willingness to book a room at a hotel as well as the perception of trust in the hotel.

The Effect of Purchase Information on Assessment of Promotion Benefit

Hypothesis H2 proposed a causal relationship between purchase information and assessment of promotion benefit. This was based on the belief that purchase information enhances assessment of promotion benefit. The results showed a positive effect of internship experience on self-efficacy ($\beta = 0.745$ and $t = 18.117$, $p < 0.00$), supporting hypothesis H2. Furthermore, it shows that purchase information significantly impacted the assessment of promotion benefit. This can be explained that purchase information received by respondents through e-commerce platforms regarding the assessment of promotion benefits increases online reservation decisions. This is consistent with Wawrowski (2020), which states that social media promotion strategies have an effect on price variables, consumers respond when retailers offer promotions in physical stores that are based on pre-purchase digital data, i.e. promotions on items that shoppers have already searched for at the pre-purchase stage. they compare these purchase goal-matched promotions with typical traditional promotions.

The Effect of Assessment of Promotion Benefit on Online Reservation Decision through E-commerce Platform in the Hotel Industry

Hypothesis H3 proposes a causal relationship between assessment of promotion benefit and online reservation decision through e-commerce platform in the hotel industry. This was based on the belief assessment of promotion benefit enhances the online reservation decision in the hotel industry. The results showed a positive effect of assessment of promotion benefit towards online reservation decision in the hotel industry ($\beta = 0.248$ and $t = 2.580$, $p < 0.010$), supporting hypothesis H3. This demonstrated that assessment of promotion benefit significantly impacted the online reservation decision in the hotel industry. With the assessment of various promotion benefits on e-commerce platforms, it can increase online reservation decisions through e-commerce platforms in the hospitality industry. This reinforces that the assessment of promotion benefits has a significant influence on online reservation decisions through e-commerce platforms in the hospitality industry. Similarly, Istanti, F. (2017). stating that price, product quality and service influence online purchasing decisions.

The Mediating Effect of Assessment of Promotion Benefit on Purchase Information and Online Reservation Decision through E-commerce Platform in the Hotel Industry

The finding of H4 demonstrated that assessment of promotion benefit mediated the relationship between purchase information and online reservation decision through e-commerce platforms in the hospitality industry. The finding of H4 demonstrated that assessment of promotion benefit mediated the relationship between purchase information and online reservation decision through e-commerce platforms in the hotel industry. Furthermore, it suggested that the strength of the relationship between purchase information and online reservation decision through e-commerce platform in the hotel industry increases with assessment of promotion. Therefore, the online reservation decision depends on the purchase information influenced by assessment of promotion benefit. What can be interpreted is that customer have a strong online reservation decision through e-commerce platform in the hotel industry, which is supported by assessment of promotion

benefit that has been formed because the purchase information received is still in line with the customer expectations. This was consistent with Guizani & Merunka (2009), stated that assessment of promotion benefit mediates the relationship between purchase information and online reservation decision through e-commerce platform in the hotel industry.

CONCLUSIONS

Based on this study, it can be concluded that purchase information and promotional benefit assessment have a positive impact on online reservation decisions in the hospitality industry. Specifically, purchasing information affects online reservation decisions in the hospitality industry. Meanwhile, the assessment of promotional benefits does not affect online reservation decisions in the hospitality industry. This research shows that when people see ratings, evaluations, or comments provided by individuals or users of e-commerce platforms about products and services through e-commerce platforms they can experience an increase in reservation decisions by other consumers. One of the key factors contributing to this relationship is the positive effect of sharing opinions or reviews directly from someone who has stayed at the hotel. By sharing opinions or reviews about a hotel, e-commerce platform users who want to make an online reservation can increase their decision to make an online reservation. In addition, using an e-commerce platform to make a hotel reservation online can save time and also with the existence of previous booking history can make it easier for e-commerce users if they want to make a re-booking. In addition, online reservation decisions are also influenced by other factors, namely the assessment of promotion decisions. With so many discounts, promotions, discounts and cheaper prices when making an online reservation using an e-commerce platform, the online reservation decision is influenced by the assessment of promotion decision.

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