INFLUENCE OF ONLINE REVIEWS ON ROOM BOOKING INTENTION AT PULLMAN BALI LEGIAN BEACH

[1] **Ni Putu Novi Artini,** [2] **Nyoman Gede Mas Wiartha,** [3] **I Dewa Putu Hendri Pramana**

[1,2,3]Bali Tourism Polytechnic

[1] noviartini21@gmail.com, [2] maswiartha@gmail.com, [3] hendri@ppb.ac.id

Abstract

This reseacrh was conducted to determine how online reviews affect room booking intention at Pullman Bali Legian Beach hotel. A quantitative approach to analyze the response of 150 respondents who have read online reviews about Pullman Bali Legian Beach using a method namely simple linear regression analysis. The outcome of this study found out online reviews possess a significant impact on room booking intention at Pullman Bali Legian Beach, which is verified by the result of the t_{count} number $>$ tt_{able} value, namely (11.720> 0.163) which has a significance value of $\alpha < 0.05$, value (0.000 < 0.05. The sequence of online review dimensions starting from the most influential is timeliness, volume, usefulness of online reviews, comprehensiveness, valence (positive), and valence (negative). The coefficient of determination test results show that the value of r square is 0.481, this shows that the room booking intention variable can be defined by the online review variable as much as 48.1%. The remaining 51.9% are then due to other variables not used in this study.

Keywords: *Online review, room booking intention, hotel*

Introduction

Statistic Bali Province (BPS) state that foreign tourists who visiting Bali in December 2022 increased by 89,878, bringing the number of foreign tourist visiting Bali in December to 337,236. The growth in the number of foreign tourist visits can be one of the causes of the increase in accommodation needs in Bali.

Pullman Bali Legian Beach, which is the object of this research, is a accommodation and five-star hotel located in Badung regency, Bali, Indonesia. The hotel is managed by Accor, which is headquartered in Paris, France. This hotel uses the Trustyou platform which is one of the review management platforms used by Pullman Bali Legian Beach, which is useful in managing online reviews, as well as providing statistical data and summaries of all values or ratings on 8 review platforms namely Tripadvisor, Google Review, Agoda, Traveloka, Hotel.com, Booking.com, Expedia, and Trip.Com.

Negative online reviews as well as positive online reviews uploaded by guests are a representation of how well Pullman Bali Legian Beach manages its operations. Where online reviews can be utilized by hoteliers to attract the interest or attention of tourists to utilize digital channels in finding information about hotels (Wee et al., 2018). Effect of variable online reviews and the volume of reviews is on customer purchasing behavior, then on internet these reviews will influence consumer purchase intention when seeking the product or service they have earned

(Chen & Chang, 2018). In addition, consumer buying interest increases because products or services are popular or receive many reviews, and consumer interest in buying over the internet is also influenced by the volume of comments and the number of reviews (Filieri et al., 2018).

Some previous studies have also measured the influence of online reviews and room booking intention. Then findings of these studies indicate that online reviews have a significant influence on room booking intention (Chan et al., 2017; El-Said, 2020; Wee et al., 2018; Wen et al., 2021; Zhao et al., 2015). However, the author finds the results of the above studies quite contradictory to the following study, where it is found that online reviews don't have significant effect on room booking intention, although they positively affect booking intentions (Amin et al., 2021).

Previous studies which have been explained above, the authors realize that there is a discrepancy between the results of these studies and the phenomena that occur at Pullman Bali Legian Beach. Where the dominant research results explain that negative online review posses significant influence on room booking intention, it is inversely proportional to the facts in this hotel. The data obtained from this hotel shows an increase in the number of negative online reviews on three online review platforms, namely Tripadvisor, Booking.com, and Agoda, but this is not followed by decreasing interest in booking rooms which can be seen from the room occupancy rate for the last three years.

Discrepancies in the results of several previous studies where 5 studies show the results that negative online reviews have a significant influence on room booking intention, but 1 other study shows the opposite result where online reviews have no significant influence on room booking intention in hotels. Then there is a phenomenon or gap where the data at Pullman Bali Legian Beach and the research results do not match. Where the increase in room booking intention in the last 3 years which can be analyzed from occupancy growth should be followed by an increase in positive online reviews, but what happened was that negative online reviews increased drastically with a fairly high percentage as well. Reffering to the phenomena or gaps mentioned above, and diversity of the outcome of several foregoing research, authors know it is important to re-examine the negative review dimension in this study.

Literature Review

A. Marketing

Marketing is defined as the process or effort by which an organization build strong relationships, engages with its customers, and creates customer value in return for obtaining value from them (Kotler & Armstrong, 2018:30). Marketing is about creating retail priced products, setting prices, communicating and delivering value propositions, and engaging consumers, customers, partners, and the general public (Meithiana, 2019).

B. Online Review

Online customer reviews are defined as positive, neutral, or negative reviews of products, services, people, or brands by previous customers on websites, including consumer reviews (Filieri et al., 2018). Online reviews are also known

as forums for consumers to allot ideas aslo exchange consideration regarding products, brands, and services online (Erkan et al., 2019). Online reviews generally refer to electronic word of mouth (eWOM), including blogs, social media, forums, websites and electronic applications (El-Said, 2020).

C. Room Booking Intention

Room booking, booking or reservation is the arrangement or booking of tickets, tables, hotel rooms, and so on for someone at a certain time (KBBI, 2018). In this research, the benchmark for room booking intention is the theory of purchase intention. This is because the room is assumed to be a hotel product that can be interested or even purchased by guests or tourists. Purchase intention is how a person sees a product or service with pleasure and attention will be focused or centered on the product or service, a person's interest is what causes the desire to buy and the belief that the product or service has benefits and later the product will be obtained by paying or exchanging with money (Priansa, 2017).

Research Methodology

A. Research Desain

This research uses quantitative methods to assess the impact of online review on room booking intention at Pullman Bali Legian Beach. The independent variable is online review, while the dependent variable is the room booking intention. Simple linear regression analysis is applied to measure the impact of online review on room booking intention.

B. Population and Sample

Targeted audience for this reseacrh is people who have read online reviews of Pullman Bali Legian Beach on at least one review platform. Method to determine the sample is non-probabilistic target sampling. Hair's formula was used (5-10) X (the indicators) so that 150 respondents were obtained. Hair's formula is used because the population size is not known with certainty, Hair et al. in (E-issn et al., 2022).

C. Operational Definition of Variables

1. Online Reviews

Positive reviews aing neutral, or negative, of products, services, people, or brands by previous customers on websites that contain consumer reviews (Filieri et al., 2018). There are 6 dimensions of the online review variable proposed by (Zhao et al., 2015) as follows.

a. *Usefulness*
b. *Reviewer Expertise*
c. *Timeliness*
d. *Volume*
e. *Valence (positive / negative)*
f. *Comprehensiveness*

2. Hotel Booking Intention

Interest in booking rooms in this study is measured using the dimensions of purchase interest, because in the hotel business rooms are one of the things purchased by consumers. Purchase intention is a product that arises when making a purchase and produces a motivation that will continue to be stored in the mind and then becomes a very strong desire, so that in the end when consumers have to meet their needs, these consumers must actualize what is in their mind (Ferdinand, 2014 :189)

a. Transactional intention
b. Referential intention
c. Preferential intention
d. Explorative intention

D. Data Collection Method

Primary data collection method is to distribute a survey using Google Forms to 150 respondents who have read online reviews about Pullman Bali Legian Beach on at least one review platform. The questionnaire used Likert from 1 -5 from completely agree. Secondary data was obtained by observation, documentation, interviews and various literature related to this research.

E. Data Analysis Techniques

1. Validity and Reability test

Validity tests are performed to determine the effectiveness or adequacy of questionnaires used by researchers to measure and obtain survey data for respondents. Validity is a measure of the degree of adequacy of a remedy and can be accurately measured in real-world situations (Hartono, 2019).

The questionnaire is initially distributed to 30 people to test its effectiveness. To determine if an item is valid, the value of the item's r_{count} is compared to the r_{table}. The item is considered valid if the value of $r_{count} > r_{table}$ and vice versa.

The reliability test is carried out after the validity test. The item is considered valid when the Cronbach's alpha value > 0.6 (Sugiyono, 2013 : 102).

2. Classical assumption test

a. Normality test

Residual value can be decided whether if it's normally distributed by applying normality test. One Sample Kolmogorov Smirnov is one method that can be utilized to perform a normality test which in this study Monte Carlo exact test applied. If the data tested has significance value > 0.05, it can be concluded that the data is normally distributed (Ghozali, 2018).

b. Heteroscedasticity test

This test points to know if within regression there's imbalance of variance from the residuals of one perception to another (Ghozali, 2016). The test used is the Spearman Rho test. This test is performed by correlating the absolute value of the independent variable residuals. The premise for making Spearman Rho test decision-making is if the significance value is greater than 0.05, it is free from heteroscedasticity test and also the opposite.

3. Simple linear regression

Probalistic model can be done by utilizing simple linear regression which states the correlation among variables where one variable is considered to affect the other (Suyono, 2018). Simple linear regression analysis is utilized to examine changes in dependent variable (Y), namely room booking intention which is influenced by the independent variable (X), namely online reviews (Sugiyono, 2013:261).

4. Coefficient of determination

Coefficient of determination analysis is utilized to know the number or percentage of the impact of the online review variable (X) on the room booking intention variable (Y). The purpose of determining the coefficient is to know the percentage influence of the independent variable on the dependent variable. The R^2 test actually measures the model's ability to explain the variation in the dependent variable (Ghozali, 2016). In this study, a coefficient of determination analysis was performed to determine the percentage impact of the online review variables (X) on the room booking intention variables (Y).

5. T-test

Conducting the t-test is to know whether the effect of online reviews, on room booking intention, is significant or insignificant (Sunyoto, 2013:50). The basis for making decisions from this t test stand up of 2 delibrations, they are compare between the t_{count} value and the t_{table} and based on the significance value.

Results and Discussion

A. Result

1. Description of respondent characteristics

Table 1
Description of respondent characteristics

Respondent Characteristics	Amount	Percent
Gender		
Male	70	46,7%
Female	80	53,3%
Total	150	100%
Age	Amount	Percentage
21 - 30	145	96,7%
31 - 40	4	2,7%
41 - 50	0	0%
> 50	1	0,7%
Total	150	100%
City of origin	Amount	Percentage
Badung	69	46%
Denpasar	21	14%
Gianyar	20	13,3%
Tabanan	16	10,7%

Buleleng	9	6%
Karangasem	3	2%
Klungkung	3	2%
Bangli	2	1,3%
Jembrana	2	1,3%
Surabaya	2	1,3%
Tegal	1	0,7%
Lampung Barat	1	0,7%
Banyuwangi	1	0,7%
Total	150	100%

Job	Amount	Percentage
College student	104	69,3%
Employee	27	18%
State employees	4	2,7%
Lecturer/Teacher	3	2%
Entrepreneur	3	2%
Others	9	6%
Total	150	100%

[Source: Primary Data Processed, 2023]

Table 1 is presented that respondents are dominated by female with a total percentage of 53.3% in the age range 21-30 years as much as 96.7%. In the city of origin, the city that dominates is Badung with a percentage of 46% and for the most occupations namely college student with a total percentage 69.3%.

2. Validity and Reliability Test Result

Tabel 2
Result of Recapitulation of Validity Test

Variabel	Item	r_{count}	r_{table}	Remark
	X1	0,464	0,1603	Valid
	X2	0,714	0,1603	Valid
	X3	0,545	0,1603	Valid
	X4	0,754	0,1603	Valid
	X5	0,628	0,1603	Valid
	X6	0,515	0,1603	Valid
	X7	0,698	0,1603	Valid
	X8	0,729	0,1603	Valid
Online	X9	0,664	0,1603	Valid
Review (X)	X10	0,642	0,1603	Valid
	X11	0,704	0,1603	Valid
	X12	0,687	0,1603	Valid
	X13	0,639	0,1603	Valid
	X14	0,707	0,1603	Valid
	X15	0,787	0,1603	Valid
	X16	0,807	0,1603	Valid
	X17	0,626	0,1603	Valid

	X18	0,621	0,1603	Valid
	X19	0,677	0,1603	Valid
	X20	0,751	0,1603	Valid
	X21	0,450	0,1603	Valid
	X22	0,375	0,1603	Valid
	X23	0,197	0,1603	Valid
	X24	0,786	0,1603	Valid
	X25	0,602	0,1603	Valid
	X26	0,443	0,1603	Valid
Room	Y1	0.676	0,1603	Valid
Booking	Y2	0,730	0,1603	Valid
Intention	Y3	0,790	0,1603	Valid
(Y)	Y4	0,800	0,1603	Valid

[Source: Primary Data Processed, 2023]

Reffering on above Table 2, validity test output demonstrated the coefficient which is the smallest value gathered from variable indicator is 0.197 and largest coefficient value is 0.807. All statements about online review and room booking intention are valid due to it has an r_{count} value greater than the r_{table} which is 1.603.

Tabel 3
Result of Recapitulation of Reliability Test

Question Item	Total of Question Item	Cronbach's Alpha	Remark
Online Review (X)	26	0,927	Reliabel
Room Booking Intention (Y)	4	0,741	Reliabel

[Source: Primary Data Processed, 2003]

Average value of online review variable and room booking intention is above 0.60. Therefore it inferred that all expression from the two research variables in accordance with assumption of data reliability. Data reliability means that the test results are accurate and consistent in measuring online reviews and room booking interest, using the same measuring instrument if carried out at different times and occasions repeatedly.

3. Result of Classical Assumption Test

Tabel 4
Normality Test Result

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			150
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		1.49427849
Most Extreme Differences	Absolute		.094
	Positive		.062
	Negative		-.094
Test Statistic			.094
Asymp. Sig. (2-tailed)			.002[c]
Monte Carlo Sig. (2-tailed)	Sig.		.133[d]
	99% Confidence Interval	Lower Bound	.124
		Upper Bound	.142

a. Test distribution is Normal.
b. Calculated from data.
 c. Lilliefors Significance Correction.
 d. Based on 10000 sampled tables with starting seed 2000000.
[Source: Primary Data Processed, 2023]

Table 4 describes that the significance value of Monte Carlo Sig. (2-tailed) is 0.133> 0.050. Therefore this inference the data is normally distributed, since it is in accordance with decision-making basis in the One Sample Kolmogorov Smirnov normality test, namely the significance value is greater than 0.05. Normally distributed data means that the data used in this research has a normal residual value, because it has a low and high extreme residual value that is small, or the distance is not too far, the data does not vary too much so it is easy to conclude the test results.

Tabel 5
Hesterocedasticity Test Result

Correlations			Ulasan Online	Unstandardized Residual
Spearman's rho	Online Review	Correlation Coefficient	1.000	-.019
		Sig. (2-tailed)	.	.817
		N	150	150
	Unstandardized Residual	Correlation Coefficient	-.019	1.000
		Sig. (2-tailed)	.817	.
		N	150	150

[Source: Primary Data Processed, 2023]

Reefering yo the results in table 5, when viewed from the significance value of Spearman's Rho Sig, (2-tailed) has a significance value above 0.05, which is 0.817, hence collected data used in this study are free from signs of heteroscedasticity. Free from signs of heteroscedasticity means that there is sameness from the residuals of one observation to another.

4. Simple Linear Regression Analysis Result

Tabel 6
Simple Linear Regression Analysis Result

Coefficients[a]		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.391	1.238		2.740	.007
	Ulasan Online	.129	.011	.694	11.720	.000
a. Dependent Variable: Minat Pemesanan Kamar						

[Source: Primary Data Processed, 2023]

Table 6 explain that constant value is 3.391 and online review (X) is 0.129 and the result as follow:

$$Y = 3.391 + 0.129\ X$$

a. Constanta = 3.391

The constant value of 3.391 shows that if the online review variable is eliminated, room booking intention variable will be 3.391. If the value of online reviews increases, the room booking intention will be higher due to the positive value of the independent variable.

b. Online Review (X) = 0.129

The regression coefficient value of the online review variable on room booking intention is 0.129. It implies that if online reviews increase by 1 unit, while other variables remain constant, the room booking intention will increase by 0.129.

The coefficient of online reviews is positive, indicating that there is a positive relationship between online reviews and room booking interest. The increase in online reviews will result in an increase in room booking interest.

5. T-test Result

Tabel 7
T-Test Result

Variabel	t_{count}	Sig.	Remark
Online Review (X)	11,720	0,000	Significant

Alpha (α) 0,05
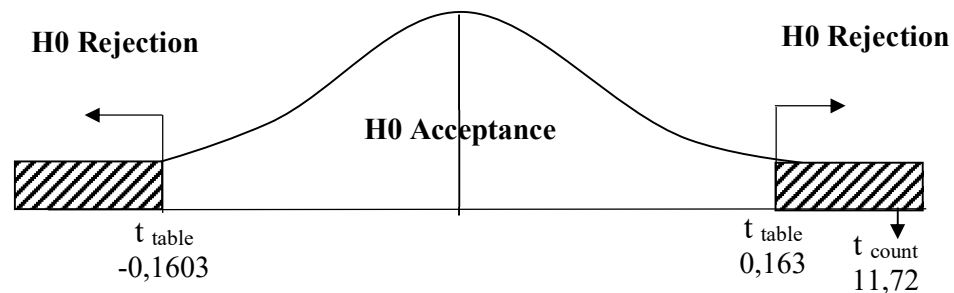
[Source: Primary Data Processed, 2023]

Reffering on Table 7, the t test can be formulated as follows:

a. Determine t $_{count}$ and t $_{table}$

T $_{count}$ value of online review (X) = 11.720 with a significance of less than the α value (0.000 <0.05). Meanwhile, t $_{table}$ 0.163, where the formula is df = n-k (150-2) = 148. The amount of t $_{table}$ = (0.05; 148).

b. Comparison between t $_{count}$ and t $_{table}$

1) If t $_{count}$ > t $_{table}$ or significance value < α then H0 is rejected, and Ha is accepted.

2) If t $_{count}$ ≤ t $_{table}$ or significance value > α then H0 is accepted, and Ha is rejected.

[Source: Data Processed, 2023]

Figure 1
Test Distribution Curve
Testing Online Review (X) Coefficient on Room Booking Intention (Y)

The value of t $_{count}$ > t $_{table}$ = 11,720 > 0,163 and significance value < 0.05 = 0,000 < 0,05. Because the t_{count} value is greater than the t_{table} then the α value is smaller than 0.05, H0 is not accepted then Ha is accepted. Therefore, the hypothesis accepted in this study is Ha, namely online reviews have a significant effect on room booking intention at Pullman Bali Legian Beach with a degree of freedom of 148, an error rate of 5%.

6. Result of Coefficient Determination

Table 8
Coefficient of Determination Result

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.694[a]	.481	.478	1.499
a. Predictors: (Constant), Ulasan Online				
b. Dependent Variable: Minat Pemesanan Kamar				

[Source: Primary Data Processed, 2023]

Reffering on this test, R square value is 0.481, indicating that the room booking intention variable (X) can be explained by the online review variable (Y) as much as 48.1%. At that point the remaining 51.9% is clarified by other factors or variables that are not used in this study. If coefficient of determination interval is between 40% - 59.9%, the coefficient of determination can be said to be moderate (Ghozali, 2013 : 95). The outcome of the coefficient of determination test in this reseacrh which amounted to 48.1%, can be said to have a moderate effect on the room booking intention variable.

B. Discussion

In this research, online review variable possess a noteworthy effect on room booking intention variable at Pullman Bali Legian Beach. Based on the perceptions and tabulation of respondents' answers regarding the statement of the dimensions of the online review variable. If sorted from the most calculated dimensions, they are timeliness, volume, usefulness of online reviews, comprehensiveness, valence (positive), and the last is valence (negative). Room booking intention in this study is measured by 4 dimensions of purchase intention, which when sorted from the dimensions most considered by respondents are transactional intention, referential intention, exploratory intention, and preferential intention.

The online review variable (X) has a positive and significant effect on the room booking intention variable (Y) as evidenced by the outcome of the t test for the online review variable with a value Because the value of t_{count} is greater than t_{table}, H0 is refused and Ha is acquired. Therefore hypothesis accepted in this study is Ha, namely "online reviews have a significant effect on room booking interest at Pullman Bali Legian Beach", with a degree of freedom of 148 and an error rate of 5%.

The coefficient of determination test outcome reveal that the r square value is 0.481, which imply that the room booking intention variable can be described by the online review variable as much as 48.1%. Then the remaining 51.9% is explained by other variables which unused in this study. Online reviews (X) are positive with a regression coefficient value of 0.129. This signify that if there is an increase in online reviews, it will result in an increase in room booking interest.

Conclusion

The conclusion of this research is online review variable has a significant effect on the room booking intention variable. Based on respondents' perceptions obtained from tabulating respondents' answers, the order of the most influential or important dimensions for readers of Pullman Bali Legian Beach online reviews is timeliness, volume, usefulness of online reviews, comprehensiveness, valence (positive), and the last is valence (negative). Room booking intention variable can be described by the online review variable as much as 48.1%. Then the remaining 51.9% is explained by other variables not used in this study

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