

How Online Hotel Reviews Affect Consumer Booking Decisions

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Abstract

Online evaluations function as a digital version of traditional word-of-mouth advertising, known as electronic word-of-mouth. As the digital economy grows and the digital revolution approaches, customers increasingly use social media to share their opinions online. Most consumers would not book a hotel without reading customer reviews, although some reviews do not accurately reflect the hotel's service and hospitality. Therefore, this study aims to investigate the connection between online reviews and booking intentions such as review volume, reviewer experience, and trust, which affect travellers' booking decisions. Data was collected from 329 respondents through questionnaires. Convenience sampling was used and then analysed with regression analysis. The results indicate that all variables in online reviews, particularly trust in reviews, significantly influence booking intentions. However, price did not significantly moderate the relationship between review attributes and booking intentions. The study's findings can help hotel organisations improve by analysing their online presence and focusing on the content posted about them on social media.

Keywords:

Online review attributes, booking intention, price

1 Introduction

Aligned with the acceleration of E-commerce and the unstoppable advance of technology, online reviews have become an important source for consumers to search the detailed and reliable information on anything (Kumar et al., 2020). Online reviews are associated with the feedback provided by individuals who have purchased or used a product or service and, this reflects their opinions, experiences, and satisfaction levels (Liu et al., 2020). In addition, reviews are typically shared experiences through various channels, social media, and e-word-of-mouth and often provide specific details and anecdotes about their interactions with a product or service. These experiences can be subjective and vary from person to person. Besides that, according to Zhang and Kim (2021) online reviews are occurring not across products and services but industries, hotel industry without exception.

In the of hotel industry, online reviews serve as valuable resources, enabling customers to evaluate hospitality and tourism options before they engage in the experience (Melián-González et al., 2013; Vo et al., 2022). Nevertheless, some reviews may not accurately represent the real service and hospitality offered by the hotel (Bagherzadeh et al., 2021; Mohsin & Lockyer, 2010) because it based on how customer perceived the service. In addition, there are instances where the hotel's official website creates challenges for customers in assessing the service quality. This happens because the website tends to emphasize positive reviews rather than providing a true representation of the hotel's actual attributes (Ji et al., 2023).

The reliance on online reviews for hotel booking decisions amidst the burgeoning internet user base is a critical issue. With over 28.7 million internet users in Malaysia alone, online platforms play a pivotal role in facilitating ICT growth (MCMC, 2018; Garces et al., 2004). The hotel industry has witnessed a significant shift towards online review-based decision-making, driven by technological advancements (Ji et al., 2023). This trend is fuelled by the exponential increase in social media and internet usage, with approximately 4.76 billion social media users globally in 2023 (Global Digital, 2023).

Although the value of online reviews serve as valuable resources for consumers, gaps and inconsistencies in the literature remain. Despite acknowledging the impact of online reviews on booking intention, there is a scarcity of comprehensive studies examining specific attributes' influence on decision-making, especially regarding price moderation (El-Said, 2020). Additionally, the trustworthiness and accuracy of online reviews, as well as their alignment with actual service quality, require further exploration (Furner et al., 2022).

Understanding the abovementioned variables is crucial for both consumers and hoteliers. Consumers heavily rely on online reviews to make informed booking

decisions, necessitating the assurance of review credibility (Nasser 2023) . For hoteliers, comprehending the factors influencing booking intention through online reviews is paramount for resource optimization and enhancing service quality (Vo et al., 2020). However, challenges persist, such as biased reviews and the discrepancy between online representations and actual experiences (Karamana, 2021).

Addressing these gaps is imperative to enhance the efficiency and effectiveness of the online booking process. Further research on the influence of online reviews, particularly with price moderation, can contribute significantly to improving decision-making processes in the hotel industry (Ciftci et al., 2020) By understanding the nuances of online review dynamics, both consumers and hoteliers stand to benefit, enhancing the overall quality of the hospitality experience.

2 Literature Review

2.1 Online Review Attributes

Online review attributes, such as volume, expertness, and trustworthiness, play a crucial role in influencing consumer behaviour and decision-making processes in the hospitality industry (Zhao et al., 2015; Amar, 2018; Xie et al., 2014; Ladhari & Michaud, 2015). These variables represent different dimensions of online reviews, reflecting the quantity, credibility, and perceived reliability of information available to consumers. Price is another significant variable, representing the monetary cost associated with booking a hotel room, which influences consumer perceptions of value and affordability (Soutar, 2016). Finally, booking intention indicates consumers' likelihood or intention to book a hotel room, which is influenced by various factors such as online reviews, price, and perceived value (El-Said, 2020).

Past studies have extensively examined the relationship between online reviews and booking intentions in the hospitality industry. For example, Zhao et al. (2015) investigated the impact of online review attributes on travelers' intentions to book hotels online. Their findings supported the influence of attributes such as usefulness, reviewer expertise, and review volume on booking intentions. Similarly, Amar (2018) found that factors such as confidence, review volume, reviewer experience, familiarity with the product, and perceived importance significantly influenced booking decisions. Xie et al. (2014) explored online consumer reviews and hotel performance management responses, finding that online review volume positively impacted hotel performance. Additionally, Wen et al. (2022) examined the impact of social networks on attitudes towards hotels and booking intentions, highlighting the significant role of trust in online reviews in influencing booking intentions.

The study draws upon various theoretical frameworks to understand consumer behaviour in the context of online reviews and booking intentions. Information Processing Theory examines how consumers process and interpret information from online reviews to make decisions. Trust Theory investigates the role of trust in shaping consumer attitudes toward online reviews and their subsequent booking intentions.

Consumer Decision-Making Models, such as the Theory of Planned Behaviour or the Consumer Decision Process Model, help understand the sequential steps involved in booking intentions influenced by online reviews.

Drawing from past studies and theoretical frameworks, hypotheses are developed to test the relationships between variables and explore potential moderating effects. The hypotheses suggest that online review attributes significantly influence booking intentions (Zhao et al., 2015; Amar, 2018; Xie et al., 2014). Furthermore, the moderating role of price is proposed, indicating that price considerations influence the relationship between online review attributes and booking intentions (Xie et al., 2014). These hypotheses provide a framework for empirical testing and contribute to a deeper understanding of the factors driving consumers' decisions in the context of online hotel bookings.

2.2 Price

One of the most important considerations for customers when choosing a product to buy is its price. Prices should convey info to the consumer in terms of service quality, product and value (Alzoubi et al., 2020). From the consumer's perspective, price represents the amount of money they must pay to obtain a product or service (Alzoubi et al., 2020). Customers tend to compare target values (prices provided by the current seller) with reference prices (prices offered by other sellers) and then shape their market expectations (Al-Adwan et al., 2022). Additionally, consumers can easily compare rates across hotels and see which ones are reasonable thanks to the electronic market. That's why customers are more likely to buy a product or service if they think the pricing is fair.

Additionally, travelers must rely on filters because they come across a tonne of information when reserving hotel rooms. Consumers frequently assess alternatives, reduce their selections, and decide what to buy based on factors including price (El Haddad, Hallak, & Assaker, 2015). To summarise, El Haddad et al. (2015) found that pricing plays a crucial role in shaping customers' perceptions of quality and value as well as their intentions to book hotels.

Moreover, online reviews can be indifferent and create a strong online word-of-mouth effect, significantly impacting the pricing of a product or service (Moore L, 2019). A good reputation may result in a higher price, which would distance online vendors from buyers. Due to the intense competition amongst online booking platforms, every seller aims to draw in new clients. Prices for restaurants, hotels, and related online transactions can all be greatly imp sales (Kim & Tanford, 2021). Found that stronger ratings and lower prices boost the propensity to write reviews that also motivate customers to write reviews and complaints about poor experiences.

2.3 Booking Intention

Online reservations are active around the clock. It gives potential tourists the option to reserve a room whenever they'd like. Research indicates that the number of hotel reservations is greatly increased by online and round-the-clock reservation systems (Ert & Fleischer, 2016). According to this survey, customers should research features, costs, and quality before making a purchase and then evaluate all the requirements for making an online hotel reservation (Wen et al., 2021).

Travelers can now make bookings at any time thanks to the hospitality industry's revolutionary adoption of internet booking tools. When combined with the wealth of information that can be found online, its availability around the clock greatly boosts hotel reservations and shapes customer behaviour. Online booking tools and round-the-clock accessibility have been proven in studies to greatly increase hotel reservations. Ert and Fleischer (2016) highlight that such systems offer convenience and flexibility to future travelers.

The study draws upon various theoretical frameworks to understand consumer behaviour in the context of online reviews and booking intentions. Information Processing Theory examines how consumers process and interpret information from online reviews to make decisions. Social Influence Theory explores how social factors, such as peer reviews and recommendations, influence consumer perceptions and behaviours. Drawing from past studies and theoretical frameworks, hypotheses are developed to test the relationships between variables and explore potential moderating effects. The hypotheses suggest that online review attributes significantly influence booking intentions (Zhao et al., 2015; Amar, 2018; Xie et al., 2014). Furthermore, the moderating role of price is proposed, indicating that price considerations influence the relationship between online review attributes and booking intentions (Xie et al., 2014). Thus, five research hypotheses proposed related to how online hotel reviews affect consumer booking decisions which are:

H1: There is a significant relationship between online review attributes and booking intention

H1a: There is a significant relationship between online review volume and booking intention

H1b: There is a significant relationship between review expertness and booking intention

H1c: There is a significant relationship between trust online review and booking intention

H2: Price significantly moderates the relationship between online review and booking intention.

3 Methodology

3.1 Online Review

The study was conducted in the context of the rapidly growing digital landscape, particularly within the hospitality industry, where the influence of online reviews on consumer behaviour is becoming increasingly significant. This is due to advancements in technology facilitating the information and communication. Thus, the study aims to understand the impact of various online review attributes on booking intention, considering factors such as online review volume, review expertness, and trust in online reviews. The setting of the study encompasses the digital platforms where consumers interact with online reviews, including hotel booking websites, social media platforms, and online review forums. Consumers navigate through a vast amount of information, comparing prices, reading reviews, and assessing the trustworthiness of the information provided. The study acknowledges the importance of online reviews as influential sources of information, shaping consumer perceptions and affecting their booking decisions.

This research used a descriptive research approach because it aims to examine the relationship between online review attributes and booking intention. A quantitative approach was used as this approach allows for the analysis of these variables in a structured and statistically rigorous manner. Furthermore, a quantitative approach helps to determine the relationship between independent variables towards dependent and moderating variables. This research approach was the most appropriate option based on the collection and presentation of the collected data (Creswell et al., 2003). In terms of study setting, the study was conducted in a non-contrived setting. This research also used a cross-sectional study. The data had been gathered and collected at one time only within one month at the area of Klang Valley. The unit of analysis was individual, to be specific, the individual who use online booking.

Klang Valley was chosen as the research setting due to its robust internet connectivity. It is also recognized as a highly urbanized (Bel, 2024) and developed area in Malaysia thus, it can be assumed that most Klang Valley residents have easy access to the Internet. According to World Population Review, (2024) the population in Klang Valley is 8,815,630 people, making it difficult for the researchers to survey the entire population. It is indicated also by World Population Review, (2022) 66.6% of the population were individuals relying on online media. Therefore 5,871,209 people is the determined population. Regarding the necessary number of respondents, Krejcie and Morgan (1970) reported that if the total population was close to 1 million, a minimum of 384 respondents is adequate. Roscoe (1975) noted that the sample size exceeding 30 and below 500 was ideal for most quantitative research. In line with the above notion, this paper also compared the sample size population using Rao soft sample size calculator, to make sure that the total sample needed for this paper was sufficient (Raosoft, 2004). Based on Rao soft calculation the sample size needed for this research were 385 respondents and it was almost similar with (Krejcie & Morgan, 1970). Thus,

sample size needed for this research are 385 respondents. In this study, the convenience sampling had been used because it allows the researcher to obtain basic data and trends without the complications of using a randomized sample. Convenience sampling is suitable to be used when the target respondents are willing to participate and available to be studied (Etikan, 2017). Through the convenience sampling procedure, the questionnaire was distributed to the potential people who used to book hotel rooms using online booking. The questionnaire was conducted through an online questionnaire, the researchers distributed the questionnaire through WhatsApp, media social and email. Only 329 Researchers managed to get 329 respondents in one month. Another 56 respondents do not meet the criteria.

A self-administered questionnaire was used in collecting the data for this study. It has been developed and adapted based on the variables in the study framework. Items in each dimension were adapted from previous literature with some adjustments have been made to achieve the research objectives. The data or information needed was collected from the individuals who used online booking. Researchers used WhatsApp, media networks, and email because it is one of the easiest and fastest ways to get information. This process involves only sending an invite or providing a reference to complete the survey. For social media, the researcher posted a link for the questionnaire and the respondents answered these questions without any hassle. To ensure that the target respondents were valid to participate in this study, the researcher used a screening question.

4 Findings

4.1 Descriptive Analysis

Descriptive analysis on the mean score and standard deviation on every item in the questionnaire are showed in the Table 1.

Table 1: Mean and Standard Deviation for Online Review

Items	Means	Standard deviation
Online Review Volume		
I pay more attention to hotels having larger volume of online review	4.22	0.618
Volume of online reviews relates to attentions a hotel gets	4.33	0.664
Larger volume of online reviews reflects that many people are interested in a hotel	4.23	0.730
Larger volume of online reviews means more equally distributed negative and positive reviews	4.21	0.757
Larger volume of online reviews will increase my booking intentions	4.27	0.768
I will read all available reviews about a hotel	4.25	0.773
Review expertness		
Reviewers have hotel-related knowledge	4.14	0.740

Reviewers are well established	4.10	0.754
Reviewers have a good credit record	4.12	0.771
Reviewers are experienced web users (e.g. Celebrity, influencer etc.)	4.22	0.829
Posting negative reviews requires more professionalism in reviewers.	4.12	0.811
Trust		
I am confident in my ability to assess trustworthiness of websites.	4.16	0.779
Before booking a hotel, I read other e-user's experiences	4.23	0.711
The more detailed an e-review the more I trust it	4.33	0.682
During my hotel's stay I always experience the same detail of what I read in online hotel reviews.	4.15	0.777

Based on Table 1, the highest respondents strongly agree that the more detailed an e-view the more I trust it ($M=4.33$, $SD =0.682$) while the least respondents agree reviewers are well established ($M=4.10$, $SD =0.754$).

Table 2: Mean and Standard Deviation for Price

Items	Means	Standard deviation
Price		
I would book a hotel room when the price is affordable.	3.96	0.872
I would book a hotel room at a lower price with a good review.	4.09	0.859
I would book a hotel room at a lower price with a high volume of reviewers.	4.09	0.836
I would book more hotel room when the price is low.	4.24	0.774

As shown in Table 4, the results showed that the highest respondents strongly agree that I would book a hotel room at a lower price with a good review ($M=4.09$, $SD =0.859$) while the least respondents agree ($M=3.96$, $SD =0.872$).

Table 3: Mean and Standard Deviation for Booking Intention

Items	Means	Standard deviation
Booking Intention		
I am willing to book a hotel room using the website	4.43	0.631
I plan to book hotel rooms using the website.	4.29	0.661
I may book hotel rooms using the websites in the next 12 months.	4.24	0.698
I prefer to use the website when making reservations.	4.42	0.610

Table 3 illustrates the highest respondents strongly agree that they may book hotel rooms using the websites ($M=4.43$, $SD =0.631$) while the least respondents agree to book hotel rooms using the websites in the next 12 months ($M=4.24$, $SD =0.698$).

4.2 Reliability Analysis

The reliability analysis presented that the instrument used was found reliable, based on Cronbach's alpha value showed in Table 4.

Table 4: Reliability Analysis Results

Variable	Number of items	Cronbach's Alpha
Online review (IV)		
Online Review Volume	6	0.669
Review expertness	5	0.762
Trust in online review	4	0.696
Booking Intention (DV)	4	0.728
Price (MV)	4	0.769

N=329

Reliability analysis was measured through Cronbach's Coefficients Alpha, ranging from the highest value of Cronbach's Alpha, which is 0.769. On the above table all the Cronbach's Alpha value are greater than 0.6, it can be concluded that the measuring items used are reliable.

4.3 Result of Hypothesis Testing

Multiple regression was used to determine the relationship between Online Review attributes namely online review volume, review expertness and trust in online review (independent variable), and booking intention (dependent variable).

4.3.1 Online Review

Table 5: Relationship between Online Review Attributes and Booking Intention

Predictor	Std. B	t	Sig.
Online Review	0.487*	9.918	0.000
R ²	0.237		
Adj. R ²	0.235		
F-Change	101.733		

Dependent Variable: Booking Intention; Note: *p <0.05

Table 5 illustrated that the model was significant ($R^2=.237$. $F\text{-Change}=101.733$, $P<.05$) where the predictor explaining 23.7% of the variation booking intention explained by the online review attributes. It may be seen that online review attributes significantly and positively influence booking intention. Thus, the hypothesis is fully supported and, H1 is accepted.

4.3.2 Online Review Volume

Table 6: Relationship between Online Review Volume and Booking Intention

Predictor	Std. B	t	Sig.
Online Review Volume	0.434*	10.011	0.000
R ²	0.188		
Adj. R ²	0.186		
F-Change	75.799		

Dependent Variable: Booking Intention; Note: *p <0.05

Table 6 illustrated that the model was significant ($R^2=0.188$, $F\text{-Change}=75.799$, $P<.05$) with the predictor explaining 18.8% of the variation for booking intention explained by the online review volume. It is evident that online review volume is significant and positively influences the booking intention in this study. Therefore, the hypothesis is supported, hence, H1a is accepted.

4.3.3 Review Expertness

Table 7: Relationship between Review Expertness and Booking Intention

Predictor	Std. B	t	Sig.
Review Expertness	0.397*	15.972	0.000
R ²	0.157		
Adj. R ²	0.155		
F-Change	61.093		

Dependent Variable: Booking Intention; Note: *p <0.05

Table 7 illustrated that the model was significant ($R^2=0.157$, $F\text{-Change}=61.093$, $P<.05$) with the predictor explaining 15.7% of the variation for booking intention explained by the review expertness. It may be considered that; review expertness significantly and positively influences the booking intention in this study. Thus, the hypothesis is fully supported, hence, H1b is accepted.

4.3.4 Trust in Online Review

Table 8: Relationship between Trust in Online Review and Booking Intention

Predictor	Std. B	t	Sig.
Trust in Online Review	0.484*	13.820	0.000
R ²	0.234		
Adj. R ²	0.232		
F-Change	99.953		

Dependent Variable: Booking Intention; Note: *p <0.05

Table 8 illustrated that the model was significant ($R^2=0.234$, $F\text{-Change}=99.953$, $P<.05$) with the predictor explaining 23.4% of the variation for booking intention explained by trust in online review. It may be considered that trust in online review is

significant and positively influences the booking intention in this study. Thus, the hypothesis is fully supported, hence, H1c is accepted.

4.4 Measuring the Moderating Effects of Price on the relationship between Online Review attributes and Booking Intention

Table 9: The Moderating Effects of Price on the relationship between Online Review attributes and Booking Intention.

Steps and Variable	B	SE B	95%CI	β	R ²
Step 1					
Online Review Volume	0.502	0.52	0.399 0.605	0.469*	0.247
Price	0.071	0.037	-0.002 0.143	0.094*	
Step 2					
Online Review Volume x Price	-0.133	0.074	-0.278 0.013	-0.969	0.255

C1=Confident Interval, *p<.05

The multiple regression was used to examine the moderating effect of price on the relationship between online review attributes and booking intention. According Table 4.12, the result shows that R² value is increasing by only 0.08% from 0.247 to 0.255. The interaction between online review attributes and price only increase 0.08% of the variance in booking intention. However, the Sig. F Change which can be seen in appendix 4 showed that it is not significant. The result showed that price weakly moderates the relationship between online review and booking intention. It can be concluded that price does not moderate the relationship between online review and booking intention. Thus, the hypothesis H2 is not supported.

5 Discussion

The aim of this study was to investigate the impacts of online reviews on booking behaviour. The first objective was to examine the relationship between online review attributes and hotel booking intention. The online review attributes include online review volume, review expertness and trust in online review. Based on the results, all the online review attributes are significantly related to booking intention. The result of this research study is in line with past studies (Zhao, Wang Guo & Law, 2015; Chen, Xie & Wang, 2017). This study suggested how significant the role of online review attributes in order to helps in figuring how different attributes of online review may lead to specific booking intention of customers. The first online review attributes in this study, online review volume has a significant positive relationship with booking intention ($\beta = 0.434, p < .05$). Majority of the respondent agreed that the attributes of online review volume influences the booking intention. This finding is supported by Zhao, Wang, Guo, & Law (2015). The research found that there is a positive impact on

volume of online reviews on booking intentions. Based on the results obtained, the researcher agrees that there is indeed a significance in online review volume. This is because reviews have the biggest impact on booking intention (Engagement, Consumers, & Online, 2017). The higher the number of online review volume, the more customers want to book the hotel room.

Furthermore, review expertness is also significantly positive with the booking intention ($\beta = 0.397$, $p < .05$). This is in line with findings by Ammar (2018) that stated review expertness is most important to booking intention. To further validate this statement, the authors noticed the importance of expertness, therefore, hotels are advised to also respond to negative reviews. This type of response gives a positive impact on customers.

Next, trust in online review also has significantly positive relationship with booking intention ($\beta = 0.484$, $p < .05$). This is supported by Qalati (2021) that prove the relationship between trust in online review and booking intention. The findings also support that positive feedback enhances the level of trust shown towards hotel. For example, when the comments are positive rather than negative, travellers will have the confidence to book a stay in the said hotel. This study also shows that internet users trust the comments and the popularity of the comments. Travellers who are exposed to negative feedback about a hotel tend to have less belief in the hotel and their booking intentions are lower than those who are exposed to good reviews.

To sum up everything said above, there is a significant positive correlation between the online review attributes and booking intention. Soon, people who intend to use online booking will be aware of the importance on each of the online review attributes. These findings would help the booking website to attract more people to read their review. The next discussion explains further on the moderating effect of price on the relationship between online review attributes and booking intention.

5.1 The moderating effect of Price on the relationship between Online Review attributes and Booking Intention.

The second objective discusses on the moderating variable which is price towards booking intention. Findings from this study show that price does not moderate the relationship between online review attributes and booking intention. According to past studies, price have the potential to influence booking intention (Lien, Wen, Huang, & Wu, 2015). According to Producers and Côte (2017), most respondents are female, more females are actively involved in earning money for their lives. Therefore, based on the respondents, the majority are women who earn money. It is also reported that women feel less guilty in spending money if it's their own hard-earned money. Furthermore, based on the respondent's profile, many of them are still single and without any commitments. This can be one of the possible explanations and justification why price has not moderated the relationship between the qualities of online review and the booking intention.

As a conclusion, the price does not moderate the relationship between online review attributes and booking intention. From the findings above, the researcher sincerely hopes other moderating factors can be looked at. This aligned with (El-said, 2019; Lien, Wen, Huang, & Wu, 2015) which stated that, prices moderate the impact of online customers on the booking intention.

5.2 Theoretical Contributions

The study contributes significantly to existing literature in several ways. Firstly, it sheds light on the pivotal role of online reviews in influencing booking intentions for hotel organizations. By identifying "trust in online reviews" as the most influential factor in determining booking intention, the study provides valuable insights into the factors that impact consumer decisions. This understanding enables hotel organizations to take targeted actions to improve the quality of their online reviews, thus enhancing their online reputation and attracting more bookings.

Theoretical implications of the results extend beyond the hospitality industry, offering valuable insights into consumer behaviour and decision-making processes in the digital era. By elucidating the factors that shape trust, perception, and booking intentions, the study contributes to the broader understanding of how online reviews influence consumer choices across various sectors. The findings of this study open up new research avenues for exploring the intricate interplay between online review attributes and consumer behaviour.

5.3 Practical Implications

The findings of this study hold significant practical implications for practitioners and policymakers in the hospitality industry. Understanding the impact of online reviews on booking intention is crucial for hotel managers and marketers. Positive online reviews can greatly enhance a hotel's reputation and attract more customers, leading to increased bookings. Conversely, negative reviews can deter potential guests and harm the hotel's image. Therefore, hotel managers should actively monitor and manage online reviews to maintain a positive online reputation.

In the broader context of the hospitality industry, this study underscores the growing importance of online reviews in shaping consumer behavior. With the increasing reliance on digital platforms for travel planning, hotels must prioritize their online presence and reputation management strategies. Policymakers may also need to consider regulations or guidelines to ensure the authenticity and reliability of online reviews, thereby fostering consumer trust in the digital marketplace.

The rapid growth of internet usage and social media platforms has transformed the way consumers engage with businesses, particularly in the hospitality sector. As more travelers rely on online reviews to inform their booking decisions, hotels must adapt their marketing strategies to effectively leverage this trend. By understanding

the factors that influence online review perception and booking intention, hotel managers can better cater to the needs and preferences of their target audience, ultimately driving business success in the digital age.

6 Conclusion and Future Research

The central argument centres on the significant impact of online reviews on consumer behaviour, particularly within the hotel industry. Online reviews serve as vital tools for consumers to assess hospitality and tourism options, offering detailed insights into previous customers' experiences and satisfaction levels. However, challenges exist regarding the reliability and trustworthiness of these reviews, as well as disparities between online portrayals and actual service quality. Despite these hurdles, online reviews play a crucial role in shaping booking decisions, fuelled by the rapid expansion of social media and internet usage.

Looking ahead, the next steps could involve conducting more comprehensive studies to investigate the influence of specific attributes on decision-making, with a particular focus on price moderation. Efforts should also be made to enhance the trustworthiness and accuracy of online reviews, aligning them more closely with actual service quality. Hoteliers may implement strategies to actively monitor and manage online reviews, promptly addressing negative feedback to uphold a positive online reputation. Policymakers might consider implementing regulations or guidelines to ensure the authenticity and reliability of online reviews, fostering consumer trust in the digital marketplace.

There is some limitation, as with any study. Firstly, this research only focuses on price as moderator. Future research should explore other variables that can be either moderator or mediating variable. Second limitation, this research was done quantitatively. Future research should also be conducted qualitatively. A qualitative study could enrich the knowledge on this matter. This could provide new findings where new variables might emerge.

Third limitation, this research only focuses the Klang Valley. Future research should include many sample sizes and also it could be interesting to include more independent variable such as hotel brand or specific brand named. This will allow us to see how participants respond to the specific brand. Forth limitation, this study only focuses on online review on the booking intention, future research should also study an online review site, for example, Trivago, and analyse differently from online review website. Lastly, future research could delve deeper into specific aspects such as the impact of review volume on perceived credibility or the effectiveness of management responses to online reviews in shaping consumer perceptions.

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