THE EFFECT OF ONLINE RESERVATION SYSTEM AND ONLINE CUSTOMER REVIEW TOWARD BRAND IMAGE, TRUST, AND PURCHASE DECISION ON HOSPITALITY BUSINESS INDUSTRY

Nurul Falihah[1], Astuti Endang Siti[2], Rahardjo Kusdi[3], Kusumawati Andriani[4]*

Abstract: *Hotels in Jakarta are having to face very stiff competition. Jakarta's 5-star Hotel occupancy rate in 2019 was only 55 %. To get more room bookings, hotels provide the online reservation systems as well as the online customer reviews for hotel guests, so they can easily get valuable information from previous guests who have had experience as guests of their chosen hotel. The objective of this study is to analyse the effect of online reservation systems and online customer reviews on brand image, trust and purchase decisions. This research focuses on empirical testing of the model framework using Structural Equation Model (SEM). The study population were all guests who had stayed at 'X' Hotel Jakarta using online reservation systems and reading online customer reviews before making a room reservation in September 2019 - February 2020. The research sampling was carried out by using a nonprobability sampling technique and obtaining 200 hotel guests. The results of the study showed that the online reservation systems and online customer reviews significantly affect the brand image, trust and purchase decisions. Trust significantly affects the purchase decisions while brand image insignificantly affects trust and purchase decisions.*

Keywords: *online reservation systems, online customer reviews, brand image, trust, purchase decisions.*

I. INTRODUCTION

Advances in technology, especially the internet, which provides a lot of convenience for its users, have an impact on the tremendous increase in the number of users. The results of a survey released by "We are Social (2019)" showed that world internet users were 4.38 billion or 57% of the world's population which in January 2019 was recorded at 7.67 billion. This number has increased by 9% or 367 million compared to the previous year where the number of internet users in 2018 totalled 4.02 billion. Meanwhile, in Indonesia, at the beginning of 2019 there were 150 million internet users - more than at the beginning of 2018 when there were 130 million internet users. This means that there is an increase of 20 million internet users or the equivalent of 15.38%.

[1] Nurul Falihah, Doctoral Program of Business Administration, Faculty of Administration Sciences, Brawijaya University Malang, East Java, Indonesia.
[2] Astuti Endang Siti, Lecturer of Business Administration, Faculty of Administration Sciences, Brawijaya University Malang, East Java, Indonesia.
[3] Rahardjo Kusdi, Lecturer of Business Administration, Faculty of Administration Sciences, Brawijaya University Malang, East Java, Indonesia.
[4] Kusumawati Andriani*, Lecturer of Business Administration, Faculty of Administration Sciences, Brawijaya University Malang, East Java, Indonesia.

The large number of internet users is a market opportunity for Jakarta's hotel industry- especially the five-star hotels which are currently experiencing problems with room occupancy rates, where the average room occupancy in 2019 is still below 60% (Jakarta.bps.go.id, 2020). One of the causes of this problem can be attributed to the huge increase in the number of new hotels being built resulting in the abundance of hotel rooms and beds. In the last five years, from 2014 to 2019, 184 new hotels were built (Jakarta.bps.go.id, 2020). This represents 86%, or the equivalent of 23,503 room or 72.2% and an increase in 24, 135 beds or 53.5%. Fierce competition in the hotel industry requires each hotel management to develop a reliable marketing strategy to win the competition so that hotel room occupancy levels reach the set targets.

Online reservation system is a tool to book hotel rooms that are widely used by hotels to attract customers. It is part of the distribution channel which facilitates customers to enjoy the ease and efficiency of time and cost in booking a room. Khuong and Hanh (2016) state that in the hotel industry, an online ordering business is a logical way not only to increase bookings but also to get more market share and to attract more customers.

Trust in hotels is one of the determining factors. According to Kotler and Keller (2008), one of the factors that influence customer behaviour is a psychological factor related to customer confidence. Research by Broutsou and Fitsilis (2012), Loh (2011), and Semuel and Lianto (2014) shows that trust has a positive effect on the desire to buy online.

In addition to trust, brand image also has an impact on purchase decisions. Research by Che-Hui, Lien et al (2015), Semuel and Lianto (2014), and Jotopurnomo et al (2014) explained that brand image has a positive effect on purchase decisions. To form trust and a strong brand image, requires careful planning and commitment from all members of the organization that are supported by creative marketing. As mentioned earlier by Kotler and Keller (2008), good marketing is not a coincidence but is the result of careful planning and implementation.

In addition to an online reservation system, online customer reviews are believed to also build trust, brand image and determinants in decision making. In his article, Avant (2013) mentioned that online guest reviews become an important aspect in guest consideration when deciding on a hotel choice. Shankar et al (2003) stated that commitment,

such as trust, can be increased as online communities increasingly rely on the internet for product information to help them make purchase decisions.

The average vacancy of 55% in starred hotel rooms in Jakarta is certainly a heavy burden for hotel management. Specifically, it happened at the 'X' Hotel Jakarta which experienced a decline in the occupancy rate of rooms. From 2014-2019 occupancy rate of rooms continued to decline and in 2019 it only reached 33.25%. Marketing strategies that took advantage of opportunities for increasing internet users were put in place by providing online reservation system facilities. This helps to expand the distribution of hotel room sales through the internet, and online customer reviews as information material for customers in need of hotel rooms.

Research on the use of the internet as a medium, for customers in making hotel room purchase decisions, is very interesting to study. In their research, Andrlić and Ružić (2010) put forward the idea that e-marketing is developing rapidly and is significantly influencing the behaviour of customers and business people in the tourism sector. It was suggested that further research subjects focus more on the meaning of certain functions of the web pages they have for customers in the purchase decision process in the hotel sector. Several previous studies have focused their research subjects on online transactions such as those conducted by Broutsou and Fitsilis (2012) who examined the company's reputation and customer trust and the influence of trust on online transaction interests. However, it still has limitations because the study was only conducted in Greece so that it cannot yet be generalized globally. Research on the effectiveness of E-WOM communication conducted by Cheung and Thadani (2010) has limitations because the study only uses journal reviews, so further research is recommended to apply quantitative research. Differences in research results are also found in research conducted by Burger (2014) which found that trust in online purchases has a significant effect on sales. This is different from the results of research conducted by Che-Hui, Lien et al (2015) which states that the effect of trust is not significant if the intention is to purchase hotel rooms online.

Based on various limitations and differences in the results of previous studies, research on online reservation systems and online customer reviews has become increasingly interesting to be investigated more deeply. It is about the extent to which marketing strategies in the hospitality business using online reservation systems and online customer reviews can influence brand image, trust and purchase decisions. Based on the exposure of empirical studies, research gaps were found to be able to deepen this research so that it gives rise to the

novelty of the model. The gaps in the previous research are found in research conducted by Burger (2014) which states that trust in online purchases has a significant effect on sales. However, it is different from the research conducted by Che-Hui, Lien et al (2015) whose research results state that the effect of trust is not significant in purchasing hotel rooms online. Che-Hui, Lien et al (2015), Semuel et al, (2014), and Jotopurnomo et al (2014), explained that brand image has a significant positive effect on purchase decisions. It is different from the research conducted by Suhaily and Daryono (2017) who concluded that the effect of brand image is not significant to the purchase decision. Gaps in previous studies will be followed up in this study by raising the effect of online reservation systems, online customer reviews of brand image, trust and purchase decisions variables, so that it gives rise to novelty models.

II. CONCEPTUAL FRAMEWORK AND HYPOTHESES

The conceptual model is illustrated in Figure 1. The Grand Theory in this study raised the Planned Behavior Theory (Ajzen, 1991). The increase in hotel room bookings through the online reservation system continues to increase. In 2013, it was recorded that 6% of the total number of guests staying at the 'X' Hotel made room bookings via the internet, and in 2019 room bookings via the online reservation system were 20% of the total number of guests who booked hotel rooms. Thus, from 2013 - 2019 there was an increase in the number of guests who made room bookings via the internet by 233.3%. It is interesting to investigate the increase in the use of online reservation system facilities, which are distribution channels and online customer reviews on how they affect trust, brand image, and purchase decisions.
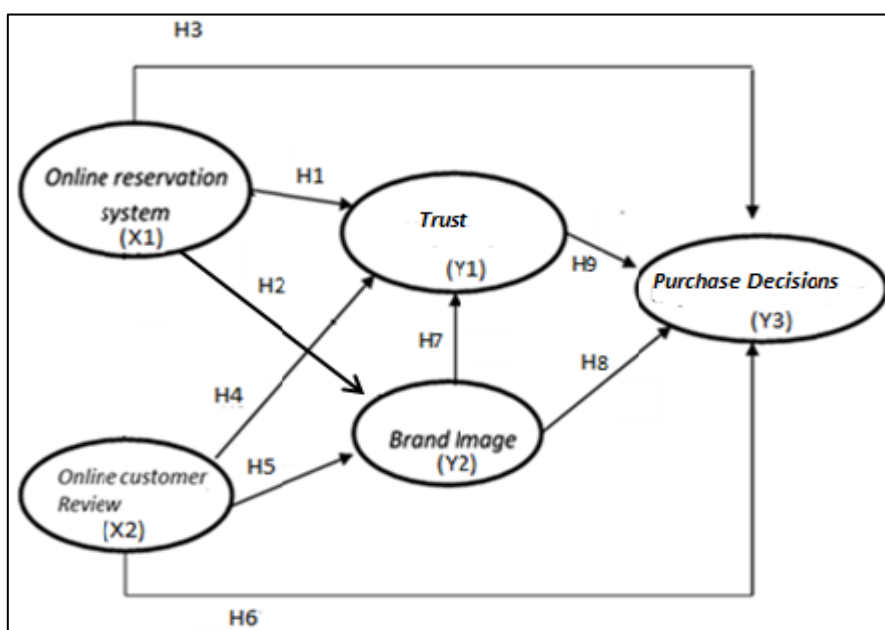

Figure 1. Conceptual Framework and Hypothesis Model

Description of the Hypotheses:

H1: There is a significant effect of online reservation systems on trust.

H2: There is a significant effect of online reservation systems on brand image.

H3: There is a significant effect of online reservation systems on purchase decisions.

H4: There is a significant effect of online customer- reviews on trust.

H5: There is a significant effect online of customer- reviews on brand image.

H6: There is a significant effect of online customer- reviews on the purchase decisions.

H7: There is a significant effect of brand image on trust.

H8: There is a significant effect of brand image on purchase decisions.

H9: There is a significant effect of trust on purchase decisions.

III. RESEARCH METHOD

This research applies survey method. According to Sugiyono (2010), survey method is a study that utilizes a questionnaire as a research tool and is carried out in large and small populations. However, the data to be analyzed is data derived from samples taken from the population. Therefore, it will find relative events, distribution, and relationships between variables sociologically and psychologically. Questionnaires will be administered to hotel guests where the hotel uses an online reservation system to receive room bookings for customers who will be staying. The hotel also provides an online customer review page on the hotel web as well as on an online reservation system which can be read by customers for information before making a room booking. Using the quantitative data in the form of cross-sectional survey. Creswell (2014) states that cross sectional surveys collect data cumulatively at one time. According to the level of exploration, this is included in causality research. This research was conducted to test the hypothesis regarding the causality relationship between one or several variables with one or several other variables. This research is focused on empirical testing of the model framework developed based on the theory and empirical studies that have been put forward in the conceptual framework using the Structural Equation Model (SEM). The choice of SEM is determined by its ability to test exogeneous and endogenous variables and measure the loading factor of each variable together (Hair et al, 2006).

The population in this study were all guests of 'X' Hotel Jakarta who had stayed at 'X' Hotel Jakarta, using the online reservation system and reading the online customer-review before making a room reservation in September 2019 - February 2020. The sampling in this study was carried out by using the non-probability sampling technique. According to

Creswell (2014), samples are chosen based on their ease and availability. This study will try to get a minimum of 200 respondents whose characteristics match the research objectives.

Validity and Reliability Test

In this study, the validity test is used to test whether or not the questionnaire is valid. According to Sugiyono (2010), validity is the degree of accuracy between the data that actually occurs on the object of research with data that can be reported by the researcher. Validity testing in this study was carried out using SPSS Software Version 26.0. An item is said to valid if the KMO MSA is > 0.5.

Reliability testing is the degree to which measurements are error-free and the results are consistent (Mansoer, 2005). Reliability is set to measure whether there are similarities in the results obtained in different times and situations. Testing criteria if Cronbach's Alpha value is greater than 0.6.

Base on the result as seen on table 1, Validity test result and table 2 Reability test result. It can be stated that the constructs are reliable.

Table 1. Validity test Result

Variable	KMO MSA	Cut off	Result
Online Reservation System	0.913	0.5	Valid
Online Customer Review	0.825	0.5	Valid
Trust	0.712	0.5	Valid
Brand Image	0.835	0.5	Valid
Purchase Decosion	0.702	0.5	Valid

Table 2. Reability test Result

Variable	Cronbach's Alpha	Cut off	Result
Online Reservation System	0.898	0.5	Reliable
Online Customer Review	0.854	0.5	Reliable
Trust	0.801	0.5	Reliable
Brand Image	0.874	0.5	Reliable
Purchase Decosion	0.792	0.5	Reliable

Structural Model and Measurement Model

Structural models are parts of SEM that show the relationships between construct variables. In this study, what is meant by the structural model is as follows: 1) exogenous variables: online reservation system and online customer review, 2) endogenous variables: trust, brand image and purchase decisions. Measurement model is a part of SEM that specifies indicators (observed variables) for each construct variable.

Evaluation of Measurement Model

Data processing in this study was carried out using Lisrel software version 8.7. To ensure that all variables and indicators used in this study match the research model, several measurement tests need to be carried out. Regarding the model requirements in the SEM test (Wijayanto (2008) and Kenny et al (2014)), the model is considered to fit the criteria such as the following: suitability test, loading factor, goodness of fit statistics, test for the significance of indicators.

Hypothesis Test

The results of this hypothesis test are shown from the output of the results of the syntax data processing process which is done through Lisrel 8.7 software. To be stated that it has a significant effect, the t-value must be above 1.96 or less than -1.96 for a 95% confidence level.

IV. RESULTS

Recapitulation of Respondent Data

There are more male customers staying at the 'X' Hotel than women, 131 people or 65.5% male respondents and 69 people or 34.5% female respondents. Based on the level of education, Senior High School graduates are 16 people or 8%, Diploma graduates are 24 people or 12%, bachelor's degree graduates are 124 people or 62%, master's degree graduates are 30 people or 15% and doctoral degree graduates are 6 people or 3%. Respondents with student status are 10 people or 5%, entrepreneurs are 48 people or 24%, civil servants are 39 people or 19.5% and private employees are 103 people or 51.5%. The number of respondents

who stayed for office duties was 141 people or 70.5% and for tourism purposes was 59 people or 29.5%. The number of respondents who have stayed at the 'X' Hotel is 56 people or 28%, while respondents who have never stayed at the 'X' Hotel are 144 people or 72%.

The number of respondents coming from Indonesia is 129 people or 64.5%, Japan 23 people or 11.5%, China 13 people or 6.5%, Korea 9 people or 4.5%, Malaysia 8 people or 4%, Singapore 5 people or 2, 5%, other Asia 4 people or 2%, Europe 3 people or 1.5%, Middle East 3 people or 1.5%, Australia 2 people or 2%, and America 1 person or 0.5%. The number of respondents who know the 'X' hotel from friends is 35 people or 17.5%, from the website is 162 people or 81%, and from the newspaper is 3 people or 1.5%. Based on these data, respondents generally know the 'X' Hotel from the website. The number of respondents staying in hotels less than 3 days is 46 people or 23%, stays between 3-5 days are 115 people or 57.5%, stays between 6-10 days are 27 people or 13.5% and stays more than 10 days are 12 people or 6%. The number of respondents who booked deluxe rooms is 181 people or 90.5%, junior suites are 12 people or 6%, and those who booked deluxe rooms are 7 people or 3.5%. The number of respondents who booked a room through the hotel website is 6 people or 3%, through online travel agents including: Agoda 76 people or 38%, Traveloka 66 people or 33%, booking.com 24 people or 12%, Expedia 17 people or 8, 5% and other online travel agents as many as 11 people or 5.5%.

Test Results of the Research Model

1. Loading Factor

Test the suitability of the measurement model, to find out all indicators on the variable both bound and free, tested using the Lisrel version 8.7 syntax program. In this test the loading factor value will be seen. The model suggests that the loading factor must have a value >0.5. The loading factor test results are presented in Figure 2 below:
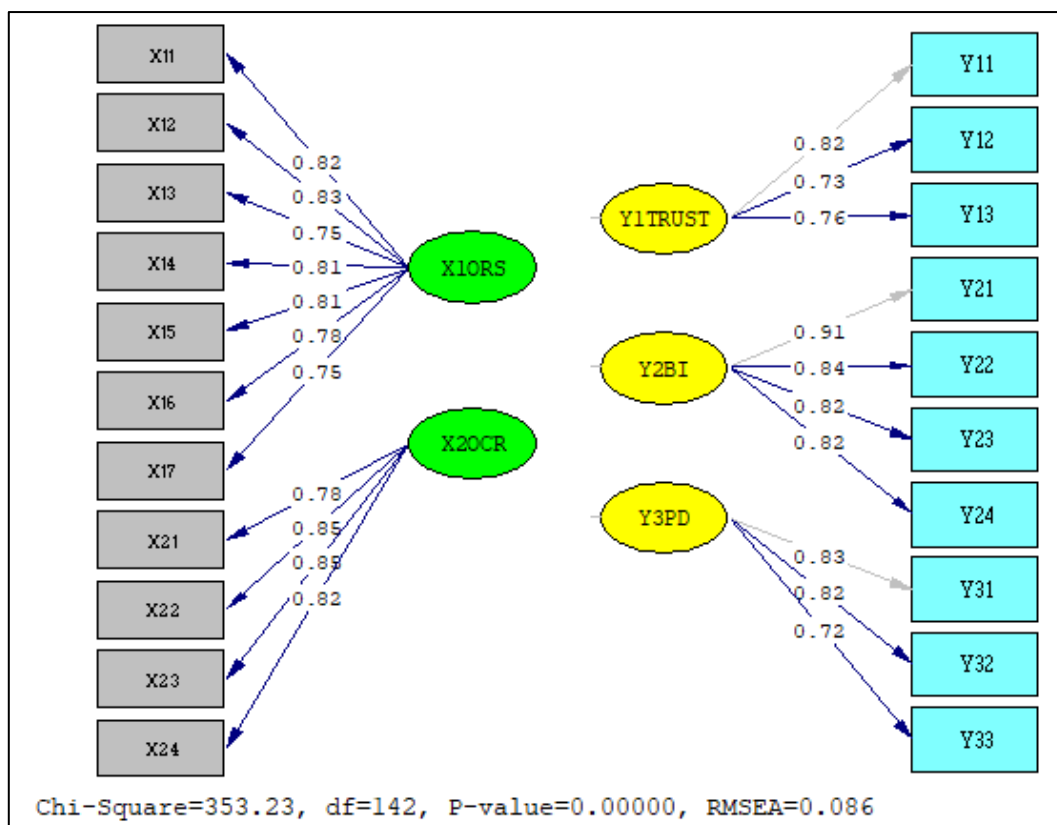
Figure 2. Basic Model Standardized Solution Diagram

The loading factor value is seen in the arrows from the variable to the indicator. Based on the diagram above, all indicators on the variable have a loading factor >0.5. It means that all indicators on the variable are valid to measure the variable to be tested.

2. Goodness of Fit

Goodness of fit of the model using Lisrel 8.7 software is used to see whether the construct of the model used is fit. This test looks at the results of data processing using Lisrel 8.7 namely, RMSEA, GFI, NFI, NNFI, CFI, IFI, RFI. The results of goodness of fit of the model are presented in table 3.

Table 3. Goodness of Fit of the Model Results

Goodness of Fit	Criteria	Result	Remark
Root Mean Square Error of Approximation (RMSEA)	RMSEA ≤ 0.05 close fit 0.05 < RMSEA ≤ 0.08 good fit 0.08 < RMSEA ≤ 0.1 marginal fit RMSEA > 0.1 poor fit	0,086	Marginal Fit
Goodness of Fit Index	>= 0,9, good fit 0,8 <=GFI < 0,9 marginal fit <0,8 bad fit	0,86	Marginal Fit
Normed Fit Index (NFI)	>= 0,90	0.97	Goof Fit
Non-Normed Fit Index (NNFI)	>= 0,90	0,97	Good Fit
Comparative Fit Index (CFI)	>= 0,90	0,98	Good Fit
Incremental Fit Index (IFI)	>= 0,90	0,98	Good Fit
Relative Fit Index (RFI)	>= 0,90	0,95	Good Fit

As shown in Table 3, all results of testing for goodness of fit of the model are stated to be eligible. Based on these results, this model is considered to have fitness with the expected model.

Research Hypothesis Testing

The testing for t-value is done to find out how the effect of online reservation system, online customer reviews on brand image, trust and purchase decision variables. Through t-value testing, we will find out whether the research model hypothesis is accepted or rejected.

Hypothesis test results with this t-value test show the output results issued on the results of the process of syntax data processing through Lisrel 7.8 software. To state that there is a significant effect, the t-value must be above 1.96 or less than -1.96 for a 95% confidence level. In the following figure, there is a significant effect marked by the t-value which is black while the insignificant one is red. The results of this hypothesis test are presented in Figure 3 below.
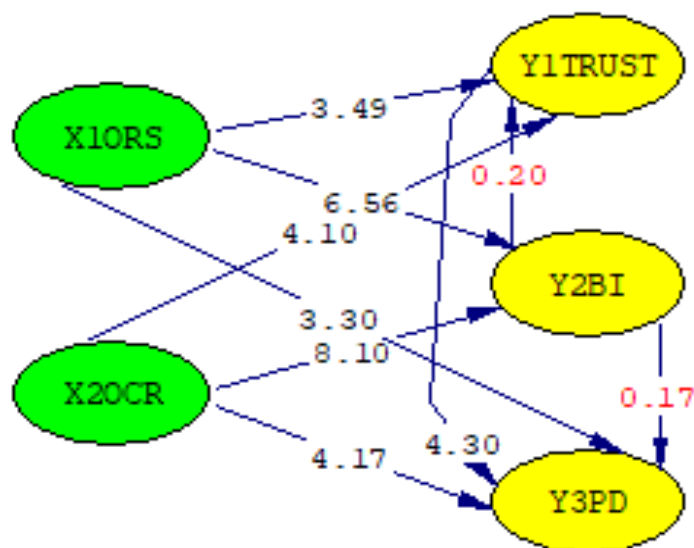
Chi-Square=353.23, df=142, P-value=0.00000, RMSEA=0.086

Figure 3. Structural Path Model (t-value)

Source: Lisrel Output, data processed in 2020

Based on Figure 3 which is the output of data processing results, from a total of 9 hypotheses, there are 7 hypotheses accepted and 2 hypotheses rejected. The online reservation system variable has a significant effect on trust with t-value 3.49, on brand image with t-value 6.56 and on purchase decision with t-value 3.30. The customer review online variable has a significant effect on trust with t-value 4.10, on brand image with t-value 8.10, and on purchase decision with t-value 4.17. Variable brand image has no significant effect on trust with t-value 0.20 and no significant effect on purchase decision with t-value 0.17. The trust variable significantly affects the purchase decision with t-value 4.30. Based on the results of the t-value test, the nine hypotheses are summarized as presented in table 2 below:

Table 2. Hypothesis Test Results

Hypotheses	Path	t-value	Result
H1	ORS → Trust	3.49	Accepted
H2	ORS → Brand Image	6.56	Accepted
H3	ORS → Purchase Decision	3.30	Accepted
H4	OCR → Trust	4.10	Accepted
H5	OCR → Brand Image	8.10	Accepted
H6	OCR → Purchase Decision	4.17	Accepted
H7	Brand Image → Trust	0.29	Rejected
H8	Brand Image → Purchase Decision	0.17	Rejected
H9	Trust → Purchase Decision	4.30	Accepted

V. DISCUSSION

Effect of Online Reservation System on Trust

Based on the results of the H1 test, the effect of the online reservation system on trust is significantly positive. It means that there is a significant directional effect where the better the online reservation system, the better the trust. The use of online reservation system as a technology-based room ordering tool by customers supports the TPB theory (Ajzen 1991) which is the grand theory of this research. In this case, human behavior in using information technology begins with the trust to use technology. Furthermore, in the TAM theory (Davis, 1989) which is the middle range theory in this study, it is clear that this trust begins with the perception of ease of use and benefits of the information technology. It is in line with the answers to the questionnaire by respondents where all indicators in the online reservation system variable refer to convenience and benefits which include convenience, the availability of customer review column, reliable, trustworthy, fast response and easy to use. These indicators have an average rating above 4 which means good. Furthermore, Broutsou and Fitsilis (2012) explained that one of the factors that affect trust in online transactions is that the use of the system will increase effectiveness, ease of use, technological convenience, and security. Thus, the results of research on the H1 hypothesis support previous research in which the online reservation system has a significant positive effect on trust. The positive

significant effect in this study in other words is that the better the online reservation system, the more trust is increased.

Effect of Online Reservation System on Brand Image

H2 test results in this study show that the effect of online reservation system on brand image is significantly positive. In other words, the effect of an online reservation system on brand image is unidirectional which means that the better the online reservation system, the better the brand image. Kotler and Keller (2008) stated that brand image can be built by showing the benefits of the product or service itself. Online reservation system is one of the hotel products that provides services to customers for booking rooms and respondents rated it well. Thus, the results of the study which stated that the effect of the online reservation system on brand image significantly support Kotler and Keller's statement. Research on the online reservation system for brand image has not been found in previous studies. So, it is expected to be one of the novelties of the research model.

Effect of Online Reservation System on Purchase Decision

H3 test results in this study indicate that the effect of online reservation system on purchase decision is significantly positive. In other words, the effect of an online reservation system on a purchase decision is unidirectional which means that the better the online reservation system, the better the purchase decision. The results of this study support the marketing theory of Kotler and Keller (2008) where online

reservation system is one of the sales distribution channels. Previous research conducted by Andrlić & Ružić (2010) found that 80% of respondents who had a higher level of university education chose products that had online facilities. Then, hotel entrepreneurs have the opportunity to improve their competitive position by providing better services for tourists, especially by taking into account the time efficiency and ease of finding information for internet users. So, booking a room can be done easily. It is in line with research conducted by Crnojevac et al (2010) that the internet also provides tourists the opportunity to book rooms faster, cheaper and more convenient compared to conventional methods. Thus, marketing via the internet with an online reservation system service greatly supports today's hospitality business.

Effect of Online Customer Review on Trust

H4 test results in this study show that the effect of online customer review on trust is significantly positive. In other words, the effect of online customer reviews on trust is unidirectional which means that the better the online customer review, the better the trust. These results support previous research conducted by Sparks and Browning (2012), Syafaruddin (2016), Loh (2011), Takhire and Joorshari (2015) where online customer review has a significant effect on trust. Other studies conducted by Shankar et al (2003) also provide the same statement which states that trust can be increased as online communities increasingly depend on the internet for the product information they need.

Effect of Online Customer Review on Brand Image

H5 test results in this study indicate that the effect of online customer review on brand image is significantly positive. In other words, the effect of online customer review on brand image is in the same direction which means the better the online customer review, the better the brand image. These results support previous research conducted by Semuel and Lianto (2014), Kala and Chaubey (2018) who found that online customer reviews had a significant effect on brand image. Furthermore, Kala and Chaubey (2018) put forward a clear, logical and persuasive review, with sufficient reason based on specific facts about how the product has a strong positive effect on brand image. Significant effect of online customer review in this study illustrates that customers highly consider information or reviews from previous customers who have used the product or service. They who get online customer review use it as a brand image for the product.

Effect of Online Customer Review on Purchase Decision

H6 test results in this study indicate that the effect of online customer review on purchase decision is significantly positive. In other words, the effect of an online customer review on a purchase decision is unidirectional which means that the better the online customer review, the better the purchase decision. The results support the five-stage purchase decision model theory (Kotler and Keller, 2008) where before making a purchase decision, customers will find information related to the products they need. The same results were also found in studies conducted by Yayli and Bayram (2010), Syafaruddin (2016), Priansa (2016), Burger (2014) where online customer review proved to have a significant effect on purchase decision. Furthermore Burger (2014) states that negative reviews have a stronger impact

when customers buy and shop online than positive reviews. When online product reviews are not available, respondents often leave the site and look for others that have product reviews.

Effect of Brand Image on Trust

H7 test results in this study indicate that the effect of brand image on trust is not significant. The results of this study do not support previous research conducted by Che-Hui, Lien et al (2015) in Taiwan of 1500 respondents who had stayed at a hotel by booking a room through the online system. The results of the study found that the effect of brand image on trust is significant.

This difference is expected to be a treasury development for future researchers to be able to further explore the differences of the two results of this study.

Effect of Brand Image on Purchase Decision

H8 test results in this study indicate that the effect of brand image on purchase decision is not significant. The results of this study are in line with the results of previous studies conducted by Suhaily and Dharmoyo (2017) that the effect of brand image on purchase decision is not significant. The results of this study differ from previous studies conducted by Che-Hui, Lien et al (2015), Semuel and Lianto (2014), and Jotopurnomo et al (2014) which explains that brand image has a significant positive effect on purchase decision.

Effect of Trust on Purchase Decision

H9 test results in this study indicate that the effect of trust on purchase decision is significantly positive. in other words, the effect of trust on the purchase decision is unidirectional, which means that the better the trust, the better the purchase decision. The same results are found in previous studies conducted by Burger (2014), Syafaruddin (2016) which states that the effect of trust on purchase decision is significantly positive. Furthermore, a study conducted by Kim et al (2017) with 307 respondents who had booked a hotel room using an online reservation system, found that trust had a significant effect on hotel room booking. It is in line with the statement of Yayli and Bayram (2010) that trust plays an important role in online customer behavior.

VI. CONCLUSION

An online reservation system is an electronic device for hotel room booking. This electronic tool is used due to its efficiency and ease. Furthermore, the results of this study state that there is a significant effect of the online reservation system on trust, brand image and purchase decision. Online customer review is information and recommendation for products delivered online by customers. Today, online customer reviews are widely used as a reference for online purchases. The results of the study stated that online customer review significantly has effect on trust, brand image and purchase decision. Based on the results of the study, brand image has no effect on trust where brand image is the main concern in trusting a product. It is believed that products with a good brand image have guarantees for the expected products. The results of this study indicate that the effect of trust on purchase decision is significantly positive. Thus, it is concluded that the better the trust, the better the purchase decision.

Research limitation of this study, where the study was only conducted in one hotel class category namely 5-star hotels and only in one hotel, further studies were aimed at enriching the data, which data were taken from several hotel class categories. The Online Customer Review in this study, does not distinguish between positive Online Customer Review and negative Online Customer Review, for further research it is recommended to be distinguished. It is hoped that further research can add to other variables to broaden the treasury of science and add the indicators in the research variables so that the research variables are stronger in explaining their understanding.

REFERENCES

[1] Ajzen, Icek. 1991. *The Theory of Planned Behavior, Organizational Behavior and Human Decision Process*, Vol. 50, pp. 179-211. Copyright C 1991 By Academic Press. Inc.University of Massachusetts at Amherst.

[2] Andrlić, Berislav and Ivan Ružić. 2010. *Effect of E-Marketing on Consumer Behavior in Hospitality"*,Tourism& Hospitality Management 2010, Conference Proceedings.

[3] Avant, Tiffany L .2013. *Responding to Tripadvisor: How Hotel Responses to Negative Online Reviews Effect Hotel Image, Intent to Stay, and Intent to Return*. ProQuest LLC. 789 East Eisenhower Parkway.

[4] Broutsou, Andromachi and Panos Fitsilis. 2012. *Online Trust: The Influence of Perceived Company's Reputation on Consumers' Trust and The Effects of Trust on*

Intention for online Transactions. Journal of service science and management, 2012,5,365-372

[5] Burger, Rachel A. 2014. *The Online Shopping and Purchasing Behavior of Millennials Who Rely on Online Reviews: A Qualitative Study.* ProQuest LLC. 789 East Eisenhower Parkway.

[6] Che-Hui, Lien. *et al*. 2015. *Online hotel booking: The effects of brand image, price, trust and value on purchase intentions*. / Asia Pacific Management Review 20 (2015) 210e218

[7] Cheung, Christy M.K. and Dimple R. Thadani. 2010.*The Effectiveness of Electronic Word-of-Mouth Communication*: A Literature Analysis. BLED 2010 Proceedings. 18.

[8] Creswell, John W. 2014. *Research Design Pendekatan Metode Kualitatif, Kuantitatif dan Campuran,* Yogyakarta. Pustaka Pelajar

[9] Davis, F.D. 1989. *Perceived Usefulness, Perceived Easy of Use and User Acceptance of Information Technology*. MIS. Quart, 13:319-340.

[10] Hair, J.F., W.G. Black, BJ. Bagin. (2006), *Multivariate Data Analysis.* 6 ED New Jersey. Prentice Hall

[11] Hennig Thurau, *et al*. 2004. *Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet?* Journal of interactive marketing Volume 18 Issue 1. Elsevier

[12] *https://jakarta.bps.go.i*d/, downloaded *(3 April 2020)*

[13] Jotopurnomo, Sofiani, Stephanie Laurensia, and Hatane Semuel. 2014. *Pengaruh Harga, Brand Image, dan eWOM terhadap Minat Beli Reservasi Hotel secara Online.* Petra Intenational Journal of Business Study.

[14] Kala and Chaubey. 2018. *Impact of Electronic Word of Mouth on Brand Image and Purchase Intention towards Lifestyle Products in India.* Pacific Business Review International Volume 10.

[15] Kenny, D., Kaniskan, B.,and Mc Coach, D. (2014). The Performance of RMSEA in Models with Small Degrees of Freedom. Sociological Methods & Research, 44(3), 486-507. http://dx.doi.org/10.1177/0049124114543236

[16] Khuong, Mai Ngoc and Nguyen Hong Hanh. 2016.*Factors Affecting Band Equity of Online Travel Booking Service in Ho Chi Minh City - A Mediation Analysis of e-Word of Mouth.*Journal of Economics, Business and Management, Vol. 4, No. 4

[17] Kotler, Philip and Kevin, Lane Keller. 2008a. *Manajemen Pemasaran.* Edisi Ke-13. Jilid 1. Jakarta: Elangga

[18] Kotler, Philip and Kevin, Lane Keller. 2008b. *Manajemen Pemasaran*. Edisi Ke-13. Jilid 2. Jakarta: Erlangga.

[19] Kim, *et al*. 2017. *The Effects of Perceived Valued, Website Trust and Hotel Trust on Online Hotel Booking Intention.* MDPI journal sustainability SU 9122262

[20] Loh, Aizen. 2011. *A Study on Influence of Trust, Social Identity, Perceived Risk and e-WOM on Consumer Decision-Making Process in the context of Social Network Sites.* Master's Thesis in Business Administration, MBA programme. BTH School of Management.

[21] Mansoer, Faried Widjaya. 2005. *Metode Penelitian Bisnis*. Jakarta: Universitas Terbuka.

[22] Priansa, Donni Juni. 2016. *Pengaruh E-Wom Dan Persepsi Nilai Terhadap Keputusan Konsumen Untuk Berbelanja Online Di Lazada*.Ecodemica, Vol. IV No.1ISSN: 2355-0295

[23] Riduwan, Rusyana and Enas. 2011. *Cara Mudah Belajar SPSS 17.0 dan Aplikasi Statistik Penelitian*. Jakarta: Alfabeta.

[24] Semuel, Hatane and Adi Suryanata Lianto. 2014. *Analisis e-WOM, Brand Image, Brand Trust dan Minat Smartphone di Surabaya*. Jurnal Manajemen Pemasaran, Vol. 8, No. 2, ISSN 1907-235X

[25] Spark,Beverley A. and Victoria Browning 2011. *The impact of online reviews on hotel booking intentions and perception of trust*. Journal Tourism Management ,32, 1310-1323.

[26] Sugiyono.2010. *Metode Penelitian Bisnis*. Jakarta: Alfabeta.

[27] Suhayli Lily, Syarif Dharmoyo. 2017. Effect of product quality, perceived price and brand image on purchase decision mediated by customer trust (study on japanese brand electronic product). *jurnal manajemen, E-ISSN: 2549-8797, Vol 21, Nov 2, 2017*

[28] Syafaruddin, Suharyono, Srikandi Kumadji. 2016. *Pengaruh Komunikasi Electronic word of Mouth Terhadap Kepercayaan (Trust) Dan Niat Beli (Purchase Intention) Serta Dampaknya Pada Keputusan Pembelian.* Jurnal Bisnis dan Manajemen Vol. 3 No.1, Januari 2016

[29] Takhire Moham mad and M.R. Taghizadeh Joorshari. 2015. *Evaluation of Effective Factors on Customer Decision-Making Process in The Online Environment.* International Journal of Managing Public Sector Information and Communication Technologies (IJMPICT). Vol. 6, No. 3.

[30] Wijayanto, Satyo Hari. 2007. Structural Equation Modeling dengan Lisrel 8.8: Konsep dan Tutorial. Graha Ilmu, Yogyakarta.

[31] Yayli, Ali and Murat Bayram 2010. eWOM: *The Effects of Online Consumer Reviews on Purchasing Decision of Electronic Goods*. Gazi University