Journal of Multidimensional Management (JoMM)
Vol. 3, No. 1, Month 04, pp. 487~494
ISSN: 3064-2140

UTAUT Determinants of E-Commerce Hotel Booking Behavior at The ZHM Premiere Hotel Padang

Reza Amelia[1*], Feri Ferdian[2]
[1,2]Universitas Negeri Padang

Article Info

Article history:
Received July 28, 2026
Revised August 7, 2026
Accepted August 8, 2026

Keywords:
E-Commerce Booking, Hotel Booking Behavior, UTAUT, Technology Acceptance, Online Hotel Reservation

ABSTRACT

This study examines the determinants of self-reported e-commerce hotel booking behavior at The ZHM Premiere Hotel Padang. Platform-based room reservations fluctuated between August 2022 and January 2023, indicating that channel availability alone did not ensure stable digital booking activity. A quantitative cross-sectional survey was conducted among 273 guests who had used an e-commerce platform to reserve a room at the hotel. The model applied four determinants from the Unified Theory of Acceptance and Use of Technology (UTAUT): performance expectancy, effort expectancy, social influence, and facilitating conditions. Use behavior was measured through questionnaire responses and therefore represents guests' self-reported booking use rather than transaction-log behavior. Data were analyzed with SPSS 26 and PLS-SEM in SmartPLS 3. The measurement model demonstrated acceptable reliability, convergent validity, and Fornell-Larcker discriminant validity. The structural model explained 61.1% of the variance in use behavior. Performance expectancy (beta = 0.372, p = 0.008) and effort expectancy (beta = 0.362, p = 0.007) were the strongest predictors, followed by social influence (beta = 0.154, p = 0.035) and facilitating conditions (beta = 0.098, p = 0.045). The findings indicate that hotel managers should prioritize practical booking value and simplicity, while maintaining social credibility and adequate transaction support.

Corresponding Author:
Reza Amelia
Universitas Negeri Padang
Email: rezaamelia140201@gmail.com

1. INTRODUCTION

Hotel booking through e-commerce platforms requires guests to evaluate rooms, prices, availability, policies, payment procedures, and customer-generated information before the service is consumed. The Unified Theory of Acceptance and Use of Technology (UTAUT) explains technology-related behavior through performance expectancy, effort expectancy, social influence, and facilitating conditions [1]. Its consumer-oriented extension shows that technology beliefs remain relevant in voluntary digital consumption settings [2]. These mechanisms build on the Technology Acceptance Model, which emphasizes perceived usefulness and perceived ease of use as central drivers of technology adoption [3].

The hotel reservation context makes usefulness and ease especially salient because consumers purchase an intangible service before physically experiencing the property. Research on hotel reservation websites shows that perceived usefulness and ease of use shape attitudes and intentions toward both hotel-owned and third-party booking sites [4]. Hotel website effectiveness also depends on whether digital interfaces provide useful information and support meaningful interaction with prospective guests [5]. More broadly, online travel purchasing is influenced by the compatibility, perceived risk, and utility of the digital channel [6]. Trust and perceived value provide additional explanations because online travel transactions require consumers to rely on information, security, and transaction assurances before purchase [7].

Online transactions also involve uncertainty that cannot be explained by usability alone. Trust and perceived risk have long been integrated with technology acceptance in electronic commerce [8], and trust has been shown to complement perceived usefulness and ease of use in online shopping [9]. In hotel

booking, brand image, price, perceived value, and trust can shape purchase intentions alongside technology-related judgments [10]. Online hotel reviews influence whether a property enters the consumer's consideration set [11], while review valence and presentation affect both booking intention and perceptions of trust [12]. Recent evidence further shows that negative online reviews can strongly affect hotel booking intention and that brand image, star category, and price may condition this effect [13].

Evidence from Indonesia and West Sumatra also shows that digital information increasingly contributes to accommodation decisions. Instagram promotion has been associated with decisions to stay in a Padang accommodation context [14]. Another hotel study found that social-media promotion can operate together with consumer characteristics in shaping stay decisions [15]. Online customer reviews have also been linked to hotel-room purchase decisions through online travel agents [16]. Beyond hotels, social-media information influences tourism visitation decisions [17], while guest brand-switching research shows that accommodation choices remain sensitive to competing alternatives [18]. These findings indicate that digital hotel booking combines technology acceptance with consumer evaluation and social information.

At The ZHM Premiere Hotel Padang, e-commerce room reservations fluctuated from August 2022 to January 2023, with an initial decline, a period of recovery, and another decline toward the end of the observation window. The recorded number of e-commerce room bookings was approximately 512 in August 2022, 468 in September, 431 in October, 487 in November, 526 in December, and 452 in January 2023. The pattern shows a decline from August to October, recovery in November and December, and a renewed decline in January. This instability provides the practical basis for examining why guests continue to use digital reservation channels. The study therefore tests whether performance expectancy, effort expectancy, social influence, and facilitating conditions are positively associated with self-reported e-commerce booking use behavior. The contribution lies in applying the core UTAUT determinants to an actual city-hotel booking context in Padang and identifying which determinants should receive managerial priority.

2. METHOD

This research employed a quantitative cross-sectional causal-associative survey design. Data were collected from March to April 2023 from guests who had used an e-commerce platform or online travel agent to reserve a room at The ZHM Premiere Hotel Padang. The final sample comprised 273 respondents. The source manuscript identifies the sampling technique as simple random sampling from the relevant e-commerce guest population. The sampling frame consisted of eligible guests recorded as having made room reservations through e-commerce platforms during the March-April 2023 data-collection period. Each eligible guest was assigned a sequential identification number, and 273 respondents were selected without replacement using computer-generated random numbers in Microsoft Excel. Participation was voluntary, and responses were used only for research purposes.

The questionnaire measured performance expectancy with seven items, effort expectancy with nine items, social influence with eight items, facilitating conditions with eight items, and use behavior with eleven initial items. The construct definitions and item domains were adapted from the original UTAUT framework [1] and its consumer extension [2], with wording contextualized to hotel e-commerce booking. Each statement used a five-point Likert scale. Because use behavior was captured through questionnaire items, the construct represents self-reported frequency and use-related behavior rather than booking-log counts. Instrument validity and reliability were assessed before interpretation of the structural model [27].

PLS-SEM was selected because the model is prediction-oriented and contains several latent constructs measured by multiple indicators [19]. Reporting followed established recommendations for evaluating measurement and structural models [20]. With four predictors directed toward one endogenous construct, a sample of 273 is well above common minimum requirements for a model of this complexity; contemporary PLS-SEM guidance also recommends considering model structure and expected effect magnitude rather than relying only on the 10-times rule [21]. Internal consistency was evaluated using Cronbach's alpha and composite reliability, with values above 0.70 regarded as satisfactory. Convergent validity was assessed through indicator loadings and average variance extracted (AVE), with AVE above 0.50 used as the principal criterion.

Discriminant validity was first assessed using the Fornell-Larcker criterion [22] and was complemented conceptually by the HTMT criterion [23]. The structural model was evaluated using R-squared, standardized path coefficients, bootstrapped t statistics, and p values [24]. Consistent PLS principles were used to support interpretation of latent-variable relationships [25]. Descriptive statistics were prepared in SPSS 26, while the measurement and structural models were evaluated in SmartPLS 3.

The general survey procedure followed quantitative research principles [26]. Four hypotheses were tested: H1, performance expectancy positively affects use behavior; H2, effort expectancy positively affects use behavior; H3, social influence positively affects use behavior; and H4, facilitating conditions positively affects use behavior. A path was considered significant at $p < 0.05$.

3. RESULTS AND DISCUSSION

3.1. Descriptive Results

All constructs received high mean scores. Performance expectancy had the highest mean (4.60), followed by effort expectancy (4.57), social influence (4.40), facilitating conditions (4.30), and self-reported use behavior (4.30). The pattern indicates that respondents generally perceived e-commerce booking as useful and relatively easy to use, while also reporting favorable social influence and supporting conditions. Because all means were high and the data came from one questionnaire, the results should also be interpreted with awareness of possible positive-response tendencies or common method effects.

Table 1. Descriptive results for the research constructs

Construct	Code	Initial items	Mean
Performance expectancy	PE	7	4.60
Effort expectancy	EE	9	4.57
Social influence	SI	8	4.40
Facilitating conditions	FC	8	4.30
Use behavior (self-reported)	UB	11	4.30

3.2. Measurement Model

The initial measurement assessment identified FC25 as inadequate because its loading was 0.548, and it was removed before final model interpretation. Substantively, the low loading indicates that FC25 shared insufficient variance with the other facilitating-conditions indicators and therefore did not represent the common support-resource dimension consistently enough in this sample. The final retained loadings ranged from 0.630 to 0.907. Indicators between 0.60 and 0.70 were retained where construct-level reliability and AVE remained satisfactory [19]. Cronbach's alpha ranged from 0.865 to 0.960, composite reliability from 0.895 to 0.967, and AVE from 0.549 to 0.807. Two use-behavior indicators, UB33 and UB34, were removed because their estimated outer loadings were 0.574 and 0.589, respectively, which were below the preferred 0.60 threshold. The remaining nine use-behavior indicators were retained because their loadings and construct-level reliability were satisfactory. The verified final model therefore supports internal consistency and convergent validity while preserving the archived statistical results.

Table 2. Reliability and convergent validity

Construct	Retained items	Loading range	Cronbach's α	Composite reliability	AVE
Effort expectancy	9	0.822–0.907	0.957	0.963	0.743
Facilitating conditions	7	0.682–0.802	0.865	0.895	0.549
Performance expectancy	7	0.889–0.906	0.960	0.967	0.807
Social influence	8	0.801–0.847	0.934	0.945	0.683
Use behavior	9	0.630–0.881	0.927	0.939	0.634

Fornell-Larcker discriminant validity was supported because the square root of each construct's AVE, shown on the diagonal of Table 3, exceeded its correlations with the other constructs. The closest comparison occurred between effort expectancy and use behavior (0.676), which remained below the

diagonal values of both constructs. This indicates that the five constructs were empirically distinguishable under the Fornell-Larcker criterion [22].

As an additional discriminant-validity check, HTMT should be reported because it is more sensitive to discriminant-validity problems in variance-based SEM [23]. The estimated HTMT values were EE-FC = 0.335, EE-PE = 0.606, EE-SI = 0.491, EE-UB = 0.704, FC-PE = 0.304, FC-SI = 0.574, FC-UB = 0.427, PE-SI = 0.416, PE-UB = 0.697, and SI-UB = 0.552. All values were below the 0.90 threshold, providing additional support for discriminant validity.

Table 3. Fornell-Larcker discriminant validity criterion

Construct	EE	FC	PE	SI	UB
EE	0.862				
FC	0.303	0.741			
PE	0.575	0.279	0.898		
SI	0.459	0.524	0.388	0.826	
UB	0.676	0.392	0.667	0.516	0.796

3.3. Structural Model and Hypothesis Testing

The structural model explained 61.1% of the variance in self-reported use behavior (R-squared = 0.611; adjusted R-squared = 0.605), indicating moderate-to-substantial explanatory power for the observed sample. All four direct paths were positive and statistically significant. Performance expectancy had the largest coefficient, followed closely by effort expectancy, while social influence and facilitating conditions had smaller effects.

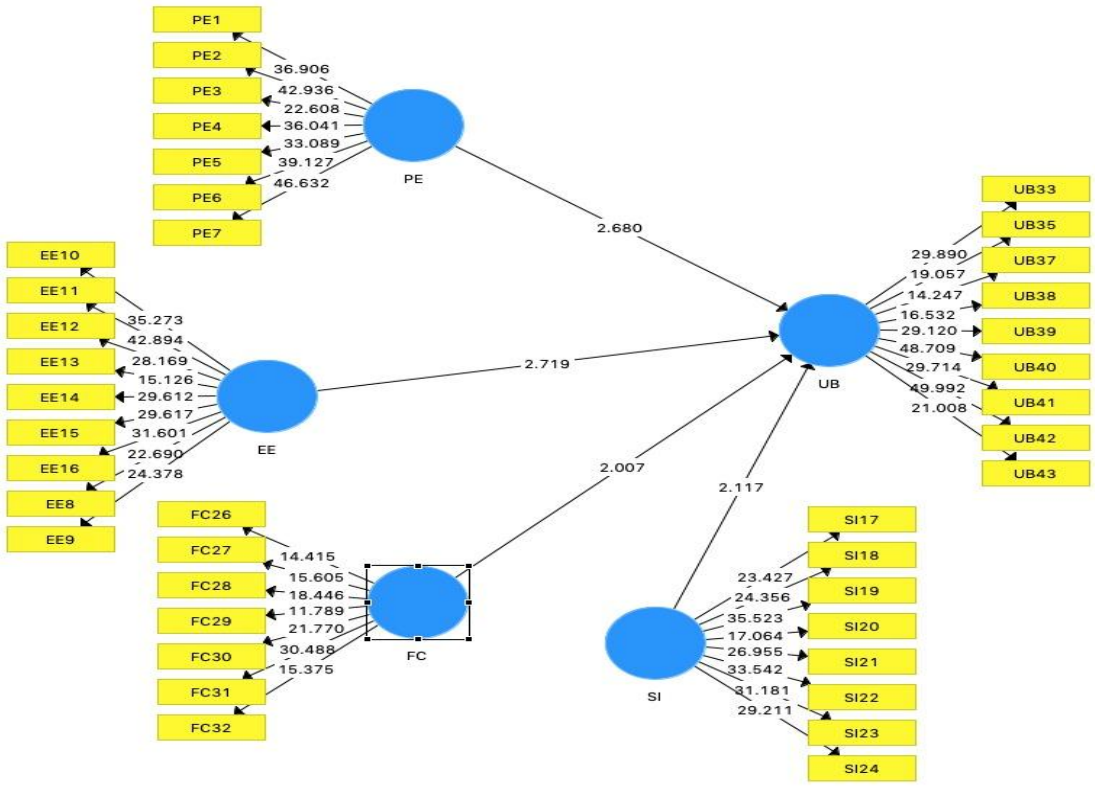

Figure 1. Bootstrapped UTAUT structural model

To complement R-squared, the structural-model report should include predictor effect sizes and predictive relevance rather than relying on explained variance alone [20]. The estimated effect sizes were f-squared = 0.203 for performance expectancy, 0.190 for effort expectancy, 0.042 for social influence, and 0.018 for facilitating conditions. Thus, performance expectancy and effort expectancy showed moderate

contributions, whereas social influence and facilitating conditions had relatively small effects. Blindfolding produced a Q-squared value of 0.387 for use behavior, which was above zero and therefore indicated predictive relevance for the endogenous construct.

Table 4. Structural model explanatory power

Endogenous construct	R^2	Adjusted R^2
Use behavior	0.611	0.605

Table 5. Direct-effect hypothesis testing

Hypothesis	Path	β	Mean	SD	t	p
H1	PE → UB	0.372	0.363	0.139	2.680	0.008
H2	EE → UB	0.362	0.356	0.133	2.719	0.007
H3	SI → UB	0.154	0.165	0.073	2.117	0.035
H4	FC → UB	0.098	0.109	0.049	2.007	0.045
Aggregate	UTAUT → UB	0.777	0.783	0.029	27.101	<0.001

Performance expectancy had the strongest positive relationship with use behavior (beta = 0.372, t = 2.680, p = 0.008). This pattern is theoretically plausible because hotel booking is an instrumental task: guests use a platform to search rooms, compare alternatives, obtain prices, complete payment, and receive confirmation. An extended UTAUT study of online travel purchasing similarly found that performance-related benefits and ease of use contribute to online purchase behavior [28]. Tourism website research also shows that perceived usefulness is a central antecedent of intention to use accommodation websites for information search and online reservation [29]. In hotel-specific online booking, technology-related attitudes operate together with trust and commitment in shaping booking intentions [30].

Effort expectancy was almost as strong as performance expectancy (beta = 0.362, t = 2.719, p = 0.007). The small difference between the two coefficients indicates that usefulness and simplicity should be managed together. A platform may offer attractive rates and complete room information, but those benefits can be weakened if search, comparison, payment, or confirmation requires excessive effort. Socially transmitted hotel information can also influence booking-related attitudes and trust [31]. For The ZHM Premiere Hotel Padang, management should therefore audit the full booking journey from room discovery to confirmation, identify unnecessary steps, standardize room and policy information across channels, and monitor failed or abandoned transactions.

Social influence had a smaller but significant effect (beta = 0.154, t = 2.117, p = 0.035). This is relevant because prospective guests commonly combine platform information with reviews, ratings, recommendations, and other user-generated content. Online user reviews have been empirically linked with hotel room sales [32], while similarity between review readers and reviewers can shape hotel booking intention [33]. Website quality and e-trust also contribute to online booking intention [34]. These findings suggest that management should not treat social influence as simple promotional exposure; the credibility and consistency of guest-generated information matter for reducing uncertainty.

Facilitating conditions produced the smallest coefficient (beta = 0.098, t = 2.007, p = 0.045). The relationship remains statistically significant, but the p value is close to 0.05 and the effect is clearly weaker than performance expectancy and effort expectancy. It should therefore be treated as a supporting condition rather than the primary managerial priority. Online hotel-booking research shows that website features can build commitment, trust, and continued digital relationships [35], while information quality and e-trust can support hotel website adoption [36]. The hotel should maintain reliable payment options, clear help information, accessible contact channels, and prompt booking confirmation, but larger gains are more likely to come from improving practical value and ease of use.

The four predictors jointly explained 61.1% of use behavior, leaving 38.9% of the variance outside the core model. This residual variance is theoretically meaningful because hotel e-commerce decisions are also influenced by external information and consumer evaluations. Social media plays an important role in online travel information search [37], and travelers adopt accommodation-review information partly according to its accuracy, relevance, timeliness, and diagnostic value [38]. The perceived helpfulness of online reviews also reflects informational and normative influences [39]. Hotel ratings and review volume

can affect booking consideration [40], while the relative importance of hotel attributes can change between the consideration and final booking stages [41]. Future studies should therefore extend UTAUT with trust, online review quality, perceived risk, price value, habit, platform reputation, promotional attractiveness, and prior booking experience.

4. CONCLUSION

This study shows that performance expectancy, effort expectancy, social influence, and facilitating conditions are positively associated with guests' self-reported e-commerce hotel booking behavior at The ZHM Premiere Hotel Padang. Performance expectancy was the strongest predictor (beta = 0.372), followed closely by effort expectancy (beta = 0.362). Social influence (beta = 0.154) and facilitating conditions (beta = 0.098) made smaller contributions. The model explained 61.1% of the variance in use behavior, supporting the usefulness of the UTAUT framework for understanding digital hotel booking in this context.

Managerial priority should be placed first on practical booking value and low-effort interaction. Room information, prices, availability, photographs, policies, payment options, and confirmation messages should be accurate and easy to navigate across e-commerce channels. Social credibility should be supported through review management and consistent information, while facilitating conditions should be maintained as a secondary support layer through reliable payment, assistance, and transaction recovery. The study is limited to one hotel, uses cross-sectional questionnaire data, and measures use behavior through self-report rather than transaction logs; generalization and causal interpretation should therefore be made cautiously. Future research should compare multiple hotels and platforms, use longitudinal or behavioral booking data, and include trust, online review quality, perceived risk, price value, and habit.

ACKNOWLEDGMENTS

The authors thank the management of The ZHM Premiere Hotel Padang and all respondents who participated in this research. The authors also acknowledge the Department of Tourism, Faculty of Tourism and Hospitality, Universitas Negeri Padang, for its academic support.

REFERENCES

[1] V. Venkatesh, M. G. Morris, G. B. Davis, and F. D. Davis, "User acceptance of information technology: Toward a unified view," MIS Quarterly, vol. 27, no. 3, pp. 425-478, 2003, doi: 10.2307/30036540.

[2] V. Venkatesh, J. Y. L. Thong, and X. Xu, "Consumer acceptance and use of information technology: Extending the unified theory of acceptance and use of technology," MIS Quarterly, vol. 36, no. 1, pp. 157-178, 2012, doi: 10.2307/41410412.

[3] F. D. Davis, "Perceived usefulness, perceived ease of use, and user acceptance of information technology," MIS Quarterly, vol. 13, no. 3, pp. 319-340, 1989, doi: 10.2307/249008.

[4] C. Morosan and M. Jeong, "Users' perceptions of two types of hotel reservation Web sites," International Journal of Hospitality Management, vol. 27, no. 2, pp. 284-292, 2008, doi: 10.1016/j.ijhm.2007.07.023.

[5] S. Schmidt, A. S. Cantallops, and C. P. dos Santos, "The characteristics of hotel websites and their implications for website effectiveness," International Journal of Hospitality Management, vol. 27, no. 4, pp. 504-516, 2008, doi: 10.1016/j.ijhm.2007.08.002.

[6] S. Amaro and P. Duarte, "An integrative model of consumers' intentions to purchase travel online," Tourism Management, vol. 46, pp. 64-79, 2015, doi: 10.1016/j.tourman.2014.06.006.

[7] E. Bonsón Ponte, E. Carvajal-Trujillo, and T. Escobar-Rodríguez, "Influence of trust and perceived value on the intention to purchase travel online: Integrating the effects of assurance on trust antecedents," Tourism Management, vol. 47, pp. 286-302, 2015, doi: 10.1016/j.tourman.2014.10.009.

[8] P. A. Pavlou, "Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model," International Journal of Electronic Commerce, vol. 7, no. 3, pp. 101-134, 2003, doi: 10.1080/10864415.2003.11044275.

[9] D. Gefen, E. Karahanna, and D. W. Straub, "Trust and TAM in online shopping: An integrated model," MIS Quarterly, vol. 27, no. 1, pp. 51-90, 2003, doi: 10.2307/30036519.

[10] C. H. Lien, M. J. Wen, L. C. Huang, and K. L. Wu, "Online hotel booking: The effects of brand image, price, trust and value on purchase intentions," Asia Pacific Management Review, vol. 20, no. 4, pp. 210-218, 2015, doi: 10.1016/j.apmrv.2015.03.005.

[11] I. E. Vermeulen and D. Seegers, "Tried and tested: The impact of online hotel reviews on consumer consideration," Tourism Management, vol. 30, no. 1, pp. 123-127, 2009, doi: 10.1016/j.tourman.2008.04.008.

[12] B. A. Sparks and V. Browning, "The impact of online reviews on hotel booking intentions and perception of trust," Tourism Management, vol. 32, no. 6, pp. 1310-1323, 2011, doi: 10.1016/j.tourman.2010.12.011.

[13] O. A. El-Said, "Impact of online reviews on hotel booking intention: The moderating role of brand image, star category, and price," Tourism Management Perspectives, vol. 33, Art. no. 100604, 2020, doi: 10.1016/j.tmp.2019.100604.

[14] J. Andra and Y. Abrian, "The influence of promotion through Instagram social media on the decision to stay at Villa Air Manis Hill Residence," Journal of Multidimensional Management, vol. 1, no. 2, pp. 46-51, 2025, doi: 10.63076/jomm.v1i2.16.

[15] M. R. Alghifary and Y. Abrian, "The influence of Instagram social media promotion and religiosity on the decision to stay," Journal of Multidimensional Management, vol. 2, no. 2, pp. 182-187, 2025, doi: 10.63076/jomm.v2i2.41.

[16] A. T. P. Agda and H. Suyuthie, "The influence of online customer reviews on hotel room purchase decisions through online travel agents at Hotel Truntum Padang," Journal of Multidimensional Management, vol. 2, no. 2, pp. 252-257, 2025, doi: 10.63076/jomm.v2i2.52.

[17] M. F. Alfarizi and V. Harmawan, "The influence of social media on the decision to visit Gulamo tourist attractions in Kampar Regency," Journal of Multidimensional Management, vol. 2, no. 2, pp. 126-132, 2025, doi: 10.63076/jomm.v2i2.30.

[18] P. Intani and N. Wulansari, "Analysis of guest brand switching behavior at Kyriad Bumiminang Padang Hotel," Journal of Multidimensional Management, vol. 1, no. 2, pp. 52-58, 2025, doi: 10.63076/jomm.v1i2.17.

[19] J. F. Hair Jr., G. T. M. Hult, C. M. Ringle, and M. Sarstedt, A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM), 3rd ed. Thousand Oaks, CA, USA: Sage, 2022.

[20] J. F. Hair, J. J. Risher, M. Sarstedt, and C. M. Ringle, "When to use and how to report the results of PLS-SEM," European Business Review, vol. 31, no. 1, pp. 2-24, 2019, doi: 10.1108/EBR-11-2018-0203.

[21] N. Kock and P. Hadaya, "Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods," Information Systems Journal, vol. 28, no. 1, pp. 227-261, 2018, doi: 10.1111/isj.12131.

[22] C. Fornell and D. F. Larcker, "Evaluating structural equation models with unobservable variables and measurement error," Journal of Marketing Research, vol. 18, no. 1, pp. 39-50, 1981, doi: 10.1177/002224378101800104.

[23] J. Henseler, C. M. Ringle, and M. Sarstedt, "A new criterion for assessing discriminant validity in variance-based structural equation modeling," Journal of the Academy of Marketing Science, vol. 43, no. 1, pp. 115-135, 2015, doi: 10.1007/s11747-014-0403-8.

[24] W. W. Chin, "The partial least squares approach to structural equation modeling," in Modern Methods for Business Research, G. A. Marcoulides, Ed. Mahwah, NJ, USA: Lawrence Erlbaum Associates, 1998, pp. 295-336.

[25] T. K. Dijkstra and J. Henseler, "Consistent partial least squares path modeling," MIS Quarterly, vol. 39, no. 2, pp. 297-316, 2015, doi: 10.25300/MISQ/2015/39.2.02.

[26] Sugiyono, Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung, Indonesia: Alfabeta, 2013.

[27] F. Yusup, "Uji validitas dan reliabilitas instrumen penelitian kuantitatif," Tarbiyah: Jurnal Ilmiah Kependidikan, vol. 7, no. 1, pp. 17-23, 2018.

[28] T. Escobar-Rodríguez and E. Carvajal-Trujillo, "Online purchasing tickets for low cost carriers: An application of the unified theory of acceptance and use of technology (UTAUT) model," Tourism Management, vol. 43, pp. 70-88, 2014, doi: 10.1016/j.tourman.2014.01.017.

[29] A. Herrero and H. San Martín, "Developing and testing a global model to explain the adoption of websites by users in rural tourism accommodations," International Journal of Hospitality Management, vol. 31, no. 4, pp. 1178-1186, 2012, doi: 10.1016/j.ijhm.2012.02.005.

[30] G. Agag and A. A. El-Masry, "Understanding the determinants of hotel booking intentions and moderating role of habit," International Journal of Hospitality Management, vol. 54, pp. 52-67, 2016, doi: 10.1016/j.ijhm.2016.01.007.

[31] R. Ladhari and M. Michaud, "eWOM effects on hotel booking intentions, attitudes, trust, and website perceptions," International Journal of Hospitality Management, vol. 46, pp. 36-45, 2015, doi: 10.1016/j.ijhm.2015.01.010.

[32] Q. Ye, R. Law, and B. Gu, "The impact of online user reviews on hotel room sales," International Journal of Hospitality Management, vol. 28, no. 1, pp. 180-182, 2009, doi: 10.1016/j.ijhm.2008.06.011.

[33] I. C. C. Chan, L. W. Lam, C. W. C. Chow, L. H. N. Fong, and R. Law, "The effect of online reviews on hotel booking intention: The role of reader-reviewer similarity," International Journal of Hospitality Management, vol. 66, pp. 54-65, 2017, doi: 10.1016/j.ijhm.2017.06.007.

[34] L.Wang, C. H. R. Law, B. Denizci Guillet, K. Hung, and D. K. C. Fong, "Impact of hotel website quality on online booking intentions: eTrust as a mediator," International Journal of Hospitality Management, vol. 47, pp. 108-115, 2015, doi: 10.1016/j.ijhm.2015.03.012.

[35] A. Bilgihan and M. Bujisic, "The effect of website features in online relationship marketing: A case of online hotel booking," Electronic Commerce Research and Applications, vol. 14, no. 4, pp. 222-232, 2015, doi: 10.1016/j.elerap.2014.09.001.

[36] S. Lata and A. Kumar, "What determines tourist adoption of hotel websites for online hotel bookings? An empirical analysis by taking e-trust as a mediator," International Journal of Asian Business and Information Management, vol. 12, no. 3, pp. 1-17, 2021, doi: 10.4018/IJABIM.294101.

[37] Z. Xiang and U. Gretzel, "Role of social media in online travel information search," Tourism Management, vol. 31, no. 2, pp. 179-188, 2010, doi: 10.1016/j.tourman.2009.02.016.

[38] R. Filieri and F. McLeay, "e-WOM and accommodation: An analysis of the factors that influence travelers' adoption of information from online reviews," Journal of Travel Research, vol. 53, no. 1, pp. 44-57, 2014, doi: 10.1177/0047287513481274.

[39] R. Filieri, "What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in e-WOM," Journal of Business Research, vol. 68, no. 6, pp. 1261-1270, 2015, doi: 10.1016/j.jbusres.2014.11.006.

[40] D. Gavilan, M. Avello, and G. Martinez-Navarro, "The influence of online ratings and reviews on hotel booking consideration," Tourism Management, vol. 66, pp. 53-61, 2018, doi: 10.1016/j.tourman.2017.10.018.

[41] X. S. Hu and Y. Yang, "Determinants of consumers' choices in hotel online searches: A comparison of consideration and booking stages," International Journal of Hospitality Management, vol. 86, Art. no. 102370, 2020, doi: 10.1016/j.ijhm.2019.102370.