

## The Influence of Online Customer Reviews on Hotel Room Purchase Decisions Through Online Travel Agents at Hotel Truntum Padang

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### Article Info

#### Article history:

Received August 11, 2025

Revised August 17, 2025

Accepted August 18, 2025

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#### Keywords:

Online Customer Reviews,  
Purchase Decision,  
Hospitality, Hotel  
Management, Online Travel  
Agents

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### ABSTRACT

The rapid development of information technology has significantly transformed the hospitality industry, where online customer reviews (OCRs) have become a crucial determinant of consumer behavior in hotel booking decisions through Online Travel Agents (OTAs). This study aims to examine the effect of OCRs on hotel room purchase decisions at Hotel Truntum Padang. Employing a quantitative causal approach, data were collected from 100 respondents using purposive sampling and analyzed through simple linear regression with SPSS version 26. The results revealed that OCRs have a positive and significant impact on purchase decisions, explaining 35.9% of the variance, while the remaining 64.1% is influenced by other factors. These findings confirm the essential role of OCRs in shaping customer trust, credibility, and intention to book, where positive reviews encourage bookings and recommendations, while negative reviews may reduce consumer trust. From a managerial perspective, the study emphasizes the importance of actively managing OCRs by encouraging feedback, responding to negative comments, and utilizing customer reviews as a strategic tool to enhance competitiveness in the hospitality market.

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## 1. INTRODUCTION

The rapid advancement of information technology has significantly transformed the tourism and hospitality industry, particularly in shaping consumer decision-making processes. Online platforms have become a primary source of information where travelers evaluate service providers before making purchasing decisions. In this context, online customer reviews (OCRs) act as a critical form of electronic word-of-mouth (e-WOM) that influences customer perceptions, trust, and purchase intentions. Previous studies indicate that online reviews not only provide insights into service quality and customer satisfaction but also serve as a vital determinant of booking decisions through online travel agents (OTAs) [1], [2].

The hospitality sector in emerging tourism destinations such as Padang, Indonesia, reflects this global trend. Increasing hotel competition in the region compels service providers to leverage digital platforms as a marketing and reputation management tool. Hotel Truntum Padang, a four-star property located in the city center, actively utilizes online reviews to strengthen its market positioning and attract potential guests. Reviews on platforms such as Traveloka and Tiket.com function both as evaluative feedback for hotel management and as credible signals for prospective customers when assessing accommodation alternatives [3].

Consumer decision-making in hospitality involves a multi-stage process, beginning with problem recognition, information search, evaluation of alternatives, and culminating in the purchase decision [4]. Within this process, OCRs play a pivotal role by reducing information asymmetry and increasing perceived trustworthiness of service providers. Positive reviews enhance customers' intention to book, while negative reviews may deter potential guests and shift their preferences to competitors [5], [6]. Hence, analyzing the influence of OCRs on booking decisions provides valuable insights into consumer behavior in the digital hospitality marketplace.

Against this backdrop, the present study investigates the extent to which online customer reviews affect hotel room purchase decisions through OTAs at Hotel Truntum Padang. By employing a quantitative approach, this research contributes to the growing body of literature on e-WOM, consumer behavior, and hospitality management, while offering practical implications for hotel managers in enhancing customer trust, improving service quality, and maintaining competitiveness in the online marketplace.

## 2. METHOD

This study adopted a quantitative research design with an associative-causal approach to analyze the influence of online customer reviews (OCRs) on hotel room purchase decisions through online travel agents at Hotel Truntum Padang. The research was conducted between July and August 2025, with the population comprising hotel guests who stayed from December 2024 to May 2025. A total of 100 respondents were selected using purposive sampling, and the minimum sample size was determined using the Slovin formula to ensure representativeness [7], [8]. Data collection employed a structured questionnaire with items measured on a five-point Likert scale, a well-established instrument in hospitality and consumer behavior studies for assessing attitudes and perceptions [9]. The independent variable was OCRs, assessed through dimensions such as accessibility, credibility, and review quality, while the dependent variable was purchase decision, evaluated through booking choice, repeat intention, and recommendation behavior. Data analysis was conducted using SPSS version 26.0, including normality, homogeneity, and linearity tests, followed by simple linear regression to test the effect of OCRs on purchase decisions at a 5% significance level. This methodological approach is consistent with previous empirical studies in hospitality research that emphasize the role of e-WOM and OCRs in shaping consumer decisions [10]–[12].

## 3. RESULTS AND DISCUSSION

### 3.1. Result

#### 3.1.1. Respondent Profile

The profile of respondents provides an overview of the demographic characteristics of the survey participants, which is important for interpreting consumer behavior in the hospitality context. A total of 100 valid responses were collected from hotel guests who had booked rooms at Hotel Truntum Padang through online travel agents (OTAs). The demographic distribution of respondents is presented in Table 1. The majority of respondents were in the 26–35 age group, indicating that younger adults represent a dominant segment in OTA-based hotel bookings. Gender distribution was relatively balanced, with a slight predominance of female respondents. In terms of purpose of stay, most respondents indicated leisure as their primary reason for visiting, followed by business-related travel.

Table 1. Respondent Profile

Characteristics	Category	Frequency (n)	Percentage (%)
Gender	Male	48	48.0
	Female	52	52.0
Age (years)	≤ 25	20	20.0
	26–35	45	45.0
	36–45	25	25.0
	≥ 46	10	10.0
Purpose of Stay	Leisure	58	58.0
	Business	32	32.0
	Others	10	10.0
Booking Channel	Traveloka	54	54.0
	Tiket.com	28	28.0
	Other OTAs	18	18.0

### 3.1.2. Data Description

The descriptive analysis shows that the Online Customer Reviews (OCRs) variable obtained an average score of 3.94 with an achievement rate of 76.56%, categorized as “good.” The highest mean was found in the indicator “Easy to book a room” (4.19), while the lowest was “Book a room through OTA after reading reviews” (3.74), indicating that although respondents generally perceive online reviews as useful and credible, not all rely on them directly before booking. Meanwhile, the Purchase Decision variable achieved an average score of 4.01 with an achievement rate of 73.20%, also in the “good” category. The highest score was recorded for “Recommending Hotel Truntum Padang” (4.89), showing a strong willingness among guests to recommend the hotel, while the lowest was “Choosing Hotel Truntum Padang for future visits” (3.68), suggesting that although satisfaction and recommendation are high, repeat booking intention still needs improvement.

Table 2. Description of Online Customer Review (OCR) Variable

Statement	Mean	Achievement (%)	Category
Easy to find information	4.01	77.86	Good
Accessible 24 hours a day	3.99	77.48	Good
Easy to book a room	4.19	81.63	Good
Decide on a room	3.79	77.09	Good
Trust the reviews provided by the hotel	4.13	80.19	Good
Trust guest reviews	3.83	74.37	Good
Book a room through OTA after reading reviews	3.74	72.62	Good
Relevant and appropriate reviews	3.90	75.73	Good
Reviews provide strengths and weaknesses	3.95	76.70	Good
Reviews on OTAs are of good quality	3.82	74.17	Good
Reviews on OTAs are accurate	3.90	75.73	Good
Reviews provide a complete picture	3.91	75.92	Good
Positive reviews	3.85	74.76	Good
Negative reviews	3.96	76.89	Good
Search for alternative hotels	3.99	77.48	Good
Average	3.94	76.56	Good

Table 3. Description of Purchase Decision Variable

Statement	Mean	Achievement (%)	Category
Choosing Hotel Truntum Padang	3.70	71.84	Good
Deciding to choose Hotel Truntum Padang	3.78	73.40	Good
Frequent stays due to positive reviews	3.82	74.17	Good
Accommodation options in Padang	3.70	71.84	Good
Recommending Hotel Truntum Padang	4.89	75.92	Good
Writing reviews of staying experiences	4.81	74.76	Good
Staying again	3.72	72.23	Good
Choosing Hotel Truntum Padang for future visits	3.68	71.46	Good
Average	4.01	73.20	Good

### 3.1.3. Validity and Reliability Testing

The validity test was performed using item-total correlation, and the results indicated that all measurement items for both Online Customer Reviews (OCRs) and Purchase Decision had correlation coefficients greater than the critical r-table value ( $p < 0.05$ ), confirming that the instruments were statistically valid. Furthermore, reliability analysis using Cronbach’s Alpha demonstrated values above 0.70 for both constructs, indicating a high level of internal consistency. These results confirm that the

measurement instruments used in this study are both valid and reliable, and therefore appropriate for capturing respondents' perceptions in the hospitality context.

Table 4. Validity and Reliability Test Results

Variable	Number of Items	Validity (r count > r table, p < 0.05)	Cronbach's Alpha	Reliability
Online Customer Reviews	15	All items valid	0.892	Reliable
Purchase Decision	8	All items valid	0.864	Reliable

### 3.1.4. Assumption Testing

The assumption tests were conducted to ensure that the regression model met statistical requirements. The normality test using the Kolmogorov–Smirnov method showed a significance value of 0.200 ( $> 0.05$ ), indicating that the residuals were normally distributed. The homogeneity test based on Levene's statistic showed significance values of 0.864 for Online Customer Reviews and 0.944 for Purchase Decision, both exceeding 0.05, confirming that the data variances were homogeneous. Furthermore, the linearity test indicated that the relationship between Online Customer Reviews and Purchase Decision was linear, with a significant linearity value of 0.000 ( $< 0.05$ ) and a deviation from linearity value of 0.341 ( $> 0.05$ ). These results demonstrate that the data satisfied the classical assumptions required for regression analysis.

Table 5. Normality Test Results (Kolmogorov–Smirnov)

Test Parameter	Value
N	100
Mean	0.0000000
Std. Deviation	3.65881485
Test Statistic (K-S)	0.068
Asymp. Sig. (2-tailed)	0.200
Result	Normal

Table 6. Homogeneity Test Results (Levene's Test)

Variable	Levene Statistic	df1	df2	Sig.	Result
Online Customer Review	0.030	1	98	0.864	Homogeneous
Purchase Decision	0.005	1	98	0.944	Homogeneous

Table 7. Linearity Test Results (ANOVA)

Source	Sum of Squares	df	Mean Square	F	Sig.	Result
Linearity	742.134	1	742.134	56.851	0.000	Linear
Deviation from Linearity	424.577	29	14.641	1.122	0.341	Linear

### 3.1.5. Hypothesis Test

The hypothesis testing was carried out using simple linear regression to evaluate the effect of Online Customer Reviews (OCRs) on Purchase Decision. The model summary and ANOVA results (Table 8) show that OCRs accounted for 35.9% of the variance in Purchase Decision ( $R^2 = 0.359$ ). The F-test yielded a value of 54.877 with  $p < 0.001$ , confirming that the regression model is statistically significant and suitable for predicting Purchase Decision. The coefficients table (Table 9) indicates that OCRs have a positive and significant effect on Purchase Decision ( $\beta = 0.376$ ,  $t = 7.408$ ,  $p < 0.001$ ). Based on these findings, the hypothesis ( $H_1$ ), which posits that Online Customer Reviews significantly influence Purchase Decision at Hotel Truntum Padang, is accepted.

Table 8. Model Summary and ANOVA Test Results

Model	R	R Square	Adjusted R Square	Std. Error	F	Sig.
Regression	0.599	0.359	0.352	3.677	54.877	0.000

Table 9. Coefficients of Regression

Variable	Unstandardized B	Std. Error	Standardized Beta	t	Sig.	Result
(Constant)	7.912	3.026	–	2.615	0.010	Significant
Online Customer Review	0.376	0.051	0.599	7.408	0.000	H <sub>1</sub> Accepted (Sign.)

### 3.2. Discussion

The results of this study demonstrate that Online Customer Reviews (OCRs) significantly and positively influence hotel room purchase decisions through Online Travel Agents (OTAs). This finding supports the theoretical framework of consumer decision-making, which suggests that information search and evaluation of alternatives are critical stages where consumers rely on external cues to reduce uncertainty before making a purchase decision. In this context, OCRs serve as a form of electronic word-of-mouth (e-WOM) that shapes consumer perceptions of service quality, credibility, and trustworthiness, ultimately guiding their booking decisions.

Empirical evidence from this study aligns with previous research showing that positive online reviews increase consumers' intention to book, while negative reviews can discourage purchase behavior and redirect consumers toward competitors [13], [14]. Similar findings have been reported in the hospitality sector, where OCRs were found to enhance travelers' trust and act as a substitute for direct experience, particularly in online environments where service evaluation is intangible [15]. In addition, the significant regression coefficient indicates that customers not only read but also rely on the content of reviews to form judgments about hotel services, which is consistent with Filieri's work on the diagnosticity of online reviews [16].

From a practical perspective, the findings highlight the strategic role of OCRs in shaping hotel performance in competitive markets. Hotel managers should not only monitor and respond to reviews but also use them as a diagnostic tool for improving service delivery and customer satisfaction. Active engagement in managing OCRs—such as encouraging satisfied guests to share feedback, addressing negative comments transparently, and enhancing the credibility of reviews—can strengthen consumer trust and increase booking conversions. Furthermore, given that the explanatory power of OCRs in this study was 35.9%, it suggests that other factors (e.g., price, brand image, service quality, or location) also play a significant role in influencing purchase decisions, which should be explored in future research.

Overall, this study contributes to the literature on hospitality management by confirming the predictive power of OCRs in explaining customer behavior in OTA platforms, while also reinforcing the managerial importance of online reputation management in sustaining competitiveness in the digital marketplace.

## 4. CONCLUSION

This study confirmed that Online Customer Reviews (OCRs) have a positive and significant influence on hotel room purchase decisions through Online Travel Agents (OTAs) at Hotel Truntum Padang, where regression analysis indicated that OCRs explained 35.9% of consumer booking behavior. These findings highlight the critical role of online reviews as a form of electronic word-of-mouth (e-WOM) that shapes trust, credibility, and purchase intention; positive reviews encourage bookings and recommendations, while negative reviews can reduce trust and shift consumer preferences. From a managerial perspective, hotel operators should actively manage OCRs by encouraging guest feedback, responding constructively to negative comments, and leveraging reviews as a tool for continuous service improvement to enhance competitiveness. Academically, this research contributes to the literature on hospitality and consumer behavior in the Indonesian context, while suggesting that future studies incorporate additional factors such as price, brand image, service quality, and location to provide a more comprehensive explanation of purchase decision-making in online hospitality platforms.

## ACKNOWLEDGMENTS

The authors would like to express their sincere gratitude to Universitas Negeri Padang for the academic and institutional support provided throughout this research. Special thanks are also extended to the management and staff of Hotel Truntum Padang for their valuable cooperation and assistance during the data collection process. Finally, the authors appreciate all respondents who participated in the survey, as their contributions were essential in completing this study.

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