

## THE INFLUENCE OF ONLINE REVIEWS ON ONLINE TRAVEL AGENT REGARDING THE PURCHASE DECISION AT THE SAKURA SYARIAH HOTEL LUBUK BASUNG

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**Abstract.** This research purpose to explore the influence of online reviews on online travel agents regarding purchasing decisions at the Sakura Syariah Hotel Lubuk Basung. *The kind of this research is survey using quantitative research methods. There are two variables in this research, they are online review and purchase decision. The population in this research are guests who have stayed at the Sakura Syariah Hotel Lubuk Basung from July – December 2022. The population in this study is 5,290 and the desired error rate is 5%, then the samples calculate using the formula by arikunto (2010), so the sample of this research is 265 consist of probability sampling, simple random sampling. Based on the survey results, three things are known. The first, the online review at Hotel Sakura Syariah Lubuk Basung shows that the overall percentage value is 53.79% in the score range  $\geq 33.35 - < 40.05$ , which is in the good category, however there is still a category that states it is very good with a percentage value of 41.29%. Second, the purchase decision at the Sakura Syariah Lubuk Basung Hotel shows an overall percentage value of 37.50% in the score range  $\geq 33.35 - < 40.05$  including the good category, however there is still a category that states it is good with a percentage value of 10.61%. Third, the Sakura Syariah Hotel Lubuk Basung's internet reviews significantly affect consumer decisions, with a R square value of 0.613. This reveals that the influence of online reviews on purchasing decisions at the Sakura Syariah Lubuk Basung Hotel is 61.3% while 38.7% is influenced by other factors.*

**Keywords:** Online Review, Online Travel Agent, Purchase Decision

### A. Introduction

Tourism is one of the economic sectors which is the largest source of foreign exchange earned by the country apart from other economic sectors. The definition of tourism has been formulated in the law of Indonesia that is in Undang-Undang No.10 on 2009 which provides the understanding that tourism encompasses all connected activities, is multifaceted and multidisciplinary in nature, and is a representation of individual and national demands as well as relationships between visitors and host communities. government, local government, and business owners. The increasing number of tourist visits makes actors compete in improving facilities and infrastructure to support the development of tourism activities.

Widanaputra (2009) said that "Hotel is a type of accommodation that is managed commercially by using part or all of the existing building to provide lodging, food and beverage services and other services where these facilities and services are provided for guests and the community people who want to stay overnight. In the hotel industry, developments in information and communication technology have also encouraged the world of hospitality to develop more rapidly, one of which is the internet. One business that uses the internet in operations is Online Travel Agent. Online Travel Agent is a travel agent that acts as an online promotion and sales media through a website that distributes and facilitates reviews and bookings to tourism business providers (Hendriyati, 2019). When making purchases, guests tend to choose the service provider they will visit so that guests can determine the decision to purchase the product or hotel they will choose. This is in accordance with purchasing decision indicators based on product choice and dealer choice.

Keller and Kotler (2016) said that purchasing decisions are part of consumer behavior, namely the study of how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and desires. According to Godes & Mayzlin (2015), the greater the number of conversations in the form of online comments about

a product, the better, because it will increase the possibility that someone will know about the product, or it can be said that there will be increased awareness of the product .

One of the hotels in Lubuk Basung that provides a platform for accessing information and guest reviews during their stay is Hotel Sakura Syariah Lubuk Basung. Hotel Sakura Syariah Lubuk Basung is a 3 star hotel (\*\*\*) located on Jl . Diponegoro No. 241, Lubuk Basung, Kec. Lubuk Basung. Based on data, room sales through online travel agents over the last 6 months have decreased every month, causing unstable guest conditions. This is thought to be due to a lack of information about the hotel and the online reviews given by guests do not match their needs and desires, resulting in a reduction in the level of purchasing decisions at the Sakura Syariah Lubuk Basung Hotel.

One of the phenomena found regarding purchasing decisions was guest disappointment regarding booking a room that had not been registered with the hotel and after double checking by the online agent team the room was not registered and the reviews given did not match the guest's needs and desires, thus causing disappointment for the guest. One of the factors that influences purchasing decisions is online reviews. The more good reviews , the more the hotel becomes a recommendation for the wider community in choosing accommodation and becomes a popular accommodation choice. Online Review is a facility that displays reviews from previous consumers about the quality and experience after using a service. Because guests generally tend to find out information that is relevant to their tourism or travel plans, facilities such as online reviews can increase consumer interest in considering a hotel or transportation to book, Vermeulen & Seegers (2009).

From the problems that occur, it can be said that if guests feel dissatisfied and their desires are not fulfilled while staying at the hotel, both in terms of the quality of service and facilities provided by the hotel, they will provide a review on the online travel agent site according to what is provided, so that the review This can be read by other guests who want to stay at the Sakura Syariah Hotel Lubuk Basung. According to Hurriyati et al (2017), it has been proven that online reviews can be used to reduce the risks perceived by guests and stimulate purchasing decisions by providing useful information. Therefore, good or bad online reviews will have an impact on purchasing decisions.

Considering the explanation above, the importance of online reviews on purchasing decisions is to find out the extent of their influence on purchasing decisions at Hotel Sakura Syariah Lubuk Basung. So the research about "The Influence of Online Reviews on Online Travel Agents regarding Purchasing Decisions at the Sakura Syariah Hotel Lubuk Basung" must be done to find out the fact.

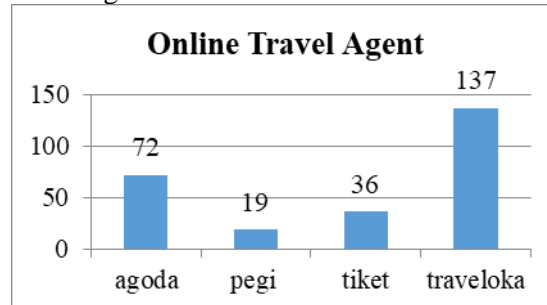
## **B. Research Methods**

This type of research is survey using quantitative research methods. This research was carried out at the Sakura Syariah Lubuk Basung Hotel which is located on Jl. Diponegoro No. 241, Lubuk Basung, Kec. Lubuk Basung in June - July 2023. The population of this research are guests who have stayed at the Sakura Syariah Hotel Lubuk Basung from July – December 2022. Then sample used in this research is 264 respondents, with the margin of error is about 5%, taken based on probability sampling techniques, simple random sampling. The data collection technique used is indirect communication through distributing questionnaire. The research instrument used in this research was a questionnaire arranged according to a Likert scale. The trial of this research instrument took the form of a validity test and a reliability test. The technical data analysis in research namely Tabulating Data and Data Description, Test data analysis requirements in research are in the form of normality tests, homogeneity tests, linearity tests. Testing the research hypothesis uses simple linear regression analysis . Simple regression analysis is used to find out how much influence online reviews (X) have on purchasing decisions (Y).

### C. Results And Discussion

The data collected from 264 respondent, they are the guests who stayed in Hotel Sakura Syariah Lubuk Basung, who reserved a room in hotel choosing an online travel agent. Based on the data, there are four online travel agents selected by respondents for reservation. The data is described in the following graph :

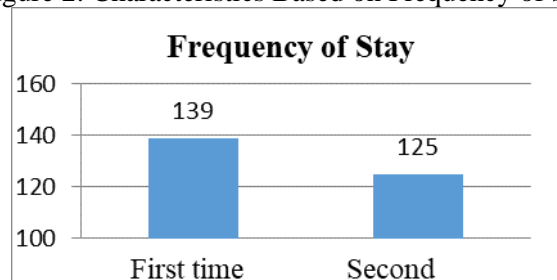
Figure 1. OTA selected reservation



Source: Primary Data, 2023

Based on the data above, it describes that respondents prefer to choose traveloka for reservation. There are 137 respondents who choose with a percentage of 52,7%. Then, the frequency of stay by respondents can be seen on the following graph below :

Figure 2. Characteristics Based on Frequency of Stay



Source: Primary Data, 2023

Based on the data above, it describes that the respondents in this research were dominated by respondents who had stayed more than for one night, they are 139 people with a percentage of 52%.

### 2. Research

The following are the results of research data processing:

Online Review. The result of the data processing shows that the distribution of respondents' answer scores for online review is at the lowest (minimum) score of 30 and the highest (maximum) score is 50. Based on the score distribution, the average (mean) value is 40.22, the middle score (median) is 40.00, frequently occurring score (mode) 40, standard deviation (standard deviation) 4.646.

Tabel 1. Online Review Statistic

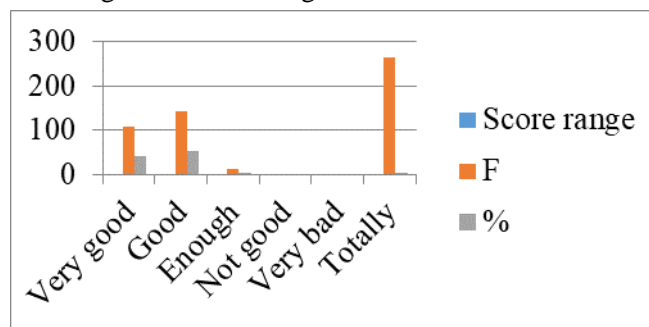
Statistics		
TOTALX		
N	Valid	264
	Missing	0
Mean		40,22
Std. Error of Mean		0,286
Median		40,00
Mode		40

Std. Deviation		4,646
Variance		21,581
Range		20
Minimum		30
Maximum		50
Sum		10619

Source : Data processing SPSS 26, 2023

Based on SPSS version 26.00 calculations, the mean value of the online review variable is 40.22%. So it can be concluded that the results of processed data regarding online reviews are within a score of  $\geq 40.05$  which is included in very good category because it has a percentage of 41.29%.

Figure 3. Score range of online review



Source : Excel data processing, 2023

Purchase Decision. The results of the data processing show that the score distribution of respondents' answers to the purchasing decision variable is at the lowest (minimum) score of 13 and the highest (maximum) score is 50. Based on the score distribution, the average (mean) value is 39.98, the middle score (median) is 40.00, frequently occurring score (mode) is 40, standard deviation is 5.821, range is 37, variance is 33.885 and total value (sum) is 10554.

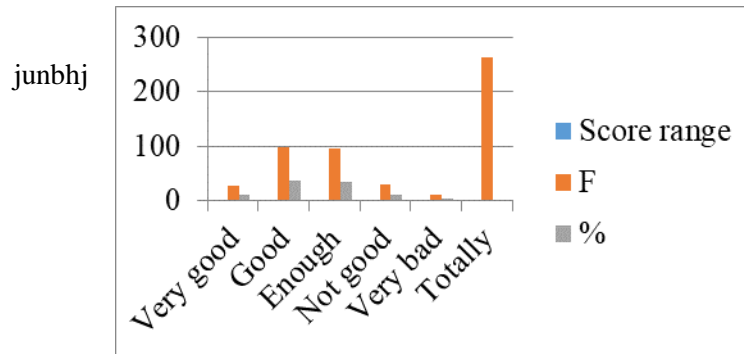
Tabel 2. Purchase decision statistic

Statistics		
TOTALLY		
N	Valid	264
	Missing	0
Mean		39,98
Std. Error of Mean		0,358
Median		40,00
Mode		40
Std. Deviation		5,821
Variance		33,885
Range		37
Minimum		13
Maximum		50
Sum		10554

Source : Data processing SPSS 26, 2023

Based on SPSS version 26.00 calculations, the mean value of the purchasing decision variable is 39.98%. So it can be concluded that the results of processed data regarding purchasing decision variables are in the score range  $\geq 33.35$  -  $< 40.05$  which is included in the good category because it has a percentage of 37.50%.

Figure 4. Score range of purchase decision



Source : Excel data processing, 2023

### 3. Test Requirements Analysis

Normality test, The normality test aims to determine whether the data is normally distributed or not. Online Review and Purchase Decision normality testing is carried out using the Kolmogorovsmirnov test. The level of significance used as a basis for rejecting or accepting a decision on whether a data distribution is normal or not is 0.05. Normality test results can be seen in the table below:

Table 3 . Normality test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		264
Normal Parameters <sup>a, b</sup>	Mean	0.0000000
	Std. Deviation	5.48336883
Most Extreme Differences	Absolute	0.067
	Positive	0.067
	Negative	-0.066
Statistical Tests		0.067
Asymp. Sig. (2-tailed)		.066 <sup>c</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c . Lilliefors Significance Correction.		

Source: Processed Data SPSS 26, 2023

Based on the results of the One Sample Kolmogorov-Smirnov Test statistic above, it shows that Asymp.sig is 0.66 with a value of  $> 0.05$ , so it can be said that the data is normally distributed.

Homogeneity test. The homogeneity test is carried out to find out whether the variable data is homogeneous or not. Researchers using data that has had outliers removed (extreme data) show that the results of the homogeneity test analysis can be seen in the table below :

Table 4. Homogeneity Test

Test of Homogeneity of Variances					
		Levene Statistics	df1	df2	Sig.
TOTAL	Based on Mean	3,476	20	243	0.080
	Based on Median	2,176	20	243	0.083
	Based on Median and with adjusted df	2,176	20	120,265	0.095
	Based on trimmed mean	3,174	20	243	0.070

Source: Processed Data SPSS 26, 2023

A significant value of 0.070 was achieved with a significance threshold of  $> 0.05$  based on the findings of the homogeneity test analysis in the table above. This indicates that the data's significance value exceeds its significance level. Therefore, it can be concluded that the data is homogeneous or that it originates from a population with the same variance.

Linearity Test, The purpose of the linearity test is to determine whether or not there is a linear relationship between two variables. Typically, this examination is required before conducting a correlational or linear regression analysis. Two variables are said to have a linear influence if the significance is  $\geq 0.05$ . Researchers using data that has had outliers (extreme data) removed show that the results of the analysis or linear regression can be seen in the following table :

Table 5. Linearity Test

ANOVA Table							
			Sum of Squares	Df	Mean Square	F	Sig.
TOTALY *	Between Groups	(Combined)	1938,404	20	96,920	3,377	0,000
TOTALX		Linearity	1004,155	2	1004,155	34,991	0,000
		Deviation from Linearity	934,249	19	49,171	1,713	0.746
	Within Groups		6973,460	243	28,697		
	Total		8911,864	264			

Source: Processed Data SPSS 26, 2023

The above linearity test results provide a sig value of 0.746. was obtained with a significance level of  $\geq 0.05$ . So it can be concluded that there is a significant linear relationship between the Online Review variable (X) and Purchase Decision (Y).

Hypothesis test. Hypothesis testing is used to find out how much influence Online Reviews have on Purchasing Decisions at the Sakura Syariah Lubuk Basung Hotel. The hypothesis used in this research is as follows:

- 1) Simple Linear Regression. The Simple Linear Regression Test is carried out to find out how much influence one variable has on other variables. The results of a simple linear regression test can be seen below.

Coefficient of Determination. The coefficient of determination is used to see how much influence the Online Review variable has on purchasing decisions. The results of the determination test can be seen from the R square value in simple linear regression analysis in the following table:

Table 6. Coefficient of Determination (R Square)

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.636 <sup>a</sup>	0.613	0.609	5,494
a. Predictors: (Constant), TOTALX				
b. Dependent Variable: TOTALY				

Source: Processed Data SPSS 26, 2023

R square = 0.613, meaning that the contribution or influence of online review variables on purchasing decisions is 61.3%, while 38.7% is determined by other factors.

Table 7. Significance Value

ANOVA <sup>a</sup>						
Model		Sum of	Df	Mean	F	Sig.

		Squares		Square		
1	Regression	1004,155	1	1004,155	33,270	,000 <sup>b</sup>
	Residual	7907,709	263	30,182		
	Total	8911,864	264			
a. Dependent Variable: TOTALLY						
b. Predictors: (Constant), TOTALX						

Source: Processed Data SPSS 26, 2023

Based on the anova test findings, the calculated F value was 33.270 with a significance level of 0.000 0.05. then regression can be used, meaning that variable X can explain variable Y significantly. So the Online Review variable influences the purchasing decision variable, so H<sub>a</sub> is accepted and H<sub>0</sub> is rejected.

Table 8. Regression Coefficient of Variable X against Y

Coefficients <sup>a</sup>						
Model				Standardized Coefficients Beta	Q	Sig.
1	(Constant)	23,059	2,953		7,810	0,000
	TOTALX	0.421	0.073	0.336	5,768	0,000
a. Dependent Variable: TOTALLY						

Source: Processed Data SPSS 26, 2023

Online review variable (X) on purchasing decisions (Y). So it can be seen in the following equation:

$$Y=a+b$$

$$Y= 23.059 + 0.421$$

Based on the equation above, a regression coefficient of 0.421 is obtained with a sig value.  $0.000 < 0.05$ . This means that every increase of 1 unit *in* online reviews will increase 23,059 units in purchasing decisions.

#### 4. Discussion

Based on the results of the research that has been carried out, a discussion can be presented regarding the influence of online reviews on purchasing decisions. Based on the analysis that the author has carried out, it can be concluded that the independent variable (online review) has a significant effect on the dependent variable (purchasing decision). Here are the explanation :

- Online Review. The data processing from 264 respondents. Based on the average score category, the statistical value of the research shows that the respondents' assessment of the online review variable (X<sub>1</sub>) at the Sakura Syariah Lubuk Basung Hotel shows an average percentage of 40.22% in the range  $\geq 40.05$  in the very good category. The quality of the arguments and also the positive reviews given show that online reviews at the Sakura Syariah Hotel Lubuk Basung can be said to be good which can help shape guest perceptions, especially guests who want to make purchases at the Sakura Syariah Hotel Lubuk Basung. The higher the quality of the arguments in a review, the more useful the information will be perceived by guests. Clemons et al (2006) found that reviews with positive ratings will lead to significant growth in product sales.
- Purchasing decision. Based on the data processing from 264 respondent. Based on the average score category, the statistical value of the research results shows that the respondents' assessment of the purchasing decision variable (Y) at the Sakura Syariah Lubuk Basung Hotel shows an average score percentage of 39.98% in the range  $\geq 33.35 - < 40.05$  It belongs to the category of good. This can be seen on the review of the Sakura Syariah Hotel Lubuk Basung in the picture below:

Figure 5. Review of Hotel Sakura Syariah



Source: www. Traveloka.com (2023)

The better the reviews and service given, purchasing decisions will increase. Latief and Ayustira (2020) in their research found that by reviewing a product, purchasing decisions will increase.

- c)The Influence of Online Reviews on Online Travel Agents Regarding Purchasing Decisions.The regression coefficient value is 0.421 with a sig value of 0.000 0.05, which indicates that online reviews have a positive and significant effect on purchasing decisions at the Sakura Syariah Hotel Lubuk Basung, according to the results of the hypothesis test used to ascertain the extent to which online reviews influence purchasing decisions at the Sakura Syariah Lubuk Basung Hotel. Then the R Square value is 0.613. This means that the influence of variable From the results of this research, it can be concluded that there is an influence of online reviews on online travel agents influenced purchasing decisions at the Sakura Syariah Lubuk Basung Hotel which has a significant influence of 61.3% and 38.7% is influenced by other factors. This is in line with research conducted by Ardianti & Widiartanto (2019 ) " The Influence of Online Customer Reviews and Online Customer Ratings on Purchasing Decisions via the Shopee marketplace". Another related study is research by Agung, M (2020) "The Influence of Online Customer Reviews and Online Customer Ratings on Tokopedia Product Purchase Decisions among Febi Uin Raden Fatah Palembang Students.

From the theoretical explanation and research results, it can be seen that online reviews simultaneously have a significant positive effect on purchasing decisions, where every time there is an increase in good online reviews from guests, it can increase purchasing decisions at the Sakura Syariah Lubuk Basung Hotel.

#### D. Conclusion

Considering the results of the research and assessment of the previous section's discussion, it can be concluded that the results of the research regarding "The influence of online reviews on online travel agents regarding purchasing decisions at the Sakura Syariah Hotel Lubuk Basung" are the following three things. Firstly, the online review at Hotel Sakura Syariah Lubuk Basung shows that the overall percentage value is 53.79% in the score range  $\geq 33.35 - < 40.05$ , which is in the good category, however there is still a category that states it is very good with a percentage value of 41. 29%. Second, the purchasing decision at the Sakura Syariah Lubuk Basung Hotel shows that the overall percentage value is 37.50 % in the score range  $\geq 33.35 - < 40.05$ , including the good category, however there is still a category that states it is good with a percentage value of 10.61 %. Third, there is a significant influence between online reviews on purchasing decisions at the Sakura Syariah Hotel Lubuk Basung with an R Square value of 0.613. This means that the influence of variable X on variable Y is 61.3 %, while 38.7% is influenced by other factors.



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