



## ANALYSIS OF ONLINE RATING AND ONLINE REVIEW ON HOTEL BUYING INTEREST

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**Abstract:** This research is motivated by the decreased room occupancy rates in Indonesia due to the COVID-19 pandemic, where the hotel industry is one of the major industries in this country. With this pandemic, people have new considerations in choosing hotels by tending to look for information on the internet. Therefore, this research aims to analyze the effect of online ratings and online reviews on hotel buying interest. The data on this research were collected by distributing a questionnaire to 100 respondents. In determining the sample, the technique used is purposive sampling which is included in the non-probability sampling category. The research method is quantitative and the analytical method used in this research is multiple linear regression analysis, which is processed using the software SPSS. The results showed that online ratings and online reviews have a positive and significant effect on hotel buying interest partially and simultaneously.

**Keywords:** Buying Interest; Online Rating; Online Review

### INTRODUCTION

Technology makes it easy for humans to make complicated things more accessible in today's digital era. The ease with which the services offered by this technology affect people's purchasing behavior from offline to online (Farki et al., 2016). Technology that is developing was rapidly made transactions that can be done online where people can shop for products from various places using only internet-connected gadgets. The development of the internet provides convenience to online shopping sites and facilitates transactions in the tourism sector. The scope of tourism involves various industries, one of which is the hotel industry.

Hotels are one of the areas of tourism that technological developments have positively impacted. With the sophistication of technology, people can more easily make hotel reservations and make transactions from various places online. Orders can be made on various existing platforms, be it websites, applications, social media, and others. The hospitality industry follows technological developments by creating a hotel website that functions as a platform to display all information about hotels where consumers can also place orders on the website. The hotel website also provides online rating and review features that serve as ratings and comments for consumers after using these services to share experiences and information with other consumers after using these services. This feature provides an opportunity for consumers to share stories, photos, and values.

The arrival of the COVID-19 pandemic in all countries, including Indonesia, in March 2020 resulted in almost all business industries experiencing substantial losses. One of the industries affected by the losses was the hotel industry because people reduced their mobility out of the house because of social distancing and government policy to stay at home. To determine whether a hotel implements suitable health protocols, consumers will look for information on the internet where online ratings and reviews have an essential role in influencing consumer interest in choosing hotels.



According to Elwalda & Lu (2016), online ratings and reviews are factors that influence consumers because they can lead to consumer buying interest. As well as in the journal, reviews and ratings are the primary sources of information for consumers or sellers when making transactions. According to Chatterjee (2019), ratings are part of an online review that uses symbols or scores to provide ratings from consumers. Rating is also the result of users' assessment of a product based on the psychological and emotional conditions after using or interacting directly. The dimensions of online rating, according to Farki et al. (2016), are classified as follows: (1) Perceived Control, an indicator that clarifies how the strength of the online rating can drive consumers' desire to buy; (2) Perceived Enjoyment, this is a condition where the activities carried out are considered fun, and the comfort consumers feel when buying a product, such as when reading online reviews, consumers can easily understand the meaning conveyed; (3) Perceived Usefulness, the benefits, and usefulness of online ratings for consumers when buying products and a belief that it will increase the effectiveness of online shopping.

According to Arbaini et al. (2020), an online review is part of Electronic Word of Mouth (E-WOM), which is a direct opinion from someone and not an advertisement. According to Lackermair et al. (2013), a review is a textual review from consumers that explains the characteristics of a product or service by mentioning the positive and negative sides of the product or service. In previous research, Constantinides & Hollerschovsky (2016), consider that reviews affect purchase intensity, although it is not certain that consumers will buy just because there are many reviews, this can attract consumer interest which causes buying interest. According to Putri & Wandebori (2016), the dimensions of the online review variable consist of five essential indicators, namely as follows: (1) Source Credibility, source credibility is how a speaker is trusted and recognized in a specific area by the message recipient; (2) Argument Quality, the quality of this argument refers to how strong the argument is attached to the information message; (3) Perceived usefulness: do consumers benefit from online reviews on online shopping sites; (4) Review Valence, the positive or negative nature of a statement contained in the message; (5) Quantity of Reviews, which represents the number of consumers interested in purchasing the product and how they experience the product.

Buying interest arises in making a purchase and creates a motivation that continues to be recorded in one's mind (Ferdinand, 2014). Meanwhile, according to Kotler & Keller (2013), buying interest is a consumer behavior that appears to respond to objects that indicate a consumer's desire to buy. According to Ferdinand (2014), there are four dimensions of buying interest, namely as follows: (1) Exploratory Interest, a description of a consumer's behavior who is always looking for information about products that interest him and looking for information to continue to support the positive things about the product; (2) Preferential Interest, interest that describes a consumer's behavior who has a preference (interest or taste) for the product or service he consumes; (3) Transactional interest, the tendency of a consumer to always buy a product or service, both consumers who want to make repeat purchases and consumers who have a desire to buy products or services at a company; (4) Referential Interest, the tendency of consumers to recommend products or services that have been purchased to others and recommend that these people buy products or services that have been used.

Based on the results of the pre-questionnaire, and observations using google form media conducted on 30 respondents, it is known that online ratings and reviews affect buying interest of five stars hotels in Bandung. Therefore, this research aims to examine the effect of online rating (perceived control, perceived enjoyment, perceived



usefulness) and online reviews (source credibility, argument quality, perceived usefulness, review valence, several reviews) on buying interest (exploratory, preferential, transactional, referential) of five stars hotels in Bandung. Furthermore, based on previous research conducted by Wibisono et al. (2021), the online rating and online review variables have a significant effect on buying interest. Based on the theory and previous research, the following hypotheses can be formulated:

- H1:** There is a positive and significant influence on online rating partially on buying interest of five stars hotels in Bandung.
- H2:** There is a positive and significant influence on online reviews partially on buying interest of five stars Hotel in Bandung
- H3:** There is a positive and significant influence of online ratings and online reviews on buying interest of five stars hotels in Bandung simultaneously.

## METHODS

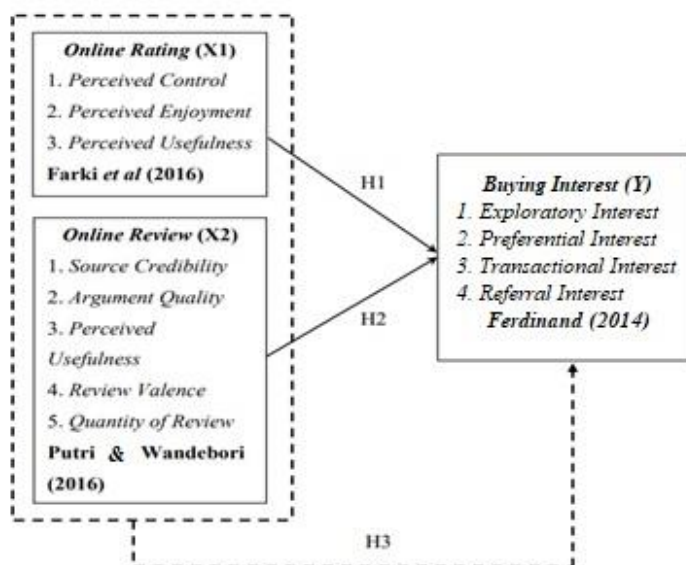
This research uses quantitative methods with descriptive analysis; this research aims to determine the effect of online ratings and reviews on buying interest in five stars hotels in Bandung. The sampling method used in this research is non-probability sampling and purposive sampling. Meanwhile, in data collection, the author uses a questionnaire method. Questionnaires were distributed using social media such as Instagram, WhatsApp, and Twitter.

The data used are primary data obtained from distributing questionnaires in the form of google forms to 100 respondents who have never stayed at the five stars Hotel in Bandung, and the types of questions on the questionnaire use a Likert scale to measure the value of each question variable. Furthermore, after the data was collected, the researchers tested the research instrument to determine the validity and reliability using the help of the Statistical Product and Service Solutions (SPSS) application to process the data.

The data in this research were tested with validity tests to measure their accuracy. According to Sugiyono (2019), the validity test showed the degree between actual data on the object and the data collected by researchers to find the validity of an item. If the value of  $r_{\text{count}} > r_{\text{table}}$ , the questionnaire item is declared valid. Then the valid data was tested by a reliability test. According to Ghazali (2016), reliability is a tool to measure data which is an indicator of variables, and a variable is reliable when it has a Cronbach's Alpha  $> 0.70$ .

The independent variables in this research amounted to two variables so, in this research, a multiple linear regression analysis was carried out. Multiple regression analysis was conducted to answer the hypothesis made by the author to determine the influence of the independent or independent variables, namely online rating ( $X_1$ ) and online review ( $X_2$ ), on buying interest of five stars hotels in Bandung. According to Indrawati (2015), multiple linear regression analysis requires a classical assumption test before testing the hypothesis. This research's classical assumption tests were the normality test, multicollinearity test, and heteroscedasticity test.

The T-test is used in this research to determine whether there is an influence of online rating ( $X_1$ ) and online review ( $X_2$ ) variables on buying interest variable ( $Y$ ) partially, the t-test is used in this research to find out whether there is an effect of online rating and online review variables on buying interest simultaneously, f test is used. Then to find out how much influence the independent variable has on the dependent variable (Sugiyono, 2019).



**Figure 1. Framework Theory**

Source: Data that has been processed by the author (2021)

Based on Figure 1 above, the framework in this research shows the relationship between the Online Rating ( $X_1$ ) and Online Review ( $X_2$ ) as the independent variable, which will be tested for its influence on Buying Interest ( $Y$ ) as the dependent variable.

## RESULTS AND DISCUSSION

There are 100 respondents used in this research; the characteristics of respondents consisted of gender, age, status, occupation, and monthly income. From the data obtained, the results of the characteristics of the respondents can be shown in the table below:

**Table 1. Respondent's Profile**

Profile	Criteria	Percentage
Gender	Male	37%
	Female	63%
Age	21-25 years old	84%
	26-30 years old	10%
	31-35 years old	4%
	> 35 years old	2%
Status	Married	9%
	Unmarried	91%
Occupation	Students	39%
	Employee	38%
	Entrepreneur	20%
Monthly Income	Others	3%
	3.000.000 - 4.500.000	73%
	4.500.001 - 6.000.000	17%
	> 6.000.000	10%

Source: Data that has been processed by the author (2021)



## Descriptive Analysis

**Table 2. Online Rating Variable Percentage Value**

No. Item	Indicator Score					Total	Total Score	Ideal Score	%	Category
	STS	TS	CS	S	SS					
1	0	3	6	37	54	100	442	500	88.4%	Very Good
2	0	2	21	39	38	100	413	500	82.6%	Good
3	0	2	19	42	37	100	414	500	82.8%	Good
4	0	0	7	34	59	100	452	500	90.4%	Very Good
5	0	3	26	46	25	100	393	500	78.6%	Good
6	0	0	4	34	62	100	458	500	91.6%	Very Good
<b>Total</b>							<b>2572</b>	<b>3000</b>	<b>85,73%</b>	<b>Very Good</b>

Source: Data that has been processed by the author (2021)

Based on the data in table 2 above, it was found that the average ideal score of the six statement items for the online rating ( $X_1$ ) was included in the criteria very good. The smallest ideal score is 78.6% and the largest ideal score is 91.6%.

**Table 3. Online Review Variable Percentage Value**

No. Item	Indicator Score					Total	Total Score	Ideal Score	%	Category
	STS	TS	CS	S	SS					
7	0	1	24	49	26	100	400	500	80%	Good
8	0	1	9	42	48	100	437	500	87.4%	Very Good
9	0	0	7	47	46	100	439	500	87.8%	Very Good
10	0	1	14	43	42	100	426	500	85.2%	Very Good
11	0	0	11	33	56	100	445	500	89%	Very Good
<b>Total</b>							<b>2147</b>	<b>2500</b>	<b>85,88%</b>	<b>Very Good</b>

Source: Data that has been processed by the author (2021)

Based on the data in table 3, the average result of the ideal score of the five statement items for the online review ( $X_2$ ) is included in the criteria for the percentage of very good scores, which is 85.88%. The smallest ideal score of 80% and the largest ideal score of 89%.

**Table 4. Buying Interest Variable Percentage Value**

No. Item	Indicator Score					Total	Total Score	Ideal Score	%	Category
	STS	TS	CS	S	SS					
12	0	2	9	32	57	100	444	500	88.8%	Very Good
13	0	2	21	38	39	100	414	500	82.8%	Good
14	0	1	13	47	39	100	424	500	84.8%	Very Good
15	0	7	19	30	44	100	411	500	82.2%	Good
<b>Total</b>							<b>1693</b>	<b>2000</b>	<b>84,65%</b>	<b>Very Good</b>

Source: Data that has been processed by the author (2021)



Based on the data in table 4, the average ideal score of the four statement items for the buying interest (Y) is included in the criteria for the percentage of very good scores, which is 84.65%. The smallest ideal score is 82.2%, and the largest ideal score is 88.8%.

### Validity and Reliability Test

**Table 5. Results of the Validity Test**

Variable	No. item	R <sub>Count</sub>	R <sub>Table</sub>	Description
Online Rating (X <sub>1</sub> )	1	0,724	0,195	Valid
	2	0,824	0,195	Valid
	3	0,759	0,195	Valid
	4	0,672	0,195	Valid
	5	0,693	0,195	Valid
	6	0,726	0,195	Valid
	7	0,636	0,195	Valid
Online Review (X <sub>2</sub> )	8	0,796	0,195	Valid
	9	0,765	0,195	Valid
	10	0,684	0,195	Valid
	11	0,695	0,195	Valid
	12	0,794	0,195	Valid
Buying Interest (Y)	13	0,829	0,195	Valid
	14	0,724	0,195	Valid
	15	0,774	0,195	Valid

Source: Data that has been processed by the author (2021)

Based on table 5 of the results of the validity test of the questionnaire above, it is known that from 15 items of questionnaire statements for the online rating (X<sub>1</sub>), online review (X<sub>2</sub>), and buying interest (Y) which have been tested for validity, it is obtained  $r_{count} > r_{table}$ , namely at a significance level of 5% ( $\alpha = 0.05$ ) and  $n = 100$ , the  $r_{table}$  is 0.195. The lowest  $r_{count}$  value in this research is  $0.636 > 0.195$ . So, it can be concluded that all statement items are valid and can be used in research. Question items that have been declared valid will be tested for reliability according to Cronbach Alpha using SPSS 16 software.



**Table 6. Results of the Reliability Test**

Variable	Cronbach's Alpha Limit	Cronbach's Alpha value	N of Item	Description
Online Rating ( $X_1$ )	0,7	0,825	6	Reliable
Online Review ( $X_2$ )	0,7	0,756	5	Reliable
Buying Interest (Y)	0,7	0,780	4	Reliable

Source: Data that has been processed by the author (2021)

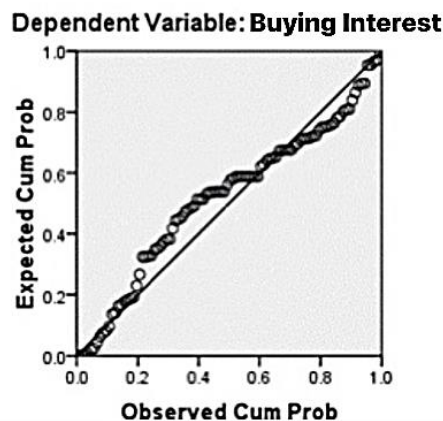
Based on the data in table 6 above, the results of data processing showed the Cronbach's Alpha value of 0.825 for the online rating ( $X_1$ ), 0.756 for online review ( $X_2$ ), and 0.780 for buying interest (Y). All research variables have a value *Cronbach Alpha* of more than 0.7 where a variable is said to be reliable when it has *Cronbach Alpha* > 0.70 (Ghozali, 2016). So, it can be concluded that the variables in this research are reliable.

### Classical Assumption Test

#### Normality Test

Test was performed using Kolmogorov-Smirnov using SPSS 16 software. If the Kolmogorov-Smirnov test shows a probability > 0.05, the data is normally distributed. Meanwhile, if the probability of the data is < 0.05, it means that the data is not normally distributed. The normality test results using the method *Kolmogorov Smirnov* obtained a significant result from the normality test of 0.092 > 0.05 significance level. So, it can be concluded that the distribution of data in this research is normally distributed.

**Normal P-P Plot of Regression Standardized Residual**



**Figure 2. Normal P-Plot**

Source: data that has been processed by the author (2021)

Based on figure 2 above, it can be shown that the normality test results using a graph probability plot show that the points follow the direction of the diagonal line so that it can be declared normal and meets the requirements of the normality test.



## Multicollinearity Test

**Table 7. Results of the Multicollinearity Test**

Model	Collinearity Statistic	
	Tolerance	VIF
Online Rating( $X_1$ )	0,348	2,873
Online Review( $X_2$ )	0,348	2,873

Source: Data that has been processed by the author (2021)

Based on table 7 above, it can be seen that the results of the multicollinearity test show that the VIF value of the variables *online rating* ( $X_1$ ) and *online review* ( $X_2$ ) is 2.873 where the value  $< 10$  and the tolerance value is  $0.348 > 0.1$ . So, it can be concluded that the data shows no symptoms of multicollinearity in this research.

## Heteroscedasticity Test

**Table 8. Results of the Heteroscedasticity Test**

Model	Sig
Online Rating ( $X_1$ )	0,951
Online Review ( $X_2$ )	0,193

Source: Data that has been processed by the author (2021)

Based on table 8 above, the heteroscedasticity test in this research used the Glejser test by looking at the significance value of the independent variable. Based on the table of heteroscedasticity test results above, it can be seen that the Glejser test results show the variable *online rating* with a significance value of 0.951 and *online review* with a significance value of 0.193. So, it can be concluded that there is no symptom of heteroscedasticity because the significance value of the independent variable is  $> 0.05$ .

## Multiple Linear Regression

**Table 9. Results of Multiple Linear Regression Test**

Model	Coefficient
Constant	0.689
Online Rating ( $X_1$ )	0,388
Online Review ( $X_2$ )	0,291

Source: Data that has been processed by the author (2021)

Multiple linear regression analysis aims to determine the relationship between online ratings and online reviews on buying interest, whether positive or negative. Table 9 shows the coefficient values of the test results from multiple linear regression. As seen in Table 9, the multiple linear regression model can be formulated as follows:

$$Y = 0,689 + 0,388X_1 + 0,291X_2$$





Based on the comparison of the regression coefficient values above, the online rating variable ( $X_1 = 0.388$ ) has the most significant influence on buying interest (Y).

### Partial Hypothesis Testing (T-Test)

**Table 10. Results of T-Test**

Model	Unstandardized Coefficients	Standardized Coefficients		t	Sig.	
		B	Std. Error			Beta
1	(Constant)	.689	1.529		.451	.653
	Online Rating	.388	.091	.492	4.267	.000
	Online Review	.291	.118	.286	2.480	.015

Source: Data that has been processed by the author (2021)

### Simultaneous Hypothesis Testing (F Test)

**Table 11. Results of F Test**

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	346.374	2	173.187	59.543	.000 <sup>a</sup>
1 Residual	282.136	97	2.909		
Total	628.510	99			

Source: Data that has been processed by the author (2021)

The results of data processing prove that the hypothesis that has been proposed shows a positive and significant effect. The discussion is as follows:

Hypothesis 1: There is a positive and significant influence of online ratings on buying interest of five stars hotel in Bandung partially ( $X_1 \rightarrow Y$ ). Based on the t-test, it can be seen that the significant value for the effect of  $X_1$  on Y partially is  $0.000 < 0.05$  and the  $t_{count}$  value is  $4.267 > t_{table}$  1.985, so it can be concluded that  $H1$  is accepted, which means that there is a positive and significant partial influence between online rating ( $X_1$ ) on buying interest (Y) of five stars Hotel in Bandung.

Hypothesis 2: There is a positive and significant influence of online reviews on buying interest of five starshotels in Bandung partially ( $X_2 \rightarrow Y$ ). In the results of the t-test table above, it is known that the significant value for the effect of  $X_2$  on Y partially is  $0.015 < 0.05$ , and the t value is  $2.480 > t_{table}$  is 1.985. So, it can be concluded that  $H2$  is accepted, which means a positive and significant partial influence between online reviews on buying interest of five stars hotels in Bandung.

Hypothesis 3: There is a positive and significant influence of online ratings and online reviews on buying interest of five stars Hotel in Bandung simultaneously ( $X_1, X_2, Y$ ). Based on the results of the F test table above, it can be seen that the significance value for the effect of  $X_1$  and  $X_2$  on Y simultaneously is  $0.000 < 0.05$ , and the calculated  $F_{value}$  is  $59.543 > F_{table}$  3.09. So, it can be concluded that  $H3$  is accepted, which means there is a significant influence on online ratings and online reviews on buying interest in five stars hotels in Bandung simultaneously.



**Table 12. Results of the Coefficient Determination Test**

R	R Square
0.742	0.551

Source: Data that has been processed by the author (2021)

From table 12 above, the coefficient of determination is 0.551, which means that the influence of the online rating ( $X_1$ ) and online review ( $X_2$ ) variables on the buying interest variable ( $Y$ ) is 55.1%. At the same time, the remaining 44.9% is explained by other variables not examined in this research.

### CONCLUSION

Based on the data analysis and discussion, it can be concluded that there is a positive and significant online rating influence on hotel buying interest; this can mean that if a hotel has good facilities and services, it will get a high hotel rating it increases consumer buying interest. Furthermore, a positive and significant online review effect on hotel buying interest shows that if a hotel utilizes online media in marketing to the maximum, it can be ascertained that the company will attract consumer buying interest. Moreover, a positive and significant effect between online ratings and online reviews on hotel buying interest shows that good online ratings and reviews can increase consumer buying interest. More ratings and reviews of a good hotel, the better reputation of the hotel, which is increasing consumer buying interest.

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