

# Role of Brand Image and Price Importance as Moderator on Online Customer Review and Hotel Booking Intention

Rania Salsabila<sup>1</sup>; Citra Kusuma Dewi<sup>2\*</sup>; Putu Nina Madiawati<sup>3</sup>

<sup>1-3</sup>Master of Business Administration, School of Economics and Business, Telkom University  
Jawa Barat 40257, Indonesia

<sup>2</sup>Master of Management, School of Economics and Business, Telkom University  
Jawa Barat 40152, Indonesia

<sup>1</sup>raniasalsamulyadi@telkomuniversity.ac.id; <sup>2</sup>citrakusumadewi@telkomuniversity.ac.id;  
<sup>3</sup>pnamad@telkomuniversity.ac.id

Received: 11<sup>th</sup> July 2024/ Revised: 30<sup>th</sup> November 2024/ Accepted: 2<sup>nd</sup> December 2024

**How to Cite:** Salsabila, R., Dewi, C. K., & Madiawati, P. N. (2025). Role of brand image and price importance as moderator on online customer review and hotel booking intention. *Binus Business Review*, 16(1), 71–86. <https://doi.org/10.21512/bbr.v16i1.11873>

## ABSTRACT

The increasing ease of Internet access has led to the widespread use of Online Travel Agents (OTAs), especially in the tourism industry. OTAs simplify hotel booking and increase consumer interest. A key factor influencing hotel booking intention is Online Customer Reviews (OCRs), which can be positive or negative and provide essential information to potential buyers. Despite the critical role of OCRs, limited research has been conducted on how brand image and price importance moderate the effect of reviews on hotel booking intentions, particularly in Indonesia. The research aimed to examine the impact of OCRs on hotel booking intention, with a focus on brand image and price importance as moderating factors on Indonesia's largest OTA platform, Traveloka. Data were collected from 500 valid respondents and analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) to assess the influence of reviews, brand image, and price importance on booking intentions. The results demonstrate that positive OCRs significantly enhance booking intentions. Additionally, brand image and price importance play a crucial moderating role in strengthening the influence of reviews on consumer decisions. These findings highlight hotel managers' importance in maintaining a positive online presence and leveraging their brand image and pricing strategies to maximize booking intentions. The research contributes to the theoretical understanding of OTA-mediated consumer behavior and offers practical insights for optimizing digital marketing strategies within the Indonesian tourism sector.

**Keywords:** brand image, price importance, Online Customer Review (OCR), hotel booking intention

## INTRODUCTION

The expansion of the Internet in this modern era indicates a shift away from advanced technologies toward online media. According to a study by the Association of Indonesian Internet Service Providers (Asosiasi Penyelenggara Jasa Internet Indonesia (APJII)), the number of Internet users in Indonesia is growing annually, whereas 79.15% of the 278.696.200 people in Indonesia use the Internet (APJII, 2024). The Internet offers numerous benefits and interaction marketing through online media and expands at a very rapid pace. Undoubtedly, the ease of accessing online

will encourage more people to demonstrate behavioral change, one of which is related to online purchases (Dewi et al., 2020). This shift makes e-commerce business customers more critical regarding product offerings, where they become sensitive to price and quality, need product guarantees or warranties, and require cognitive web page marketing techniques (Dewi et al., 2022).

The extensive use of the Internet has been shown to streamline business processes across various sectors, including hospitality (Kurnia & Dewi, 2019). Many businesses in the hospitality sector are transitioning from offline to online platforms. Previously, if people

want to book a hotel room, they have to contact the hotel by phone to get information such as room availability, facilities, and prices. However, nowadays, people can easily book a hotel room and get various benefits using Online Travel Agents (OTAs). OTA is a travel agent in a network (online), and the services provided are also carried out through certain websites or applications, which can include ordering public transport tickets, booking hotels, selling tickets to tourist attractions, sending packages, and even renting a car (Fortune Indonesia, 2023). OTAs like Traveloka, Pegi-Pegi, Mister Aladin, Airbnb, Hotels.com, Trivago, Tiket.com, TripAdvisor, Ctrip.com, Qunar.com, and other comparable websites are becoming more and more popular these days for hotel room rentals. About 85% of Indonesian respondents in a June 2023 Rakuten Insight study about the country's most popular OTAs said they used Traveloka, with Tiket.com and Agoda coming in second and third, respectively (Statista, 2023)

The majority of OTAs offer a forum for customers to post online evaluations and travel-related content to share their experiences (Chen et al., 2021; Roy, 2023). Because customer evaluations are far more compelling to prospective guests than hotel advertisements, reviews (whether positive or negative) have grown to be an essential information resource for the hospitality industry (Fazal-E-Hasan et al., 2024; Zhang et al., 2021). Hotel customers give positive or negative reviews based on their experience while staying at the hotel. These reviews allow potential customers or other users to understand the hotel's situation and condition through firsthand accounts from previous guests. For prospective customers, Online Customer Reviews (OCRs) are beneficial in helping with booking intentions and decisions. By reading previous customer reviews, potential customers will feel more confident when booking the hotel.

According to Kim et al. (2021), the types and amounts of visual and textual information influence consumers' responses towards experiential products differently. Previous research empirically examines the impact of visual information on consumers' online review behaviors by analyzing online data collected from hotel bookings on Agoda.com. The empirical results indicate that visual information has a positive impact on consumers' responses, which are measured through online review ratings and sentiment. This result is observed only when various types of visual information, such as photos of rooms, facilities, views, and restaurants, are provided. However, consumers tend to be negative as the number of photos, regardless of type, increases. Moreover, the volume of reviews does not have a statistically significant influence on trust in online reviews or hotel booking intentions.

Next, the valence, realism, and trust in online reviews are significant in shaping hotel reservation intentions (Almutairi, 2024; Handhita & Wilujeng, 2023). Online reviews serve as vital tools for consumers to assess hospitality and tourism options, offering detailed insights into previous customers' experiences

and satisfaction levels. However, challenges exist regarding the reliability and trustworthiness of these reviews, as well as disparities between online portrayals and actual service quality. Despite these hurdles, online reviews play a crucial role in shaping booking decisions, fuelled by the rapid expansion of social media and Internet usage (Che Mohd Ruzima et al., 2024). Previous research has concluded that OCRs have a strong influence on purchase intentions, so five-star hotels in the Sanur area must pay more attention to OCRs (Abiyuda et al., 2024).

In addition, according to Chinedu (2024), millennials rely heavily on online reviews when making hotel booking decisions, as they consider them an important source of information. Positive reviews tend to increase booking intent, while negative reviews have a significant adverse impact. Additionally, millennials are more likely to trust reviews from fellow consumers than reviews from official hotel websites or advertising campaigns. It highlights the importance of review authenticity and the influence of review characteristics such as quantity, recency, and overall rating on booking intentions.

Moreover, previous research has also stated that online reviews have become crucial for determining customers' experiences concerning hospitality services (El-Said, 2020; Ku et al., 2024; Marie & Widodo, 2019; Park et al., 2020; Roy, 2023). One factor that can influence hotel booking intention is OCRs, positive review (positive review valence) or negative review (negative review valence) (An & Ozturk, 2022; El-Said, 2020). Before making a booking, consumers usually look for information that is easily accessible through the OTAs by looking at reviews from blogs, YouTube, famous influencers, or websites about the hotel they are going to book, which have review column in the application. The consumer can analyze the review on each hotel's advantages or disadvantages, specifications, and price. To anticipate negative experiences, customers should learn more about the hotel every time they make an online booking. Positive reviews, or positive review valence, do not have the same impact on consumer behavior as negative reviews. It implies that bad OCR may affect hotel bookings more. Customers are more likely to look for alternatives where the booking cost will not be offset by an unpleasant experience than with a property with a negative OCR.

According to Ahmed et al. (2023), positive reviews wield the most substantial influence among the various dimensions of tourists' reviews. Notably, the idea of "trust" appears within the identified indicators as a mediating variable in the association between reviews and the intention to book a hotel. Moreover, it also shows that unfavorable online reviews significantly influence individuals' intent to reserve hotels, whereas positive reviews do not yield an equivalent impact. Considering these outcomes has a series of management implications, including the need to use this information to promote stakeholder engagement and collaboration, to use these indicators

for the management of hotels to adopt a more holistic approach to address the service gap in the hospitality industry, and to focus on resilient planning for sustainable smart tourism development. Hence, the first and second hypotheses are as follows.

- H1: OCRs (positive review valence) significantly influence hotel booking intention,
- H2: OCRs (negative review valence) significantly influence hotel booking intention.

It is further posited that the impact of OCRs on hotel booking intention is contingent upon additional factors, including but not limited to brand image and pricing importance as multiple moderators (El-Said, 2020). These are crucial considerations for someone before booking a hotel room online. Maintaining a strong brand image is essential for business, particularly in the hospitality industry. It can determine the success and failure of the industry (Ho-Mai et al., 2024; Indiani et al., 2023; Karaca & Baran, 2023). Hence, hotels need to create an appealing and memorable image to attract potential customers. Modern hotel travelers want more than just a comfortable room to stay in. They want an experience that is unique and tailored to their needs. To ensure they get the best experience, they use online platforms to search and book rooms quickly and easily. Hotel branding should not only help guests to choose one hotel over another, but also to generate a unique experience that will keep them coming back time after time (An & Ozturk, 2022; Luo, 2023).

A brand image is an overall picture of the views and impressions that people create about the company and its services. A good brand image will always be on the mind and always remembered by consumers (Kotler & Keller, 2016). Brand image moderates the relationship between OCRs (positive or negative review valence) (El-Said, 2020). There is a congruence between a published post and the subsequent management response to user comments. It effectively leads to higher engagement, functional brand image, hedonic brand image, and booking intention than incongruent or no management response (Velooso et al., 2024). Hence, the third and fourth hypotheses are as follows.

- H3: Brand image acts as a moderator on the relationship between OCRs (positive review valence) and hotel booking intention,
- H4: Brand image acts as a moderator on the relationship between OCRs (negative review valence) and hotel booking intention.

In addition to brand image, price importance can also affect hotel booking intention. Price importance is how price affects guest satisfaction. This satisfaction, in turn, will affect OCRs, which subsequently impact customers' booking intentions. Previous research claims that how consumers estimate the quality of

a hotel. It is highlighted by the idea that perceived service quality is correlated with price. Greater costs are linked to better service levels, and lower prices are connected to lower service levels (Agušaj et al., 2017; El-Said, 2020; Mohammad et al., 2024). Price importance influences purchasing decisions and contributes to determining factors for consumers when considering and deciding on purchases (Giovinda et al., 2020).

Partitioned pricing in the hotel industry adversely influences booking intentions due to the perception of unfairness, rather than the perception of price, as observed in retail studies (Zhang & Tang, 2024). Furthermore, temporal distance moderates the negative impact of partitioned pricing on booking intentions, while also uncovering asymmetrical consequences of payment timing across varying booking windows. These insights contribute to a deeper understanding of the conditional effects of partitioned pricing, thereby expanding the current pricing literature and offering valuable guidance for hotel industry professionals.

Customers will only look for hotels that match specific price criteria after deciding how much they are ready to pay for a hotel reservation and disregard other information. Customers understand that a room's pricing accurately represents the service quality, so cheap rates translate into subpar experiences. As a result, OCRs overconfirm that this anticipation has no effect on them. This theory, however, is limited to people who are extremely or significantly price-sensitive, and it cannot accurately reflect how customers generally behave when making judgments about what to buy based on a variety of considerations. Furthermore, it can be concluded that price importance acts as a moderator on the relationship between OCRs (positive or negative review valence) (Christin & Nugraha 2022; El-Said, 2020). Hence, the fifth and sixth hypotheses are as follows.

- H5: Price importance acts as a moderator on the relationship between OCRs (positive review valence) on hotel booking intention,
- H6: Price importance acts as a moderator on the relationship between OCRs (negative review valence) and hotel booking intention.

The research holds significant urgency due to the growing influence of OCRs on hotel booking decisions, especially in Indonesia. There has been a notable increase in the use of OTAs like Traveloka. While previous research has generally examined OCRs, there remains a gap in understanding their impact in Indonesia as a market where consumers have unique characteristics, placing strong trust in brand image. Therefore, the research aims to address this gap by analyzing the moderating roles of brand image and price importance on the effects of OCRs on hotel booking intentions, specifically on the Traveloka platform. The findings are expected to offer practical



insights for the Indonesian hospitality industry and OTAs on managing brand image and pricing strategies to maximize the impact of positive OCRs and mitigate negative effects, ultimately helping maintain high booking rates amid intense market competition.

The main goals of the research are to assess how OCRs affect hotel booking intentions on the Traveloka platform, considering brand image and price importance as moderating factors. The objectives are set against increased Internet use and reliance on OTAs in Indonesia, emphasizing the relevance of customers' reviews and influence on other customers' decisions. The research hypotheses are also presented in the research framework in Figure 1.

## METHODS

The association between positive and negative OCRs and hotel booking intentions is examined using quantitative research methods. The research also examines the moderating effects of brand image and pricing importance. The research is also based on positivist ideology to investigate a specific community or sample.

A questionnaire is employed to gather data. According to Sugiyono (2019), a questionnaire is a tool for gathering data in which participants are given a list of questions or written statements to complete. In the research, the respondents are asked to complete a list of written statements that include various related statements to ascertain how these factors influence the trustworthiness of OCRs (positive and negative review valence), brand image, price importance, and hotel booking intention. A Likert scale is employed in this survey to gauge values. An individual's or a group's opinions, attitudes, and perceptions on social problems can be measured using a Likert scale. The variables to be evaluated are coupled with indicators

using the Likert scale. These indicators serve as a guide for developing question items. Each question has five possible responses, with 1 denoting strongly disagree and 5 denoting strongly agree. An ordinal measurement scale is also employed.

The population includes Indonesian users of Traveloka who have made hotel reservations using the platform. Because the majority of OTA users in Indonesia use Traveloka, as reported by Statista in 2023, it may be concluded that Traveloka users reflect the majority of the population. In the research, 515 respondents are obtained. However, 15 respondents are considered invalid. Therefore, the research uses 500 valid respondents.

The Appendix shows 17 questions in the questionnaire, which correspond to five variables. Each variable has three elements: hotel booking intention, brand image, and positive and negative review valence. Then, pricing importance contains five items. The variables for each item are obtained from El-Said (2020). Moreover, SMART PLS version 4.0.9.6 aids Partial Least Square (PLS) applications based on Structural Equation Modeling (SEM).

## RESULTS AND DISCUSSION

The data in Table 1 shows that all respondents are Internet users and OTA users. It shows that all respondents have experience in using the Internet and OTAs. In Table 1, 327 respondents are female, and 173 are male. This means that 65.4% of respondents are female. In terms of age, it consists of 16.4% or 82 respondents aged 16–20 years, 55.8% or 279 respondents aged 21–30 years, 19.6% or 98 respondents aged 31–40 years, and 8.2% or 41 respondents aged more than 40 years old. It may be inferred that the age range of most participants is 21–30 years.

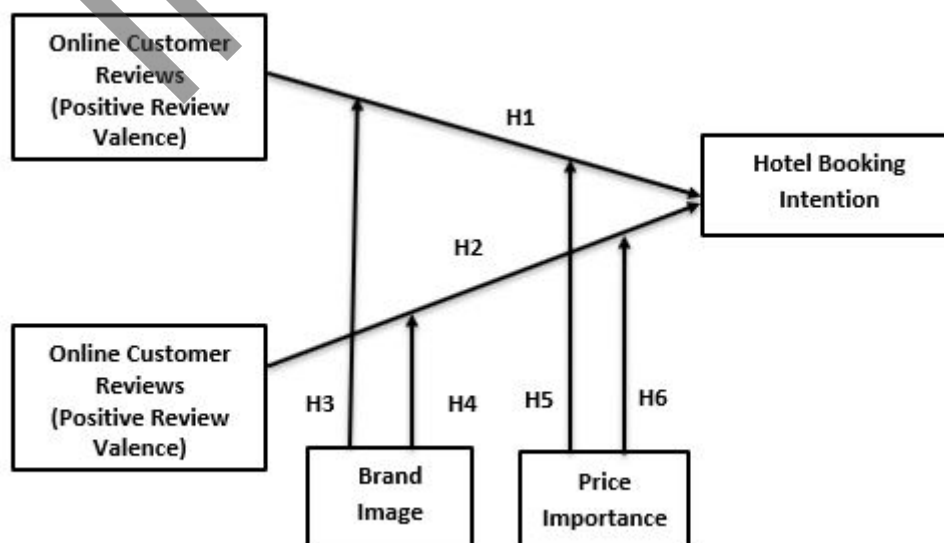


Figure 1 Research Framework

Table 1 Profile of Respondents

Profile of Respondents	Frequency	Percentage
<b>Gender</b>		
Female	327	65.40%
Male	173	34.60%
<b>Age (Years)</b>		
16–20	82	16.40%
21–30	279	55.80%
31–40	98	19.60%
> 40	41	8.20%
<b>Monthly Income</b>		
> Rp 1,500,000	67	13.40%
Rp 1,500,000–5,000,000	307	61.40%
Rp 5,000,000–10,000,000	92	18.40%
< Rp 10,000,000	34	6.80%
<b>Internet User</b>		
User	500	100.00%
Not a user	0	0.00%
<b>Online Travel Agents (OTAs) User</b>		
User	500	100.00%
Not a user	0	0.00%

Around 13.4% or 67 people report having less than IDR 1,500,000 monthly income. Then, the monthly income result is followed by 61.4% or 307 people with between IDR 1,500,000 and IDR 5,000,000, 18.4% or 92 persons with between IDR 5,000,001 and IDR 10,000,000, and 6.8% or 34 people with more than IDR 10,000,000. It may be inferred that most participants earn between IDR 1,500,000 and IDR 5,000,000 per month.

The analysis in PLS-SEM is classified into two types: measurement (outer) model assessment and structural (inner) model. Outer model assessment evaluates the reliability and validity between latent variables and measurement variable indicators used in the statistical model (Hair et al., 2022). All 17 indicators form latent variables in the construct, as seen in Figure 2. Based on Figure 2, it is known that the indicator is a yellow rectangle, while the moderator variable is a blue circle with a dotted line. The independent and dependent variables are a blue circle with a straight line (without dotted lines).

Figure 2 represents SEM analysis, illustrating the relationships between latent variables: positive review valence, negative review valence, brand image, price importance, and hotel booking intention. Each latent variable is measured by observed indicators (highlighted in yellow), with factor loadings ranging from 0.843 to 0.931, indicating strong relationships

between the indicators and their respective latent constructs. The solid black arrows represent direct relationships between variables, with positive review valence having a significant positive effect on hotel booking intention (0.281) and negative review valence showing a weaker positive impact (0.129). The dashed green arrows indicate moderating effects, where brand image and price importance influence the relationships with values, such as -0.336, 0.313, and 0.202. The results suggest that brand image and price importance play crucial roles in moderating hotel booking intentions. The overall model suggests that a strong brand and price importance can help mitigate the negative effects of unfavorable reviews while enhancing the impact of positive ones.

The respective outer loadings have to be examined if there are problems with particular items. As a general rule, standardized outer loadings should be 0.708 or higher. Nonetheless, the value of 0.70 is acceptable because it is sufficiently near 0.708 (Hair et al., 2022). Conducting a discriminant validity test is the next step in making sure that every notion in every latent model is distinct from the other variables. Validity testing determines a measuring device's accuracy. In SMART-PLS testing, a construct's discriminant validity is excellent if its Average Variance Extracted (AVE) root is bigger than its correlation with other latent variables. Loading value

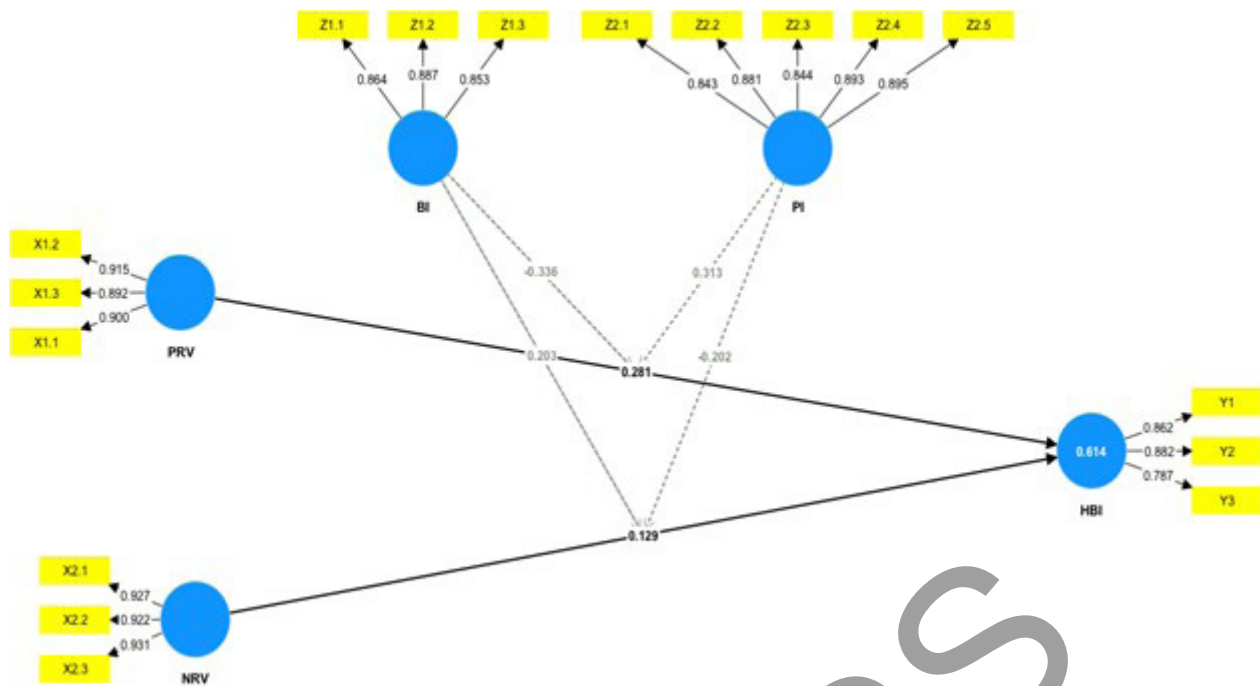


Figure 2 Path Diagram of Outer Model with Positive Review Valence (PRV), Negative Review Valence (NRV), Hotel Booking Intention (HBI), Brand Image (BI), and Price Importance (PI)

must show a greater indicator value for each construct in cross-testing when compared to indicators for other constructs. The cross-loading and Fornell-Lacker criterion serves as the foundation for these evaluations (Sekaran & Bougie, 2016).

The indicators meet discriminant validity test standards since each indicator's AVE square root value is higher than the other correlation values between variables, based on Tables 2 and 3. Table 3 presents the cross-loading factors of various indicators across five latent variables: positive review valence, negative review valence, brand image, price importance, and hotel booking intention. Each indicator's factor loading represents its strength of association with the respective variable, where higher values indicate stronger relationships. The positive review valence indicators (X1.1, X1.2, X1.3) show strong loadings above 0.89, while negative review valence is best represented by X2.3 with a loading of 0.931. Brand image is strongly linked to Z2.2 (0.877), while price importance has its highest loadings on Z2.4 and Z2.5 (0.893 and 0.895). Hotel booking intention is well captured by Y2 (0.882), indicating its reliability in explaining the construct. Some indicators exhibit cross-loadings, suggesting potential overlap among variables, which should be considered in model evaluation.

Table 3 presents the Fornell-Larcker criterion results, which assess discriminant validity in SEM by comparing the square root of the AVE for each construct

(diagonal values) with the correlations between constructs (off-diagonal values). The diagonal values, such as 0.869 for brand image and 0.927 for negative review valence, are higher than the corresponding correlations, indicating good discriminant validity, meaning each construct is distinct from others. The correlations between constructs, such as 0.750 between brand image and positive review valence, suggest moderate to strong relationships between certain variables. The highest correlation exists between positive review valence and price importance (0.820), implying that price perception is closely linked to review valence. Overall, Table 3 confirms that the constructs used in the model are well-differentiated and that discriminant validity is achieved.

Next, an inner model or structural model is used for latent variables. R-square, Q-square, F-square, goodness of fit, and path coefficient are processed in this inner model to assess the accuracy of the suggested model that is produced via bootstrapping. The statistical model employed can account for variations in the dependent variable to the extent that they can, according to the coefficient of determination or  $R^2$ . The  $R^2$  value for the research is 0.614, as shown in Table 4. Thus, it makes sense that brand image, price importance, negative review valence, and positive review valence each account for 61.4% of hotel booking intention. Meanwhile, other factors not included in this analysis account for the remaining 38.6%.

Table 2 Results of Cross Loading Factor

Indicator	Positive Review Valence	Negative Review Valence	Brand Image	Price Importance	Hotel Booking Intention
X1.1	0.900	0.716	0.680	0.731	0.639
X1.2	0.915	0.733	0.690	0.740	0.652
X1.3	0.892	0.734	0.660	0.748	0.646
X2.1	0.748	0.927	0.643	0.755	0.636
X2.2	0.738	0.922	0.661	0.731	0.633
X2.3	0.756	0.931	0.688	0.798	0.652
Z1.1	0.637	0.601	0.864	0.644	0.541
Z1.2	0.659	0.647	0.877	0.689	0.583
Z1.3	0.658	0.617	0.853	0.677	0.568
Z2.1	0.682	0.671	0.678	0.843	0.599
Z2.2	0.739	0.737	0.667	0.881	0.663
Z2.3	0.677	0.680	0.657	0.844	0.581
Z2.4	0.720	0.711	0.680	0.893	0.633
Z2.5	0.749	0.777	0.021	0.895	0.677
Y1	0.626	0.580	0.561	0.644	0.862
Y2	0.678	0.676	0.631	0.684	0.882
Y3	0.487	0.471	0.429	0.484	0.787

Table 3 Results of Fornell-Larcker Criterion

Variable	BI	HBI	NRV	PI	PRV
Brand Image	0.869				
Hotel Booking Intention	0.650	0.845			
Negative Review Valence	0.717	0.691	0.927		
Price Importance	0.772	0.725	0.822	0.872	
Positive Review Valence	0.750	0.716	0.806	0.820	0.902

Note: Positive Review Valence (PRV), Negative Review Valence (NRV), Hotel Booking Intention (HBI), Brand Image (BI), and Price Importance (PI).

Table 4 Result of Coefficient of Determination (R2) Value

Variable	R-Square	R-Square Adjusted
Hotel Booking Intention	0.614	0.608

When evaluating structural models, it is necessary to test the Q-square ( $Q^2$ ). It indicates predictive relevance or out-of-sample power. Predictive relevance is defined as a model's Q-square with a value greater than 0 (Hair et al., 2022). A  $Q^2$  score below 0 indicates a poorer predictive usefulness for the model. Table 5 makes it evident that the  $Q^2$  value is 0.581. The model has a predictive relevance value, according to these results, as this value is bigger than zero.

According to Chin (1998), F-square values of 0.02, 0.15, and 0.35 indicate small, medium, and large predictive relevance, respectively. Thus, the reported  $Q^2$  value signifies a substantial predictive ability of the model in explaining hotel booking intention. However, the additional values in Table 6 (0.043, 0.011, 0.003, 0.063, and 0.000) related to price importance, brand image, and review valence suggest that these variables have a weak or negligible effect.

Furthermore, the analysis process in the SEM method requires a model suitability test stage (goodness of fit) to obtain a model that fits the sample data. Researchers do not need to employ every one of the numerous criteria in fit test analysis to determine whether the research model is appropriate. However, it will be preferable to have many models fit tests that satisfy the requirements. Based on Table 7, the Standard Mean Root Square (SRMR) is  $0.048 < 0.10$ . The value meets the fit criteria for the data (Hooper et al., 2008).

Table 7 presents the goodness of fit results for the saturated and estimated models, showing key fit indices such as SRMR, the Square Eclidean Distance ( $d_{ULS}$ ), the Goedesic Distance ( $d_G$ ), and Normed Fit Indexd (NFI). The SRMR values (0.048 and 0.047) fall below the recommended threshold of 0.08, indicating a good model fit. The  $d_{ULS}$  and  $d_G$  values are lower in the estimated model (0.343 and 0.230), suggesting slight improvement. The Chi-Square value decreases from 702.780 to 679.164, indicating better fit but should be interpreted cautiously due to sample size sensitivity. Then, the NFI values (0.901 and 0.904) exceed the 0.90 threshold, confirming an acceptable model fit. Overall, the estimated model demonstrates a good fit, effectively representing the observed data.

Last, a hypothesis test is a temporary answer to the problem formulation that originates from relevant theory and needs to be validated through empirical data analysis. This hypothesis is built based on a framework of thinking derived from theory and formulated as a statement (Iba & Wardhana, 2023). This hypothesis testing can be carried out under the following conditions. First, if the p-value is smaller than 0.05,  $H_0$  is rejected, and  $H_1$  is accepted. Second, if the p-value is bigger than 0.05,  $H_0$  is accepted, and  $H_1$  is rejected (Montgomery, 2017).

Regarding the OCRs (positive review valence) on hotel booking intention, from Table 8,  $H_1$  is accepted in the hypothesis test because the p-value is  $0.000 < 0.05$ . The computation's results contradict

Table 5 Result of Predictive Relevance Measurement Model

Variable	Predicted Q-Square
Hotel Booking Intention	0.581

Table 6 F-Square Test Results

Variable	Hotel Booking Intention
Positive Review Valence	0.043
Negative Review Valence	0.011
Brand Image	0.003
Price Importance	0.063

Table 7 Goodness of Fit Model Results

Variable	Saturated Model	Estimated Model
Standardized Root Mean Square Residual (SRMR)	0.048	0.047
The Square Eclidean Distance ( $d_{ULS}$ )	0.349	0.343
The Goedesic Distance ( $d_G$ )	0.238	0.230
Chi-Square	702.780	679.164
Normed Fit Index (NFI)	0.901	0.904



earlier studies, particularly El-Said (2020) claiming that the regression analysis's findings refute the initial hypothesis about OCR's impact. According to El-Said (2020), There is no direct relationship between OCR and positive review valence and hotel booking intention. Positive OCR influences customer perceptions more than negative OCR, meaning that visitors will react and make reservations more favorably based on positive OCR recommendations. This result indicates that the intention to book a hotel will increase with favorable online customer evaluations.

Regarding the OCRs (negative review valence) on hotel booking intention, H2 is rejected in the hypothesis test because the p-value is  $0.050 < 0.05$ . The computation's results are consistent with earlier studies, particularly El-Said (2020), examining how some hotel management teams handle negative OCR and demonstrate the practice's inefficiency by weighing OCR at various satisfaction levels with particular responses. It is discovered that the readers do not experience any good impact from the management's response. More subtly, according to El-Said (2020), how hotel managers' reactions to negative OCR only serve to amplify the negative review valence impact because the hotel's intervention is viewed as manipulative. It stifles the desire to act and to place an order with specific possible clients. This result demonstrates that increased bad OCRs will not lead more people to book hotels.

Moreover, according to Lin and Zhu (2024), hotel managers should pay full attention to negative online reviews, especially attributive reviews of hotel services. Then, merchants should establish an effective response strategy mechanism for negative online reviews. When responding to negative comments, merchants must use appropriate content to provide targeted responses based on the information characteristics of the reviews and the specific issues reflected.

Furthermore, related to OCRs (positive review valence) on hotel booking intention moderated by brand image, H3 is accepted in the hypothesis test

because the p-value is  $0.001 < 0.05$ . According to El-Said (2020), before the development and broad usage of the Internet, the brand image has a substantial impact on consumers' perceptions of prices. The results agree with previous research in this field. It shows that while looking for new items, consumers who are familiar with a brand are less concerned with a product's price comparison. It proves that buyers who are not familiar with a product's brand place greater value on pricing when compared to similar items. A strong brand image has a significant effect on a hotel's perceived value and boosts guests' confidence in the establishment's services. They also conclude that hotels with strong brand awareness may charge more for rooms since guests will be more likely to consider the brand's greater reputation (Chiang & Jang, 2007).

Figure 3 implies that brand image moderates the relationship between favorable reviews and intentions to make a hotel reservation. Positive reviews and plans to reserve a hotel are positively correlated with higher brand images. On the other hand, a relationship is weaker when the brand image is lower. It illustrates how the increasing brand image modifies the positive review valence of OCRs and has a significant positive impact, leading to a rise in the intention to book a hotel.

Next, in OCRs (negative review valence) on hotel booking intention moderated by brand image, H4 is accepted in the hypothesis test because the p-value is  $0.001 < 0.05$ . The computation results are consistent with earlier studies, such as El-Said (2020), it suggests that brand image plays a crucial role in shaping customer perceptions and decision-making processes. This finding underscores the importance of maintaining a strong and positive brand image to mitigate the adverse effects of negative reviews on potential guests' booking decisions. Furthermore, hotels with a well-established brand image may have a competitive advantage, as they are perceived as more reliable and trustworthy, which can help counterbalance the negative impact of unfavorable online reviews.

Table 8 Summary of Path Coefficient and Hypothesis Testing

Hypothesis	Path	Original Sample (O)	T-Value	P-Value	Description
H1	PRV → HBI	0.273	3.580	0.000	Accepted
H2	NRV → HBI	0.131	1.973	0.050	Rejected
H3	BI*PRV → HBI	-0.338	3.390	0.001	Accepted
H4	BI*NRV → HBI	0.199	2.036	0.041	Accepted
H5	PI*PRV → HBI	0.326	3.693	0.000	Accepted
H6	P*NRV → HBI	-0.204	1.607	0.112	Rejected

Note: Positive Review Valence (PRV), Negative Review Valence (NRV), Hotel Booking Intention (HBI), Brand Image (BI), and Price Importance (PI).

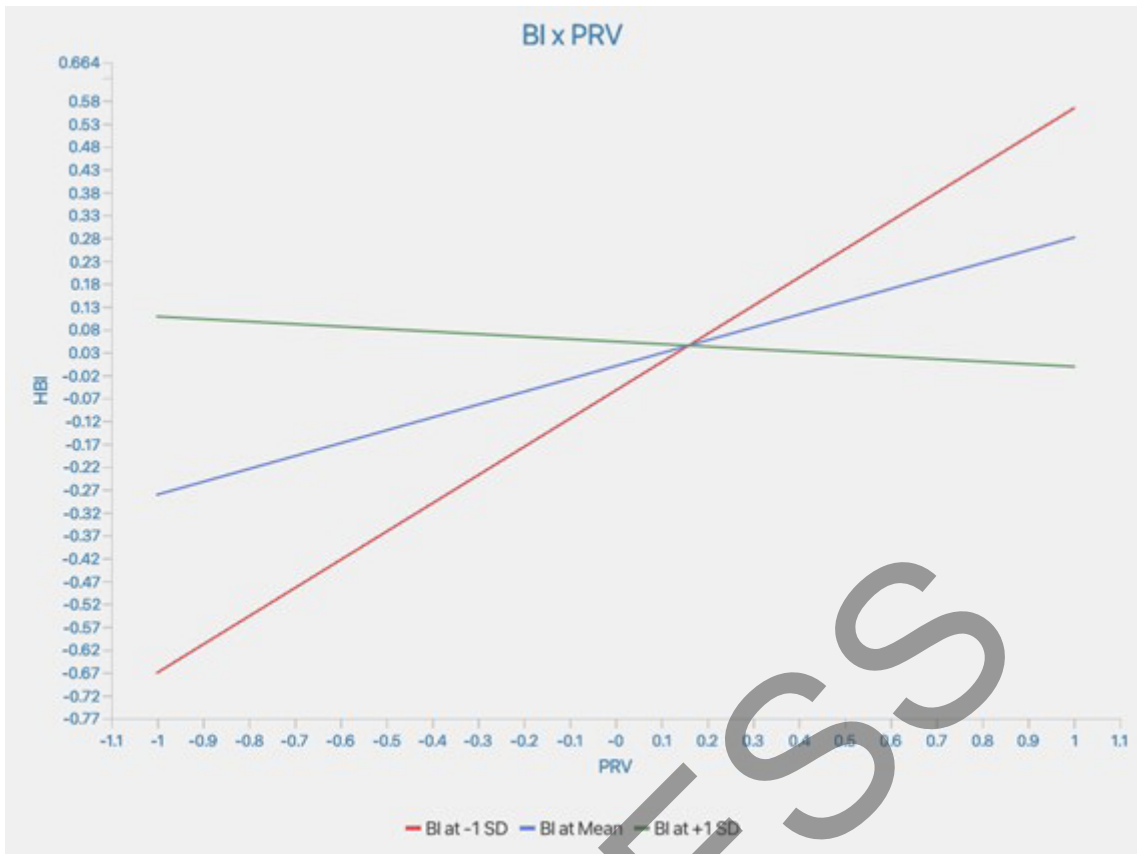


Figure 3 The Moderating Effect of Brand Image (BI) between Positive Review Valence (PRV) and Hotel Booking Intention (HBI)

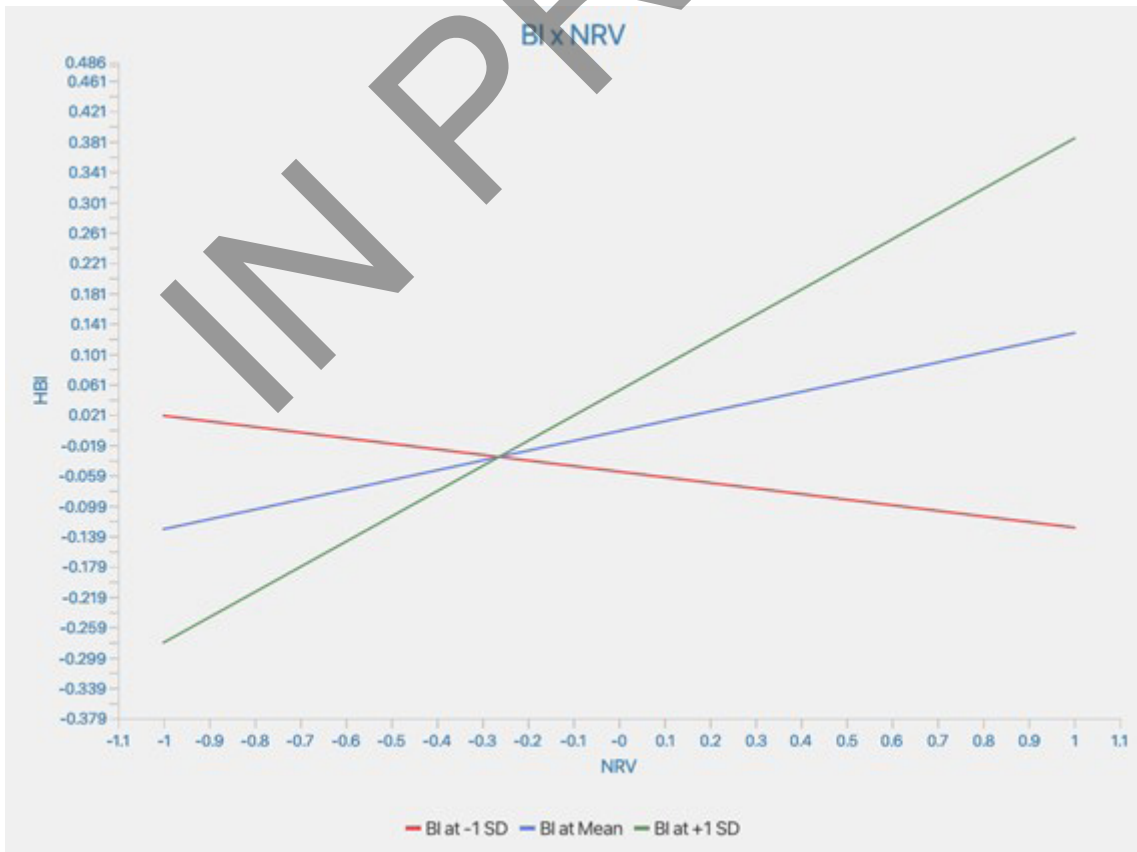


Figure 4 The Moderating Effect of Brand Image (BI) between Negative Review Valence (NRV) and Hotel Booking Intention (HBI)

Figure 4 suggests that brand image acts as a mediating factor in the relationship between negative review valence and hotel booking intention. The correlation between unfavorable reviews and hotel booking intentions is inversely correlated with brand image. On the other hand, the stronger the negative relationship is, the worse the brand image will be. The result demonstrates how a brand image can mitigate the detrimental effect of unfavorable evaluations on travelers' intent to book hotels. Brand image has a positive and significant effect on moderating the valence of negative OCRs, and this function results in a decrease in the intention to book a hotel.

Furthermore, H5 is accepted related to OCRs (positive review valence) on hotel booking intention, which is moderated by price importance. The p-value is  $0.000 < 0.05$ . The calculation results are at odds with those of previous research, such as El-Said (2020), finding no evidence to bolster the price importance moderator regarding the connection between positive review valence and hotel booking intentions.

Nonetheless, the research result is consistent with the research conducted by Agušaj et al. (2017). The consumer perceptions of hotel quality are what draw attention. Previous research contends that a service's pricing reflects how good people believe it to be, with higher prices being linked to better quality services and lower prices being linked to worse quality

services. As a result, it is possible to see how pricing modifies other factors since customers tend to assume that hotels with lower rates will offer a worse quality of service.

Figure 5 implies that price importance moderates the relationship between favorable reviews and intentions to make a hotel reservation. Positive reviews and plans to reserve a hotel are more strongly correlated with the higher price importance. On the other hand, the link is weaker when the price importance is lower. This result indicates that price importance modifies OCRs in a favorable and substantial way (positive review valence), which increases the customers' intention to book hotels.

Lastly, it is related to OCRs (negative review valence) on hotel booking intention which is moderated by price importance. In the hypothesis test, H6 is rejected since the p-value is  $0.112 > 0.05$ . The findings are consistent with earlier studies, particularly El-Said (2020) that price importance moderates respondents' intentions to book hotels and the relationship between negative review valence and those intentions, negative review valence has a greater influence on the hotel's ordering intentions when customers value price less. H6 is thus only partially supported as the moderator effect (price importance) for the relationship between PRV and hotel booking intention has not been proven.

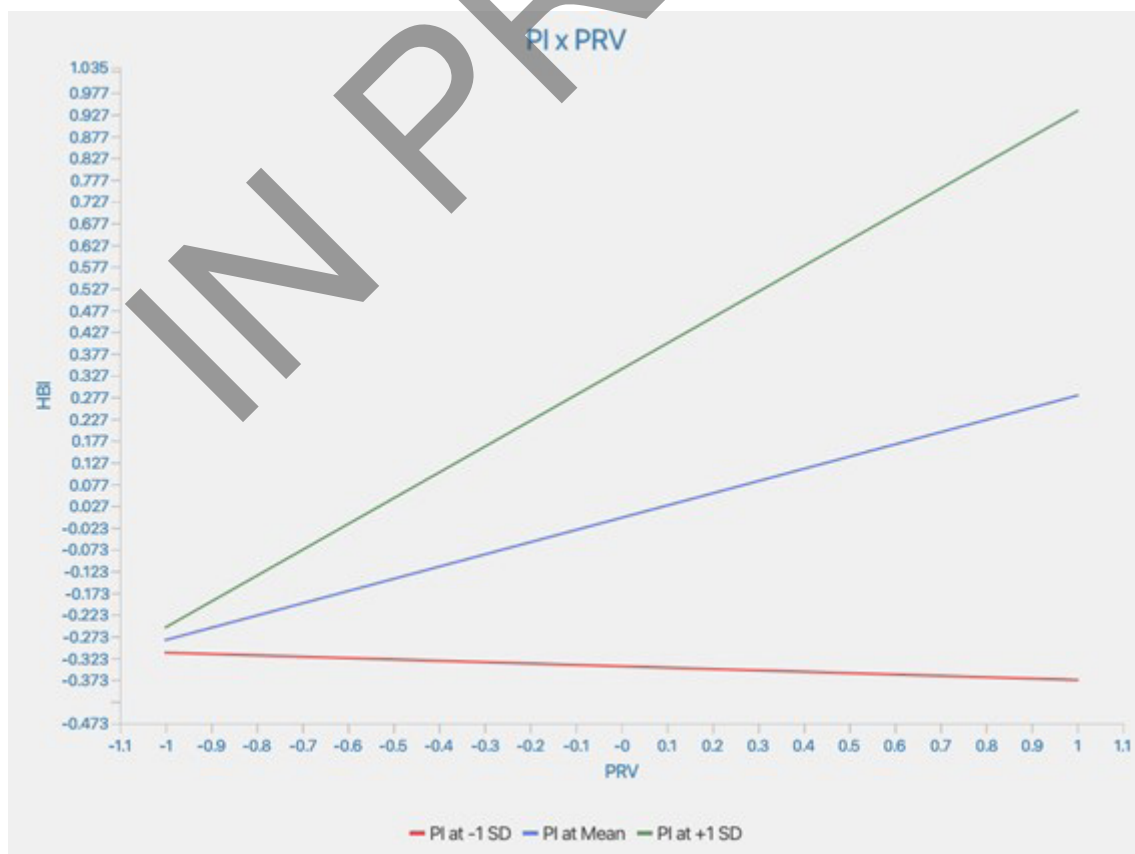


Figure 5 The Moderating Effect of Price Importance (PI) between Positive Review Valence (PRV) and Hotel Booking Intention (HBI)

Figure 6 shows that price importance does not significantly moderate the relationship between negative reviews and hotel booking intentions. The slope of the line is different but not very significant, indicating that changes in price importance do not change the strength of the relationship between negative review valence and hotel booking intention much. It shows that the role of price importance as a moderator of OCRs (negative review valence) does not have a positive or significant influence on increasing hotel booking intention.

The results suggest that hotel managers should focus on actively encouraging positive reviews and responding swiftly to negative ones, as both significantly impact booking intentions. A robust and empathetic response strategy can mitigate the effects of negative reviews, especially if the hotel has an established brand image. The research findings can buffer against the adverse effects of unfavorable feedback. Managers should, therefore, invest in building and promoting a strong and trustworthy brand that reassures potential guests despite occasional negative reviews.

Additionally, understanding the moderating

role of price importance can help managers to tailor dynamic pricing strategies to attract different customer segments. Hotel managers can combine review management, brand-building, and customized pricing, hotel managers to create a cohesive approach. It maximizes booking rates, strengthens consumer trust, and enhances their competitive position on OTAs like Traveloka.

The findings are in line with previous research by El-Said (2020), particularly in highlighting the significant impact of negative review valence on hotel booking intentions. The negative reviews can harm customers' decisions unless moderated by brand image. The research also reinforces the important role of brand image as a buffer against the adverse impact of negative reviews. Also, with price as a moderator, it shows that consumers' perceptions of price fairness influence booking intentions. Additionally, the research focuses on a specific platform, Traveloka, which provides local insights. Integrating these findings can enrich research by emphasizing the importance of managing reviews, brand image, and pricing strategies to increase hotel booking intentions on OTA platforms.

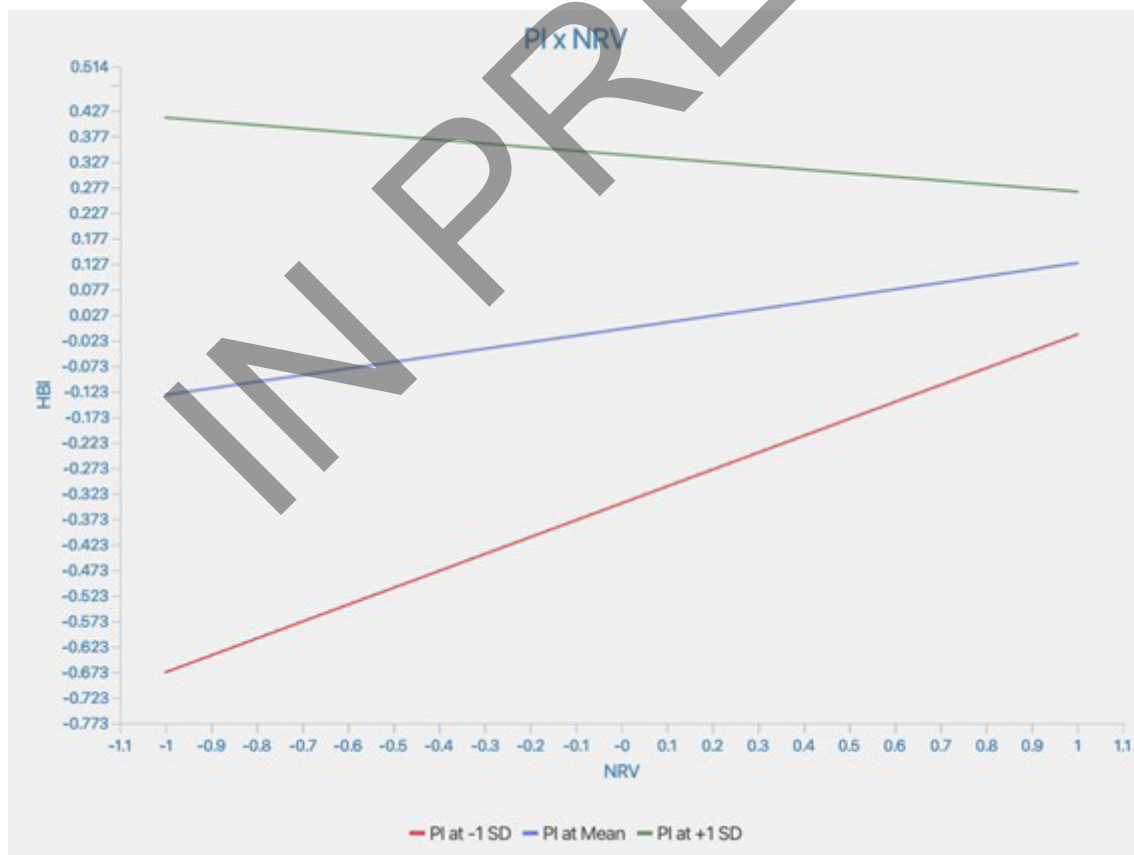


Figure 6 The Moderating Effect of Price Importance (PI) between Negative Review Valence (NRV) and Hotel Booking Intention (HBI)



## CONCLUSIONS

The research shows that OCRs, both positive and negative, have a significant influence on hotel booking intention on the Traveloka application in Indonesia. Positive reviews tend to increase a hotel's reputation and attractiveness. In contrast, negative reviews can damage a hotel's image and reduce consumer interest, even though they also provide additional information that is useful to consumers. Managing these factors effectively can increase booking intentions and maintain Traveloka's position as Indonesia's leading hotel booking platform.

In addition, brand image and price importance moderate the relationship between positive reviews and hotel booking intention. In the context of negative reviews, brand image also moderates this relationship, while price importance does not. Thus, good management of brand image and prices is very important for Traveloka to optimize the influence of reviews on consumers' booking decisions.

The research results underscore the importance of managing customer reviews, brand image, and pricing strategies to enhance hotel booking intentions on OTA platforms like Traveloka. Hotel managers need to strengthen these strategies by encouraging more positive reviews, responding to negative reviews promptly and empathetically, and reinforcing brand image to mitigate the impact of unfavorable feedback. Additionally, implementing dynamic pricing strategies aligned with price importance can attract a broader market segment. A more intensive and structured application of these managerial implications will support hotels in maintaining competitiveness and maximizing booking rates in a competitive market.

The research implications indicate that hotel management should pay greater attention to positive and negative OCRs, as they significantly influence hotel booking intentions. Hotels should develop proactive strategies for responding to negative reviews to minimize their adverse effects on consumers' booking decisions. Additionally, maintaining a strong brand image and offering competitive pricing are crucial for moderating the impact of customer reviews and enhancing booking intentions. These practices can help hotels to sustain and improve their reputation on OTA platforms such as Traveloka. For OTAs like Traveloka, the implication is to ensure that the platform facilitates transparency and reliability of customer reviews, as they play a vital role in booking decisions. By integrating features that help hotels to respond to reviews efficiently, OTAs can support higher booking rates and better customer satisfaction.

The research novelty lies in its unique focus on Indonesia's OTA market, specifically Traveloka, a platform widely used by Indonesian consumers. Unlike previous research that generally analyzes OCRs in Western or other Asian markets, the research specifically explores how brand image and price importance moderate the relationship between positive

and negative reviews and hotel booking intentions. Additionally, the research fills a gap by examining the interplay between OCRs and cultural factors, given that Indonesian consumers tend to place strong trust in the brand image when making decisions. Moreover, the research provides practical implications for hotel managers, advising them on how to manage customer reviews better, enhance brand image, and use pricing strategies to optimize hotel booking intentions, especially on digital platforms like Traveloka. This focused examination of the moderating factors of brand image and price importance represents a fresh perspective in understanding consumer behavior in the digital age.

Although the research focuses on the literature surrounding OCRs and hotel booking intentions, it is crucial to acknowledge several research limitations. The first limitation relates to the sample used for data collection, which may not represent the broader customer population as it includes only Indonesian customers. It is recommended that future research conducts a comparative analysis for consumers across different regions of the world based on cross-country or cultural models to improve the generalizability of future findings. The second limitation to consider is the research's narrow focus. As it primarily examines OTAs, specifically Traveloka, a broader scope is necessary to extend the findings to other industries, with corresponding adjustments to relevant factors and indicators.

The third limitation is that the research concentrates solely on examining the moderating effects of brand image and price importance. It overlooks other factors that can potentially impact the relationship between OCRs and hotel booking intentions. Hence, future research should include other moderating effects of individual differences (age, gender, experience, and others), loyalty programs, trust, or price importance on the relationship between OCRs and hotel booking intention.

The last research limitation is that it focuses solely on positive and negative OCRs as predictors of hotel booking intentions. However, other potential factors that can theoretically influence booking decisions remain unexplored. Future research can incorporate additional predictors, such as website quality, brand equity, and more.

## ACKNOWLEDGMENT

The authors acknowledge the financial support of the Directorate of Research, Technology, and Community Service (Direktorat Riset, Teknologi, dan Pengabdian kepada Masyarakat/DRTPM) of Ministry of Education, Culture, Research, and Technology of Indonesia with Master Thesis Research Scheme (Penelitian Tesis Magister /PTM) (106/E5/PG.02.00. PL/2024, 043/SP2H/RT-MONO/LL4/2024, 071/LIT07/PPM-LIT/2024) in supporting the research.

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## APPENDIX

Items	Sources
<b>Positive Review Valence</b>	
X1.1 The degree to which a person pays attention to positive reviews	El-Said (2020)
X1.2 How someone considers positive reviews important	
X1.3 The extent to which a person pays more attention to hotels that have a greater volume of positive reviews	
<b>Negative Review Valence</b>	
X2.1 Excessive positive reviews will make someone dislike the hotel	El-Said (2020)
X2.2 Negative reviews will make someone cancel a hotel booking	
X2.3 The volume of negative reviews is something important	
<b>Brand Image</b>	
Z1.1 The attractiveness of the hotel brand	El-Said (2020)
Z1.2 Hotel brand reliability	
Z1.3 Hotel brand reputation	
<b>Price Importance</b>	
Z2.1 Affordability of hotel prices	El-Said (2020)
Z2.2 Reasonable hotel prices	
Z2.3 Affordable prices stated by the hotel	
Z2.4 Suitability of hotel prices	
Z2.5 Good value for the price that the hotel offers	
<b>Hotel Booking Intention</b>	
Y1 Online reviews are the main information before booking a hotel	El-Said (2020)
Y2 Online reviews influence the intention to book a particular hotel	
Y3 Consumers always pay attention to hotel reviews when booking a hotel	