

**THE INFLUENCE OF ONLINE REVIEW ON ONLINE HOTEL BOOKING INTENTION  
IN MANADO***PENGARUH DARI ULASAN ONLINE PADA PEMESANAN HOTEL ONLINE DI MANADO*

By:  
**Pricella T. Togas<sup>1</sup>**  
**Paulus Kindangen<sup>2</sup>**  
**Willem J. F. A. Tumbuan<sup>3</sup>**

<sup>123</sup>*International Business Administration, Management Program, Faculty of Economics and Business  
University of Sam Ratulangi Manado*

Email:

<sup>1</sup>[tamariskatogas@gmail.com](mailto:tamariskatogas@gmail.com)

<sup>2</sup>[kindangen\\_p@yahoo.co.id](mailto:kindangen_p@yahoo.co.id)

<sup>3</sup>[wjf\\_alfa@yahoo.com](mailto:wjf_alfa@yahoo.com)

**Abstract:** Increment of the number of hotels, creates a competitive value among each hotels. Because of that the customer needs additional information about the hotels to find the right hotel that they want to reserve. In online travel agent (OTA), there is a feature named online review. So online review could be a media for other customers in order to search information about an hotel but because of everyone could give their opinion freely it may also risky because of the reliable level of review that appears in online review. So this research aims to analyze the influence of online review on online hotel booking intention in Manado. This study uses quantitative method with causal analysis. Finding of this research shows that Usefulness and Comprehensiveness of online review influences online hotel booking intention in Manado significantly and Timeliness, Volume and Valence of online review does not have significant influence to the online hotel booking intention in Manado. The recommendation of this study that can be given for further research are recommended to conduct research on the business of online travel agent of airlines company.

**Keywords:** *online review, usefulness, timeliness, volume, valence, comprehensiveness, online booking intention, hotel*

**Abstrak:** Peningkatan jumlah hotel menciptakan nilai kompetitif di antara masing-masing hotel. Karena itu pelanggan memerlukan informasi tambahan tentang hotel untuk menemukan hotel yang tepat yang ingin mereka pesan. Dalam agen perjalanan online, ada fitur bernama ulasan online. Jadi ulasan online dapat menjadi media bagi pelanggan lain untuk mencari informasi tentang sebuah hotel tetapi karena semua orang dapat memberikan pendapat mereka secara bebas, itu juga berisiko karena belum tentu pendapat yang ada dalam ulasan online dapat diandalkan. Maka penelitian ini bertujuan untuk menganalisis pengaruh ulasan online terhadap niat pemesanan hotel online di Manado. Penelitian ini menggunakan metode kuantitatif dengan analisis kausal. Temuan dari penelitian ini menunjukkan bahwa Kegunaan dan Kelengkapan ulasan online mempengaruhi niat pemesanan hotel online di Manado secara signifikan dan Ketepatan Waktu, Volume dan Valensi ulasan online tidak memiliki pengaruh yang signifikan terhadap niat pemesanan hotel online di Manado. Rekomendasi yang dapat diberikan untuk penelitian selanjutnya adalah untuk melakukan penelitian pada agen perjalanan online pada perusahaan penerbangan

**Kata Kunci:** *ulasan online, kegunaan, ketepatan waktu, jumlah, valensi, kelengkapan, intensi pemesanan online, hotel*

**INTRODUCTION****Research Background**

Nowadays internet becomes a costumers lifestyle in shopping things. From 2017, the amount of digital shopper in Indonesia is 10.7% from total population and increase to 11.9% from total populaton in 2018 (source: Katadata.com). Website that provide online shopping transaction services are called e-commerce. The amount of e-commerce users in Indonesia is increasing year to year from 135 millions users in 2017 to 143 millions users in 2018 (source: BPS Website). From this data we know that doing business through online system is really profitable because of the wide market. One of the businesses that most adopt the benefits of this online systems are the hotel industry.

The development of the hotel industry in Indonesia has experienced a significant increase. This can be seen from the growth in the number of Indonesian tourists 9.4 million people in 2017 to 10.6 million people in 2018 and the number of existing star hotels in 2017 is around 2,350 and data from Kementrian Pariwisata Indonesia website shows that occupancy rate in Indonesia is 59.53% in 2017 increase to 60.19% in 2018. All the data above means there is a good potential for hotel industry in improving the hotel reservation from via telephone now customers can book via online because the high number of digital shopper and the increase of hotel industry growth in Indonesia. StartUp business agent that facilitate customers in booking hotel via online called Online Travel Agent (OTA).

In Badan Pusat Statistik (BPS) Manado website, shows that hotel indusrty in Manado is having 17 hotels with 1,882 rooms from 2014 and increased to 26 hotels with 2,900 rooms. Not also the hotel rooms but, the average occupancy rate also increase 70.92% in 2018 from 67.05% in 2017. From this data we know that Online Travel Agent also have big potential in running its business in Manado.

The use of internet as a marketing tool used by Online Travel Agent (OTA) has proven effective. Online shopping has different characteristics by shopping traditionally because it is able to offer more products or services with also unlimited access and comfortabilty without limited by space and time. But in the other side it caused a narrower market share and increasingly widespread competition among similar service sectors to create customer intentions in conducting hotel bookings online. Not also the competition between the hotels but in customer side, online shopping has a weakness that is the risk of quality uncertainty which is not necessarily the same as costumer expectations. Because of the competition that happend and the uncertainty of quality of the hotel, costumers tend to look for information about the products or services they will buy on the internet specifically here, the hotel that customers wants to book.

The internet provides various ways to get information relating to products or services from other costumers, one of the best way nowadays to get information relating the products or services is E-Word Of Mouth (E-WOM) or online review. Online reviews are important for Online Travel Agents because online reviews are the media for customers to find relevant information needs for a hotel.

Online reviews contain several characteristics. In the online environment, both positive and negative reviews can be presented to potential customers simultaneously and it is generally accepted that online reviews have either positive or negative impacts on a hotel's reputation, and consequently, to enhance or detract potential customers from a hotel. Another characteristic of online reviews is, online review enable customers to measure the quality and volume of the reviews itself as most of it are published in the written form. This enables researchers to estimate the extent to which online reviews can influence customers attitude and subsequent sales. Other characteristic of online reviews is the time periods, it is really affect the hotel that renowned or infamous ones because customer may comments about them in different times. As such, volume and timeliness of online reviews could influence customers purchasing decision as well. Exposure to online reviews will increase the consideration of hotel customers to do an online hotel booking intention and online reviews that generate online hotel booking intention provide benefits in increasing sales.

As the online review formats vary across websites and mobile applications in the internet, this study generalized the attributes based on common characteristics shared by all reviews such as the usefulness, timeliness, volume, valence (postive and negative) and comprehensiveness of online review and this research aims to gaining more comprehensive understanding of the online reviews attributes upon hotel booking intention. So this research will be conducted with the title of "The Influence of Online Reviews Towards Online Hotel Booking Intention in Manado".

**Research Objectives**

1. Online Review attributes on Online Hotel Booking Intention in Manado simultaneously.
2. Usefulness of Online Review on Online Hotel Booking Intention in Manado partially.
3. Timeliness of Online Review on Online Hotel Booking Intention in Manado partially.
4. Volume of Online Review on Online Hotel Booking Intention in Manado partially.
5. Valence of Online Review on Online Hotel Booking Intention in Manado partially.
6. Comprehensiveness of Online Review on Online Hotel Booking Intention in Manado partially.

**THEORETICAL FRAMEWORK****Marketing**

Marketing as “a social and management process in which individuals and groups satisfy their needs and Kotler wants through creation, supply, and exchange of valuable products with others,” stated by Kotler et al (2007). According to Kotler et al (2007) propose that marketing is a social and managerial process whereby individuals and groups obtain what the need and want through creating and exchanging products and value with others. “For managerial definition, marketing has often been described as “the art of selling products,” but people are surprised when they hear that the most important part of marketing is not selling, selling is only the tip of marketing iceberg. There will always, one can assume, be need for some selling. But the aim of marketing is to make selling superfluous. The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself. Ideally, marketing should result in a customer who is ready to buy. All that should be needed then is to make the product or service available.” (Kotler and Keller, 2006)

**Consumer Behavior**

According to Blackwell et al (2006) consumer behavior itself is a complex, dynamic issue which cannot be defined easily and commonly. Therefore, the concept of consumer buying behavior has been defined in different ways by different researchers. The definition formed by Solomon (from Dudovskiy, 2015) describes consumer buying behaviour as a process of choosing, purchasing, using and disposing of products or services by the individuals and groups in order to satisfy their needs and wants. Similar definition of consumer buying behavior is offered by Schiffman and Kanuk (2000) in which they describe it as behavior that consumers express when they select and purchase the products or services using their available resources in order to satisfy their needs and desires.

**Online Review**

Online Review is part of Electronic Word of Mouth (eWOM), which is a direct opinion of someone and not an advertisement. Review is one of several factors that determine a person's purchasing decisions. Lee et al (2008) indicates that people can take the number of reviews as an indicator of the product's popularity or value product that will affect the willingness to buy a product. But not necessarily more and more reviews rating means that the product will be purchased by the customer. Many factors are the reason for the purchase decision a product for customers.

**Consumer Purchase Intention**

Peter and Olson (2002) define purchase intention is consumer behavior occur when consumer stimulated by external factors and come to purchase decision based their personal characteristics and decision making process. Halim and Hameed (2005) explain purchase intention as the number of patrons that has a proposal to buy the products in future and make repetition purchases and contact again to the specific product.

**Previous Research**

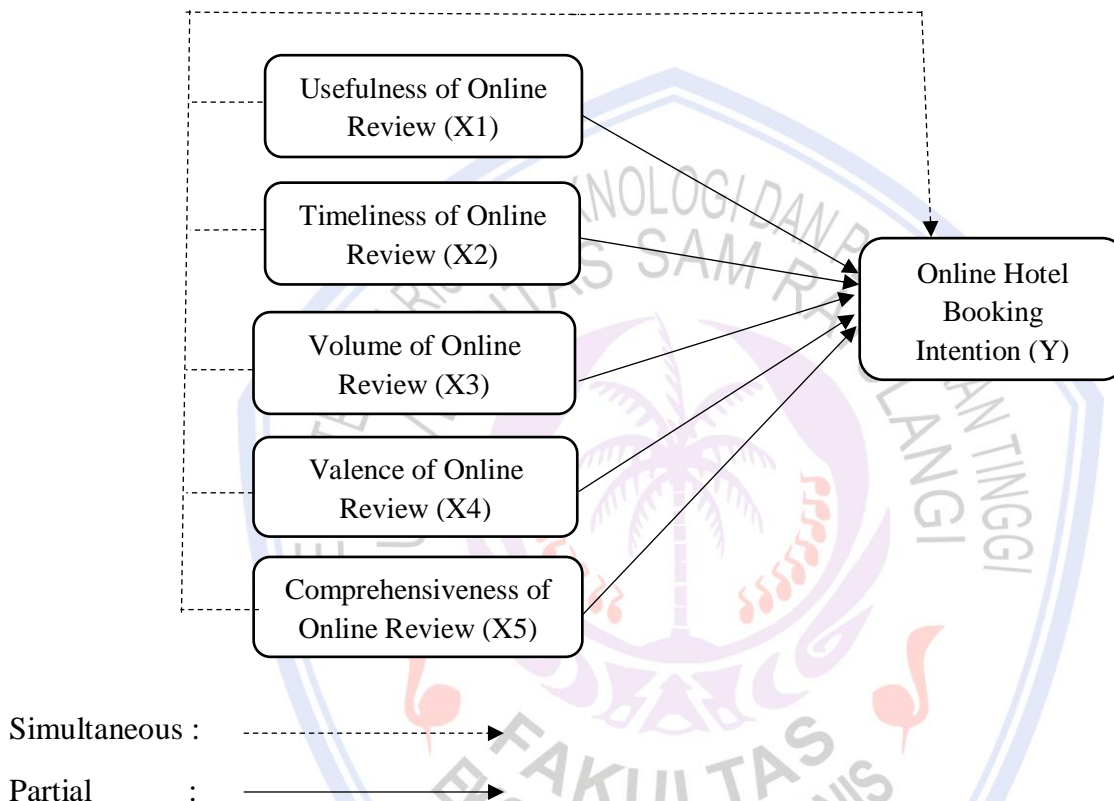
From Vermeulen & Seegers (2009) found that exposure to online reviews will increase the consideration of hotel consumers to do hotel booking intention online. Whereas Liu (2006) said that online reviews that produce online hotel booking intention provide benefits in increasing sales. In the result, they wrote that there is a positive influence on each dimension of the usefulness of online review, expertise reviewers, timeliness of online reviews, positive online review and comprehensiveness of online reviews of online hotel booking intention. There is an



effect of online negative review on online hotel booking intention, but there is no effect of volume of online reviews on online hotel booking intention.

In the previous reserach by Zhao et al (2015) stated that online reviews are an useful information source for most travelers to generate their intentions and make trip decisions. Understanding how online reviews affect travelers' online booking intentions is vitally important for hotels to optimize e-WOM as a marketing tool. Previous studies mostly investigated features of either information channel or review itself and rarely had a more comprehensive perspective of e-WOM. The present findings demonstrate that impacts of online reviews on travelers' actions depend on six characteristics/features, including usefulness, reviewer expertise, timeliness, volume, valence and comprehensiveness.

### Conceptual Framework



**Figure 2.1 Conceptual Framework**

Source: Data Processed, 2019

### Research Hypothesis

- H1 : There is influence of the Online Reviews on Online Hotel Booking Intention simulatneously.
- H2 : There is influence of Usefulness of Online Review on Online Hotel Booking Intention partially.
- H3 : There is influence of Timeliness of Online Review on Online Hotel Booking Intention partially.
- H4 : There is influence of Volume of Online Review on Online Hotel Booking Intention partially.
- H5 : There is influence of Valence of Online Review on Online Hotel Booking Intention partially.
- H6 : There is influence of Comprehensiveness of Online Review on Online Hotel Booking Intention partially

**RESEARCH METHOD****Type of Research**

This research is a causal type of research. A cause study is focused on finding causal relationships between variables. It finds the cause and effect relationship between variables. It seeks to determine how the dependent variable changes with variations in the independent variable.

**Place and Time of Research**

This research is conducted in Manado for three months, March to May, 2019.

**Population and Sample**

Population in this research is the people that have booked an hotel through online travel agent in Manado. The sampling technique of this research is Quota Sampling that is considered as the best way to getting some information quickly and efficient. The sample size of this research is 100 respondents.

**Source of Data**

Primary data in this study is the result of a questionnaire on online review that influence online hotel booking intention. Secondary data in this study is about the various theories and related data. The data is taken from books, journals, and relevant literature from library and internet.

**Data Analysis Method****Validity and Reliability Test**

Validity test relates to the accuracy of the use the indicators of variables to examine the questions that being studied to get the data is valid. The instrument considered as a valid if the correlation coefficient between the score of each questions and the total score of all questions is positive that more than 0.3 ( $r \geq 0.3$ ). The reliability of the data is checked through Cronbach's Alpha which is overall 0.6. Cronbach's Alpha is a reliable coefficient that can indicate how good items in asset have positive correlation one another. If Alpha less than 0.6 means the data is unreliable.

Reliability test was established by testing for both consistency and stability of the answers of questions. Cronbach's Alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another (Sekaran and Bougie, 2009). The interpretation of Cronbach's Alpha is  $< 0.6$  indicates unsatisfactory internal consistency or consider that the data is unreliable, 0.7 indicates that the data is acceptable and 0.8 indicates good internal consistency or consider that the data result is reliable.

**Multiple Regression Analysis**

Multiple regression analysis is the process of calculating a coefficient of multiple determinant and regression equation using two or more independent variables and one dependent variable. For data collected from a sample, there is also a need to calculate the probability of the regression coefficient having occurred by changes alone (Sekaran and Bougie, 2009).

The equation model of multiple regression analysis use in this research can be formulated as shown below:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \epsilon$$

Description :

Y = Dependent Variable (Online Hotel Booking Intention)

X<sub>1</sub> = Usefulness of online review

X<sub>2</sub> = Timeliness of online review

X<sub>3</sub> = Volume of online review

X<sub>4</sub> = Valence of online review

X<sub>5</sub> = Comprehensiveness of online review

$\beta_0$  = Constant

$\beta_1, \beta_2, \beta_3, \beta_4, \& \beta_5$  = The regression coefficient of each variable

$\epsilon$  = Error

**RESULT AND DISCUSSION****Validity and Reliability Result****Validity Test****Table 1. Validity Test Result**

		Usefulness	Timeliness	Volume	Valence	Comprehensiveness	OHBI
Usefulness	Pearson Correlation	1	,640**	,578**	,501**	,528**	,624**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100
Timeliness	Pearson Correlation	,640**	1	,602**	,426**	,464**	,469**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
Volume	Pearson Correlation	,578**	,602**	1	,687**	,456**	,341**
	Sig. (2-tailed)	,000	,000		,000	,000	,001
	N	100	100	100	100	100	100
Valence	Pearson Correlation	,501**	,426**	,687**	1	,548**	,411**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
Comprehensiveness	Pearson Correlation	,528**	,464**	,456**	,548**	1	,603**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
OHBI	Pearson Correlation	,624**	,469**	,341**	,411**	,603**	1
	Sig. (2-tailed)	,000	,000	,001	,000	,000	
	N	100	100	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Output, 2019

Table 1. Shows that the correlation index is higher than 0.3 and below the significance level of 5%. Therefore, the data is considered valid.

**Reliability Test****Table 2. Reliability Test Result**

Cronbach's Alpha	N of Items
.793	7

Source: SPSS Output, 2019

Table 2. Shows that Alpha Cronbach is 0.793 which is above the acceptance limit of 0.6; therefore, the research instrument is reliable.

**Multiple Linear Regression Analysis****Table 3. Multiple Linear Analysis Output**

Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.
	B	Std. Error	Beta			
(Constant)	4,970	2,149			2,313	,023
Usefulness	,462	,110	,436		4,207	,000
Timeliness	,109	,109	,102		,999	,321
Volume	-,159	,091	-,199		-1,737	,086
Valence	,057	,075	,083		,768	,445
Comprehensiveness	,361	,091	,370		3,972	,000

a. Dependent Variable: Purchase Intention

Source: SPSS Output, 2019

The equation is as follow:

$$Y = 4,970 + 0,462 x_1 + 0,109 x_2 + (-0,159 x_3) + 0,057 x_4 + 0,361 x_5 + e$$

The interpretation of the question is:

1. Constant value of 4,970 means that in a condition of ceteris paribus, if all independent variables equal to zero, then employee performance (Y) as dependent variable will be 4,970.
2.  $X_1$ 's coefficient value of 0.462 means that if there is one unit increase in usefulness of online review ( $X_1$ ) then the online hotel booking intention (Y) will improve and increase by 0.462.
3.  $X_2$ 's coefficient value of 0.109 means that if there is one unit increase in timeliness of online review ( $X_2$ ) then the online hotel booking intention (Y) will improve and increase by 0.109.
4.  $X_3$ 's coefficient value of -0.159 means that if there is one unit increase in volume of online review ( $X_3$ ) then the online hotel booking intention (Y) will decrease by 0.159.
5.  $X_4$ 's coefficient value of 0.109 means that if there is one unit increase in valence of online review ( $X_4$ ) then the online hotel booking intention (Y) will improve and increase by 0.109.
6.  $X_5$ 's coefficient value of 0.109 means that if there is one unit increase in comprehensiveness of online review ( $X_5$ ) then the online hotel booking intention (Y) will improve and increase by 0.109.

### Coefficient of Correlation R and Coefficient of Determination R<sup>2</sup>

Table 4. Table R and R<sup>2</sup>

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,714 <sup>a</sup>	,510	,484	2,349

a. Predictors: (Constant), comprehensiveness, volume, timeliness, usefulness, valence

b. Dependent Variable: Online Hotel Booking Intention

Source: Data Processed, 2019

Table 4 shows the coefficient correlation (R) is 0.714; it means there is a significant relationship between independent variables with dependent variable

The coefficient of determination ( $R^2$ ) according to the table 4.10 is 0.510 which shows that the variation of all independent variable explains 51% of variation in the online hotel booking intention (Y), while the remaining 49% is explained by other factors outside the model or not discussed in this research.

### Hypothesis Testing

Table 5. Simultaneous Test (F-test Output)

#### ANOVA<sup>a</sup>

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	539,397	5	107,879	19,550	,000 <sup>b</sup>
	Residual	518,713	94	5,518		
	Total	1058,110	99			

a. Dependent Variable: purchase intention

b. Predictors: (Constant), comprehensiveness, volume, timeliness, usefulness, valence

Source: Data Processed, 2019

Table 5 shows the value of  $F_{count}$  is 19.550. The value of  $F_{table}$  is found on the F Distribution Table by determining the degree of freedom 1 (numerator) is 5 and degree of freedom 2 (denominator) is 95 with level of significance is 0.05 ( $\alpha = 0.05$ ) and the level of confidence is 95% then  $F_{table}$  is 2.30.



**Table 6. Partial Test (t-test output)**

Variable	$t_{\text{count}}$	$t_{\text{table}}$	Description
Usefulness (x1)	4.207	2.637	Accepted
Timeliness (x2)	0.999	2.637	Rejected
Volume (x3)	-1.737	2.637	Rejected
Valence (x4)	0.768	2.637	Rejected
Comprehensiveness (x5)	3.972	2.637	Accepted

Source: Data Processed, 2019

The partial influence for each independent variable will be explained as follows:

1. The value of t-count of  $X_1$  is 4.207 with the level significant of 0.000. Since the value of  $t_{\text{count}} = 4.207 > t_{\text{table}} = 2.637$  meaning that  $H_2$  is accepted. The result of this declares that  $X_1$  (usefulness of online review) partially has a significant effect on online hotel booking intention (Y).
2. The value of t-count of  $X_2$  is 0.999 with the level significant of 0.321. Since the value of  $t_{\text{count}} = 0.999 < t_{\text{table}} = 2.637$  meaning that  $H_3$  is rejected. The result of this declares that that  $X_2$  (timeliness of online review) partially does not have a significant effect on online hotel booking intention (Y).
3. The value of t-count of  $X_3$  is  $-1.737$  with the level significant of 0.086. Since the value of  $t_{\text{count}} = -1.737 < t_{\text{table}} = 2.637$  meaning that  $H_3$  is rejected. The result of this declares that that  $X_3$  (volume of online review) partially does not have a significant effect on online hotel booking intention (Y).
4. The value of t-count of  $X_4$  is 0.768 with the level significant of 0.445. Since the value of  $t_{\text{count}} = 0.768 < t_{\text{table}} = 2.637$  meaning that  $H_4$  is rejected. The result of this declares that that  $X_4$  (valence of online review) partially does not have a significant effect on online hotel booking intention (Y).
5. The value of t-count of  $X_5$  is 3.972 with the level significant of 0.000. Since the value of  $t_{\text{count}} = 3.972 > t_{\text{table}} = 2.637$  meaning that  $H_5$  is accepted. The result of this declares that  $X_5$  (comprehensiveness of online review) partially has a significant effect on online hotel booking intention (Y).

## Discussion

From the data that has been calculated above and the results that already exist then will be discussed one by one about the influence of independent variables on dependent variables, that we know the independent variables is workforce diversity, career development and the dependent variables is employee performance:

### 1. Usefulness of Online review

The hypothesis about the influence of usefulness of online review on online hotel boking intention in Manado is proven to be true, therefore hypothesis 2 is accepted. . Usefulness can be said to be the benefit or usefulness of the contents of online reviews contained in the online travel agent site. Customers feel that the contents of the review in online travel agent are very useful because the information provided is related to the hotel, is authentic and in accordance with the reality. In addition, the contents of online reviews can also increase customer trust in a hotel. Usefulness in this study reflects the content of the review. Content that is in accordance with customer expectations can facilitate customers in the process of choosing and considering, this will be very useful and affect buying interest.

### 2. Timeliness of Online Review

The hypothesis about the effect of timeliness of online review does have positive relationship but not significantly effect the online hotel booking intention in Manado, then hypothesis 3 is rejected. So it is possible expected that the customer in Manado doesn't pay too much attention to when a review is uploaded. Reviews that have been uploaded for a long time will still be useful because they can help build the reputation of a company. Reviews that are not up to date will not have a large impact on customer buying interest especially on online hotel booking intention in Manado.

### 3. Volume of Online Review

The hypothesis about the influence of volume of online review is has negative relationship and does not significantly effect the online hotel booking intention, then hypothesis 4 is rejected. . For respondents the volume does not provide added value because even though the number of reviews is large, but if it only contains short



comments and does not provide useful information, it is considered uninformative. Apart from that it is possible that most customers in Manado only see the star rating without considering the importance of the volume / number of reviews.

#### **4. Comprehensiveness of Online Review**

The hypothesis about the influence of comprehensiveness of online review on online hotel booking intention in Manado is proven to be true, therefore hypothesis 6 is accepted. Customers are more interested in complete and clear information about their stay experience, location, price and service regarding the hotel. In this study, the comprehensiveness represents the completeness of the review and the details of the reviews provided. The more complete and detailed information provided in a review, the review will increasingly be used as a reference by the customer as a consideration in purchasing decisions. This is what makes comprehensiveness variables influence purchasing decisions.

The result of this research shows that based on hypothesis testing by using F-test, it is proven that there is linear relationship between independent and dependent variable simultaneously. It is also shows that based on hypothesis testing using t-test, from the significance value it can be seen that not all variables individually have a significant effect. Variables that have a positive and significant effect are usefulness and comprehensiveness on online hotel booking intention, while timeliness and valence have a positive but not have significant effect on online hotel booking intention. Volume has a negative and do not have significant effect on online hotel booking intention. This result is the same with theories and previous researches that stated that volume on online review is do not have effect on consumer in order to booking an hotel through online.

### **CONCLUSION AND RECOMMENDATION**

#### **Conclusion:**

1. The independent variable which are usefulness, timeliness, volume, valence and comprehensiveness of online review simultaneously effect online hotel booking intention as the dependent variable.
2. Usefulness of online review as one of independent variables partially affects online hotel booking intention as dependent variable positively.
3. Timeliness of online review as one of independent variables partially have positive effect but not significantly affects online hotel booking intention as dependent variable..
4. Volume of online review as one of independent variable have negative relationship and have not significant effect on online hotel booking intention as dependent variable partially.
5. Valence of online review as one of independent variables partially have positive effect but not significantly affects online hotel booking intention as dependent variable..
6. Comprehensiveness of online review as one of independent variables partially affects online hotel booking intention as dependent variable positively.

#### **Recommendation**

1. As the result shows that Usefulness of Online Review influence the Online Hotel Booking Intention, it can be further explained as any improvement in the usefulness of the online review will contribute to positive intention of booking a hotel online. As most travellers are used to online information searching in planning for their vacations, the messages shared in the online review must be able to answer questions and doubts in their minds. Hoteliers and also the online travel management are advised to filter the messages by allowing only contents that are relevant to the products and services that they are offering.
2. As discussed above, the timeliness of online review has positive relationship but not significantly effect the online purchase intention, but it does not means that there is no need an improvement for the timeliness factor of online review. In order to assist consumers in information searching, an up-to-date online review is needed to help consumers in their decision process. An hotelier and online travel agent management can choose to include additional features on the online review, such as peer-rating system or filter to sort the comments according to the date of comment posted.
3. As the volume of reviews contributes no impact to the online booking intention, hoteliers are recommended not to increase the numbers of comments and messages in their online review. Instead, they are advised to

manage the volume of reviews in the way of supporting the usefulness, valence, and timeliness of reviews. Additional features discussed above should be applied to handle the large of messages, and sort them, and display the comments as according to its usefulness, valence, and timeliness. Rather than asking consumers to post new comments, hoteliers should encourage consumers to update on existing comments.

4. The valence of online review has positive relationship but not significantly effect the online purchase intention, but it does not means that there is no need an improvement for the valence factor of online review. Thus, hoteliers and also online travel agent management are advised to reduce the spread of negative word-of-mouth by handling customer complaints in more effective way, especially on the negative messages posted on online review.
5. To improve the comprehensiveness of online review, hoteliers and online travel management are advised to better make a review into a more concise unit and post a more detailed review. These are important because based on the result obtained from this current study that the comprehensiveness of online review is has positive relationship and significantly effect on online hotels booking intention especially in Manado.

## REFERENCES

- Blackwell, R.D., Miniard, P.W., Engel J.F. 2006. *Consumer Behavior*, Copyright by Thomson Corporation.
- Halim, W. Z. W., Hamed, A. B., 2005 Consumer Purchase Intention at Traditional Restaurant and Fastfood Restaurant. *ANZMAC 2005 Conference: Consumer Behavior*. From <https://jurnaljam.ub.ac.id/index.php/jam/article/view/1319> Accessed on January 20<sup>th</sup>, 2019
- Kotler, F., Saunders, J., Armstrong, G. A., and Wong, V. 2007. *Modern Marketing*. Praha: Grada Publishing
- Kotler, P. and K. L. Keller. 2006. *Marketing Management*. Upper Saddle River. New Jersey: Pearson Education, Inc.
- Lee, M.K., Cheung, C.M., and Rabjohn, N. 2008. The Impact Of Electronic Word-Of-Mouth: The Adoption Of Online Opinions In Online Customer Communities. *Internet Research*, Vol. 18 No. 3, pp. 229-247. From <http://ejurnal.its.ac.id/index.php/teknik/article/viewFile/19671/2853> Accessed on January 20<sup>th</sup>, 2019
- Liu, Y. 2006. Word Of Mouth For Movies: Its Dynamics and Impact On Box Office Revenue. *Journal Of Marketing*, Vol. 70 No. 3, pp. 74-89. From <http://ejurnal.its.ac.id/index.php/teknik/article/viewFile/19671/2853> Accessed on January 20<sup>th</sup>, 2019
- Peter, Paul J. and Olson, Jerry C. 2002. *Consumer Behavior and Marketing Strategy*, Sixth ed. New York: Mc Graw-Hill Companies
- Richins, M.L. 1983. Negative Word-Of-Mouth By Dissatisfied Consumers: Pilot Study. *The Journal Of Marketing*, Vol. 47 No. 1, pp. 68-78. From <http://ejurnal.its.ac.id/index.php/teknik/article/viewFile/19671/2853> Accessed on January 20<sup>th</sup>, 2019
- Schiffman, L. G., and L. L. Kanuk. 2007. *Consumer Behavior*. Upper Saddle River, New Jersey; Pearson Education, Inc.
- Sekaran, U. and Bougie, R. 2009. *Research Methods For Business: A Skill-Building Approach*. 5th Edition, John Wiley and Sons Inc., Hoboken.
- Solomon, M. 2006. *Consumer Behaviour: A European Perspective*. 3rd ed. Harlow: Prentice Hall by John Dudovskiy. 2014 From <https://research-methodology.net/consumer-buyer-behaviour-definition/> Accessed on January 15<sup>th</sup>, 2019
- Vermeulen, I. E., and Seegers, D. 2009. Tried and Tested: The Impact Of Online Hotel Reviews On Consumer Consideration. *Tourism Management*, 30(1), 123-127. <http://www.researchgate.net/publication/222870717> Accessed on January 20<sup>th</sup>, 2019
- Zhao, X., Liang, W., Xiao, G., and Rob L. 2015. Influence Of Online Reviews To Online Hotel Booking Intentions. *International Journal of Contemporary Hospitality Management* 27(6):1343 – 1364 <https://www.researchgate.net/publication/280739761> Accessed on January 20<sup>th</sup>, 2019