

Pengaruh Online Consumer Review terhadap Minat Beli melalui Virtual Hotel Operator

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Submission date: 15-Apr-2022 07:11PM (UTC+0700)

Submission ID: 1811374821

File name: 7-Revised_Adisa_s_journal.pdf (508.07K)

Word count: 5076

Character count: 27219



Volume xx No xx (Tahun)

Wahana : Tridarma Perguruan Tinggi

ISSN : 2654-4954 (online) | 0853-4403 (Print)

<http://jurnal.unipasby.ac.id/index.php/whn>



Pengaruh *Online Consumer Review* terhadap Minat Beli melalui *Virtual Hotel Operator*.

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ABSTRAK

Budget hotel diprediksi sebagai salah satu pangsa pasar terbesar pada sektor perhotelan di Asia Tenggara, yang akhirnya melahirkan *Virtual Hotel Operators* (VHO), sebuah platform online yang menawarkan akomodasi hotel yang berharga murah. Namun, sebelum melakukan pemesanan hotel budget melalui platform online, orang-orang biasanya mencari informasi dari pengguna jasa hotel sebelumnya untuk mengurangi resiko yang akan mereka ambil. Maka dari itu, penelitian ini bertujuan untuk melihat pengaruh dari dimensi *Online Consumer Review* (OCR) terhadap minat pemesanan hotel melalui salah satu VHO di Indonesia. Penelitian ini menggunakan pendekatan deskriptif kuantitatif, dan pengumpulan data melalui kuisioner dari google form, 107 responden pada penelitian ini dipilih menggunakan *judgmental sampling*. Pengujian hipotesis menggunakan regresi berganda, dengan *Valence*, *Volume* dan *Timeliness* dari OCR sebagai variabel independen dan Minat Pemesanan Hotel sebagai dependen variabel. Hasilnya menunjukkan bahwa *Valence*, *Volume* dan *Timeliness* dari OCR secara simultan memengaruhi Minat Pemesanan Hotel melalui VHO. Sedangkan *Timeliness* secara parsial memengaruhi Minat Pemesanan Hotel melalui VHO. Kesimpulannya, OCR masih digunakan sebagai referensi sebelum memesan hotel online melalui VHO. Dimensi *Timeliness*, khususnya sangat penting, karena dapat memberikan deskripsi yang terbaru mengenai hotel tersebut.

ABSTRACT

Budget hotel is predicted to be one of the largest market shares in South Asian Market's hospitality sector, which leads to the birth of Virtual Hotel Operators (VHO), an online platform which specifically offers for budget hotels accommodation. As VHO becomes one of the platforms to be used to book budget hotels online, people are often finding previous comments consumer to consult. Therefore, this research aims to see the influence of Online Consumer Review Dimension towards Purchase Intention via one of VHOs in Indonesia. This research uses descriptive quantitative approach, the data is collected through questionnaire from google form, there were 107 respondents' chosen using judgmental sampling. The hypothesis testing is done using multiple regressions, using Valence, Volume and Timeliness of OCR as independent variable and Hotel Booking Intention as dependent variable. The result shows that Valence, Volume and Timeliness of OCR simultaneously influence Hotel Booking Intention through VHO. Meanwhile, only Timeliness influences Hotel Booking Intention through VHO partially. To sum up, the OCR is still used as reference before booking hotel online through VHO. Particularly, the Timeliness is quite important, since it could give the timely description about the hotels.

Sejarah Artikel

Diterima : 3 Nopember
2021
Disetujui : 24 Desember
2021

Kata kunci:

Virtual Hotel Operator, Minat Beli pada Hotel, Online Consumer Review, Hotel Budget Online

Keywords:

Virtual Hotel Operator, Hotel Booking Intention, Online Consumer Review, Online Budget Hotel



Introduction

Nowadays, booking hotel using online travel agent is quite common to use. Not only booking for star rate hotels online, people can also find and book budget hotels online. There are some applications to help people doing that, it is called as Virtual Online Operators (VHO), VHO is an application which is not merely used to book budget hotels online, but also they help the budget hotels to manage and standardized its infrastructure based on VHO's standard (Wiastuti & Susilowardhani, 2016). Since there are ways to book budget hotels online through VHO, therefore, we need to know what the things that could make people intent book budget hotels online. One of the reasons is searching information, which could be done by reading online comments from former consumers about the hotels or commonly called as Online Consumer Review (OCR).

In online hotel reservation, online consumer review is essential since probably not all of them are able to try the hotel room before reserving (Furner et al., 2016; Leung et al., 2013; Lie & Jokom, 2018). Thus, the information provided in online review is important in reducing the uncertainty and considered as salient. Online consumer review is also seen as more preferable and said to be more relevant, trustworthy and credible than the editorial recommendation (Chen & Xie, 2008; Gretzel & Yoo, 2008; Park & Nicolau, 2017).

In this study, the object is one of VHO for budget hotels in Indonesia. Particularly, when booking budget hotels, people are searching the cheapest price with the best facilities they could get. Some researchers have also conducted research about online consumer reviews towards purchase intention, using online reviews dimensions such as Valence, Volume and Timeliness of Online Review (Danish et al., 2019; Fong et al., 2018; Sparks & Browning, 2011; X. (Roy) Zhao et al., 2015)

Valence both positive and negative is seen as important thing to predict hotel booking intention (Sparks & Browning, 2011; X. (Roy) Zhao et al., 2015). In Indonesian context, there are found that positive comments have significant influence on hotel booking intention (Kurnia & Sulistiani, 2019; Marthasari & Widjaja, 2020; Putra & Riorini, 2016; Yudanto & Santoso, 2003).

Volume of online review in this research is the number of reviews posted by previous consumers about the hotel sold in VHO. Volume of online review is known to be influencing people to have intention for booking hotels (X. (Roy) Zhao et al., 2015). However, in some cases, it does not have significant influence in hotel booking intention and is not an important

predictor for booking intention (Fileri & McLeay, 2014; Florence, Ferlita & Harianto, 2019; Fong et al., 2018; Putra & Riorini, 2016; Santoso, 2020). Thus, we need to make it clear what kind of influence that volume of online review gives in VHO's context. Since VHO offered are budget hotels, the more review about the hotels should represent more description about it.

As for Timeliness of Online Review, the timelier the review, is predicted to increase consumer intention to book hotel (Florence, Ferlita & Harianto, 2019; Fong et al., 2018; Prabu, n.d.; Putra & Riorini, 2016; X. (Roy) Zhao et al., 2015). Timeliness is found to be important because in online context, there may be lots of reviews and some of them might be irrelevant with the hotels' condition nowadays. Thus, the most recent review is viewed to be more accurate.

However, the findings above researched about the influence of online consumer review towards hotels in Online Travel Agents, which are not specifically research the budget hotels, since OTA is also selling the star-rated hotels. In booking budget hotels, of course there will be more things to be considerate, since it is cheap and the facilities may not be as nice as star rated hotels. Therefore, consulting the previous online comments from the previous consumer will be the best thing to do before booking the budget hotels. Thus, this study aims to find out the influence of valence, volume and timeliness of online review towards consumers' purchase intention in booking budget hotels through VHO (see figure 1).

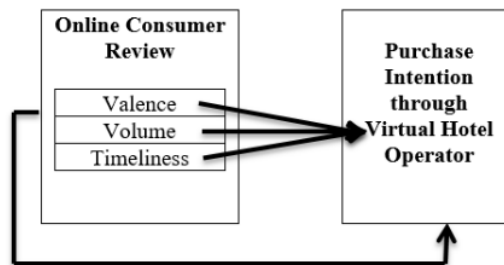


Figure 1.

Research Model



Research Method

This study is using descriptive quantitative approach for data analysis and interpretation. The data is collected through questionnaire to see respondents' perception towards hotel booking intention through VHO. The questionnaire spread online, through link connected with google form application, among the people who are aware of booking hotel online.

The population is the people who have experiences in online booking hotel. The sample will be determined using purposive sampling, the considerations are the respondents should have experienced booking hotel using online platform, but have not booked hotel through VHO and they must have read online review about hotel provided by VHO. Since the number of population is uncertain, therefore, the number of sample will be measured by Aaker, Kumar, & Day (2004) formulation; $n = (0.25 \times Z^2)/e^2$. Assuming that the error sampling is 10%, and interval of reliability is 95%, therefore it is found that the Z value in Z table is 1,96. Thus, we can conclude that the minimum sample of this research is 97 respondents, and for this study, there are 107 respondents.

There will be Independent Variables (Valence, Volume and Timeliness of Online Review) and Dependent Variable (Hotel Booking Intention) as its operational variables and the interval scale variable will be used for measurement. The answer is in the form of Likert Scale, the respondents answer the question using the unbalanced rating scale, which allows them to choose between strongly agree, agree, disagree and strongly disagree (Sekaran & Bougie, 2016). Meanwhile for data analysis, Multiple Regression is used and the data is analyzed using SPSS ver. 23.

To ensure validity of the data, the questionnaire will be tested using validity and reliability test, with Significant One Tail with $\alpha = 0,05$ (5%) and Cronbach Alpha value minimum 0,6. In order to find out the effect on Valence (X1), Volume (X2) and Timeliness (X3) of Online Review towards Hotel Booking Intention (Y) through VHO, therefore the multiple regression analysis is used in this research. Thus, classical assumption test, such as normality test, multicollinearity test, heteroscedasticity test is used in this research. In order to see distribution of the data, the data's homogeneity, its multicollinearity and autocorrelation (Kuncoro, 2013).



Meanwhile, since there are three independent variables tested, the equation for the regression is:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3$$

The hypothesis is tested statistically using t-test and F test ($\alpha = 5\%$) in SPSS ver 23.

Findings and Discussions

There were 107 respondents in this research, with 75% of respondents were 18-37 years old, and the rest were under and over 18-37 years old. It consisted of 21% of men and 79% of female, who are employees (69%), housewives (9%), civil servant (7%), entrepreneur (7%), college students and others (8%). The respondents' income was quite equal, 30% respondents had income under 5 million rupiahs, 38% respondents had income more than 5 million rupiahs but less than 10 million rupiahs, and the rest of the respondents (33%) had income more than 10 million rupiahs. And most of the respondents (91%) were living in 5 big cities in Indonesia.

Based on the survey, the respondents mostly booked hotel online for vacation, followed by working and family matters. Eight percent of the respondents booked hotel online at least once a month or more, 38% of them booked hotel online at least once every 2-3 months, 31% booked hotel at least once every 4-5 months, and 23% booked hotel at least online once in a year. And mostly, they were searching for the hotel that has rate around 250,001 – 500,000 rupiahs per night.

Based on the validity and reliability test, all of the questionnaire data in this research is valid and reliable (see table 1 & 2).

Tabel 1
Validity of the Data

Variable	Statement	r_{count}	$r_{table} 5\% (30)$	Note
Valence of Online Review (X1)	Val1	0.366	0.361	Valid
	Val2	0.433	0.361	Valid
	Val3	0.705	0.361	Valid
	Val4	0.665	0.361	Valid
	Val5	0.671	0.361	Valid
Volume of Online Review (X2)	Vol1	0.731	0.361	Valid
	Vol2	0.638	0.361	Valid
	Vol3	0.677	0.361	Valid
	Vol4	0.770	0.361	Valid



Timeliness of Online Review (X3)	Time1	0.476	0.361	Valid
	Time2	0.695	0.361	Valid
	Time3	0.736	0.361	Valid
Purchase Intention (Y)	PI1	0.799	0.361	Valid
	PI2	0.799	0.361	Valid
	PI3	0.858	0.361	Valid
	PI4	0.736	0.361	Valid

Tabel 2
Reliability of the Data

Variable	Cronbach Alpha	Critical Point	Note
X1	0.686	0.6	Reliable
X2	0.832	0.6	Reliable
X3	0.644	0.6	Reliable
Y	0.791	0.6	Reliable

From the questionnaire given to the respondents, the average respondents were agreed with the statements about valence of online review (average value 3.13). The respondents also agree with perception towards volume and timeliness of online review (with average value of 3.09 and 3.13). From the result of this study, the average respondents agreed with the statements towards the hotel booking intention through VHO (average value 2.67).

The good regression model is the one which has normal distribution or closest to normal (Ghozali, 2009). Below is the output of P-Plot result using the SPSS software ver. 23 to test the normality of the data. From the P-Plot picture, the dots follow the diagonal line and the regression model fulfil the normality assumption test (see figure 1). To test whether there is the multicollinearity in regression model, therefore, we need to look at the correlation matrix between the independent variables (Ghozali, 2009) using Variance Inflation Factors (VIF). The VIF value from all of the independent variables are less than 10, and the tolerance value is more than 0.1, then, there is no multicollinearity in the processed data (see table 3). Heteroscedasticity in this regression model is not found, seen from figure below, there is no clear pattern between the dots, and the dots are spreading over and below the 0 on the Y axis (see figure 2).

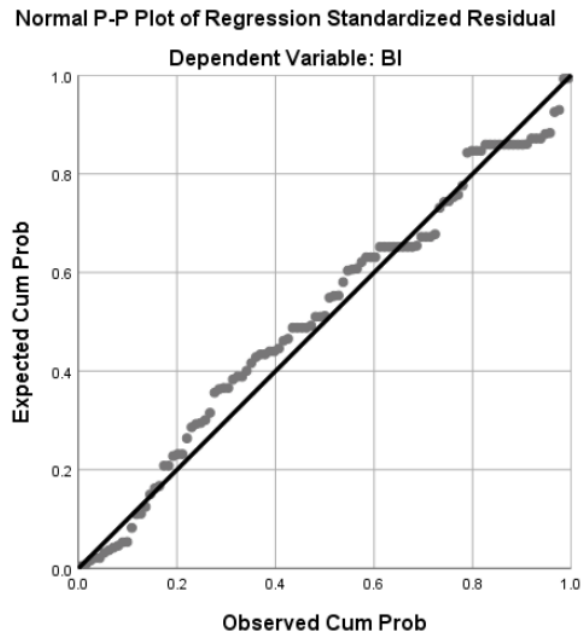


Figure 2. P-Plot

Tabel 3
Multicollinearity

Variable	Collinearity Statistics	
	Tolerance	Variable
X1	.714	X1
X2	.776	X2
X3	.863	X3

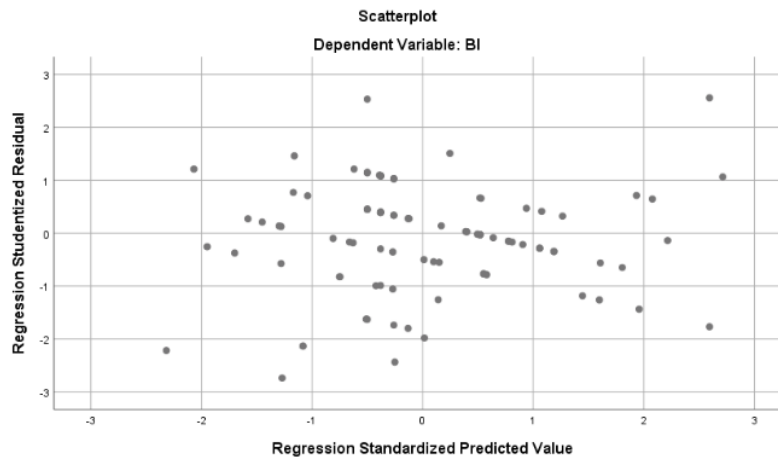


Figure 3.

Heterocedasticity

F test is used to find out whether Valence of Online Review (X1), Volume of Online Review (X2), and Timeliness of Online Review (X3) influence the Hotel Booking Intention through VHO (Y) or not. The F test is used using the significance level of 5%. The F_{count} value (7.728) > F_{table} value (2.69), therefore H_{01} is rejected and H_{a1} is accepted. Thus, there is simultaneous influence from the Valence of Online Review (X1), Volume of Online Review (X2), and Timeliness of Online Review (X3) on the Hotel Booking Intention through VHO (Y).

Tabel 4
F-test

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	49.025	3	16.342	7.728	.000 ^b
Residual	217.798	103	2.115		
Total	266.822	106			

Based on the adjusted R square (see table 5), the variable of Valence of Online Review (X1), Volume of Online Review (X2), and Timeliness of Online Review (X3) give 16% contribution towards the Hotel Booking Intention through VHO (Y), meanwhile the rest (94%) is the contribution of another variable that's not studied in this research.



Tabel 5
Adjusted R- Square

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.429 ^a	.184	.160	1.454

Tabel 5
t-Test

Model	Unstandardized Coefficients		Stand. Coef.		
	B	Std. Error	Beta	T	Sig.
(Constant)	4.121	1.566		2.632	.010
VAL	.082	.097	.089	.840	.403
VOL	.088	.110	.081	.800	.425
TIME	.448	.121	.355	3.707	.000

The result of t_{table} ; (see table 6) for the variable of Valence of Online Review (X1) is 0.840 $t_{\text{count}} \leq t_{\text{table}}$, ($0.840 \leq 1.98304$) and the significance value $0.403 > 0.05$, therefore H_{02} is accepted. This means that there is no influence from variable X1 (Valence of Online Review) towards the Hotel Booking Intention through VHO (Y).

As for the Volume of Online Review (X2), $t_{\text{count}} \leq t_{\text{table}}$, ($0.800 \leq 1.98304$) and the significance value $0.425 > 0.05$, therefore H_{03} is accepted. This means that there is no influence from variable X2 (Volume of Online Review) towards the Hotel Booking Intention through VHO (Y).

However, the result of t-test on Timeliness of Online Review (X3) shows us $t_{\text{count}} > t_{\text{table}}$ ($3.707 > 1.98304$) and the significance value $0.000 < 0.05$, therefore H_{04} is rejected. So, there is influence from variable X3 (Timeliness of Online Review) towards the Hotel Booking Intention through VHO (Y).

From the result above, it's found that Valence of Online Review does not influence Hotel Booking Intention through VHO. This finding is not in line with previous research such as Cheung et al. (2009), Duan et al. (2016), Malkanthie (2018), Marthasari & Widjaja (2020) and K. Zhao (2015) who found that valence of opinion influenced hotel booking intention. If we see further, some of research were splitting valence into 2, negative and positive valence. Positive valence is found to have positive and significant influence towards hotel booking intention, meanwhile negative valence have negative and insignificant influence towards hotel booking intention (Florence, Ferlita & Harianto, 2019).



However, to some extent, some of the researches were in accordance with this research's result. In Indonesia, Santoso (2020) found that Valence of opinion in Hotel Booking Intention does not influence hotel booking intention via Traveloka. Meanwhile, Florence, Ferlita & Harianto (2019) found that positive valence has significant influence to hotel booking intention in Indonesia, while negative valence has no significant influence towards hotel booking intention in Indonesia. Looking at this research's result along with Santoso (2020) and Florence, Ferlita & Harianto (2019), this means that in Indonesia context, the respondents are not really paying attention to valence of opinion about the hotel when they are booking the hotel online.

For variable X2, in this research, volume of online review does not influence online hotel booking intention through VHO. This finding is not in accordance with Davis & Khazanchi (2008), Duan et al. (2016), Marthasari & Widjaja (2020), Zhao et al. (2015), which found that volume of online review influenced online hotel booking intention. However, the result is in line with Santoso (2020), Florence, Ferlita & Harianto (2019), Filieri & McLeay (2014), Fong et al. (2018), Hu et al. (2006), Malkanthie (2018), Putra & Riorini (2016). Volume of online review is found to affect booking intention because consumers are rarely view comments beyond two first pages in review sites, and millennial are found to be lazy to read lots comments and prefer to read short comments. Thus, considering the respondents in this study are mostly millennial, therefore, it makes sense that the volume of online review does not influence the hotel booking intention.

There is influence from variable X3, timeliness of online review to online hotel booking intention. For variable X3, timeliness of online review, it is found that timeliness influences online hotel booking intention through VHO. It is in line with previous research, such as Duan et al. (2016), Florence, Ferlita & Harianto (2019), Fong et al. (2018), Malkanthie (2018), Marthasari & Widjaja, 2020; Prabu, (2014), Putra & Riorini (2016); Zhao et al. (2015), Jindal et al. (2008), Kim & Lee (2015) and Liu (2006). The time bound of online review is found to be influencing purchase intention, because when customers read the most recent review, the more valid the information about product or services is. But this result is not same with Cheung et al. (2009) and Santoso (2020) which discovered that timeliness has no influence on hotel booking intention.



Then, the multiple linier regression equation is as follows:

$$Y = 4.121 + 0.082X_1 + 0.088X_2 + 0.448X_3 + e$$

Whereas:

Y = Hotel Booking Intention through VHO

a = constant

β_1 = coefficient of Valence of Online Review

β_2 = coefficient of ¹⁷ Volume of Online Review

β_3 = coefficient of Timeliness of Online Review

X₁ = Valence of Online Review

X₂ = Volume of Online Review

X₃ = Timeliness of Online Review

e = error

From the linier regression above, positive constant value shows there is positive influence of the independent variables (Valence, Volume and Timeliness of Online Review). If another variable is constant, therefore the Hotel Booking Intention through VHO will change by constant value of 4.121.

If another variable is constant and Valence of Online Review increases for one unit, thus the Hotel Booking Intention through VHO will increase by 0.082 or 82%. If another variable is constant and Volume of Online Review increases for one unit, thus the Hotel Booking Intention through VHO will increase by 0.088 or 88%, And if another variable is constant and Timeliness of Online Review increases for one unit, thus the Hotel Booking Intention through VHO will increase by 0.448 or 44.9%. All of the coefficient is positive, which means that there is positive influence from Valence, Volume and Timeliness of Online Review towards Hotel Booking Intention through VHO. So, if each of the variables of Online Review is increasing, then Hotel Booking Intention through VHO will be increasing.



Conclusion

Based on this research, we could conclude that the respondents' found to read positive review about hotels in VHO often, and they found more positive and recommendation review about it. And if they found negative review about the hotels in VHO, it will decrease the hotel's appeal and also lead them to find another hotel. The volume of online review of hotels in VHO is said to show its popularities, qualities, visitors and also helping them to find more information about the hotels. Meanwhile about the timeliness of online review, the respondents agreed that if the reviews about the VHO hotels are recently posted could also help them in searching more up to date information or conditions about the hotels.

It is also found that valence, volume and timeliness of online review has simultaneous influence towards Hotel Booking intention via VHO. And it is only Timeliness that has partial influence towards Hotel Booking Intention. It means that the timeliest or recent Online Review about a hotel, the more people interested on booking the hotel. It is because the newest review could describe the newest condition about the hotel. However, the Valence and Volume factors could not stand alone to influence the hotels booking intention via VHO. If there are more positive/ negative valence of the hotel reviewed, or there are lots of reviews about the hotel, but the review is not timely, the consumers will not intend to book the hotel.

Based on this research's result, there are some suggestions that could be beneficial for some related parties. People are fully aware about the valence of review for hotels sold in VHO. Since the valence of review matters to the consumers, therefore, the VHO managements and also the hotels owners should take a look at the review frequently to enhance their services and facilities, especially, if they are some negative review about the hotels. This is important, since people tend to search another hotel if there are negative reviews about the hotels. The Volume of Online Review for hotels in VHO should also be taken in account by the VHO managements and hotels owners. Volume of online review could be beneficial for the managements, because consumers are also choosing a hotel by looking at the amount of previous reviews first. The consumers are fully aware that the amount of comments on a hotels online review could show the hotels' popularity, quality, and the number of previous visitors. And for some extents could also help them in searching information about the hotels, because of the abundant information about it. Thus, the Timeliness of online review is also the most influential factor for the consumers who intend booking hotel in VHO. Consumers are mostly looking for up to date information about the hotel. This is really beneficial for the

managements, because, it is found that even if the valence of review is positive, and also the reviews are so many, people will take a look at the newest information first. If there are lots of comments, there will be information asymmetry. Therefore, to prevent that asymmetry information, the consumers tend to view the most recent review one. The managements could also encourage the visitors who have come to write online comments about hotels in VHO that they stayed in by giving them rewards points, so that the information provided by online review will always be up to date.

However, this research was only restricted on three dimensions of Online Review as its independent variables that are Valence, Volume and Timeliness. There are more dimensions of Online Review that will influence Hotel Booking Intention. For the future research, other independent variables could also be studied. Also, the object of the research could also become wider than only VHO.

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