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The effect of online customer reviews and online customer ratings on hotel room booking with trust as intervening variable

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Abstract. This study aims to determine the effect of online customer reviews and online customer ratings on purchase intent (hotel room booking) with trust as an intervening variable at Hotel-X in East Jakarta, Indonesia. The data collected using questionnaires distributed to 105 respondents. The sampling method used is nonprobability sampling with an accidental sampling technique. The data is analysed using Partial Least Square (PLS). The results of the study show that online customer reviews and customer trust have a significant and positive effect on hotel room booking. Online customer ratings have a significant and positive effect on hotel room booking, as well as on customer trust. However, trust variable insignificantly affects the hotel room booking. The results explain that the customers of Hotel-X have already put their trust in the hotel. However, the hotel still has to focus on online customer reviews and ratings to increase its room booking.

Keywords. Online customer reviews, Online customer ratings, Intervening variable, Hotel room booking

Introduction

The presence of the internet has opened a new era for the business world. Internet users who utilize technological advances in business activities have made it easy, as can be seen in some past phenomena. When people in the past had to meet at a shop or market to conduct the transactions, now we can do it without being limited by physical buildings (Wahyudi, 2019). The age of globalization and the proliferation of internet use has given rise to new ways of making transactions. The advent of the smartphone makes it easier for the seller and customers to do transactions through an application without having a face-to-face meeting.

In the growth of e-commerce, the seller provides a website for users to make purchases online. Before customers buy a product on through online shopping sites, customers usually take a look for the information obtained by looking at accessible websites such as blog reviews and the writings about the product characteristics, product advantages and disadvantages, product prices, or other information. (Ichsan et al., 2018). This condition shows that online reviews become important because they can influence a person's purchase intent buying. According to Farki et al., (2016), online reviews can be a powerful promotional tool for attracting customers.

The research object is Hotel-X in East Jakarta, Indonesia. Hotels have a mission to make people easy to travel and provide comfort and affordable lodgings in many cities and destinations. The Hotel-X web application first launched in Jakarta and then expanded to Bandung, Bali, and almost all big cities in Java island, as well as Southeast Asia. "Today, the number of hotels using the name and Hotel-X application distributed in 66 cities with 1,150 properties and more than 50,000 rooms," said Vice President Operations of the hotel.

However, Hotel-X application is not the only hotel reservation application. The proliferation of hotel reservations through the web site resulted in emerging many competitors with various marketing strategies. Therefore, the facilities and services quality become the competitiveness of the application. Table 1 shows the registered VHO (Virtual Hotel Operator) in Indonesia.

Table 1
 Registered Vho In Indonesia

No	Registered VHO	Company Origin
1	AirBNB	USA
2	Airy	Indonesia
3	Hotel-X	Singapore
4	Hotel-Y	India

Source: www.statista.com (2019)

In periode 2017 to 2019, the number of hotel booking online through internet media increases. It shows that e-commerce in an online hotel reservation is a promising business in Indonesia (Table 2).

Table 2
 The Number and Revenue of Hotel Reservations Through
 Online Bookings In Indonesia

Year	No.of Customer	Penetration	Revenue	Growth
2017	14.5 million	5,5%	US\$ 1,781 million	-
2018	15.7 million	5,9%	US\$ 1,986 million	11.5%
2019	16.9 million	6,3%	US\$ 2,200 million	10.8%

Source: www.statista.com (2019)

In year 2018 Hotel-Y with its application just started its operational in Indonesia with 30 exclusive hotels consists of 1,000 rooms. In year 2019 it grown fivefold, becomes 150 hotels with 4,100 rooms distributed in 16 cities in Indonesia (Warta Ekonomi, 2019). Hotel-Y becomes competitor of Hotel-X. Therefore, to survive and win the competition, Hotel-X must provide the best service for customers in terms of product (hotel rooms) quality. For this reason, Hotel-X targets the high criteria for online customer reviews and online customer ratings to attract customers.

According to Idris (2017), the term "trust" is an individual's willingness to depend on other parties involved. "Trust" from the customers is an important factor to be maintained in the e-commerce business since buyers cannot see directly the product to be purchased (Alfian dan Utami, 2019). The role of "trust" in the online booking is important; once a customer feels disappointed or loses his/her trust, then sales through its application will decline.

The Ministry of Communication and Information Technology of Indonesia mentioned there were about 14,000 pages of online fraud reports in 2019. This indicates that online fraud

prevalent in the society. It will detrimental e-commerce business and will affect the "trust" towards online booking/buying.

Based on the research background, the problems in this study is how the effect of online customer reviews and online customer ratings, respectively on customers trust, and then how the variables influence the intention to book online at Hotel-X in East Jakarta. The objective of this study is to determine the effect of online customer reviews and online customer ratings, respectively on customer trust; the influence of trust on the intention to make online bookings from Hotel-X; the influence of online customer reviews and online customer ratings, respectively on the intention to make online bookings from Hotel-X; and the influence of online customer reviews and online customer ratings on the intention to bookonline of Hotel-X through their trust.

Literature review

Purchase intent

Islam (2014) explains that today customers—especially young customers—have a high expectation that the money they spent need to be equivalent to the quality of the products or services they buy. However, there are many factors that can influence customers in deciding to buy, including the factors that affect online purchases. According to Adjil & Semuel (2014), factors that affect online customers purchases are information about products, online payment, transaction convenience, customers attitudes on online shopping, easy buying, and flexibility. Some of the factors are psychological factors in which each customers can have differences in assessment related to his/her perceptions. On the other hand, the buyers have difficulty to make decision to buy due to many choices but not many differences. Even more if there are many sellers that offer the same product, then the customers are more difficult to decide on their purchase (Khaniwale, 2015).

Customers purchasing decision is facing two factors, namely purchase intention and purchase decision. Purchase decision is an evaluation process carried out by potential customers to combine their knowledge of the choice and choose one of them (Kotler and Armstrong, 2008; Peter and Olson (2013). Furthermore, Swasta and Handoko (2008) explain that the decision to purchase is actually a collection of decisions.

Online customer reviews

With the popularity of the internet, online customer reviews (OCRs)s are becoming an important source for customers to find out the quality of a product, that can explain the positive or negative things about products or companies (sellers) and believed to be a signal of truth (Wahyudi, 2019); Park and Lee, 2009; Filieri, 2014). There is evidence that suggestions given by customers who have used the product, by providing evaluations toward the product are valuable for decision making by potential customers. The dimensions used in online customer reviews measurements include (Auliya et al., 2017):

a) Usefulness of Online Reviews

Usefulness of online reviews is the degree to which customers believe that online reviews will facilitate their purchasing decision-making process. It can be measured from genuine online reviews, neutral online reviews, online reviews that are relevant to the product.

b) Reviewer Expertise

Reviewer's expertise is the reviewer's ability to identify online reviews in the purchasing decision-making process. It can be measured from three factors, namely



reviewers have knowledge of the product (hotel), reviewers are considered to have advantages, reviewers have good experience in providing reviews..

c) **Timeliness of Online Reviews**

Timeliness of Online Reviews is the acquisition of a large amount of relevant information in relation to a specific time during the information retrieval process. Three factors that support the timeliness of online reviews are reviews that reflect the current state of affairs, recent reviews which are very important, and recent reviews that reflect the latest information about the product (hotel).

d) **Review Valence**

Valence Review is a negative and positive review given simultaneously. The decision-making process is focused on the message content in which the customers will pay more attention to negative information as an evaluation of the products or services they enjoy.

e) **Review Volume**

Review Volume is the total number of words of mouth (WOM) interactions. It can be measured by three indicators, i.e. the number of reviews will increase the desire to buy, online reviews have an impact on company revenue, and the amount of online reviews reflects the attraction people for the company.

f) **Comprehensiveness of Online Reviews.**

Completeness of Online Review measures how detailed and complete the review is. Therefore, detailed review content needs to be considered because it can provide added value.

Online customer ratings

According to Auliya et al. (2017), ratings is part of reviews that use a 'star' symbol in expressing customer opinions. Ratings given by previous customer can influence new customer decisions, by knowing how often a customer is evaluating a product. For example, customers give a low rating (obtained one or few 'star') on a product because of late delivery, or customers give a high rating (obtained a lot or maximum number of 'star') if the seller gives a quick response in answering customer questions. Therefore, the number of 'star' obtained in online reviews can indicate the quality of the goods being offered through online system (Mukhopadhyay and Chung, 2015).

Customer rating is popular in e-commerce. Booking.com website presents a weighted average of customer ratings. While Trip Advisor website using a distribution format that provide information of the number of ratings at each rating level. The indicators of rating according to Jia (2018) are as follow:

- a) The higher the number of stars, the more customers are purchase intended in purchasing the product.
- b) The rating of an online review should indicate the actual condition of a product. If the rating is high, then the condition of the product is good, vice versa.
- c) Rating is a measure of the quality of product. Product with high rating has high quality too.
- d) The more the number of stars, indicates the successful sales of the product. So, it can encourage people's purchase intent to participate in buying these products.

Trust

Darsono (2008) states that trust is an individual's willingness to depend on other parties involved in the exchange means that individuals has confidence in other parties. Mowen and

Minor (2002) states that trust shows the information the customers has regarding the assumptions about objects, attributes and its benefits. More over, Tjahyadi (2006) and Bahmann and Zaheer (2006) explain that trust is built between parties who do not know each other, which shows a community believes that the exchange partner has reliability and integrity.

Hypothesis

Based on the literature review, then the research model consists of two independent variables, namely online customer reviews and ratings, one intervening variable, i.e. trust, and one dependent variable, the purchase intent variable. The hypothesis of the study are as follow:

- H1 : Online customer reviews (X1) has a positive effect on Purchase intent (Y).
- H2 : Online customer ratings (X2) has a positive effect on Purchase intent (Y).
- H3 : Online customer reviews (X1) has a positive effect on Trust (M)
- H4 : Online customer ratings (X2) has a positive effect on Trust (M).
- H5 : Trust (M) has a positive effect on Purchase Intention (Y).
- H6 : Online customer reviews (X1) has a positive effect on Purchase intent (Y) through Trust (M).
- H7 : Online customer ratings (X2) has a positive effect on Purchase intent (Y) through Trust (M).

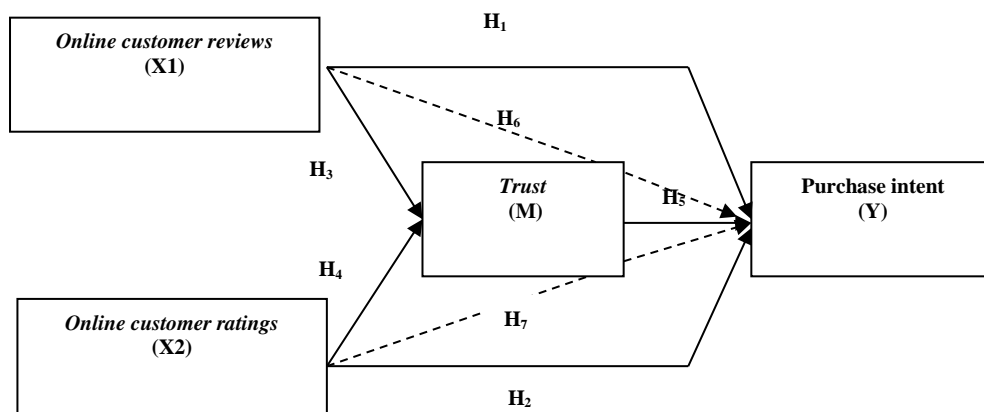


Figure 1
Path Diagram

Research methods

The population in this study is users who use the Hotel-X application in Indonesia. Since the number of population is unknown, then the number of respondents can be determined by referring to the minimum sample size requirement in a particular analysis, which is 100 to 200 respondents, determined by the number of indicators multiplied by 5 to 10 (Utama, 2018). Therefore, with number indicators of 15 and multiplied by 7, the the number of respondents in this study is 105 respondents. The sampling method used is a non-probability sampling approach with an accidental sampling technique (Sugiyono, 2014), while the data analysis uses a Partial Least Square (PLS).

RESULTS AND DISCUSSION

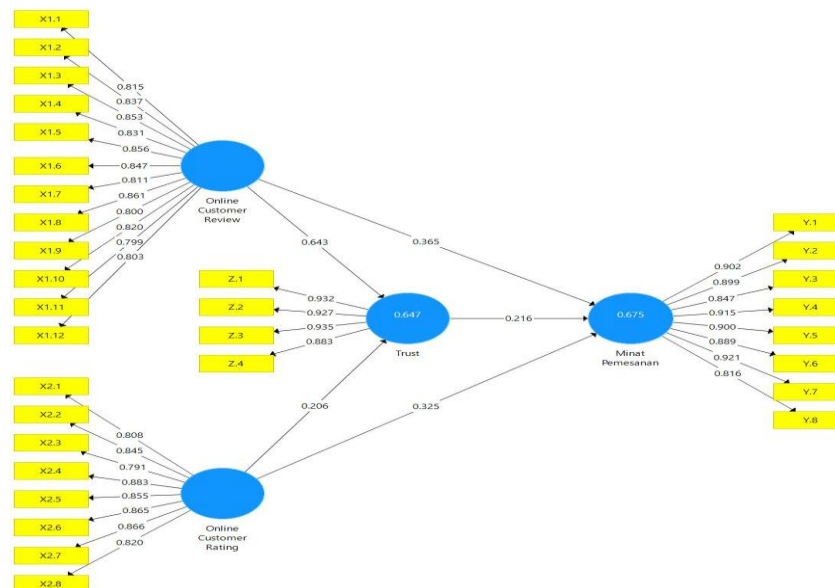
Characteristics of Respondents

Out of 105 of Hotel-X respondents, 61.9% have age between 26 to 30 years, 27.6% are 30 years old, and 10.5% is between 21 to 25 years. The number of male and female respondents was almost equal of which 57.1% were male. Most of them have a job as self-employed or entrepreneur (55.2%) and as many as 44.2% are employees, private and government employees, and a small proportion have jobs as consultants.

PLS is used to analyze variant-based structural equations which can simultaneously perform model testing, namely measuring as well as testing structural models (Ghozali, 2014). The measurement model (outer model) is used to test the validity and reliability of the construct. Furthermore, the structural model testing (inner model) is used to obtain the R-square value for the dependent construct, the Stone-Geisser Q-Square test for predictive relevance, and the t-test and significance of the structural path parameter coefficients (see Figure 2 and Figure 3).

Data Analysis

1. Measurement Model (Outer model)



Source: Processing of a primary data, 2020

Figure2
Outer Model

a) Convergent Validity

Referring to the table that all values on the factor loading exceed 0.7. This means that data in the research are valid (Ghozali, 2011).

Table 3
Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Purchase intent	0.786
Online customer ratings	0.709
Online customer reviews	0.686
Trust	0.845

Source: Processing of a primary data, 2020

Referring to Table 3, all AVE values exceed 0.5. This means that the data in the research are valid (Ghozali, 2011).

b) Discriminant Validity

Table 4
Discriminant Validity

	Purchase intent	Online customer ratings	Online customer reviews	Trust
Purchase intent	0.887			
Online customer ratings	0.733	0.842		
Online customer reviews	0.770	0.721	0.828	
Trust	0.722	0.670	0.791	0.920

Source: Processing of a primary data, 2020

Referring to table 4, the cross-loading value for each indicator variable exceeds 0.5. This means that the data in the research are valid (Ghozali, 2011).

c) Composite Reliability

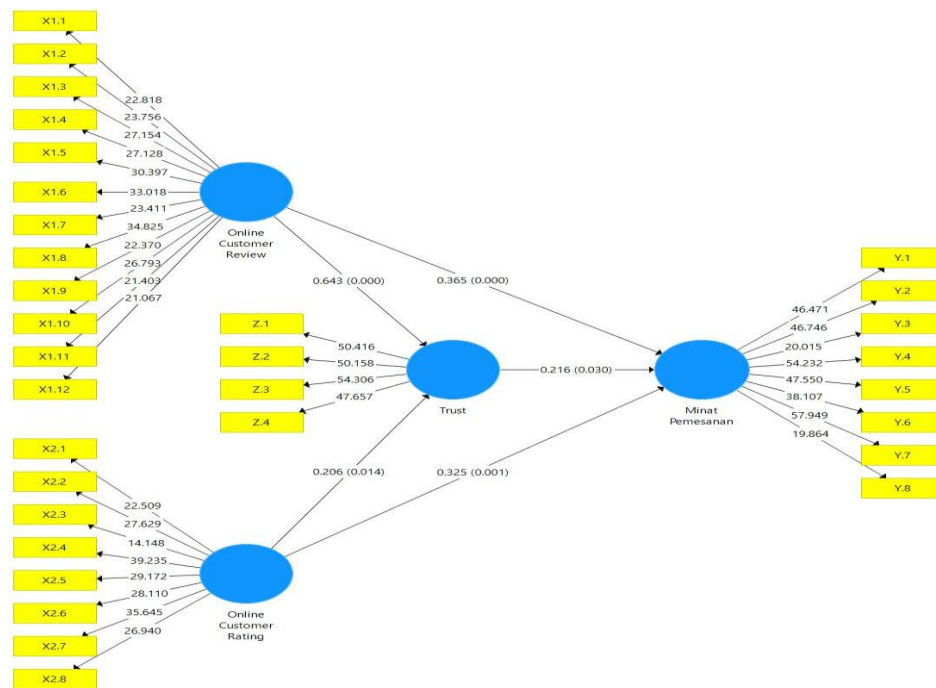
Table 5
Koefisien of Composite Reliability and Cronbach's Alpha

	Cronbach's Alpha	Composite Reliability
Hotel booking online	0.961	0.967
Online customer ratings	0.941	0.951
Online customer reviews	0.958	0.963
Trust	0.939	0.956

Source: Processing of a primary data, 2020

Referring to the Cronbach's Alpha value in each variable it exceeds 0.7 and the Composite Reliability exceeds 0.6. This means that the data in the research are reliable (Ghozali, 2011).

2. Structural Model Testing (Inner model)



Source: Processing of a primary data, 2020

Figure 3
Inner Model

a) R – square

Table 6
R-Square Value (R²) of Endogenous Variables

	R Square	R Square Adjusted
Purchase intent	0.675	0.666
Trust	0.647	0.640

Source: Processing of a primary data, 2020

Referring to the table that the R-Square value for the *online customers review* variable as well as the *online customer ratings* for ordering purchase intent of 0.675 (67.5%) is good. The R-Square value for the *online customers review* variable and the *online customer ratings* for *trust* valued 0.647 (64.7%) is good.

b) Q – square

Referring to the SPSS result that the Q-square value is 0.885 which exceeds zero (0) and closer to one (1), means that the model has a very relevant predictive value

3. Hypothesis Test and Analysis

The hypothesis in this study was tested using the t-test. The hypothesis will be accepted if the t-statistics value exceeds the t-table value with a significance level 5%, i.e. 1.96 (Ghozali, 2014). The data testing to get the coefficient value and t-statistic for a direct effect using

bootstrapping step in the PLS program (Ghozali, 2014). Bootstrapping is a command option on the PLS program display, with the results shown in Tables 7 and 8.

Table 7
Bootstrapping Direct Effects Output Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t-statistics (O/STDEV)	P Values
Online customer reviews to Hotel booking online	0.365	0.371	0.099	3.674	0.000
Online customer ratings to Hotel booking online	0.325	0.317	0.096	3.397	0.001
Online customer reviews to Trust	0.643	0.646	0.067	9.523	0.000
Online customer ratings to Trust	0.206	0.202	0.084	2.465	0.014
Trust to Hotel booking online	0.216	0.219	0.099	2.176	0.030

Source: Processing of a primary data, 2020

Table 8
Bootstrapping Indirect Effects Output Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t-statistics (O/STDEV)	P Values
Online customer reviews through Trust to Hotel booking online	0.139	0.140	0.065	2.128	0.034
Online customer ratings through Trust to Hotel booking online	0.045	0.047	0.032	1.391	0.165

Source: Processing of a primary data, 2020

a. Direct Influence of Online customer reviews on Hotel booking online

The results of first hypothesis (H1) show that online customer reviews have a positive and significant effect on customers desires to book online of Hotel-X, with a t-statistic value of $3.674 > 1.96$. The level of significance is indicated by the p-value of $0.000 < 0.05$ and a positive path-coefficient value of 0.365. Thus, the online customer reviews variable affects customers interest in online booking of Hotel-X. The better the reviews provided by previous customers, the more customers desire to make bookings for Hotel-X.

These results indicate that online customer reviews are an important variable for customers before placing an order for Hotel-X. In other words, the information in the online customer reviews makes it easier for potential Hotel-X customers to decide on their orders. It supported the research by Susilo and Ichsan *et al.* (2018).

b. Direct Influence of Online customer ratings on Hotel booking online

The results testing of the second hypothesis (H2) show that online customer ratings has a positive and significant effect on customers intention to book for Hotel-X (purchase intent) with t-statistic test value $3.397 > 1.96$. The significance level is indicated by p-value of 0.001

<0.05 , while the path-coefficient value of the online customer ratings is positive at 0.325. This result supported by Ichsan *et al.* (2018) in which online customer ratings is a strong category towards customers buying purchase intent.

c. Direct Influence of Online customer reviews on Trust

The results testing of the third hypothesis (H3) show that online customer reviews have positive and significant effect on customers trust towards Hotel-X, with t-statistic value of $9.523 > 1.96$, and significance level p-value $0.000 < 0.05$, as well as path coefficient positive at 0.643. Therefore, the better of online customer reviews, then the more customers trust in Hotel-X will increase. These results indicate that online customer reviews are an important variable that customers pay attention to and affect their level of trust in placing online orders for Hotel-X. Online customer reviews that contain information about Hotel-X make it easy for customers to find information about the condition and quality of the hotel to be chosen. The results show that customers trust the reviews conducted by previous customers. Comments from other customers provide information to potential customers about Hotel-X services, thus affecting customers confidence.

The results of this study are consistent with the results of research by Kanitra and Kusumawati (2018) which found a significant influence on the online customer reviews variable on the trust variable.

d. Direct Influence of Online customer ratings on Trust

The results testing of the fourth hypothesis (H4) show that online customer ratings has a positive and significant effect on customers trust with t-statistic test value $2.465 > 1.96$. The significance level is indicated by p-value of $0.014 < 0.05$, while the path-coefficient value is positive at 0.206. It indicated that online customer ratings variable is an important variable that increase the trust of customers to the hotel. This result supported by Wahyudi *et al.* (2019) which explains that online customer ratings has a significant effect on trust in purchasing of Shopee fashion.

e. Direct Influence of Trust on Hotel booking online

Based on the results testing of the third hypothesis (H3), it shows that customers trust has a positive and significant effect on online shopping intentions or online booking intentions on Hotel-X with t-statistics test value of $2.176 > 1.96$, and p-value $0.03 < 0.05$. The path-coefficient value of customers trust is positive at 0.216. These results indicate that customers confidence is a variable that affects customers intention to place an online booking for Hotel-X.

Customers trust is in the form of security guarantees in the electronic payment system from Hotel-X in making payments electronically. Customers trust also determined by the guarantee of privacy, protection of customer data, as well as their trust in the information provided by the hotel. The customers also put trust in how the hotel managing its claims well. Those conditions are the important things and pay customers attention to and affects the intention of online booking of Hotel-X. This result is supported by Kanitra and Kusumawati (2018).

f. Indirect and Significant Influence Between Online customer reviews on Hotel Booking Online Through Customer Trust

The results testing of the sixth hypothesis (H6) show that online customer reviews have a positive and significant effect on the intention to booking through customers trust towards Hotel-X with t-statistic test value of $2.128 > 1.96$, and p-values $0.034 < 0.05$. The path-coefficient value of the indirect effect of online customer reviews on online order intentions

through customers trust is 0.139 (see Table 9). These results prove that customers trust as an intervening variable strengthens the effect of online customer reviews on online booking intentions.

Online customer reviews are the main source of information for customers to make purchases or orders online. Information obtained by customers can create opinions on the products or services offered so that will trigger customers trust. The better the reviews given by other customers regarding the product/service, increase the customers trust on that product/service. Good online review content can become information that raises customers trust so that increase online shopping/booking intentions.

This is consistent with the results by Elwalda & Lu (2014) who found online customer reviews have an effect on customers trust and their online shopping intentions.

g. Indirect and Significant Influence Between Online customer ratings on Hotel Booking Online Through Customer Trust

The results testing of the seventh hypothesis (H7) shows that online customer ratings have no significant effect on online ordering intentions of Hotel-X through customers trust, with the t-statistical test value of $1.391 < 1.96$, and p-values $0.16 > 0.05$. However, the path-coefficient of the indirect effect of online customer ratings on online booking intentions of Hotel-X through customers trust have a positive value of 0.045 as predicted (see Table 9). These results prove that customers trust as an intervening variable does not strengthen the effect of online customer ratings on online booking intentions of Hotel-X. This shows that although the rating affects customers' intentions to place an online order at Hotel-X, however, that intention insignificantly determined by customers trust on the rating value. That means the customers have put their trust to the Hotel-X even though they did not check the ratings yet.

Conclusions

The research results show that online customer reviews have a positive and significant effect on customers trust, and customers trust has a positive and significant effect on online ordering intentions. Online customer reviews also have a positive and significant effect on online booking intentions through customers trust. These results indicate that the better the reviews that potential customers get from other customers, the more likely it will affect their intention to book hotels online, either directly or through their trust. Reviews received by customers are an important consideration to build trust. Customers trust can be used as the basis for the success of an online transaction.

The results of the study also show that online customer ratings does affect online booking intention directly. However, online customer ratings insignificantly affects customers booking intention indirectly through customers trust. In other words, the intention of customers to place an order/booking on a hotel is insignificantly affected by customers trust on previous customers ratings. That means the customers have put their trust to the Hotel-X even though they did not check the ratings yet.

Customers who shop or order the goods/services online do not interact directly with the goods/services they need so that to have potential customers an intention to shop/order goods/services online, the seller must be able to build high trust. Therefore, Hotel-X needs to analyze and improve its rating system to increase customers confidence significantly.

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