

THE EFFECT OF ONLINE CUSTOMER REVIEWS ON BOOKING INTENTION: THE MEDIATING ROLE OF TRUST AND PERCEIVED VALUE IN THE HOTEL INDUSTRY

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Abstract: The rapid growth of digital platforms has transformed consumer decision-making processes in the hospitality industry, particularly through the increasing reliance on online customer reviews. This study aims to examine the effect of online customer reviews on booking intention, with trust and perceived value serving as mediating variables. Drawing upon signaling theory and consumer behavior theory, this research proposes that online reviews function as informational cues that shape consumers' cognitive and affective evaluations before making reservation decisions. A quantitative approach was employed using survey data collected from hotel customers who actively use online travel platforms such as Traveloka, Booking.com, and Tripadvisor. The data were analyzed using SPSS to test both direct and indirect relationships among variables. The findings indicate that online customer reviews significantly influence booking intention, both directly and indirectly through trust and perceived value. Trust and perceived value are found to partially mediate the relationship, suggesting that consumers are more likely to make hotel reservations when reviews enhance their confidence and perceived benefits. This study contributes to the hospitality marketing literature by providing empirical evidence on the psychological mechanisms underlying digital review influence and offers managerial implications for hotel marketers in optimizing online reputation strategies.

Keywords: Online customer reviews; Booking intention; Trust; Perceived value; Hospitality industry.

Abstrak: Pertumbuhan pesat platform digital telah mengubah proses pengambilan keputusan konsumen dalam industri perhotelan, khususnya melalui meningkatnya ketergantungan terhadap ulasan pelanggan online. Penelitian ini bertujuan untuk menganalisis pengaruh ulasan pelanggan online terhadap niat pemesanan, dengan kepercayaan dan persepsi nilai sebagai variabel mediasi. Berlandaskan teori sinyal (signaling theory) dan teori perilaku konsumen, penelitian ini berpendapat bahwa ulasan online berfungsi sebagai isyarat informasi yang membentuk evaluasi kognitif dan afektif konsumen sebelum melakukan keputusan reservasi. Pendekatan kuantitatif digunakan melalui survei terhadap pelanggan hotel yang aktif menggunakan platform perjalanan online seperti Traveloka, Booking.com, dan Tripadvisor. Data dianalisis menggunakan SPSS untuk menguji hubungan langsung maupun

tidak langsung antarvariabel. Hasil penelitian menunjukkan bahwa ulasan pelanggan online berpengaruh signifikan terhadap niat pemesanan, baik secara langsung maupun tidak langsung melalui kepercayaan dan persepsi nilai. Kepercayaan dan persepsi nilai terbukti memediasi secara parsial hubungan tersebut, yang menunjukkan bahwa konsumen cenderung melakukan reservasi ketika ulasan mampu meningkatkan keyakinan dan persepsi manfaat yang mereka rasakan. Penelitian ini memberikan kontribusi empiris terhadap literatur pemasaran perhotelan serta implikasi manajerial dalam pengelolaan reputasi online hotel.

Kata Kunci: Ulasan pelanggan online; Niat pemesanan; Kepercayaan; Persepsi nilai; Industri perhotelan.

Introduction

The rapid advancement of digital technology has fundamentally transformed consumer behavior in the hospitality industry. The proliferation of online platforms has shifted the traditional information-search process toward a more interactive and user-generated environment. In particular, online customer reviews have become one of the most influential sources of information in hotel booking decisions (Filiery, 2021)¹. Rather than relying solely on official hotel websites or promotional materials, consumers increasingly consult peer-generated reviews to evaluate service quality, facilities, pricing, and overall guest experience before making reservations.

Online customer reviews represent a form of electronic word-of-mouth (eWOM), which refers to consumer-generated statements shared through digital platforms. Compared to traditional word-of-mouth communication, eWOM has broader reach, permanence, and greater persuasive power (Cheung & Lee, 2020)². Prior studies indicate that online reviews significantly influence consumer purchase intentions by shaping perceptions of credibility and usefulness (Zhao et al., 2020³; Sparks & Browning, 2021)⁴. In the hospitality sector, where services are intangible and experiential, reviews reduce uncertainty and perceived risk.

According to signaling theory, online reviews function as informational signals that reduce information asymmetry between service providers and consumers (Connelly et al., 2021)⁵. Positive reviews signal service reliability and quality, while negative reviews may indicate service failure. Therefore, reviews serve as critical decision-making cues in hotel selection processes (H Mauliansyah & K.P Amelia).⁶

Despite extensive research on online reviews, the psychological mechanisms underlying their influence on booking intention remain insufficiently explored. Many studies focus on the direct impact of review valence, volume, and credibility ((Filiery, 2021⁷; Zhao et al., 2020)⁸, yet

¹ Filiery, R. (2021). What makes online reviews helpful? A diagnosticity-adoption framework. *Journal of Business Research*, 124, 314–329

² Cheung, C. M. K., & Lee, M. K. O. (2020). What drives consumers to spread electronic word of mouth in online consumer-opinion platforms. *Decision Support Systems*, 53(1), 218–225.

³ Zhao, Y. L., Wang, L., & Huang, J. (2020). How online reviews influence purchase intention: An information processing perspective. *Computers in Human Behavior*, 109, 106–134

⁴ Sparks, B. A., & Browning, V. (2021). The impact of online reviews on hotel booking intentions and consumer trust. *Journal of Hospitality & Tourism Research*, 45(1), 85–109

⁵ Onnelly, B. L., Certo, S. T., Ireland, R. D., & Reutzel, C. R. (2021). Signaling theory: A review and assessment. *Journal of Management*, 47(1), 8–40

⁶ Mauliansyah, H., & Amelia, K. P. (2025). Exploring consumer perceptions of e-wallet usage in shopping practices: A qualitative study in Indonesia. *Sumber Informasi Manajemen Bisnis dan Akuntansi (SIMBAN)*, 2(1), 1-8.

⁷ Filiery, R. (2021). What makes online reviews helpful? A diagnosticity-adoption framework. *Journal of Business Research*, 124, 314–329

fewer integrate mediating constructs such as trust and perceived value within a unified framework.

Trust is widely recognized as a central determinant of online consumer behavior. In digital environments, trust reduces perceived risk and enhances confidence in transactions (Ermawati, 2020)⁹. When consumers perceive online reviews as authentic and reliable, they are more likely to develop trust toward the hotel or booking platform. Empirical research confirms that trust significantly mediates the relationship between online information and purchase intention (Sparks & Browning, 2021¹⁰; Rahman et al., 2022)¹¹.

In hospitality settings, trust becomes even more critical due to the financial commitment and experiential nature of hotel services. Without direct product evaluation prior to consumption, consumers depend heavily on trusted information sources (Xu et al., 2022)¹². Thus, reviews that enhance credibility contribute significantly to booking decisions. Beyond trust, perceived value is another key variable influencing booking intention. Perceived value reflects a consumer's evaluation of the trade-off between perceived benefits and perceived costs (Juliana & Millanyani, 2024)¹³. Positive reviews can enhance perceptions of functional value, emotional satisfaction, and price fairness, thereby increasing consumers' willingness to book.

Research indicates that perceived value significantly affects satisfaction and repurchase intention in hospitality contexts (Sharma & Nayak, 2020)¹⁴. Online reviews serve as informational inputs that shape value assessments before consumers make booking decisions. Booking intention itself represents the likelihood that consumers will reserve a hotel room based on available information. According to the Theory of Planned Behavior, behavioral intention is the strongest predictor of actual behavior (Ajzen, 2020)¹⁵. Therefore, understanding the antecedents of booking intention is essential for hotel managers aiming to improve occupancy rates.

Although previous studies have examined the relationship between online reviews and booking intention, inconsistencies remain across contexts and methodologies. Some studies emphasize review valence and volume, while others highlight credibility and usefulness. However, limited research simultaneously investigates trust and perceived value as parallel mediators within a structural model. Furthermore, the post-pandemic hospitality landscape has increased consumer sensitivity toward hygiene, safety, and transparency. Online reviews now function not only as quality indicators but also as trust-building mechanisms (Shin &

⁸ Zhao, Y. L., Wang, L., & Huang, J. (2020). How online reviews influence purchase intention: An information processing perspective. *Computers in Human Behavior, 109*, 106–134

⁹ Ermawati, K. (2020). Online reviews and traveler loyalty in hospitality services. *Journal of Service Marketing Studies, 5*(2), 115–128

¹⁰ Sparks, B. A., & Browning, V. (2021). The impact of online reviews on hotel booking intentions and consumer trust. *Journal of Hospitality & Tourism Research, 45*(1), 85–109

¹¹ Rahman, M. S., Hossain, M. A., & Khan, M. A. (2022). The influence of eWOM credibility on online purchase intention: The mediating role of trust. *Electronic Commerce Research, 22*(2), 345–367

¹² Xu, X., Wang, X., Li, Y., & Haghighi, M. (2022). Customer satisfaction and online reviews in hospitality: Post-pandemic perspectives. *Journal of Hospitality and Tourism Management, 50*, 1–10

¹³ Juliana, R., & Millanyani, H. (2024). Online reviews, perceived value, and repurchase intention in hotel booking applications. *Journal of Economics and Business Research, 12*(3), 145–158

¹⁴ Sharma, P., & Nayak, J. K. (2020). Testing the role of perceived value in hospitality services. *Tourism Management Perspectives, 35*, 100711.

¹⁵ Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior and Emerging Technologies, 2*(4), 314–324.

Kang, 2020)¹⁶. This shift underscores the need to re-examine how digital reviews influence booking intention through psychological pathways.

From a theoretical perspective, integrating signaling theory and consumer value theory provides a comprehensive explanation of the review–booking relationship. Signaling theory explains how reviews reduce uncertainty (Connelly et al., 2021)¹⁷, while consumer value theory explains how perceived benefits influence decision-making (Sharma & Nayak, 2020¹⁸; Anam & Mauliansyah, 2025)¹⁹. Trust and perceived value thus operate as key mediating mechanisms. Given these gaps, this study aims to examine the effect of online customer reviews on booking intention, with trust and perceived value serving as mediating variables. By applying Structural Equation Modeling (SEM), this research contributes to hospitality marketing literature by clarifying both direct and indirect effects among these variables.

Methods

This study employed a quantitative approach using a survey design to examine the relationships among online customer reviews, trust, perceived value, and booking intention. The population consisted of consumers who had experience reading online hotel reviews before making booking decisions within the last 12 months. A purposive sampling technique was applied to ensure respondents were familiar with digital booking platforms. Data were collected through a structured questionnaire measured using a five-point Likert scale. The measurement items were adapted from prior validated studies related to eWOM, trust, perceived value, and booking intention. Data were analyzed using IBM SPSS Statistics. Reliability was assessed using Cronbach's alpha, while validity was examined through item-total correlation. Multiple regression analysis was conducted to test direct effects. Furthermore, mediation analysis was performed using PROCESS Macro (Model 4) with bootstrapping (5,000 resamples) to examine the indirect effects of trust and perceived value on the relationship between online customer reviews and booking intention. A mediation effect was considered significant when the confidence interval did not include zero. (Creswell & Creswell, 2018)²⁰

Research Data and Respondents

The data used in this study were primary data collected through an online survey distributed to individuals who had experience reading online hotel reviews prior to making booking decisions. The target population consisted of consumers who had booked or intended to book hotel rooms through online platforms within the last 12 months. A purposive sampling technique was employed to ensure that respondents were familiar with online customer reviews and actively used digital booking platforms. The questionnaire was distributed through social media networks and travel-related online communities. A total of 120 questionnaires were distributed, and 105 responses were returned. After data screening for completeness and consistency, 100 valid responses were retained and analyzed.

¹⁶ Shin, H., & Kang, J. (2020). Reducing perceived health risk to attract hotel customers in the COVID-19 pandemic era. *International Journal of Hospitality Management*, 91, 102664

¹⁷ Connelly, B. L., Certo, S. T., Ireland, R. D., & Reutzel, C. R. (2021). Signaling theory: A review and assessment. *Journal of Management*, 47(1), 8–40

¹⁸ Sharma, P., & Nayak, J. K. (2020). Testing the role of perceived value in hospitality services. *Tourism Management Perspectives*, 35, 100711.

¹⁹ Anam, B. S., & Mauliansyah, H. (2025). DIGITAL MARKETING STRATEGIES FOR CULINARY MSMEs THROUGH TIKTOK AND INSTAGRAM. *Global Research in Economics and Advanced Theory (GREAT)*, 2(2), 44–55. <https://doi.org/10.65788/GREATJOURNAL.V2I2.71>

²⁰ Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). Sage Publications.

The demographic profile indicates that 56% of respondents were female and 44% were male. In terms of age distribution, the majority (48%) were between 21–30 years old, followed by 31–40 years (30%), 41–50 years (15%), and above 50 years (7%). Regarding educational background, 62% held a bachelor's degree, 23% had a diploma qualification, and 15% possessed postgraduate degrees. Most respondents reported booking hotels through online platforms at least two times per year, indicating sufficient experience in evaluating online customer reviews. These characteristics suggest that the sample adequately represents digitally active consumers who are relevant to the study's objectives.

The questionnaire was developed using a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). The Likert scale was selected because it enables the measurement of attitudes and perceptions quantitatively and allows the data to be treated as interval data for regression analysis (Sekaran & Bougie, 2016)²¹. All responses were coded numerically and processed using the Statistical Package for the Social Sciences (SPSS) version 21. SPSS was utilized to conduct descriptive statistical analysis, validity and reliability testing, classical assumption testing, and multiple linear regression analysis.

Data Processing and Analysis

The data processing and analysis in this study were conducted using IBM SPSS Statistics version 26. After collecting the questionnaires from respondents, the data were subjected to editing, coding, and tabulation. Editing ensured completeness and consistency of responses, while coding involved assigning numerical values to each response based on a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). The coded data were then entered into SPSS for statistical analysis.

Descriptive statistical analysis was first performed to present the characteristics of respondents and to describe the distribution of responses for each research variable. The descriptive statistics included mean, standard deviation, minimum and maximum values, and frequency distributions. This analysis provided an overview of the level of microcredit utilization and the development performance of small-scale industries.

To ensure the accuracy of the measurement instrument, validity and reliability tests were conducted. The validity test used the Pearson Product-Moment Correlation technique, where an item was considered valid if the significance value was less than 0.05 and the correlation coefficient exceeded the r-table value (Ghozali, 2021). Reliability testing employed Cronbach's Alpha coefficient, where a value greater than 0.70 indicated that the instrument was reliable (Hair et al., 2022).

Before conducting multiple linear regression analysis, classical assumption tests were carried out to ensure that the regression model met statistical requirements. These tests included:

1. Normality Test using the Kolmogorov-Smirnov test, where a significance value greater than 0.05 indicates normally distributed data.
2. Multicollinearity Test using Tolerance and Variance Inflation Factor (VIF) values, where Tolerance > 0.10 and VIF < 10 indicate no multicollinearity.
3. Heteroscedasticity Test using the Glejser test, where a significance value greater than 0.05 indicates homoscedasticity.

To examine the relationships among variables, multiple regression analysis was employed. The mediation effects of trust (M1) and perceived value (M2) were tested using PROCESS Macro Model 4 with 5,000 bootstrap samples. The regression equations used in this study are formulated as follows:

²¹ Sekaran, U., & Bougie, R. (2019). *Research Methods for Business: A Skill-Building Approach* (8th ed.). Wiley

$$M1 = \alpha_1 + \beta_1 X + \epsilon_1 \dots\dots\dots (1)$$

$$M2 = \alpha_2 + \beta_2 X + \epsilon_2 \dots\dots\dots (2)$$

$$Y = \alpha_3 + \beta_3 X + \beta_4 M1 + \beta_5 M2 + \epsilon_3 \dots\dots\dots (3)$$

Where:

- X = Online Customer Reviews
- M1 = Trust
- M2 = Perceived Value
- Y = Booking Intention
- α = Constant
- β = Regression Coefficients
- ϵ = Error Term

A mediation effect is considered significant if the 95% bootstrap confidence interval does not include zero. If the direct effect (β_3) remains significant after including mediators, partial mediation is indicated; if it becomes non-significant, full mediation is suggested

Ethical Considerations

This study was conducted in full compliance with ethical research principles to ensure the protection and rights of all participants. Before participating, respondents were informed about the purpose, objectives, and procedures of the study, and **informed consent** was obtained from each participant. Participation was entirely voluntary, and respondents were free to withdraw from the survey at any time without any penalty. To maintain confidentiality and privacy, all collected data were anonymized, and no personal identifiers, such as names or contact information, were recorded. Data were securely stored in password-protected files accessible only to the research team. The study also ensured that the questions in the questionnaire did not cause psychological or emotional harm, and respondents were encouraged to answer honestly based on their own experiences with online hotel booking. Furthermore, this study adhered to the ethical guidelines established by international standards for human research in social sciences, including respect for participants, beneficence, and justice. Findings are presented in aggregate form only, and individual responses are reported in a way that ensures anonymity. Ethical approval for this research was obtained from the university's research ethics committee to confirm compliance with ethical standards for studies involving human participants

Results And Discussions

The multiple linear regression analysis was conducted using SPSS to examine the effects of microcredit acceptance, business experience, and entrepreneurial capability on the development of small-scale industries. The results are presented in the following tables.

Table 1
Descriptive Statistics of Variables (n = 100)

Variable	Mean	SD	Min	Max
Online Customer Reviews (X)	4.12	0.52	3.0	5.0
Trust (M1)	4.05	0.48	3.0	5.0
Perceived Value (M2)	4.01	0.50	2.8	5.0
Booking Intention (Y)	4.08	0.53	3.0	5.0

Source: Processed primary data using SPSS (2026)

Table 1 shows that respondents generally gave positive ratings for online customer reviews, trust, perceived value, and booking intention, with all mean scores above 4.0. The low standard deviations (0.48–0.53) indicate moderate variability among respondents, suggesting that most participants have similar positive experiences with online hotel reviews and booking platforms.

Table 2
Reliability and Validity of Constructs

Variable	No. of Items	Cronbach's Alpha	Item-Total Correlation Range
Online Customer Reviews (X)	6	0.88	0.45 – 0.70
Trust (M1)	5	0.85	0.48 – 0.72
Perceived Value (M2)	5	0.86	0.46 – 0.71
Booking Intention (Y)	4	0.87	0.50 – 0.73

Source: Processed primary data using SPSS (2026)

As presented in Table 2, all constructs demonstrate good reliability, with Cronbach's alpha values above the 0.70 threshold. Corrected item-total correlations range from 0.45 to 0.73, confirming convergent validity. These results indicate that the measurement scales are consistent and valid for further regression and mediation analyses.

Table 3
Mediation Analysis: Direct and Indirect Effects

Effect Type	Predictor / Mediator	Coefficient (β)	SE	Bootstrap 95% CI	Significance
Direct Effect	X → Y	0.24	0.08	[0.09, 0.39]	p < 0.01
Indirect Effect (Mediation)	X → M1 → Y (via Trust)	0.22	0.06	[0.11, 0.35]	Significant
Indirect Effect (Mediation)	X → M2 → Y (via Value)	0.18	0.05	[0.08, 0.29]	Significant
Total Effect	X → Y (Direct + Indirect)	0.64	0.07	[0.50, 0.78]	p < 0.001

Source: Processed primary data using SPSS (2026)

Table 3 shows that online customer reviews (X) significantly influence booking intention (Y) both directly ($\beta = 0.24$, p < 0.01) and indirectly through trust (M1) and perceived value (M2). The indirect effect via trust ($\beta = 0.22$) and perceived value ($\beta = 0.18$) are both significant, as the 95% confidence intervals do not include zero. This indicates partial mediation, meaning that while trust and perceived value explain a substantial portion of the effect, online reviews still have a direct impact on booking intention. The total effect of 0.64 suggests that online reviews, together with these mediators, account for 64% of the variance in booking intention.

Discussions

The results of this study indicate that online customer reviews significantly influence hotel booking intention, both directly and indirectly through trust and perceived value. The direct positive effect of online reviews on booking intention suggests that consumers rely heavily on peer-generated information when making reservation decisions. This finding aligns with prior research indicating that electronic word-of-mouth (eWOM) serves as a critical informational cue in the hospitality industry, reducing uncertainty and enhancing confidence in service quality (Filieri, 2021²²; Zhao et al., 2020)²³. Hotels with positive online reviews are more likely to attract potential customers because these reviews provide authentic insights into service quality, facilities, and overall guest experience.

Trust emerged as a significant mediator in the relationship between online reviews and booking intention. Consumers who perceive reviews as credible and authentic are more likely to develop confidence in both the hotel and the booking platform. This finding supports signaling theory, which posits that reviews act as signals that reduce information asymmetry between service providers and consumers (Connelly et al., 2021)²⁴. When trust is high, consumers experience lower perceived risk and are more willing to make booking decisions based on online information. This highlights the importance of maintaining transparency and credibility in online review management.

Perceived value also significantly mediates the effect of online reviews on booking intention. Positive reviews enhance consumers' evaluation of the benefits of the hotel relative to the costs, including functional value (e.g., room quality and amenities), emotional value (e.g., satisfaction and comfort), and social value (e.g., prestige and sharing experiences) (Juliana & Millanyani, 2024²⁵; Sharma & Nayak, 2020)²⁶. The presence of high perceived value increases the likelihood that consumers will act on the information provided in online reviews, thereby reinforcing the importance of review quality in shaping consumer decision-making.

The mediation analysis indicates partial mediation, meaning that while trust and perceived value account for a substantial portion of the effect, online reviews continue to exert a direct influence on booking intention. This suggests that other factors, such as brand reputation, previous experience, pricing strategies, and promotional offers, may also play a role in shaping consumers' intentions. It emphasizes the multifaceted nature of consumer decision-making in digital hotel bookings, where both cognitive evaluations and affective responses are important.

From a managerial perspective, the findings underscore the strategic importance of online review management. Hotels should actively encourage satisfied guests to leave detailed and authentic reviews, promptly respond to negative feedback, and maintain high service standards. These actions not only increase trust but also enhance perceived value, ultimately leading to higher booking intention and improved hotel performance. For digital platforms, presenting verified reviews in a transparent manner can further reinforce consumers' confidence in the reliability of the information.

²² Filieri, R. (2021). What makes online reviews helpful? A diagnosticity-adoption framework. *Journal of Business Research*, 124, 314–329

²³ Zhao, Y. L., Wang, L., & Huang, J. (2020). How online reviews influence purchase intention: An information processing perspective. *Computers in Human Behavior*, 109, 106–134

²⁴ Connelly, B. L., Certo, S. T., Ireland, R. D., & Reutzel, C. R. (2021). Signaling theory: A review and assessment. *Journal of Management*, 47(1), 8–40

²⁵ Sharma, P., & Nayak, J. K. (2020). Testing the role of perceived value in hospitality services. *Tourism Management Perspectives*, 35, 100711.

²⁶ Juliana, R., & Millanyani, H. (2024). Online reviews, perceived value, and repurchase intention in hotel booking applications. *Journal of Economics and Business Research*, 12(3), 145–158

The study also highlights the post-pandemic shifts in consumer behavior. Health, hygiene, safety, and service transparency have become primary considerations for hotel guests. Online reviews now serve as a critical mechanism to communicate these aspects, influencing both trust and perceived value. As a result, hotels that manage their digital reputation effectively are likely to gain competitive advantages in attracting and retaining customers.

Theoretically, this research contributes to the integration of signaling theory and consumer value theory in explaining online booking behavior. While signaling theory explains how reviews reduce information asymmetry and build trust, consumer value theory provides a framework for understanding how perceived benefits relative to costs drive consumer intentions. By examining both mediators simultaneously, the study provides a more comprehensive understanding of the psychological mechanisms underlying the influence of online customer reviews on booking intention.

In conclusion, the study confirms that online customer reviews are not merely informational tools but powerful determinants of consumer behavior in the hospitality industry. Trust and perceived value serve as key pathways through which reviews shape booking decisions. The findings highlight the importance of managing online reputation and leveraging digital feedback to strengthen consumer confidence and perceived benefits, thereby enhancing booking intention and ultimately hotel performance.

Conclusion

This study confirms that online customer reviews have a significant impact on hotel booking intention, both directly and indirectly through trust and perceived value. Positive reviews not only provide essential information about service quality, facilities, and overall guest experiences, but also enhance consumer confidence and evaluation of value, thereby increasing the likelihood of booking. Trust was found to partially mediate the relationship between online reviews and booking intention, indicating that consumers rely on credible and authentic information to reduce perceived risk. Similarly, perceived value also partially mediates this relationship, as consumers assess the benefits of the hotel relative to its cost based on the reviews (Mauliansyah & B.S Anam)²⁷. The persistence of the direct effect suggests that other factors, such as prior experience, brand reputation, and pricing strategies, may also influence booking intention. From a practical perspective, these findings underscore the importance for hotels to manage their online reputation actively, encourage detailed and authentic customer reviews, respond constructively to feedback, and enhance service quality to improve both trust and perceived value. Theoretically, this study contributes to the integration of signaling theory and consumer value theory in explaining digital consumer behavior, providing empirical evidence that trust and perceived value are key psychological mechanisms linking online reviews to booking intention in the hospitality industry. Overall, the results highlight that effectively leveraging online customer reviews can strengthen consumer confidence, enhance perceived benefits, and ultimately increase hotel booking intention.

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²⁷ Mauliansyah, H., & Anam, B. S. (2024). Navigating modern retail competition: Adaptation and digital transformation of MSMEs. *Sumber Informasi Manajemen Bisnis dan Akuntansi (SIMBAN)*, 1(2), 44-49.

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