

ABSTRACT

Technological developments make changes in consumer behavior from offline shops to online shops that make it easier for consumers. One of the conveniences of transactions in the tourism sector is the emergence of online travel agents (OTA). The solutions offered by OTA can make it easier for people to make hotel reservations and transportation tickets. One of the OTAs with the highest demand is Traveloka. There were some disappointments felt by the public when transactions on OTA, such as security factors in payments, fear of fraud risk, and quality of goods or services.

One strategy so that consumers want to transact online is by electronic word of mouth in the form of online consumer reviews and ratings. Consumers can see live reviews given by other users. Traveloka provides online consumer review and rating features. According to previous research, these features can affect buying interest. This study aims to determine consumer perceptions of online customer reviews and ratings on the Traveloka hotel booking application, as well as to analyze the effect of online customer reviews and ratings on buying interest in the Traveloka hotel booking application.

This study uses a quantitative method, by distributing questionnaires to 400 followers of the @explorebandung Instagram account using a purposive sampling technique with criteria for followers of the @explorebandung Instagram account who have made hotel reservations through Traveloka. The analysis technique used in this research is descriptive analysis, multiple linear regression analysis, analysis of the coefficient of determination using the SPSS 26.0 application.

The results show that there is an influence between online consumer review and rating on buying interest which is tested by testing the hypothesis. Furthermore, online consumer reviews and ratings are able to have an influence on the buying interest variable of 37.7% while the remaining 62.3% is influenced by other factors not examined in this study.

Further researchers are expected to be able to examine other dimensions of online consumer review and rating such as Reviewer Expertise, Timeliness of online review, Volume of online review, Valence of online review, and Comprehensiveness of online review and examine other variables that affect buying interest in ordering applications. Traveloka hotels. And this research provides advice to Traveloka in order to maximize the use of online consumer reviews and ratings by maximizing the use of Top Reviews or Top Reviews by being able to display images so that users can read more easily and quickly reviews and maximize user experience in order to provide user comfort in reading online consumer reviews. and ratings.

Keywords: *online customer review & rating, purchase intention*