ABSTRACT

The rapid development has an impact on people's lives, one of which is realized in the form of Online Travel Agent (OTA) which can provide convenience and flexibility. OTAs are used by travelers as a place to obtain information either related to price, location, or personal opinions of previous customers. The form of opinion does not only contain positive information, but also negative information which can ultimately have an influence on customer satisfaction and loyalty.

In the service industry, including tourism and hospitality, service quality is something that needs to be considered. If the quality of service is able to meet satisfaction, customers will not hesitate to recommend the hotel to other potential customers which in turn can strengthen hotel brand loyalty. The research aims to find out how the influence of the Online Travel Agent Review Feature on hotels in the city of Bandung.

This research is a type of quantitative research using survey research methods with simple random sampling techniques, the aim is to screen respondents and collect as many as 400 respondents with certain criteria. The collected data was tested using the PLS-SEM technique consisting of outer model, inner model and Goodness of fit (GoF) using SmartPLS software version 4.0. In hypothesis testing, the research was carried out by comparing the results with the P-Value and T-Statistics criteria.

From the tests carried out, the results show that all variables have a positive and significant influence. This can be seen from the results of the value of all model tests that meet the criteria so that validity and reliability are considered good and fulfilled. Based on hypothesis testing after comparing the test result value with the P-Value and T-Statistics criteria, the results show that all hypotheses in this study are accepted.

Based on the analysis and test results conducted, it is concluded that the OTA review feature affects service quality, customer satisfaction, customer engagement, and customer loyalty. Therefore, it is important for hotels in Bandung to maintain the quality of hotel services to meet satisfaction which then creates engagement and ultimately affects customer loyalty. To increase the validity of the model, future research can test the model in other tourism sectors and add new variables such as customer behavior.

Keywords: *brand loyalty; online reviews; customer engagement; service quality; customer satisfaction.*