

ABSTRACT

Indonesia's Online Travel Agent (OTA) industry has rapidly expanded due to increasing digital adoption and a mobile lifestyle. Local platforms such as Traveloka, Tiket.com, and PegiPegi compete effectively with global OTAs by offering localized, integrated, and innovative services. One critical factor influencing consumer booking decisions on OTA platforms is electronic word-of-mouth (eWOM), which includes reviews and recommendations shared by other users.

This study addresses how eWOM affects the purchasing intention of hotel bookings through OTA platforms. It aims to explore how eWOM dimensions such as information credibility, quality, quantity, and reviewer expertise influence information adoption, and how that adoption subsequently affects consumer attitudes, subjective norms, and ultimately purchase intention.

A quantitative approach using Structural Equation Modeling–Partial Least Squares (SEM-PLS) was employed, with data collected from 350 OTA users via a questionnaire.

The findings indicate that all eWOM dimensions significantly impact information adoption. In turn, information adoption positively affects consumer attitudes, subjective norms, and purchasing intention. These results emphasize the influential role of eWOM in consumer decision-making, especially within Indonesia's collectivist cultural context.

Based on the findings, it is recommended that OTA platforms enhance the credibility, quality, and volume of user reviews, and highlight reviewer expertise. Furthermore, developing user-friendly interfaces, personalization features, and collaborative social tools including influencer campaigns can strategically improve consumer purchase intentions.