

**THE INFLUENCE OF ELECTRONIC WORD-OF-MOUTH ON ONLINE
HOTEL BOOKING PURCHASING INTENTION IN ONLINE TRAVEL
AGENT**

MINI-THESIS

TITLE

Submitted as one of the requirements for obtaining the Bachelor's degree from the
ICT Business from International ICT Business Program Study

Prepared By:

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**ICT BUSINESS
SCHOOL OF ECONOMICS AND BUSINESS
TELKOM UNIVERSITY
BANDUNG
2025**

VALIDATION SHEET

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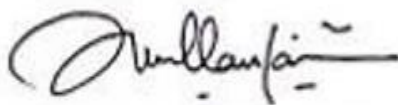
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**ICT BUSINESS
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BANDUNG
2025**

STATEMENT PAGE

I, Chiquita Nadzira Adisty, 1401213547, hereby declare that the thesis with the title "THE INFLUENCE OF ELECTRONIC WORD-OF-MOUTH ON ONLINE HOTEL BOOKING PURCHASING INTENTION IN ONLINE TRAVEL AGENT" is truly my own work. I do not plagiarize except through quoting in accordance with applicable scientific ethics. I am willing to bear the risks/sanctions imposed on me if violations of scientific ethics are found in my thesis/thesis.

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FOREWORD

Alhamdulillah, all praise is due to the author to the presence of Allah SWT because thanks to the abundance of His Grace and Guidance the author was able to complete the thesis/thesis with the title “**THE INFLUENCE OF ELECTRONIC WORD-OF-MOUTH ON ONLINE HOTEL BOOKING PURCHASING INTENTION IN ONLINE TRAVEL AGENT**”. The purpose of writing this thesis is to fulfil one of the requirements for graduation from the Bachelor's/Master's degree in the Study Program Business Management, Faculty of Economics and Business, Telkom University Bandung.

In this research, the author received a lot of guidance, criticism, suggestions and motivation from various parties. Therefore, the author would like to thank:

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ABSTRAK

Industri Online Travel Agent (OTA) di Indonesia mengalami pertumbuhan pesat seiring meningkatnya adopsi digital dan gaya hidup masyarakat yang semakin mobile. Platform lokal seperti Traveloka, Tiket.com, dan PegiPegi mampu bersaing dengan OTA global karena menawarkan layanan yang lebih terintegrasi, lokal, dan inovatif. Salah satu faktor penting yang memengaruhi keputusan pembelian konsumen pada platform OTA adalah adanya ulasan dan rekomendasi dari pengguna lain atau yang dikenal sebagai electronic word-of-mouth (eWOM).

Permasalahan yang diangkat dalam penelitian ini adalah bagaimana pengaruh eWOM terhadap niat pembelian pemesanan hotel secara online melalui platform OTA. Penelitian ini bertujuan untuk mengeksplorasi sejauh mana dimensi eWOM seperti kredibilitas informasi, kualitas, kuantitas, dan keahlian pengulas memengaruhi adopsi informasi, serta bagaimana adopsi informasi ini membentuk sikap, norma subjektif, dan pada akhirnya memengaruhi niat pembelian konsumen.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode Structural Equation Modeling–Partial Least Squares (SEM-PLS). Data diperoleh melalui penyebaran kuesioner kepada 350 responden pengguna OTA.

Hasil penelitian menunjukkan bahwa semua dimensi eWOM secara signifikan memengaruhi adopsi informasi. Adopsi informasi kemudian berdampak positif terhadap sikap konsumen, norma subjektif, dan niat pembelian. Temuan ini menegaskan pentingnya peran eWOM dalam proses pengambilan keputusan konsumen pada OTA, khususnya dalam konteks masyarakat Indonesia yang kolektivistik.

Berdasarkan hasil penelitian ini, disarankan agar platform OTA meningkatkan kredibilitas, kualitas, dan volume ulasan dari pengguna, serta menonjolkan keahlian pengulas. Selain itu, desain antarmuka yang mendukung adopsi informasi, fitur personalisasi, serta kolaborasi sosial dan influencer menjadi langkah strategis untuk meningkatkan niat pembelian pengguna.

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.

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CHAPTER 1

INTRODUCTION

1.1 Overview of Research Object

This study examines the influence of electronic word-of-mouth (eWOM) on hotel booking decisions via online travel agencies (OTAs) in Indonesia. With growing internet access and digital infrastructure, Indonesians increasingly use OTAs like Traveloka, Agoda, Booking.com, and Tiket.com. These platforms rely on eWOM—reviews, ratings, and recommendations—to build trust and enhance customer experience. In Indonesia’s thriving tourism sector, eWOM plays a key role in shaping consumer perceptions and decisions (Christin & Nugraha, 2022).

This research explores how eWOM influences consumer decisions in Indonesia’s OTA market, focusing on information credibility, quality, quantity, and reviewer expertise. Guided by the Information Adoption Model (IAM) and Theory of Reasoned Action (TRA), it examines impacts on trust, satisfaction, and purchase intention. It also considers the role of attitude and subjective norms—key in Indonesia’s collectivist culture where community recommendations matter. By analyzing multiple OTAs like Traveloka, Agoda, and Tiket.com, the study offers a broad view of Indonesia’s OTA landscape (Christin & Nugraha, 2022).

This study also aims to offer practical suggestions for improving eWOM effectiveness in Indonesia’s competitive OTA industry. Strategies include managing user reviews, using localized content, improving website/app usability, and building trust through credible and authentic information (Ye et al., 2019).

1.2 Research Background

The selection of hotels has significantly evolved with the advancement of the tourism industry in Indonesia. The increasing use of internet-based solutions and emerging technologies has shifted consumer behaviour, reducing reliance on traditional methods of booking accommodations. Online Travel Agents (OTAs) have played a crucial role in transforming the hotel booking process, making it more accessible and convenient for travellers (Pramudita et al., 2020).

Electronic Word-of-Mouth (eWOM) has become a key factor influencing consumers' purchasing intentions when booking hotels through OTAs. Electronic word-of-mouth (E-WOM) helps minimize the perceived risks and uncertainties consumers face when intentions to purchase a product or service, thereby increasing its influence on their intention to buy (Akbar et al., 2022). With many accommodation options, consumers rely heavily on online reviews, ratings, and recommendations to choose hotels. OTAs like Traveloka, Agoda, Booking.com, and Tiket.com make booking easy by including user-generated content. Understanding how eWOM affects hotel booking intentions helps OTAs improve services and meet consumer needs in a competitive market (Indiania et al., 2023).

In today's competitive digital market, strong promotional strategies are key for OTAs to attract and retain customers. Platforms use Instagram, YouTube, and Google ads to boost visibility and engagement. Discounts and special offers also encourage bookings. Understanding how consumers respond to these promotions helps improve marketing and sales (Giri & Alfaruqi, 2023).

Beyond promotions, consumer trust is crucial in online hotel bookings. Trust comes from clear pricing, accurate info, secure payments, and good customer service. Positive reviews and high app ratings (e.g., Google Play, App Store) help build confidence and loyalty. As eWOM influences consumer views, OTAs must focus on reliable service and trust-building (Wijaya & Widodo, 2020).

This research focuses on how eWOM—such as reviews, ratings, and testimonials—affects online hotel booking intentions in Indonesian OTAs. As consumers rely more on online feedback, understanding eWOM's role is crucial for OTAs to improve engagement and build trust in a competitive tourism market (Purba & Paramita, 2021).

OTAs like Traveloka, Agoda, Booking.com, and Tiket.com have transformed travel in Indonesia by offering easy bookings and many accommodation choices. However, consumer trust is still a challenge—especially with refunds, booking changes, and price fluctuations during peak seasons (Pangestu et al., 2024). Issues like hard-to-change dates or cancellations can reduce confidence and loyalty (Saunders, Lewis, & Thornhill, 2019). Clear pricing and

better customer service are needed to build long-term trust.

Past studies show that promotions like discounts, flash sales, and loyalty programs influence consumer decisions (Lak, 2019; Syahriyanti, 2021). Trust is also key to online engagement and brand loyalty (Sugara & Dewantara, 2021). However, there's still a gap in understanding how promotions help build trust—especially in Indonesia's OTA market. This study addresses that gap by exploring how eWOM and promotions affect trust, helping OTAs improve marketing and customer confidence.

E-commerce has reshaped the travel industry, with OTAs becoming major players (Buhalis et al., 2020). Younger travelers now depend on search engines, social media, and apps to plan trips (Cham et al., 2020). As a result, online hotel bookings are rising due to demand for convenience, transparency, and good pricing (Zahratu & Hurriyati, 2020). To stay competitive, OTAs need to understand what drives consumer decisions and loyalty (Dutta et al., 2019).

OTAs have changed how people find and book hotels. Since the late 1990s, they've grown rapidly—especially with digital advances during the Fourth Industrial Revolution. The COVID-19 pandemic also pushed more consumers to use online booking. In Indonesia, platforms like Traveloka, Agoda, Booking.com, and Tiket.com have become popular, helped by eWOM—reviews, ratings, and recommendations. These influence trust, perception, and purchase decisions. As digital use grows, understanding eWOM's role is key for OTAs to improve marketing and build loyalty (Wu, 2024).

Electronic Word-of-Mouth (eWOM) like online reviews, ratings, and recommendations strongly influences hotel booking decisions on OTAs. It helps consumers assess service quality, reliability, and trust. In Indonesia, where people rely on community and peer recommendations, eWOM is especially important for building trust and shaping buying behavior (Indiana et al., 2023). While eWOM's role in tourism is well-known, its impact in the Indonesian context with unique cultural and social factors has been less studied.

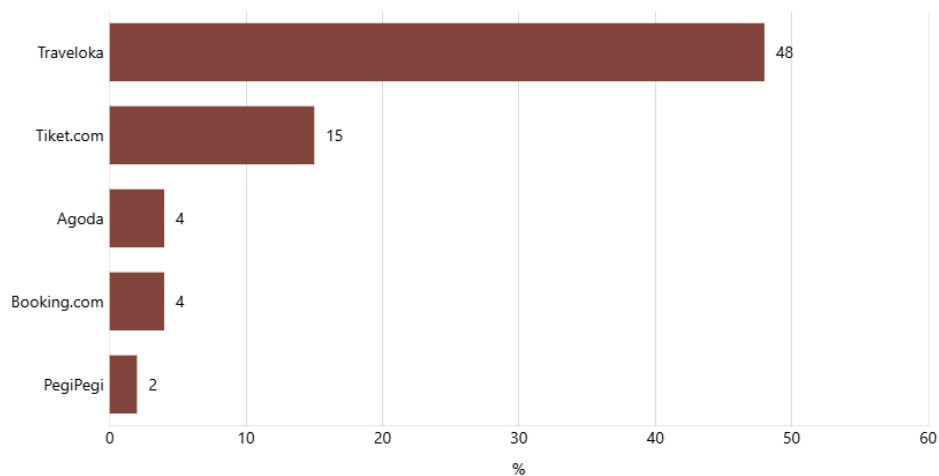


Figure 1. 1 People's Choice Hotel Ticket Booking App for Year-End Holiday

Source: databoks (2021)

Based on the figure above, Traveloka emerges as the most dominant platform used by the public for hotel reservations during the holiday season. Representing 48% of respondents, Traveloka significantly outperforms other platforms such as Tiket.com (15%), Agoda and Booking.com (each 4%), and PegiPegi (2%). This substantial lead highlights Traveloka's strong market position and high level of consumer trust in the online hotel booking industry in Indonesia. Several factors may contribute to this preference, including a user-friendly interface, a wide selection of hotel options, attractive promotional offers, integrated payment features, and its reputation as one of the pioneering travel-tech platforms in the region. Overall, the data reflect Traveloka's role not only as a market leader but also as the primary choice among Indonesian consumers when planning year-end travel accommodations.

With growing competition among OTAs like Traveloka, Agoda, Tiket.com, and Booking.com, it's important to understand how eWOM affects purchase decisions. This study explores key eWOM factors—information credibility, quality, and reviewer expertise (Hossain, 2024). Using the Information Adoption Model (IAM) and Theory of Reasoned Action (TRA), it examines how eWOM influences consumer attitudes and decisions. The findings aim to help OTAs in Indonesia improve trust, user engagement, and competitiveness by refining their eWOM strategies and platforms.

Indonesian OTAs like Traveloka, Agoda, Booking.com, and Tiket.com stand out by offering localized, all-in-one services for Southeast Asian travellers. Unlike global OTAs, they go beyond hotels and flights to include bus and train tickets, airport transfers, car rentals, attraction and event tickets, and dining. This integrated approach makes trip planning easier by letting users manage everything in one place without switching platforms (Meirejeki et al., 2023).

A key strength of Indonesian OTAs is their localized approach. Unlike global platforms with standardized models, local OTAs adapt to Southeast Asian preferences—offering local languages, currencies, and various payment methods. Since credit card use is low in the region, they support bank transfers, e-wallets, and even cash at convenience stores. This makes platforms like Traveloka, Tiket.com, and PegiPegi more accessible than global competitors like Expedia or Booking.com (Meirejeki et al., 2023).

Indonesian OTAs are strong in promotional strategies, offering more than just hotel or flight discounts. They provide bundled travel packages, seasonal deals, and work with local businesses to give discounts on dining, entertainment, and activities. Bundling options help users save money by booking flights and hotels together. These efforts make Indonesian OTAs more engaging and competitive in Southeast Asia's travel market (Giri & Alfaruqi, 2023).

A standout feature of Indonesian OTAs like Traveloka, Tiket.com, and PegiPegi is the "PayLater" option. It lets users book now and pay in installments, helping budget-conscious travelers manage costs. Since affordability is a key issue in Southeast Asia, PayLater makes travel more accessible. Features like price alerts also help users track ticket and hotel deals—something many global OTAs like Expedia and Booking.com don't offer (Meirejeki et al., 2023).

Transparency and user experience are major strengths of Indonesian OTAs. Unlike some global platforms with hidden fees or unclear refund policies, local OTAs clearly show prices and rules to build trust. Their user-friendly apps and websites cater to both new and experienced travelers. With smart filters—like flight times, hotel amenities, and transport options—users can easily find what they need for a smooth booking experience (Ye et al., 2019).

Indonesian OTAs like Traveloka, Tiket.com, and PegiPegi provide fast, localized customer support—a key advantage over global platforms. They offer 24/7 multilingual service in languages like Indonesian and Malay, helping users with cancellations, rescheduling, or refunds. This boosts customer satisfaction. In contrast, global OTAs like Expedia often have slower support and limited language options, causing frustration for non-English-speaking users (Pangestu et al., 2024).

Indonesian OTAs understand local culture and economy, which helps them tailor services to match regional preferences. Unlike global platforms with one-size-fits-all offers, local OTAs create travel packages and promos for festivals, holidays, and cultural events. This cultural fit gives them a strong edge over international competitors in Southeast Asia's travel market (Indiania et al., 2023).

This research studies how electronic word-of-mouth (eWOM) affects purchase intention in online hotel bookings via OTAs in Indonesia. The topic is based on the digital shift in travel and how more people rely on online reviews and ratings to decide. As internet and smartphone use grow, platforms like Traveloka, Agoda, Booking.com, and Tiket.com have become popular. These sites use user-generated reviews (eWOM) to influence future customer decisions (Purba & Paramita, 2021).

Research shows that eWOM strongly influences consumer behavior. Cheung et al. (2008) found that credible reviews and strong arguments help people adopt information, which then affects their decision to buy. Reviews that seem logical and come from experienced users are more trusted. Similarly, Ismagilova et al. (2020) found that a reviewer's credibility and experience directly affect how much consumers trust the review and their intention to book.

Lamba and Aggarwal (2014) explain that eWOM not only shares information but also persuades, using real experiences from other users. Khoirunnisa & Albari (2023) add that positive eWOM builds trust and reduces perceived risk, which increases people's willingness to buy. In Indonesia's collectivist culture, where people value group opinions, online reviews and ratings are often more influential than traditional ads.

This research is based on two main theories: the Information Adoption

Model (IAM) and the Theory of Planned Behavior (TPB). IAM shows that people are more likely to trust and use information if it's high quality and comes from a credible source. TPB explains that attitudes, peer influence (subjective norms), and control over behavior shape a person's intention to act. These models help explain why travelers rely on eWOM when making hotel bookings, especially when there's a risk of wasting money or having a bad experience (Hossain, 2024).

This research also addresses a gap in existing studies. While many studies explore eWOM generally, few examine how its components—credibility, quality, quantity, and reviewer expertise—together influence consumer trust and buying decisions in Indonesia's OTA market (Hossain, 2024). Most research also overlooks how Southeast Asia's cultural and economic context can affect the impact of eWOM. According to Ramadhan & Millanyani (2024), eWOM strongly shapes consumer behavior, particularly by increasing purchase intention. Their findings highlight the importance of managing positive online reviews and recommendations to influence consumer decisions.

This research is academically significant, as it contributes to the fields of digital marketing and consumer psychology. At the same time, it is practically useful for OTAs in Indonesia. The findings can help improve how platforms manage online reviews, enhance information credibility, and build long-term trust and customer loyalty (Christin & Nugraha, 2022). Overall, this study connects real consumer behavior with strong theoretical and empirical foundations, benefiting both scholars and businesses.

Therefore, based on this background and the phenomenon that occurred, the purpose of this research is to conduct further exploration related to this matter. **"THE INFLUENCE OF ELECTRONIC WORD-OF-MOUTH ON ONLINE HOTEL BOOKING PURCHASING INTENTION IN ONLINE TRAVEL AGENT"** It is expected that this study will contribute meaningfully to the field of marketing and digital consumer behavior, particularly in providing insights for online travel agent (OTA) platforms to better understand and enhance purchasing intention through effective electronic word-of-mouth strategies.

1.3 The Problem Formulation

Online Travel Agencies (OTAs) have become essential platforms for consumers seeking travel-related services. The success of these platforms largely depends on the credibility and quality of information available, as well as the influence of user-generated content such as reviews, ratings, and recommendations. However, despite the growing reliance on OTAs, consumers may face challenges in adopting and trusting the information presented, which in turn affects their purchasing decisions.

Existing research suggests that factors such as information credibility, information quality, reviewer expertise, the amount of available information, and product ratings influence the adoption of information on OTA platforms. Additionally, subjective norms and consumer attitudes may play a role in shaping consumers' purchasing intentions. However, there is a need for further investigation into how these factors interact and collectively impact consumer behaviour.

1. How does information credibility affect information adoption on OTA platforms?
2. What is the impact of information quality on consumers' adoption of information on OTA platforms?
3. In what ways does reviewer expertise influence information adoption?
4. How does the amount of available information contribute to the adoption of information on OTA platforms?
5. What role do product ratings play in shaping consumers' adoption of information?
6. How does information adoption affect consumer attitudes towards OTA platforms?
7. What is the relationship between consumer attitudes and purchase intentions on OTA platforms?
8. How do subjective norms influence information adoption on OTA platforms?
9. What is the effect of subjective norms on consumer attitudes towards OTA platforms?
10. To what extent do subjective norms influence consumers' purchase intentions

on OTA platforms?

1.4 Research Objectives

The objectives of this research are designed to address critical gaps in understanding consumer behaviour, trust, and engagement within the Indonesian Online Travel Agent (OTA) market, with a specific focus on platforms like Traveloka, Tiket.com, and Agoda. Given the intense competition in the online travel sector, it is crucial for OTAs to analyse how promotional strategies, consumer trust, and electronic word-of-mouth (eWOM) influence customer loyalty and purchasing behaviour. This study aims to explore the key factors driving consumer decision-making, including the impact of discounts, social media advertising, refund policies, and transparent pricing strategies. Additionally, it will examine how social and cultural factors shape consumer perceptions of OTAs, particularly in a market where trust and peer recommendations heavily influence online booking decisions. Furthermore, the research will investigate the role of perceived value and trust as mediators in shaping consumer behaviour and purchasing intentions.

Beyond internal marketing efforts, this study will also analyse how the broader digital economy and external market forces impact OTAs' strategic directions and long-term growth. The findings will provide practical recommendations to help OTAs refine their marketing strategies, enhance consumer engagement, and build long-term customer relationships in Indonesia's evolving digital tourism landscape.

1. To examine the effect of information credibility on information adoption in OTA platforms.
2. To analyse the impact of information quality on information adoption in OTA platforms.
3. To assess the influence of reviewer expertise on information adoption in OTA platforms.
4. To investigate how the amount of available information affects information adoption in OTA platforms.
5. To evaluate the role of product ratings in shaping consumers' adoption of

information in OTA platforms.

6. To determine the impact of information adoption on consumer attitudes towards OTA platforms.
7. To analyse the relationship between consumer attitudes and purchase intentions on OTA platforms.
8. To explore the influence of subjective norms on information adoption in OTA platforms.
9. To assess the effect of subjective norms on consumer attitudes towards OTA platforms.
10. To examine the impact of subjective norms on purchase intentions on OTA platforms.

1.5 Research Benefit

1.5.1 Academic Benefits

1. Adding to the existing literature on e-marketing strategies, particularly on promotional activities and its relation with EWOM and impact on consumer behaviour in the OTA context.
2. Enhances the knowledge of how trust and perceived value work as moderators of consumer decisions, presenting theoretical guidelines for further research in the context of the digital economy and tourism.

1.5.2 Practical Benefits

1. Helps OTAs in Indonesia to optimize their marketing activities based on knowledge of the outcomes of promotions, trust-related activities, and EWOM on customer loyalty and purchase behaviour.
2. Provides practical advice and recommendations on how to increase the customers' loyalty and achieve their satisfaction regarding the organization's price policies, refund systems, and appeals to consumers' culture.

1.6 The Systematic of Mini Thesis Writing

a) Chapter I: Introduction

- 1.1 Overview of Research Object
- 1.2 Research background

1.3 Problem formulation

1.4 Research objectives

1.5 Research benefit

1.6 Systematic of mini thesis writing

b) Chapter II: Literature Review

2.1 Theory and Previous Research: This section will discuss the theories and the literature accomplished in the e-marketing and consumer behaviour in the tourism sector.

2.2 Framework of Thought: The following section in this research will describe the theoretical foundation of the study, such as the Technology Acceptance Model and Theory of Planned Behavior.

2.3 Research Hypothesis: Here, the hypotheses developed for the quantitative study considering the reviewed literature and theoretical frameworks formulated will be provided.

c) Chapter III: Research Methodology

Explanation of the study approach, the choice of participants, procedures for data collection and analysis.

d) Chapter IV: Results and Discussion

Overview of the research results, examination of the data, review of the consequences of the outcomes.

e) Chapter V: Conclusion

The conclusion of the research analysis, of the result deduced from the study and the recommendation for Traveloka and the overall tourism sector.

CHAPTER II

LITERATURE REVIEW

2.1 Theory and Previous Research

2.1.1 Marketing Management

Marketing management occurs when a company is able to create an exchange of ideas regarding how to design product marketing objectives in order to obtain the expected response from other parties. The main goal of marketing management is to meet consumer needs and desires. Marketing management can be viewed as a combination of art and science in selecting target markets, as well as attracting, retaining and developing customers by creating, delivering and communicating superior customer value. According to Suparyanto & Rosad (2015: 1), marketing management is defined as "a series of activities that include analysis, planning, implementation and control of programs designed to build and maintain profits from exchanges with target markets in order to achieve organizational (company) goals in long-term." Meanwhile, Kotler and Keller (2016:27) describe marketing management as "the art and science of selecting target markets and attracting, retaining and developing customers by creating, delivering and communicating superior customer value."

From the various definitions put forward by experts, it can be concluded that marketing management is a process that includes planning, control and supervision activities in order to increase the efficiency and effectiveness of a company's marketing strategy in order to achieve optimal profits.

2.1.2 Promotion

Promotion is one of the key elements in the marketing mix which aims to communicate the value of products or services to consumers. According to Kotler and Armstrong (2012), promotions are various activities carried out by companies to communicate the benefits of their products and persuade consumers to buy them. Promotion is an activity that communicates product advantages and persuades customers to buy that product (Czinkota, 2021). Tjiptono (2008) in Thamara (2020)

defines promotion as a form of marketing communication that seeks to disseminate information, influence, persuade, and/or remind the target market of the company and its products so that they are willing to accept, buy, and be loyal to the products offered by the company in question. Meanwhile, according to Rivaldo et al (2022) promotion is a one-way flow of information or persuasion created to direct a person or organization to action that creates exchange in marketing. From these various definitions, it can be concluded that promotion is a series of communication activities carried out by companies or individuals with the aim of informing, influencing, persuading and reminding consumers or potential consumers about the products or services offered, thereby encouraging exchanges or purchases in a marketing context.

Promotion has undergone a significant transformation along with the development of information and communication technology. Digital marketing, or digital marketing, is defined as a marketing or promotion activity for a brand or product using digital media or the internet (Melović, 2020). This includes various activities such as using websites, blogs, email, AdWords and various social media networks to reach and interact with consumers more effectively and efficiently. The relationship between promotion and digital marketing is very close, where promotion is one of the key components in a digital marketing strategy. According to Heidrick & Struggles (2009) in Prihadini et al (202-), the development of digital marketing via the web, mobile phones and gaming devices offers new access to advertising that is not heralded and is very influential. Companies can convey promotional messages by utilizing digital media in a more personal and interactive manner and enabling two-way communication between producers and consumers. Promotion in digital marketing allows companies to reach a wider audience more cost efficiently than traditional methods. Digital marketing is marketing activities including branding that use various website-based media (Momen et al, 2020). This allows companies to segment markets more precisely and deliver messages tailored to consumer needs and preferences.

According to Kasmir (2004) in Puspitasari and Marsudi (2023), promotional means include advertising, sales promotion, publicity and personal sales.

Advertising is promotion in the form of impressions, images or words conveyed through media such as banners, brochures, billboards, newspapers, magazines, television or radio, with the aim of attracting consumers' attention to the advertised product. Sales promotions include efforts to increase sales through price discounts or gifts at certain times for certain products. Publicity aims to improve the company's image in the eyes of consumers through sponsorship activities in charity, social or sporting events. Personal selling is carried out by company employees to serve and influence consumers directly.

Kotler and Keller (2016) identified five main promotional tools, namely advertising, sales promotion, events and experiences, public relations and publicity, and direct and interactive marketing. Advertising includes all forms of paid, non-personal presentation of ideas, goods, or services by a known sponsor. Sales promotions consist of short-term incentives to encourage the purchase or sale of products or services. Events and experiences involve company-sponsored activities to create direct interactions with consumers. Public relations and publicity include a variety of programs designed to promote or protect the image of a company or its individual products. Direct and interactive marketing involves using direct channels to reach and deliver goods and services to customers without intermediaries.

Promotions in marketing have several significant goals, which are related to company efforts to increase sales, introduce new products, and build long-term relationships with consumers. The most common promotional objectives include:

1. Increase Sales Volume

One of the main goals of promotion is to increase the sales volume of products or services. Promotions can motivate consumers to buy more products in a short time. Various forms of sales promotions such as discounts, giving samples, or direct gifts function to create incentives for consumers to immediately make purchases. According to Kotler and Armstrong (2012), effective promotions can increase product attractiveness, which ultimately encourages consumers to buy more.

2. Building Brand Awareness

Brand awareness is an important foundation in marketing strategy. Promotion is used to introduce a product or brand to a wider audience. This is very important,

especially for companies that are just entering the market or launching new products. Advertising and public promotions are effective channels for creating broad brand awareness (Kotler & Armstrong, 2012). In this case, the purpose of promotion is not only to attract momentary attention, but also to ensure the product or brand is known to a larger audience.

3. Increase Interest and Demand

The next goal of promotion is to increase interest and demand for the products or services offered. Promotions can serve to change consumers' perceptions of a product, encouraging them to consider purchasing. According to Shimp (2013), well-designed promotions can increase consumer buying interest which ultimately has an impact on increasing demand.

4. Increase Customer Loyalty

Apart from increasing sales in the short term, promotions also function to build customer loyalty in the long term. Loyalty programs and reward-based promotions provide incentives for customers to continue purchasing products from the same brand. This helps create long-term, profitable relationships between companies and customers (Kotler & Keller, 2016).

5. Introducing New Products

In the introduction of a new product, promotion becomes an important tool to communicate the existence of the product to the target market. Through proper promotion, companies can inform consumers about the benefits of new products and encourage them to try the product. Direct marketing, advertising, and special offers are often used for this purpose (Darus & Silviani, 2022).

6. Improve the Company's Reputation and Image

Promotion is also used to improve or maintain a company's positive image in the eyes of the public. Through public relations and public promotion, companies can build a good reputation, which in turn will support long-term success (Kotler & Armstrong, 2012). In addition, a strong image can increase consumer trust in the brand and products offered.

2.1.3 Electronic Word-of-Mouth (e-WOM)

Electronic Word-of-Mouth (e-WOM) is defined as positive or negative

statements made by consumers regarding a product or company that is available for access by other individuals or groups via digital media such as the internet, email, or social media (Babić Rosario et al, 2020). E-WOM includes all types of consumer communications that are publicly available and can influence the perceptions and purchasing decisions of other consumers. Kotler and Keller (2016) state that e-WOM is marketing that uses the internet to spread information by word of mouth electronically, allowing consumers to share their experiences and opinions regarding products or services widely. Lamba and Aggarwal (2014) explained that e-WOM is an activity of disseminating information informally by word of mouth via the internet or online web, where consumers share information about the products or services they have consumed. Iskanto et al. (2025) highlighted that electronic word-of-mouth (e-WOM) is among the most effective ways to disseminate information about products or services to a wide audience. According to Akbari et al (2022), e- WOM is the process of disseminating information about products or services through digital platforms, where consumers can provide reviews, comments or recommendations that can be accessed by other consumers.

e-WOM has several characteristics that differentiate it from traditional Word-of-Mouth (WOM), including:

1. Wide Reach

Information shared through e-WOM can reach a larger audience globally, not limited by geographic location.

2. Accessibility

Consumers can easily access and share information about products or services anytime and anywhere via their digital devices.

3. Interactivity

e-WOM enables two-way interactions between consumers and companies, as well as between consumers themselves, through online comments, reviews and discussions.

4. Speed of Spread

Information can spread quickly through various digital platforms, enabling the dissemination of consumer opinions and experiences in a short time.

Word-of-Mouth (WOM) marketing can be driven by four main strategies: offering unique and engaging products, ensuring customer satisfaction, building trust and credibility, and making it easy for consumers to share their experiences through simple, memorable messages (Rachmawati & Damayanti, 2022). Research shows that e-WOM has a significant influence on consumer behaviour, especially in terms of purchasing decisions. Khoirunnisa & Albari (2023) found that positive e-WOM can increase consumers' buying interest in the products offered. In addition, Lamba and Aggarwal (2014) stated that e-WOM can influence consumer evaluations of products, because the information shared can shape consumers' perceptions and beliefs about certain products or services. E- WOM can influence consumer purchasing decisions by providing relevant and trustworthy information about products or services, which in turn can increase consumer trust and loyalty to the brand (Maya et al., 2021). For companies, understanding the dynamics of e-WOM is very important in designing effective marketing strategies. Kotler and Keller (2016) suggest that companies utilize e- WOM as a tool to increase brand awareness and build stronger relationships with consumers through more personal and responsive interactions.

2.1.4 Theory Reasoned Action

The Theory of Considered Action (TRA), first proposed by Ajzen and Fishbein (1980), focuses on the cognitive processes involved in consumer decision making. TRA claims that a person's behavioural intentions are greatly influenced by two main factors, namely attitudes towards a behaviour and subjective norms (Sapry & Ahmad, 2024). Attitudes reflect positive or negative evaluations of a particular behaviour, while subjective norms describe the social pressure that individuals feel regarding whether they are expected or encouraged to perform that behaviour. Consumers' attitudes towards online travel and their experiences with OTAs will greatly influence their intent to make a purchase. If consumers have a positive attitude towards purchasing airline tickets or hotel bookings through OTAs (for example, they feel that it is an easy and cheap way to plan a trip), they will be more likely to have the intention to continue making purchases through that platform (Silva et al., 2019). In addition, subjective norms also play an important

role in determining purchasing behaviour. In societies where community and social culture are highly valued, such as in many Southeast Asian countries, the influence of friends, family, or significant others can increase or decrease a person's intention to make a purchase on an OTA.

Kumar et al (2023) emphasize that TRA is very relevant in predicting consumer purchase intentions, especially in the context of e-WOM, which influences consumer attitudes and subjective norms. Chen et al (2019) show that consumers are more likely to buy products or services that they see have positive recommendations from people they trust. Therefore, in the context of OTAs, if someone sees that their friends or colleagues have had a positive experience with a travel service on an OTA, then their subjective norms will tend to support the decision to make a similar purchase.

2.1.5 Theory Planned Behaviour

Theory of Planned Behaviour (TPB) is a theory developed by Icek Ajzen in 1985 as a development of the Theory of Reasoned Action (TRA) (Sok et al, 2021). The TPB explains how attitudes, subjective norms, and behavioural control influence a person's intentions and ultimately behaviour. This theory is often used in understanding and predicting human behaviour in various contexts, including consumer decision making and purchasing behaviour. Based on the TPB, there are three main factors that influence a person's intention to take an action, namely attitude towards behaviour, subjective norms, and perceived behavioural control. Attitude toward behaviour refers to an individual's evaluation of an action, whether it is considered positive or negative. Subjective norms relate to the social pressure a person feels to do or not do a behaviour, such as influence from friends, family, or social groups. Meanwhile, perceived behavioural control reflects the extent to which individuals feel they have the ability or control to carry out an action. This factor is often influenced by the resources or obstacles faced in implementing the behaviour (Kobylińska, 2022).

One important element of the TPB is that this theory assumes that human behaviour is not always completely controlled by individuals (Conner, 2020). Even if a person has a strong intention to perform an action, external obstacles or lack of

control may prevent them from doing so. Perceived behavioural control is an additional component that differentiates TPB from TRA, which focuses only on attitudes and subjective norms. For example, in the context of consumers shopping online, even if someone has a positive attitude towards online shopping and supportive subjective norms, factors such as limited internet access or problems with the payment system may prevent them from making a purchase. Research has shown that the TPB is effective in explaining various consumer behaviours, including purchasing products or services (Emekci, 2019).

2.1.6 Information Adoption Model (IAM)

The Information Adoption Model (IAM) is a conceptual framework that aims to explain how individuals adopt and integrate information in their behaviour, especially in the context of technology-based communication (Mensah et al., 2022). IAM was developed by Sussman and Siegal in 2003 and focuses on two main elements, namely the quality of arguments and the credibility of information sources. This model integrates elements from previously existing communication theories, such as the Elaboration Likelihood Model (ELM) and the Theory of Reasoned Action (TRA), with the aim of understanding the process of information adoption in different contexts. more modern, especially in digital information-based decision making (García de Blanes Sebastián et al, 2024).

The IAM model is built based on two important theories, namely ELM and TRA. ELM, developed by Petty and Cacioppo (2012), explains how individuals process persuasive messages and experience attitude change. In ELM, there are two paths to persuasion: a central path that involves in-depth processing of the content of the message, and a peripheral path that relies on external cues, such as the credibility of the source. Sussman and Siegal (2003) adapted ELM to IAM by proposing that argument quality becomes a central path in information adoption, while the credibility of the information source becomes a peripheral path. These two elements are very important in influencing an individual's decision to adopt or reject the information received (García de Blanes Sebastián et al, 2024).

Based on IAM, individuals are more likely to adopt information that is considered useful if the information has high argument quality and comes from a

credible source. In other words, information that is considered relevant and trustworthy will increase an individual's likelihood of integrating that information in their decision making (Mensah et al., 2022). This emphasizes the importance of these two factors in the information adoption process, especially in the context of social media and digital communications which are now increasingly developing (Shen et al., 2014). One of the main applications of IAM is to explain the influence of electronic word-of-mouth (e-WOM) on consumer behaviour. E-WOM is the exchange of product or service-related information between individuals via electronic platforms such as social media, forums and online review sites. E-WOM plays a very important role in consumer purchasing decisions because it allows individuals to share their experiences and knowledge with others (Roy et al., 2024). However, the influence of e-WOM on consumers is not uniform, some people may be more influenced by the information they receive, while others may be less influenced. The main factors that determine the level of this influence are the quality of the argument and the credibility of the information source (Cheung et al., 2008).

Lee and Hong (2019) suggest that in the context of e-WOM, individuals are more likely to adopt information that comes from credible sources and conveys strong arguments. This is because the credibility of the source provides a guarantee that the information received can be trusted, while the quality of the argument ensures that the information is relevant and useful in decision making. For example, if a consumer receives a positive review of a product from an influencer they trust, and the review includes clear and detailed reasons for the product's superiority, the consumer is more likely to consider that information in their purchasing decision (Cheung et al., 2008). IAM has been used to understand the influence of e-WOM on consumer purchase intentions. For example, research by Cheung et al. (2008) show that the quality of arguments and the credibility of e-WOM sources have a significant influence on consumer purchase intentions. When the information received is perceived to be of high quality and comes from a trusted source, consumers are more likely to adopt the information and make a purchase. This is in line with the findings obtained by Ismagilova et al (2020), which show that consumers trust information provided by sources who have credibility and relevant

experience in the product or service being reviewed.

The impact of e-WOM on purchasing behaviour is not always linear or direct. Some external factors, such as the quantity of information and the emotional tone in e-WOM messages, may also influence how individuals process and adopt the information. Gopinath et al. (2014) stated that it is not only the quality of the argument and the credibility of the source that determines the influence of e-WOM, but also how many people provide feedback and how emotional the message conveyed is. In this case, the more people who provide positive or negative reviews about a product, the more likely the individual is to be influenced by the information.

As technology and digital platforms develop, IAM also experiences development. Studies by Park (2020) and Tien et al. (2019) suggest that the original IAM model needs to be expanded to include new variables that better reflect the dynamics of modern e-WOM. Two new variables that are often added are the quantity of information (the number of people providing feedback) and the emotional intensity of the message conveyed. The addition of these elements provides a more complete picture of how consumers process e-WOM and how these factors may influence their purchase intentions (Gopinath et al., 2014). By taking these factors into account, IAM becomes more relevant in today's context of social media and online review platforms, where information often comes in large volumes and can be influenced by emotions and social interactions between users. This opens up new opportunities for further study on how e-WOM can be utilized in digital marketing strategies to influence consumer behaviour.

2.1.7 Consumer Behaviour

Consumer behaviour is part of overall human behaviour, so it cannot be separated from other aspects. In the field of marketing, the study of consumer behaviour aims to understand consumers' changing tastes and influence them to be willing to buy company products or services when needed. Companies have an interest in every human activity, including consumer behaviour related to various activities in the marketing system. Therefore, the discussion of consumer behaviour covers certain aspects of human life, but in a more limited scope. According to The

American Association (quoted in Khodijah & Saino, 2012), consumer behaviour is a dynamic interaction between affection, cognition, behaviour and the environment that influences exchange activities in human life. Meanwhile, Setiadi (quoted in Khodijah & Saino, 2012) defines consumer behaviour as direct action which includes the process of obtaining, consuming and disposing of products or services, including the decision stages that precede and accompany these activities.

Sheth & Mittal (in Tjiptono, 2014) explain that consumer behaviour involves mental and physical activities carried out by household consumers (end-users) and business customers, which culminate in decisions to buy, pay and use a particular product or service. Hawkins & Mothersbaugh (in Tjiptono, 2014) define consumer behaviour as the study of individuals, groups, or organizations, and the processes they use in selecting, obtaining, using, and discontinuing the use of products, services, experiences, or ideas to meet their needs. Shiffman et al. (in Tjiptono, 2014) states that consumer behaviour reflects patterns of searching, purchasing, using, evaluating and disposing of products or services aimed at meeting needs. Thus, consumer behaviour involves a series of actions and social interactions carried out by individuals, groups and organizations in assessing, obtaining and using goods or services through an exchange or purchase process that begins with decision making.

1. Cultural Factors

Cultural factors have a broad influence on a person's behaviour, including the role of culture, sub-culture, and social class.

- 1) Culture is the main factor that shapes individual desires and behaviour.
- 2) Sub-cultures are formed from unique socialization processes in society, which can be grouped based on nationality, religion, race and geographic region.
- 3) Social class refers to a hierarchical system in society consisting of homogeneous groups with similar values, interests, and behaviours (Kotler, 2000).

2. Social Factors

Social factors also play a role in influencing consumer behaviour, including social groups, references, and family.

- 1) Reference groups, according to Kotler (2000), consist of various groups that have a direct or indirect influence on individual attitudes and behaviour.
- 2) The family acts as the smallest social unit that has a significant influence on a person's purchasing decisions, especially in religious, political and economic aspects.
- 3) Status and role in society also determine a person's consumption behaviour based on their social position.

3. Personal Factors

Some personal factors that influence consumer behaviour include:

- 1) Age and stage of life that influence needs and preferences in purchasing goods and services.
- 2) Individual economic circumstances, including income, savings, assets, and attitudes toward spending.
- 3) Work that determines the type of goods or services needed, especially those related to a person's profession.
- 4) Lifestyle that reflects an individual's lifestyle based on their activities, interests and opinions in interacting with the environment.

The consumer behaviour model according to Assael (quoted in Khodijah & Saino, 2012) includes three main components in decision making, namely individual consumers, environmental influences, and company marketing strategies. According to Kotler (quoted in Khodijah & Saino, 2012), the consumer behaviour model explains that decision making is an important psychological process in understanding how consumers determine purchasing decisions. The stimulus and response model highlights how marketers must understand the mechanisms of consumer thinking between external stimuli and final decisions. The four main psychological processes that influence consumer behaviour are motivation, perception, learning, and memory. Engel (cited in Khodijah & Saino, 2012) developed a more complex problem-solving-based model of consumer behaviour. This model includes:

1. Recognition of needs, which are influenced by information stored in memory, individual factors, and environmental influences.

2. Information search, which includes internal searches in memory as well as evaluation of available options.
3. Evaluation of alternatives, which involves forming beliefs and attitudes towards a brand or product before a purchasing decision is made.
4. Purchasing decisions and their impact, which influence customer satisfaction and the possibility of repeat purchases in the future.

Meanwhile, the consumer behaviour model according to Assael (quoted in Fatma & Saino, 2012) emphasizes the importance of interaction between marketers and consumers in forming perceptions and evaluations of products. Based on the various opinions above, it can be concluded that consumer behaviour is influenced by various complex internal and external factors. Consumer behaviour models help marketers understand how individuals or groups make purchasing decisions as well as how certain factors can influence their preferences and actions.

2.1.8 Purchase Intention

Purchase intention refers to a person's likelihood of purchasing a product. Purchase intention can also be interpreted as an individual's desire to buy a particular brand that they have chosen after going through various evaluation stages (Laroche, 2007). In addition, purchase intention reflects consumer desires in the process towards purchasing action. According to Kotler & Keller (2016), purchase intention can also be defined as a person's desire to buy a brand or the level of possibility that consumers switch from one brand to another. Furthermore, Kotler & Keller (2016) explained that purchase intention is a decision-making process in choosing one brand among various available alternatives. Purchase intention arises after going through a series of stages, including need recognition, information search, and information evaluation, which ultimately results in purchase intention. Another definition of purchase intention was proposed by Ailawadi et al. (2001) in Falahat & Sien (2015), which states that purchase intention is a consumer's desire to buy a particular product or service through an online group purchasing website.

According to Lee et al. (2008) in Bataineh (2015), purchase intention is one of the most significant variables that emerges as a result of eWOM communication. Wang & Yang (2008) in Jordan et al. (2018) define purchase intention as a decision

to act or as a mental stage in the decision-making process, where consumers have developed a readiness to act towards an object or brand. Wu et al. (2011) in Calvo-Porral & Lévy-Manginb (2017) stated that purchase intention describes the possibility of consumers to plan to purchase certain products or services in the future. Fishbein & Ajzen (2004) argue that intention is an individual's plan regarding the behaviour that will be carried out in a certain situation and how to do it. Meanwhile, Peter & Olson (1999) define intention as a plan to engage in certain behaviour to achieve goals. Fishbein & Ajzen (2004) also stated that purchase intention consists of four main elements:

- a. Behaviour that will be carried out (The Behaviour)
- b. The target object of the behaviour
- c. The situation in which the behaviour is performed
- d. The time when the behaviour was performed

Indicators of purchase intention are explained through the components proposed by Schiffman & Kanuk (2000), which include:

1. Interest in finding information about products

Consumers who are aware of their needs tend to be motivated to seek further information. Kotler & Keller (2012) categorizes this information search into two levels. First, light information search (attention strengthening), where individuals become more sensitive to information about products. Second, active information search, which involves efforts such as reading references, asking friends, or visiting stores to learn more about products.

2. Consider buying

Through information searches, consumers learn about competing brands and the features they offer. Consumers then evaluate these options and begin to consider purchasing decisions.

3. Interest in trying

After identifying needs and studying available brands, consumers will evaluate the benefits offered by the product. This evaluation is a cognitive process that allows consumers to consciously and rationally assess a product before trying to use it.

4. Desire to know more about the product

Consumers view products as a collection of attributes with different benefits to meet their needs.

5. Desire to own the product

Consumers tend to pay more attention to attributes that are considered most useful to them. Through this evaluation, they form attitudes and decisions regarding purchasing, which ultimately gives rise to the intention to own the desired product.

2.1.9 Previous Research

Table 2.1 shows various previous studies that discuss factors that influence purchasing decisions via Online Travel Agents (OTA), with a focus on aspects of trust, e-WOM, website interactivity, customer satisfaction, promotional strategies, and price factors. Previous research was obtained from searches via Google Scholar, Science Direct, Springer, and other websites that have credibility.

The research gap in the national journal can be identified through a comparative analysis of existing research content with topics that have not been widely discussed before. Based on the journals that have been reviewed, most national studies focus on factors such as consumer trust in OTAs (Wijaya & Widodo, 2020), OTA usage intentions based on psychological or technological factors (Harijanto Pangestu et al., 2024), and the influence of e-WOM on purchasing decisions (Purba & Paramita, 2021). However, there are still limitations in this study, especially in the discussion of promotional strategies and how promotions and e-WOM work together to influence OTA customers' purchasing decisions.

In addition, another limitation is the lack of research that discusses consumer segmentation based on certain characteristics, such as age or online shopping habits. Most existing studies only analyse the impact of e-WOM and other factors in general without looking at how different consumer groups respond to online promotions and reviews. Not only that, the research methods used in national journals are generally based on cross-sectional surveys, so they are less able to capture patterns of customer behaviour changes over a certain period of time. Longitudinal studies that can track changes in purchasing decisions due to e-WOM and promotional strategies are still rare in national literature.

When compared with international journals, it was found that several studies such as those conducted by Pooja Kumari & R. Sangeetha (2022) and Shu-Hsien Liao et al. (2021) have been more advanced in analysing e-WOM as a major factor in purchasing decisions. However, although international journals have researched e-WOM more, it is still rare to combine it with promotional strategies in one research model. Therefore, there is a research gap that can be explored further, namely how promotional strategies and e-WOM simultaneously influence OTA customers' purchasing decisions, how customer segmentation moderates these effects, and how longitudinal research can provide a deeper understanding of changes in OTA customer behaviour in the long term.

Thus, this research gap is compiled based on a comparison of the contents of national and international journals, identification of variables that are often studied versus those that are still less discussed, and methodological limitations in previous studies. This research gap can be an opportunity for further research to develop a more comprehensive study of OTA marketing strategies in the digital era.

Table 2. 1 Previous Research

No	Researcher Name; Title; Publication; Year	Research Objectives	Methods	Result	Similarity	Differences
1.	Nadia Tammy Wijaya, Arry Widodo - Factors that Influence Consumer Brand Trust Online Travel Agent Tiket.com (2020), Journal of Business and Management Research	Understanding Factors that influence consumer brand trust towards OTA Tiket.com in Jakarta	Quantitative, SEM-PLS, 400 respondents.	Privacy, word of mouth, and good online experience have a significant effect on brand trust, while security, quality of information, and brand name are not significant.	Discusses consumer trust in OTA and the factors that influence it.	Does not specifically examine the influence of promotional strategies, refund policies, or EWOM.
2.	Aditia Sovia Pramudita, M. Ardhya Bisma, Darfial Guslan - <i>Determinants Factor of Accommodation Online Buying through Online Travel Agent (OTA)</i> , Asia-Pacific Management and Business Application, 2020	Identifying factors that determine Online shopping behavior in accommodation booking to increase purchase intention and actual purchases.	Quantitative, SEM-PLS, 358 respondents.	Perceived ease of use, perceived usefulness, perceived risk, and perceived cost have a significant effect on purchase intention and actual use in online accommodation purchases.	Discussing factors that influence accommodation purchasing decisions on OTAs	Does not specifically examine the impact of promotions and e- WOM on purchasing decisions
3.	Gabriella Anggita Dea Christin, Albert Kriestian Novi Adhi Nugraha; The Impact of Online Reviews and Prices on Hotel Booking Intention at Online Travel	Examining the influence of online reviews and price on hotel booking intentions on OTAs	Quantitative, purposive sampling, SEM analysis, 256 respondents.	Online reviews and prices have an indirect effect on ordering intentions through trust. Price and trust have a direct influence.	Discusses the role of EWOM in consumer purchasing decisions.	Does not discuss promotional strategies and socio-cultural factors.

No	Researcher Name; Title; Publication; Year	Research Objectives	Methods	Result	Similarity	Differences
	Agency: Trust as a Mediating Variable; International Journal of Electronic Commerce Studies, 2022	with trust as a mediating variable.				
4.	Ben Haobin Ye, Albert A. Barreda, Fevzi Okumus, Khaldoun Nusair; "Website Interactivity and Brand Development of Online Travel Agencies in China: The Moderating Role of Age"; Journal of Business Research; 2019	Examining the relationship between website interactivity, brand experience, brand choice, price premium, and purchase intention in the OTA context, and testing the moderating role of age.	Quantitative, using theory-based models, data analysis with SEM (Structural Equation Modeling).	Social interactivity on OTA sites enhances branding elements, influences customers' willingness to pay more, and increases customer loyalty.	Discusses the Influence of interactivity elements on user experience on OTA platforms.	Does not specifically address the role of trust and price transparency in customer decisions.
5	Harijanto Pangestu, RA Dyah Wahyu Sukmaningsih, Willy Kristian, Katyana Aurora Quintania, Tiara Berliana Adhany, Andika Daud Despandi; "Factors Influence the User's Intention to Use Online	Identifying factors Influencing users' intention to use OTAs based on DeLone & McLean's success model, taking into account perceived risk and trust.	Quantitative, using PLS-SEM, 509 respondents.	Perceived risk has a Negative impact on trust, while information quality and trust have a positive effect on user satisfaction and reuse intentions.	Both discuss the Factors that influence users' decisions in using OTA.	Does not discuss in depth the influence of promotional strategies, transparent prices, and interactivity elements on customer loyalty.

No	Researcher Name; Title; Publication; Year	Research Objectives	Methods	Result	Similarity	Differences
	Travel Agents"; BINUS University; 2024					
6.	Alaeddin Mohammad Khalaf Ahmad, Mohammad Abuhashesh, Zaid Obeidat, Marwa Jihad AlKhatib; "E-WOM and Airline E-Ticket Purchasing Intention: Mediating Effect of Online Passenger Trust"; Management Science Letters; 2020.	Investigating the role of online trust in mediating the relationship between electronic word-of-mouth (E-WOM) and intention to purchase airline tickets online.	Quantitative, using online survey techniques, Purposive sampling, analysis using SEM.	E-WOM has a significant impact on online trust and intention to purchase airline tickets.	Both research the role of E-WOM in purchasing decisions.	Focuses on the airline industry and does not discuss other factors such as price and promotional strategies.
7.	Fahma Rindha Purba, Eristia Lidia Paramita; "The Influence of eWOM and Customer Satisfaction on Purchasing Decisions"; International Journal of Social Science and Business, Vol. 5, no. 4, 2021	Analyzing the influence of eWOM and customer satisfaction on purchasing decisions for Argotelo products.	Quantitative method with multiple linear regression.	eWOM and customer satisfaction have a significant effect on purchasing decisions.	Examining the influence of eWOM and purchasing decisions.	Focus on MSME products in Salatiga, not on hotel booking platforms like Traveloka.
8.	Journal Gabriella Anggita Dea Christin, Albert Kriestian Novi Adhi Nugraha; <i>The Impact of Online Review and Price on</i>	Examining the influence of online reviews and price on hotel booking intentions on OTAs	Quantitative, purposive sampling, SEM analysis, 256 respondents.	Online reviews and prices have an indirect effect on ordering intentions through trust. Price and	Discusses the role of EWOM in consumer purchasing decisions.	Does not discuss promotional strategies and socio-cultural factors.

No	Researcher Name; Title; Publication; Year	Research Objectives	Methods	Result	Similarity	Differences
	<i>Hotel Booking Intention at Online Travel Agency: Trust as a Mediating Variable</i> ; International of Electronic Commerce Studies, 2022	with trust as a mediating variable.		trust have a direct influence.		
9.	Shalini Talwar, Amandeep Dhir, Puneet Kaur, Matti Mäntymäki; Why do people purchase from online travel agencies (OTAs)? A Consumption values perspective; International Journal of Hospitality Management, 2020.	Analyzing consumption value factors that influence purchase intentions on OTAs, including benefit value, price, social status, information, and preferences.	Quantitative, survey of 809 OTA users, SEM analysis.	All consumption values have a positive effect on purchase intentions, with benefit value as the main factor.	Discusses the role of price and trust in purchasing decisions.	Does not discuss promotion factors and EWOM specifically.
10.	Refi Rifaldi Widya Giri, Fairuuz Fikar Alfauqi; The Effect Of Endorser Credibility On Purchase Intention Mediated By Brand Attitude And Brand Credibility On Online Travel Agent Traveloka; Indonesian Management Journal;	Examinin the Influence of endorser credibility on purchase intentions through brand attitude and brand credibility at Traveloka	Quantitative, SEM-PLS with WarpPLS 7.0, 244 respondents	Endorser credibility has a significant effect on purchase intention through brand attitude and brand credibility	Both research the factors that influence purchasing decisions on OTAs	Focuses on endorser credibility, does not discuss other factors such as EWOM and consumer trust

No	Researcher Name; Title; Publication; Year	Research Objectives	Methods	Result	Similarity	Differences
	2023.					
11.	Ni Luh Putu Indiania et al. (Exploring Tourists' Booking Intention Through Brand Image, EWOM, and Experiential Marketing; Asia-Pacific Management and Business Application; 2023)	Investigating the influence of eWOM and experiential marketing on accommodation booking intentions, As well as the mediating role of brand image in this relationship.	Survey of potential tourists with Partial Least Square (PLS) analysis.	eWOM and experiential marketing influence brand image and ordering intentions. Brand image is an important mediator.	Together researching eWOM and booking intentions in the tourism/hospitality sector.	Indiania's research focuses on accommodation in Bali, while this research is broader, covering Traveloka users throughout Indonesia.
12.	Pooja Kumari & R. Sangeetha (How Does Electronic Word of Mouth Impact Green Hotel Booking Intention?; Services Marketing Quarterly; 2022)	Testing the impact of eWOM on green hotel booking intentions using a moderation-mediation framework.	Online survey with mediation and moderation model.	Source credibility, argument quality, review valence, and consumer ratings have a significant effect on green hotel booking intentions.	Both use eWOM as the main variable to influence hotel booking intentions.	Kumari's research focuses on eco-friendly hotels, while this research covers all types of hotels on the Traveloka platform.
13.	Qin-Min Wu (2024), "The Influence of Online Reviews on the Purchasing Decisions Of Travel Consumers, "Sustainability, Vol. 16, Issue 8, pp. 3213-3230	Investigating the impact of online reviews on consumer purchasing decisions in the travel industry, including the role of psychological distance and price	Two-stage game model, large-scale data simulation, quantitative analysis	Tourist route variability influences user recommendations. Price adjustments and distance moderate purchasing decisions.	Focus on the influence of online reviews on purchasing decisions, such as the purpose of your research regarding e-reviews.	Does not specifically discuss promotional strategies or socio-cultural factors that influence eWOM in Indonesia.

No	Researcher Name; Title; Publication; Year	Research Objectives	Methods	Result	Similarity	Differences
		adjustments.				
14.	Feng Ming Tsai & Tat- Dat Bui (2021), "Impact of Word of Mouth via Social Media on Consumer Intention to Purchase Cruise Travel Products," Maritime Policy & Management, Vol. 48, no. 2, pp. 167-183	Testing the influence of WOM through social media on consumer purchase intentions for cruise travel products, with WOM as a mediator.	Value-based adoption model (VAM), path analysis using SEM	WOM significantly increases purchase intention through information reliability and entertainment value.	Both examine the influence of eWOM on purchase intentions.	Focuses on the cruise industry and not general online travel markets like Traveloka.
15.	María del Carmen Berné Manero, Andrea Moretta Tartaglione, Giuseppe Russo, & Ylenia Cavacece (2023), "The Impact of eWOM Management in Hotel Ecosystems," Journal of Intellectual Capital, Vol. 24, no. 1, pp. 227-256	Exploring the influence of eWOM management on managerial decisions and service innovation in the hotel industry.	Structural equation modeling, a survey of Italian hotel managers.	eWOM plays an important role in strategic innovation and hotel performance.	The emphasis on the role of eWOM in influencing decisions and innovation in the hotel ecosystem is relevant to the influence of eWOM at Traveloka.	This research focuses on the management perspective, while your research focuses more on consumer behavior.
16.	Kamal Hossain; PURCHASING TOURISM SERVICES THROUGH ONLINE TRAVEL AGENCY: DOES	To identify the determinants of EWOM that influence purchase intention of tourism	The quantitative approach uses Structural Equation Modeling (SEM)	Information quality, credibility, and usefulness of EWOM	Focus on EWOM and Its influence on purchasing decisions on digital platforms, with analysis of factors	Focusing on the Bangladeshi market and tourism services, using SEM to analyze

No	Researcher Name; Title; Publication; Year	Research Objectives	Methods	Result	Similarity	Differences
	ELECTRONIC WORD-OF-MOUTH HAVE INFLUENCE? An Empirical Study on Bangladeshi Tourists; Geojournal of Tourism and Geosites, 2024	services through online travel agents (OTAs) in Bangladesh.	to test hypotheses based on survey data from 302 respondents.		influencing consumer trust and purchase intentions.	quantitative data and explore the determinants of EWOM that influence purchasing decisions.
17.	Shu-Hsien Liao, Da-Chian Hu, Yu-Chun Chung, An-Pu Huang; <i>Risk and opportunity for online purchase intention – moderated mediation model investigation</i> ; Telematics and Informatics, 2021	Examining the relationship between risk perception, EWOM, and online purchase intention with online involvement as a moderating mediating variable.	Quantitative, SEM analysis, moderation mediation model.	EWOM plays a full mediating role between perceived risk and online information significantly influence the intention to purchase tourism services via OTA. Purchase intention. Online engagement strengthens the mediation effect.	Discusses EWOM as a major factor in online purchasing decisions.	Does not discuss the influence of price, promotions, or trust on purchasing decisions.
18.	I Nyoman Meirejeki, I Ketut Suarta, I Putu Budiarta, Solihin Moelyadi, I Made Budiasa - <i>How E-Service Quality Works on Repurchase Intention Online Travel Agent (OTA)?: A Case Study</i>	Examining the Influence of electronic service quality (e-service quality) on repurchase intentions at OTAs	Quantitative, Simple Linear Regression, 96 respondents.	Electronic service quality has a significant positive influence on repurchase intention of 62.1%.	Examining factors that influence consumer trust and purchasing decisions on OTAs.	Does not specifically discuss the influence of promotions or EWOM on hotel purchasing decisions at OTAs.

No	Researcher Name; Title; Publication; Year	Research Objectives	Methods	Result	Similarity	Differences
	on Traveloka, International Journal of Social Sciences, 2023					
19.	Jiahua Wei, Minkun Liu, Wei Li, Zhiping Hou, Lei Li - <i>The Impact of Consumer Confusion on the Service Recovery Effect of Online Travel Agency (OTA)</i> , Current Psychology, 2023	Examining the effect of consumer confusion on service recovery in OTAs.	Quantitative, scenario experiment, survey with 343 respondents in China.	Consumer confusion increases negative word-of-mouth, which then decreases repurchase intentions. A mediation effect occurs between negative word-of-mouth and repurchase intention	Discusses the role of negative word-of-mouth on consumer decisions on OTAs	Did not directly examine the Influenc of Promotions and EWOM on hotel purchasing decisions at OTAs.
20.	Endang Tjahjaningsih, Dian Suprapti, Euis Soliha, Tristiana Rijanti - <i>The Influence of Positive and Negative Electronic Word of Mouth Review on Hotel Customer E- Repurchase</i> , Jurnal Penelitian Pendidikan Indonesia, 2023	Analyzing the influence of positive and negative e-WOM on hotel repurchase intentions via OTA.	Experiment, One-Way ANOVA, 56 respondents.	Positive e-WOM increases repurchase intentions, while negative e-WOM decreases it.	Discusses the influence of e-WOM on purchasing decisions at OTA.	Does not examine the influence of promotions or other factors such as price and customer loyalty.

Source: Processed by Author (2024)

The research that will be conducted focuses on the influence of promotional strategies and electronic word-of-mouth (e-WOM) on hotel purchasing decisions through Online Travel Agents (OTA). Based on the literature review that has been carried out as shown in Table 2.1, there are several studies that are relevant to this topic, both in terms of methodology, research variables, and the findings produced. One relevant research is a study by Nadia Tammy Wijaya and Arry Widodo (2020), which examines the factors that influence consumer brand trust in OTA Tiket.com. The research results show that privacy, word of mouth, and good online experience have a significant influence on brand trust, while security, quality of information, and brand name are not significant. The similarity with the research to be conducted is that this research also discusses the influence of e-WOM on customer decisions. However, this research does not specifically examine the impact of promotional strategies on purchasing decisions. Furthermore, research by Ben Haobin Ye et al. (2019) studied the relationship between website interactivity and OTA brand development in China. The results show that social interactivity on OTA sites increases branding elements, influences customers' willingness to pay more, and increases customer loyalty. The similarity with the research to be conducted is that this research also highlights aspects of user experience in OTA. However, the difference lies in the research focus which focuses more on brand experience compared to promotional strategies and e-WOM.

Another study by Harijanto Pangestu et al. (2024) examined the factors that influence users' intention to use OTAs based on DeLone & McLean's success model. The findings of this study indicate that perceived risk has a negative impact on trust, while information quality and trust have a positive effect on user satisfaction and reuse intention. This study has similarities with research that will be carried out in terms of analyzing factors that influence customer decisions on OTAs. However, this research does not specifically discuss promotional strategies or e-WOM. Apart from that, research by Fahma Rindha Purba and Eristia Lidia Paramita (2021) examined the influence of e-WOM and customer satisfaction on purchasing decisions. The results show that e-WOM has a significant influence on purchasing decisions, which is relevant to the research to be conducted. Based on

this literature review, it can be concluded that the research to be conducted has a strong and relevant basis. This research can be carried out because there is still a research gap, namely the influence of promotional strategies and e-WOM simultaneously on hotel purchasing decisions through Online Travel Agents, which has not been widely discussed in previous research.

2.2 Theoretical Framework

The framework of thought in this study has similarities with the reference journal, especially in the use of main variables such as e-WOM, Online Travel Agency (OTA), information adoption, attitude, subjective norms, and purchase intention. This research model adapts the relationship between variables that have been used in reference journals, where factors such as information credibility, information quality, reviewer expertise, information quantity, and product ranking play a role in influencing information adoption (Metzger & Flanagin, 2013; Cheung et al., 2008; Ismagilova et al., 2020; Park & Lee, 2008; Mudambi & Schuff, 2010). Information adoption then has an impact on consumer attitudes (attitude) and subjective norms (subjective norms), which ultimately influence purchase intention (Ajzen, 1991; Kim et al., 2020; Lin, 2023).

This reference journal replication was conducted due to the similarities in the research variables and the relevance of the model used in the context of OTA and consumer purchasing decisions. By conducting replication, this study aims to confirm the results of previous studies in different contexts or with the latest data, adjust to current trends in the OTA industry, and strengthen the validity and reliability of existing theories. In addition, this study uses a similar approach to the reference journal in testing how information credibility, information quality, reviewer expertise, amount of information, and product ratings can affect consumer adoption of information (Xu et al., 2020; Filieri, 2015; Phelps et al., 2004; Zhu et al., 2021; Filieri et al., 2018).

The similarity between the reference journal and this study lies in their focus on the role of e-WOM in purchasing decisions through OTAs, highlighting how factors related to information and social norms contribute to information adoption

and purchase intentions. Both studies also refer to Ajzen's (1991) Theory of Planned Behavior (TPB), which emphasizes that attitudes and subjective norms influence purchase intentions. In addition, previous studies have shown that effective information adoption helps consumers form positive attitudes towards OTA services (Kim & Park, 2018; Zhang et al., 2022), while subjective norms can also influence purchase decisions (Fishbein & Ajzen, 1975; Wang et al., 2019; Fang et al., 2020). Thus, this replication is expected to provide a deeper understanding of the phenomenon and ensure that the model used remains relevant to the development of consumer behaviour in the OTA industry.

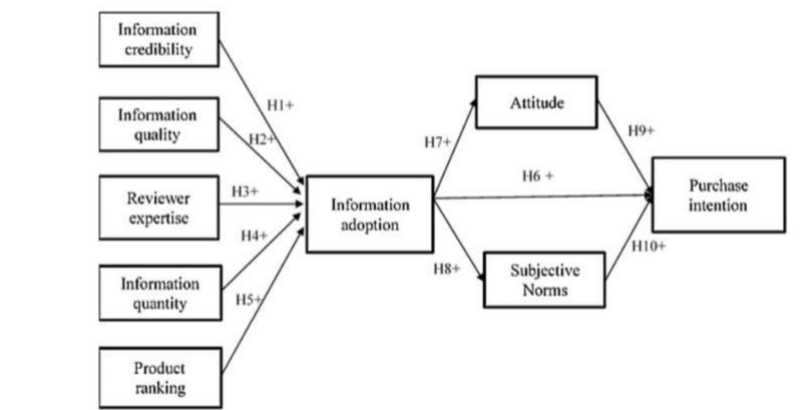


Figure 2. 1 Theoretical Framework

Source: Nguyen & Nguyen (2024) ; Processed by Author (2025)

In this theoretical framework, eWOM is represented by three main dimensions: Information Adoption, Attitude, and Subjective Norms. Information Adoption functions as an independent variable that is influenced by five of its dimensions—Information Credibility, Information Quality, Reviewer Expertise, Information Quantity, and Product Ranking (H1–H5). These five dimensions serve as the independent predictors of Information Adoption. In turn, Information Adoption influences Attitude (H7) and Subjective Norms (H8), which, together with Information Adoption itself (H6), act as independent variables affecting the dependent variable Purchase Intention (H9, H10). In this structure, Purchase Intention is the ultimate dependent variable, while the five dimensions of

Information Adoption are the initial independent variables driving the causal relationships in the model. This overall framework is supported by theories such as the Theory of Planned Behavior (Ajzen, 1991) and the Information Adoption Model (Sussman & Siegal, 2003), which explain how attitudes, subjective norms, and information quality influence purchasing decisions.

The evolution of the framework of thought in this study was driven by an imperative to account for rising eWOM influence on consumer decision-making within the digital tourism landscape, particularly in the context of Online Travel Agencies (OTAs) within Indonesia. With increased reliance on digital media to book travel accommodations, consumers are being increasingly swayed by users' online ratings, reviews, and opinions. Recognizing this paradigm shift in consumer behavior, the research framework was designed to test the factors that affect the adoption of information in eWOM in a systematic way and how the eventual adoption affects purchasing intention. The conceptual basis of the framework was developed through two dominant theories: the Information Adoption Model (IAM) and the Theory of Planned Behavior (TPB). IAM explains the process by which individuals evaluate and accept online information based on information quality and source credibility, whereas TPB explains how attitude, subjective norms, and perceived behavioural control influence behavioural intentions.

Development of the research framework followed a methodical procedure, beginning with an exhaustive review of theories to identify gaps and establish theoretical and empirical foundations. This review indicated that although eWOM has been found to influence purchase behavior, its integration with social-psychological factors like subjective norms and attitudes has been researched sparingly in the Indonesian OTA market. From this review, some of the important variables—like information credibility, information quality, reviewer expertise, quantity of information, and product ratings—were isolated and were hypothesized to influence consumers' trust in the information and their attitudes towards OTA sites. These relationships were modelled pictorially in a conceptual framework that proposed direct and indirect linkages between eWOM components and purchase intention, with information adoption and consumer attitude as mediators.

Testing the model empirically, this study applied a quantitative research approach using a structured questionnaire distributed to OTA consumers in Indonesia. All constructs in the model were tested by employing validated measurement scales to guarantee validity and reliability. The collected data were subsequently statistically processed using Partial Least Squares Structural Equation Modeling (PLS-SEM), which is particularly well-suited for exploratory and predictive research involving complex models with multiple constructs. By embracing this strategy, the framework not only provided a theoretical outlook to study the impact of eWOM but also provided practical insight to practitioners—namely OTA providers—on how to optimize their online actions, create trust, and contribute more effectively to consumer purchasing decisions in a more competitive market.

2.3 Research Hypothesis (For Quantitative Research)

The credibility of information in an OTA platform includes the accuracy, trustworthiness and transparency of the information provided, such as user reviews, hotel descriptions or booking policies. Information that is considered credible gives consumers confidence in making purchasing decisions. Metzger and Flanagin (2013) show that high credibility of information on websites increases information adoption by consumers. In the context of OTA, Xu et al. (2020) found that credible and authentic reviews influence users' decisions to book travel services. Therefore, information credibility is predicted to have a positive impact on information adoption.

H1: Information credibility has a positive effect on information adoption on OTA platforms.

The quality of information on OTA platforms includes providing relevant reviews, high-quality images, and detailed service descriptions. Quality information allows consumers to make decisions with more confidence. Research by Cheung et al. (2008) shows that the quality of online reviews has a significant effect on information adoption. In the context of OTAs, Filieri (2015) emphasized that consumers tend to adopt information from reviews that they consider relevant, clear

and accurate. Therefore, the quality of information on OTA platforms is expected to have a positive impact on information adoption.

H2: Information quality has a positive effect on information adoption on OTA platforms.

A reviewer's expertise on an OTA, such as a user providing a detailed review or an experienced traveler, adds value to the trustworthiness of the review. Consumers tend to trust reviews from individuals they perceive to have relevant experience or credentials. Research by Phelps et al. (2004) show that reviews from expert users increase information adoption. In OTA platforms, Ismagilova et al. (2020) identified that consumers are more likely to adopt information from reviews written by users with a high level of expertise or experience.

H3: Reviewer expertise has a positive effect on the adoption of information on OTA platforms.

The number of reviews available on an OTA platform, such as the number of users rating a particular hotel, influences consumer decisions. A large number of reviews provides a more comprehensive picture and increases consumer confidence. Park and Lee (2008) show that large amounts of information help consumers form trust in a service. In OTA, Zhu et al. (2021) observed that consumers are more likely to adopt information when they have access to a large number of reviews and service descriptions.

H4: The amount of information has a positive effect on the adoption of information on OTA platforms.

Product ratings, such as star ratings for hotels or flights on OTA platforms, are important indicators for consumers to evaluate service quality. Research by Mudambi and Schuff (2010) shows that higher ratings increase positive perceptions of the product. In the context of OTAs, Filieri et al. (2018) confirmed that user-provided ratings are one of the key factors influencing consumers' adoption of information.

H5: Product rankings have a positive effect on information adoption on OTA platforms.

Nadira (2021) highlighted that information adoption positively influences

consumers' purchase intentions on OTA platforms. Information acquired from online reviews can shape customers' booking decisions by serving as a key consideration when selecting accommodations. When users adopt such information, they are more likely to be influenced by high ratings and positive reviews, which can increase their intention to proceed with a booking. Furthermore, information adoption fosters a preference for using OTA platforms for hotel accommodations and strengthens users' likelihood to recommend the platform to others. This is particularly true when individuals have personally relied on and benefited from such information in forming their booking intentions.

H6: Information adoption on OTA platforms has a positive effect on purchase intentions.

Effective adoption of information in OTAs helps consumers form a positive attitude towards a travel service. Relevant and reliable information allows consumers to have a better experience when evaluating products. Kim and Park (2018) found that information adoption contributed significantly to consumers' positive attitudes towards e-commerce platforms. In the context of OTA, Zhang et al. (2022) show that consumers who receive quality information from reviews and ratings tend to have more favourable attitudes toward the service.

H7: Information adoption on OTA platforms has a positive effect on Consumer attitudes.

Subjective norms, namely social pressure from friends, family, or online communities, can influence consumers' decisions to adopt information on OTA platforms. Fishbein and Ajzen (1975) showed that subjective norms are the main predictor of behavioural adoption. Wang et al. (2019) assert that social norms, such as recommendations from friends, increase consumers' trust in information found on OTA platforms, thereby encouraging information adoption.

H8: Information adoption on OTA platforms has a positive effect on Subjective norms.

Consumers' positive attitudes towards services or products on OTA platforms, such as hotels or flights, tend to drive their purchase intentions. Ajzen (1991) in the theory of planned behaviour states that attitude is one of the main

factors that influences behavioural intentions. In the context of OTA, research by Kim et al. (2020) shows that positive attitudes towards travel platforms encourage consumers to book services with more confidence.

H9: Consumer attitudes have a positive effect on purchase intentions on OTA platforms.

Subjective norms also have a direct impact on consumers' purchase intentions on OTA platforms. Consumers tend to make purchasing decisions based on recommendations from people in their social networks, especially when those decisions have social consequences. Ajzen (1991) as well as research by Fang et al. (2020) found that social norms play a significant role in shaping purchase intentions, especially in digital environments such as OTAs.

H10: Subjective norms have a positive effect on purchase intentions on OTA platforms.

CHAPTER III

RESEARCH METHODS

3.1 Types of Research

The following are the research characteristics used in this research in Table 3.1 below.

Table 3. 1 Research Characteristics

No.	Research Characteristics	Research Type
1.	Based on method	Quantitative
2.	Based on goals	Causal
3.	Based on researcher involvement	Does not interfere with data
4.	Based on unit analysis	Individual
5.	Based on implementation time	Cross Sectional

Source: Author's Processed data (2025)

The research method used in this study is a quantitative method. According to Creswell and Creswell (2023), quantitative research is a systematic investigation that relies on numerical data, statistical analysis, and objective measurement to understand relationships between variables. This approach is commonly used to test hypotheses and make generalizations based on sample data. This study is causal research, which aims to identify cause-and-effect relationships between variables. According to Saunders, Lewis, and Thornhill (2019), causal research investigates the impact of one or more independent variables on a dependent variable. In this study, the research examines the influence of Electronic Word-of-Mouth (eWOM) on Online Hotel Booking Purchasing Intention through Online Travel Agents (OTAs). The study aims to determine whether eWOM significantly affects consumers' purchasing decisions when booking hotels online. This research does not involve any direct intervention in the examined variables. The researcher functions as an observer, conducting a field study by distributing questionnaires to OTA users. Based on this research, the unit of analysis is the individual, as the research focuses on individuals who have purchase intention toward hotel booking

services. The research is conducted cross-sectionally, meaning that data is collected at a single point in time to analyse patterns and relationships between variables (Zikmund et al., 2020). After data collection, statistical methods are used to process the findings and draw conclusions.

3.2 Operational Variable

A variable could be a quantifiable characteristic or property that can take on distinctive values over distinctive people, objects, or time periods (Creswell & Creswell, 2023). Agreeing to Saunders, Lewis, and Thornhill (2019), an operational variable includes characterizing inquire about factors in quantifiable terms, permitting for exact information collection and examination. This guarantees that the inquire about issue is viably tended to. This ponder incorporates two factors, to be specific:

a. Independent Variable

The independent variable in this study is Electronic Word-of-Mouth (eWOM) (X). Independent variables, moreover alluded to as causal, indicator, or explanatory factors, are components that impact changes in other factors (Creswell & Creswell, 2023). eWOM plays a significant role in consumer decision-making, especially within the context of online hotel bookings through Online Travel Agents (OTAs). As the primary focus of this study, this variable directly influences the dependent variable, either positively or negatively.

b. Dependent Variable

The dependent variable, moreover known as the result or reaction variable, is impacted by changes in the independent variable (Saunders, Lewis, & Thornhill, 2019). In this research, the dependent variable is Online Hotel Booking Purchasing Intention (Y). This variable represents the extent to which consumers are willing to book a hotel through an OTA based on the influence of eWOM.

This research is a replication of the reference journal (Dao Thi Bich Nguyen & Van Thi Khanh Nguyen, 2024) because it has similarities in the variables studied, namely Electronic Word of Mouth (e-WOM), Online Travel Agency (OTA), and Purchase Intention. Replication is carried out with the aim of re-testing the

relationship between variables that have been tested in previous studies and ensuring consistency of results in different contexts. In this study, the operationalization of the variables used refers to the indicators that have been used in the reference journal. As seen in the figure, the e-WOM variable is measured by several dimensions, namely information credibility, information quality, information quantity, and reviewer expertise (Le et al., 2018). In addition, the Purchase Intention variable is also measured using dimensions such as product ranking, information adoption, attitude, subjective norms, and purchase intention itself.

The similarity in the operationalization of these variables is the main basis for conducting replication, because the instruments used have been tested in previous studies. By using the same method, this study aims to verify the reliability and validity of the research model and test whether the relationship between e-WOM and Purchase Intention through OTA remains relevant in the context of the research being conducted. This replication is also important to ensure whether the factors found in the reference journals (Dao Thi Bich Nguyen & Van Thi Khanh Nguyen, 2024) still have the same influence on different populations. Thus, this study not only confirms previous findings but also provides academic contributions in understanding more deeply how e-WOM on OTA platforms can influence consumer purchase intentions. The instrument used in this research was adapted and validated by Le et al. (2018), as can be seen below.

Table 3. 2 Operational Variable

No.	Variables	Dimension	Items	Item	Scale
1.	EWOM (X) Le et al. (2018)	Information Credibility	Information evaluated by customers online is persuasive.	IC1	Ordinal
			Information commented on by customers can be referenced.	IC2	Ordinal
			Information evaluated by customers online is authentic.	IC3	Ordinal
			Information commented on by customers online is reliable.	IC4	Ordinal

No.	Variables	Dimension	Items	Item	Scale
			Information evaluated on by customers online is accurate.	IC5	Ordinal
		Information quality	Online reviews are easy to understand.	IQ1	Ordinal
			Online comments are clear.	IQ2	Ordinal
			Online reviews are of high quality.	IQ3	Ordinal
			Online comments provide complete information.	IQ4	Ordinal
		Information quantity	A large number of online reviews indicate that the accommodation facility is popular.	IN1	Ordinal
			A large volume of online comments information suggests that the accommodation facility has good sales performance.	IN2	Ordinal
			High ratings indicate that the accommodation facility has a good reputation.	IN3	Ordinal
			Recommendations indicate that the accommodation facility has a good reputation.	IN4	Ordinal
		Reviewer expertise	The people providing online reviews are experienced.	RE1	Ordinal
			I think the people providing online comments have extensive knowledge about the product.	RE2	Ordinal
			I think the people providing online reviews have the ability to make judgments.	RE3	Ordinal
			This person provides some ideas different from other sources.	RE4	Ordinal
			This person mentions some things that I haven't considered.	RE5	Ordinal

No.	Variables	Dimension	Items	Item	Scale
		Product ranking	The overall rankings of different accommodation facilities help me easily compare the available choices.	PR1	Ordinal
			The overall rankings help me quickly choose the best accommodation among many alternative options.	PR2	Ordinal
2.	Purchase intention (Y)	Information adoption	The information from the reviews has contributed to helping me understand more about the discussed product.	IA1	Ordinal
			The reviews make it easier for me to make online booking decisions.	IA2	Ordinal
			The reviews help me make online booking decisions with more confidence.	IA3	Ordinal
			The reviews have motivated me to take online booking actions.	IA4	Ordinal
		Attitude	When I want to book a room, I always read the information shared on online travel agency websites about accommodation facilities.	AT1	Ordinal
			The shared review information is helpful and assists me in making online booking decisions	AT2	Ordinal
			The shared information and reviews on online travel agency websites make me feel confident when making reservations.	AT3	Ordinal
		Subjective norms	My relatives think that I should consult reviews on online travel agency websites before booking.	SN1	Ordinal
			People I value advise me to consider reviews on various online travel agency websites.	SN2	Ordinal
			People like me often read shared information on online travel agency websites before making reservations.	SN3	Ordinal
		Purchase intention	After reading online reviews, I want to book the accommodation.	PI1	Ordinal

No.	Variables	Dimension	Items	Item	Scale
			I will consider choosing the accommodation discussed in the online comment section.	PI2	Ordinal
			I plan to try booking the accommodation discussed in the online reviews.	PI3	Ordinal
			In the future, I intend to search for accommodations discussed in the online comments section.	PI4	Ordinal
			In the future, I intend to book the accommodation discussed in the online comments section.	PI5	Ordinal

Source: Processed by Author (2024)

3.2.1 Measurement Scale

According to Sugiyono (2013), a measurement scale is an agreed standard for determining the length of an interval in a measurement instrument, so that it can produce data in quantitative form. With this scale, the value of the measured variable can be expressed in numbers, so that the research results are more accurate, efficient, and easy to communicate. This study uses the Likert scale as a measurement tool. The Likert scale functions to assess the attitudes, opinions, and perceptions of individuals or groups towards a social phenomenon that has been determined as a research variable. In its application, the variables are broken down into several indicators that are used as a basis for compiling research instruments in the form of statements or questions. Each statement on the Likert scale has a range of answers ranging from strongly agree to strongly disagree. The score range used in this research is:

Table 3. 3 Likert Scale

Description	Score
Strongly Agree	5
Agree	4
Quite Agree	3
Disagree	2

Description	Score
Strongly Disagree	1

Source: Sugiyono (2018), Processed by Author (2025)

3.3 Research Stages

This research was conducted using Structural Equation Modeling (SEM) with PLS. The research process began with the preparation stage, where the researcher first identified an interesting research problem related to the influence of electronic word-of-mouth (eWOM) on online hotel booking purchasing intention in online travel agents. At this stage, the researcher also conducted a literature review to strengthen the research hypothesis. The literature used includes theoretical books, academic journals, and other scientific works to ensure a strong foundation for the study, supported by expert opinions and factual data.

One of the essential steps in data collection was designing a structured questionnaire that would be distributed to appropriate respondents who had experience with online hotel bookings through online travel agents. This questionnaire was developed based on indicators derived from previous studies, ensuring it aligns with the research objectives. After the questionnaire design was completed, the next step was data collection from respondents. Following the data collection, the next phase involved data analysis. The researcher first conducted descriptive statistical analysis to summarize and interpret the collected data. Then, structural equation modeling (SEM) using PLS was performed to examine the relationships between variables and analyze the significance and impact of eWOM on purchasing intention.

Finally, the research findings were summarized, and conclusions were drawn based on the analysis results. The final stage of the research included providing recommendations and suggestions for businesses and future researchers regarding the role of eWOM in influencing consumer decisions in the online hotel booking industry.

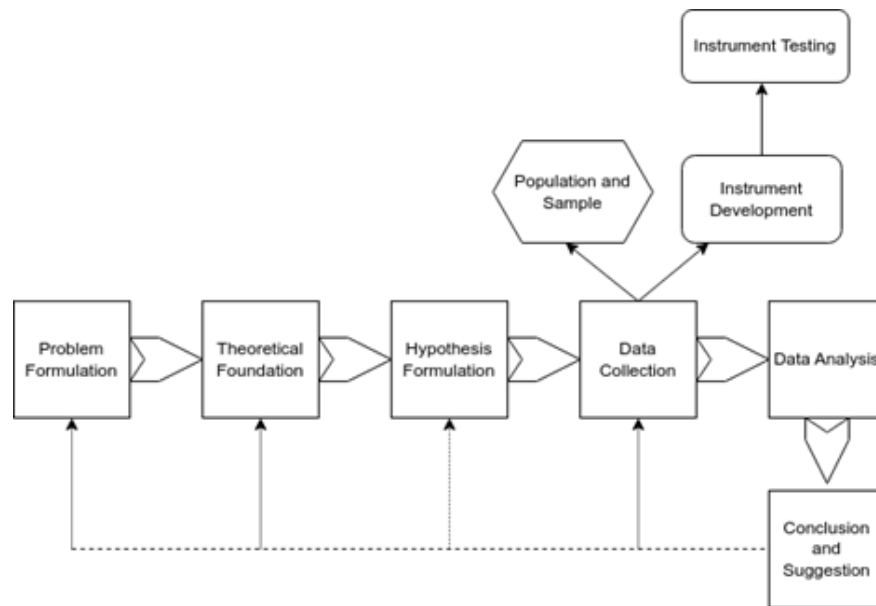


Figure 3. 1 Research Stage

Source: Sugiyono (2015), Processed by Author (2025)

3.4 Population and Sample

3.4.1 Population

According to Sugiyono (2013), the population refers to the entire group of subjects or objects that possess specific characteristics and are determined by the researcher for study and analysis. It serves as the source from which data is collected to draw conclusions about the research problem. A well-defined population ensures the accuracy and reliability of the study findings. In this research, the population consists of individuals who have engaged in online hotel booking through Online Travel Agents (OTAs). This includes users who have been influenced by electronic word-of-mouth (eWOM) in their decision-making process. The selection of this population aligns with the research objective of examining the impact of eWOM on purchasing intention in the context of online hotel bookings. By defining the population, the study can ensure that data collection remains relevant and targeted, allowing for meaningful analysis and interpretation of results.

3.4.2 Sample

Every research study has limitations in terms of time, effort, and budget, making it impossible for researchers to collect data from the entire target

population. Therefore, researchers need to determine a representative portion of the population to serve as the focus of the study, which is known as a sample. In summary, a sample refers to a selected subset of the population that represents the research subjects (Amruddin et al., 2022). In this study, purposive sampling is utilized as a non-probability sampling method to select participants when the population size is not determined.

According to Indrawati (2015), a sample comprises specific individuals from a population who participate in research through observation, intervention, or by providing their opinions on the research topic. Sugiyono (2023) explained that non-probability sampling is a sampling technique that does not provide an equal chance or opportunity for every element or member of the population to be selected as a sample, he also explains that purposive sampling is a sampling technique in which samples are selected based on specific considerations. Therefore, the selected sample criteria for this research are as follows:

1. Individuals who actively use social media
2. Individuals who have booked a hotel through an online travel agent (OTA) at least once in the past 3–6 months.

In this study, since the exact population size is unknown, the sampling approach follows the guidelines of Hair et al. (2017), which recommend that the sample size should be at least ten times the highest number of formative indicators used to measure a single construct, as detailed below.

$$n = k \times 10$$

$$n = 35 \times 10$$

$$n = 350$$

N = Required sample size K = Number of indicators

According to the calculation, the sample size for this study should be 350 respondents, so the researcher used the SEM data analysis method using PLS software.

3.5 Data Collection and Data Sources

3.5.1 Data Collection

Data collection can be conducted in various settings, from multiple sources, and through different methods. Based on the setting, data can be gathered in a natural environment, in a laboratory through experimental methods, at home with various respondents, during seminars or discussions, on the street, and in other locations. In terms of data sources, data collection can utilize both primary and secondary sources (Sugiyono, 2013). The researcher collected data using questionnaires and analyzed it quantitatively with the assistance of PLS software. According to Sugiyono (2023), a questionnaire is a data collection method in which a structured set of written questions or statements is administered to respondents for them to provide answers. This technique is considered an efficient means of data collection when the researcher has a clear understanding of the variables being measured and can anticipate the expected responses. Furthermore, the use of questionnaires is particularly suitable for research involving a large sample size distributed across a wide geographical area. The use of PLS is also appropriate for this study, given the sample size of 350 respondents. According to Hair et al. (2017), a larger sample size enhances the accuracy and consistency of PLS-SEM estimations.

3.5.2 Data Sources

3.5.2.1 Primary Data

Primary sources refer to data providers that directly supply information to the researcher (Sugiyono, 2013). Based on this concept, the author collects primary data by distributing questionnaires through Google Forms to social media users. This group is approached through various social media platforms.

3.5.2.2 Secondary Data

Secondary sources according to Sugiyono (2013) refer to data that are not directly obtained by the researcher but are acquired through intermediaries or documents. In this study, secondary data is derived from journals, past research, and surveys conducted by different organizations. The purpose of utilizing this secondary data is to provide support, establish a foundation, and serve as a reference

for this research.

3.6 Validity and Reliability Test

If data is obtained through questionnaires filled out by respondents, it is necessary to conduct validity and reliability tests. Using a valid and reliable instrument in data collection is expected to produce research findings that are also valid and reliable. Therefore, a valid and reliable instrument is essential for obtaining accurate research results. However, this does not mean that simply using an instrument that has been tested for validity and reliability will automatically ensure valid and reliable research outcomes. The results are still influenced by the research subject and the researcher's ability to use the instrument effectively in data collection.

3.6.1 Validity Test

According to Paramita et al. (2021), a validity test or error check is conducted to determine the extent to which a questionnaire can effectively gather the required data or information. Meanwhile, Sahir (2021) defines validity as a test of research questions aimed at assessing how well respondents understand the questions posed by the researcher. If the results are not valid, it may indicate that respondents did not fully comprehend the questions being asked. A high level of validity in a questionnaire indicates that the measurement instrument produces accurate and appropriate results.

3.6.2 Reliability Test

Reliability by Sahir (2021) refers to testing the consistency of respondents' answers. It is expressed numerically, usually as a coefficient, where a higher coefficient signifies greater reliability or consistency in respondents' answers. Sekaran & Bougie (2010) stated that the reliability of a measurement refers to the degree to which it is free from bias or errors, ensuring consistency in measurement over time and across different items within the instrument. In other words, reliability reflects the stability and consistency of an instrument in measuring a particular concept, thereby serving as an indicator of the overall quality and validity of the measurement.

3.7 Data Analysis Techniques

Data analysis was carried out following the collection of questionnaire responses. In this study, the researcher employed the Structural Equation Modeling (SEM) approach for analysis. The data processing was conducted using SmartPLS software to ensure accurate and reliable results.

This study utilized Partial Least Squares Structural Equation Modeling (PLS-SEM) as the primary analysis technique. PLS-SEM is a second-generation multivariate analysis technique that is being widely used to examine complex causal relationships between latent variables, especially in exploratory research contexts. The use of PLS-SEM was based on some important considerations. For starters, the nature of this study involves various independent and dependent constructs—i.e., information credibility, information quality, reviewer expertise, information quantity, subjective norms, attitude, information adoption, and purchase intention—that are abstract and are measured based on observed indicators. PLS-SEM is perfectly positioned to handle these reflective and formative measurement models. Second, it is extremely resilient for research with comparatively small to moderate sample sizes and does not demand stringent assumptions about the normal distribution of data. This renders PLS-SEM more appropriate than covariance-based SEM (CB-SEM) in situations where data are gathered through online surveys and can harbor distributional abnormalities. Moreover, PLS-SEM provides detailed information on both the measurement model (reliability and validity of indicators) and the structural model (path relationships between latent variables), which is required to confirm the theoretical model promoted in this study.

Data collection was carried out through a quantitative survey method with a self-administered web-based survey questionnaire. The questionnaire for the survey was distributed electronically via channels such as Google Forms to get a diverse set of OTA users from Indonesia. This was carried out to foster ease of access, convenience, and efficacy in reaching the respondents, especially because of the geographically dispersed target population. The respondents were sampled based on a purposive sampling technique where individuals who had experience

using OTA websites such as Traveloka, Tiket.com, Agoda, or Booking.com to book a hotel were targeted. This selection ensured that the subjects had experience and knowledge in the research theme.

The research instrument, i.e., the questionnaire by Google Form, was divided into several sections based on the variables under investigation. There were statements measuring indicators in each section based on validated measures from previous studies. For example, information credibility, quality, and expertise measures of reviewers were adopted from existing research on eWOM and information adoption. The scale used a 5-point Likert scale, and the respondents indicated their agreement from 1 (strongly disagree) to 5 (strongly agree). The scale was selected because it was simple, easy to understand, and able to capture attitudes or opinions of different magnitudes. The design of the questionnaire ensured that there was more than one item for each construct so that internal consistency (via Cronbach's Alpha and Composite Reliability) could be determined, and convergent and discriminant validity could be examined in the data analysis phase.

3.7.1 Structural Equation Modeling (SEM) Analysis

Malhotra et al. (2014) explained that Structural Equation Modeling (SEM) is a method used to estimate a series of dependent relationships among a set of constructs, which are represented by multiple measured variables and integrated into a comprehensive model. SEM is primarily utilized as a confirmatory technique rather than an exploratory one. The development of an SEM model must be grounded in a theoretical framework, as all relationships within the model need to be defined prior to the estimation process.

Structural Equation Modeling (SEM) allows researchers to simultaneously model and estimate complex relationships between multiple dependent and independent variables. The constructs analyzed in SEM are generally latent variables, which cannot be directly observed and are instead measured through multiple indicators. Furthermore, SEM considers measurement errors in observed variables, ensuring more accurate estimations of the relationships within the model (Hair et al., 2022). Structural Equation Modeling (SEM) by Hair et al. (2017) is categorized into two types: Covariance-Based SEM (CB-SEM) and Partial Least

Squares SEM (PLS-SEM), also referred to as PLS path modeling. CB-SEM is primarily utilized for theory confirmation or rejection by assessing the extent to which a proposed theoretical model can estimate the covariance matrix of a given sample data set. In contrast, PLS-SEM is mainly employed in exploratory research for theory development. This approach focuses on explaining the variance in dependent variables within the examined model, making it suitable for predictive and exploratory analyses.

Based on the theoretical foundation presented, this study employs Partial Least Squares Structural Equation Modeling (PLS-SEM) as the analytical method. Given that this study examines the influence of electronic word-of-mouth on online hotel booking purchasing intention within the context of online travel agents, PLS-SEM is an appropriate choice as it allows for the simultaneous modeling of complex relationships among multiple constructs, including latent variables measured through multiple indicators. Additionally, PLS-SEM is well-suited for predictive analysis, aligning with the study's goal of understanding factors that drive consumer purchasing behavior in online travel platforms.

3.7.2 Partial Least Square (PLS)

According to Evi & Rachbini (2022), Partial Least Squares (PLS) is a type of multivariate statistical analysis that serves a similar purpose to Structural Equation Modeling (SEM) in covariance-based analysis. PLS is capable of handling multiple response variables and explanatory variables simultaneously. Additionally, PLS can establish relationships between a set of independent variables and multiple dependent (response) variables, making it a powerful tool for analyzing complex data structures.

PLS by Setiabudhi et al. (2025) possesses several key characteristics that make it a robust analytical method in various research contexts. It is not affected by data deficiencies and remains effective even with small sample sizes, although larger samples enhance estimation accuracy. Unlike covariance-based SEM, PLS does not require distributional assumptions, as it is classified as a non-parametric statistical approach. It accommodates various measurement scales, including metric (ratio and interval), quasi-metric (ordinal), and binary (nominal) data. Additionally,

PLS facilitates the integration of both reflective and formative measurement models, making it suitable for analyzing complex structural models with multiple relationships. Its predictive capability allows researchers to explore and forecast outcomes effectively, and it can serve as an input for further analysis. Furthermore, PLS exhibits high statistical power, ensuring reliable estimations and robust analytical results.

3.7.3 Evaluation of Measurement Model (Outer Model)

According to Setiabudhi et al. (2025), the measurement model (outer model) establishes the relationship between latent variables and their indicators, which can be either reflective where the indicators represent the latent variable or formative where the indicators influence the latent variable. PLS is a flexible and effective approach for analyzing complex data structures that involve multiple relationships between variables. The evaluation of the measurement model (outer model) based on Hair et al. (2022) differs based on the type of measurement used. Reflective measurement models are assessed based on several criteria, including indicator reliability, internal consistency reliability, convergent validity and discriminant validity. In contrast, formative measurement models are evaluated based on convergent validity, indicator collinearity, as well as the significance and relevance of indicator weights. These criteria ensure the validity and reliability of the measurement model in capturing the underlying constructs effectively.

The following provides an explanation of various types of tests conducted during the measurement model evaluation process (Hair et al., 2014, as cited in Putra, 2022).

1. Convergent Validity

Convergent validity refers to the degree to which indicators of a latent construct converge or share a high proportion of variance. An indicator is considered to meet the criteria for convergent validity if it has a factor loading greater than 0.70 and an average variance extracted (AVE) of at least 0.50.

2. Discriminant Validity

Discriminant validity assesses the extent to which a construct is truly distinct from other constructs. It represents the degree to which a construct empirically differs

from others, ensuring that it measures what it is intended to measure. An indicator is considered to meet the criteria for discriminant validity if it has a cross-loading greater than 0.70 or is evaluated using the Fornell-Larcker Criterion, where the square root of the AVE must be greater than the correlation between constructs. Discriminant validity can also be examined through cross-loading data, where an indicator is deemed to fulfill discriminant validity if its loading is higher than all other indicator loadings.

3. Reliability

Reliability testing is a method used to assess the consistency of a questionnaire, which serves as an indicator of a variable or construct. A questionnaire is considered reliable if respondents' answers to statements remain consistent and stable over time. A construct or variable is deemed reliable if it yields a Cronbach's alpha value greater than 0.70 or a composite reliability (CR) value exceeding 0.70.

The table below presents the criteria for evaluating the measurement model.

Table 3. 4 Measurement Model Criteria

Criteria	Indicator	Cut of Value
Convergent Validity	Loading Factor	> 0,70
	Average Variance Extracted (AVE)	≥ 0,50
Discriminant Validity	Cross-loadings	> 0,70 Loading indicator is higher than all other loadings indicator
	Fornell-Lacker Criterion	The root AVE must be greater than the correlation between constructs
Realibility	Cronbach's Alpha	> 0,70
	Composite Reliability (CR)	> 0,70

Source: Hair et al. (2014), Processed by Author (2025)

3.7.4 Structural Model Evaluation Inner Model

The structural model, also known as the inner model in PLS-SEM, represents the relationships between latent variables. Its development involves two key considerations: the sequence of constructs and their interrelationships, which

are crucial for hypothesis testing and theoretical validation. Construct sequencing is based on theory, logic, or empirical observations, typically displayed from left to right, with independent (exogenous) variables on the left and dependent (endogenous) variables on the right. Exogenous latent variables only have outgoing arrows, while endogenous variables receive arrows, indicating their dependence on other constructs. Variables that function as both independent and dependent appear in the middle of the model (Hair et al. 2017).

Rahadi (2023) explained that inner model evaluation is conducted by examining the R-Square R^2 value, which indicates whether exogenous latent variables significantly influence endogenous latent variables. The first step is assessing the structural model by evaluating path coefficients, which reflect the strength and direction of relationships between constructs. These coefficients must align with the hypothesized theory, with significance determined through t-tests or critical ratio (CR) from bootstrapping. The second step involves interpreting R^2 , which measures the variability in endogenous variables explained by exogenous variables:

1. R-Squared R^2

R-Squared R^2 is a statistical measure used to determine the proportion of variance in the dependent variable that can be predicted or explained by the independent variables. Also known as the coefficient of determination, R^2 is a key indicator in linear regression analysis. The R^2 value ranges between 0 and 1, with higher values indicating a better model fit. Specifically, R^2 values of 0.75, 0.50, and 0.25 represent strong, moderate, and weak explanatory power, respectively.

3.7.5 Hypothesis Test

Rahadi (2023) also stated that hypothesis testing involves formulating specific hypotheses about population parameters and using sample statistics to evaluate the likelihood of their validity. These hypotheses are based on available information and the researcher's assumptions about the population parameters. The process consists of establishing two competing hypotheses: the null hypothesis and the alternative hypothesis. A random sample (or multiple samples for comparative analysis) is selected, summary statistics are calculated, and the probability that the

sample data supports the alternative hypothesis is assessed. The p-value test is used to determine statistical significance. To test the hypothesis that β at a significance level of 0.05 (i.e., 95% confidence level), a one- tailed p-value associated with the path coefficient is calculated. This value represents the probability that β belongs to a distribution with a mean of zero and standard deviation σ . If $P \leq 0.05$ hypothesis is accepted, otherwise, it is retained.

CHAPTER IV

RESULT AND DISCUSSION

This subsection presents a descriptive overview of the research findings, focusing on respondents' perceptions regarding each variable employed in the study, namely Electronic Word-of-Mouth (eWOM) as the independent variable (X) and Online Hotel Booking Purchasing Intention as the dependent variable (Y). The explanation is based on the data collected through a questionnaire distributed to individuals who have interacted with online travel agent platforms. Each variable is elaborated according to its respective indicators, which were measured using a Likert scale. The gathered data were then analyzed to understand the respondents' perceptions of the influence of eWOM on their intention to purchase hotel bookings online. This descriptive analysis serves to provide an initial insight into the response tendencies before further quantitative analysis is conducted, including validity and reliability tests as well as structural model assessment.

4.1 Respondent Characteristics

4.1.1 Characteristics of Respondents by Gender

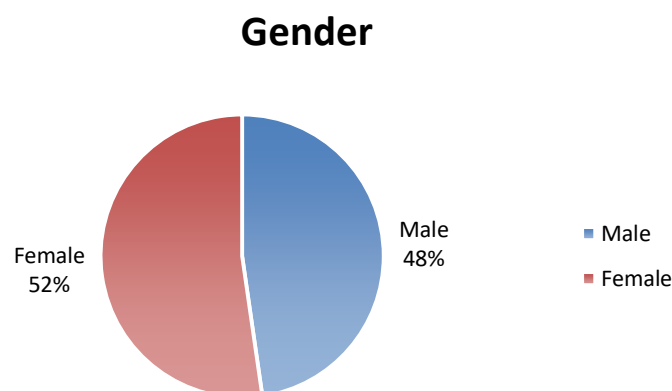


Figure 4. 1 Characteristics of Respondents by Gender

Source: Processed by Author (2025)

Figure 4.1 illustrates the gender distribution of the respondents in this study.

Out of 350 total respondents, 183 individuals (52%) were female, while 167 individuals (48%) were male. This indicates a relatively balanced gender representation, with a slight predominance of female participants. The even distribution between male and female respondents ensures that the findings related to the influence of electronic word-of-mouth on online hotel booking purchasing intention are reflective of both gender perspectives, thereby enhancing the generalizability of the results across a diverse consumer base in the context of online travel agents.

4.1.2 Characteristics of Respondents by Year of Birth

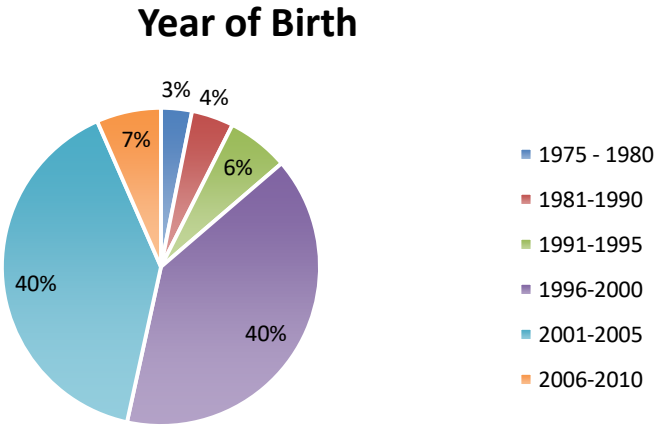


Figure 4. 2 Characteristics of Respondents by Year of Birth

Source: Processed by Author (2025)

Based on Figure 4.2, the majority of respondents fall into two dominant year-of-birth groups: 2001–2005 and 1996–2000, each representing 40% of the total 350 respondents. This indicates that a significant portion of the sample consists of individuals aged approximately 19 to 29 years old, reflecting a younger, digitally active demographic. Smaller proportions are observed in the 2006–2010 group, which accounts for 7% of the sample, and the 1991–1995 group with 6%. Meanwhile, older age groups such as those born in 1981–1990 and 1975–1980 make up 4% and 3% of respondents, respectively. This aligns with the maximum age criteria of 50 years old set in the study in 2025, ensuring the sample reflects the targeted younger demographic. This distribution also highlights that the study

predominantly engages younger participants, who are generally more familiar and comfortable with online platforms, such as online travel agents (OTAs). Their active online presence and purchasing behavior provide valuable insights into the influence of electronic word-of-mouth on hotel booking intentions in digital environments.

4.1.3 Characteristics of Respondents by Highest Level of Education

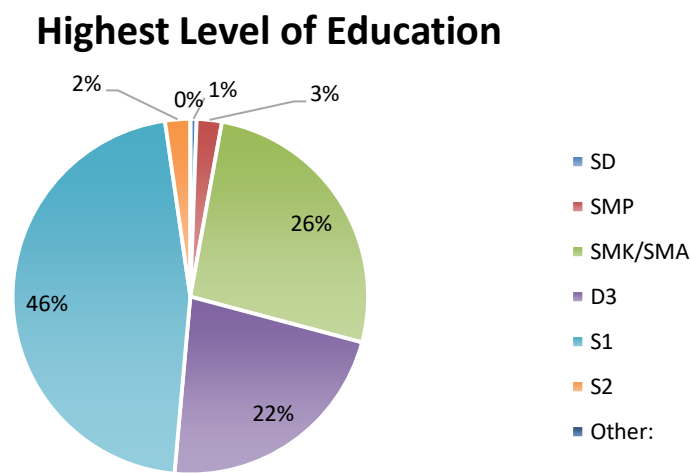


Figure 4. 3 Characteristics of Respondents by Highest Level of Education

Source: Processed by Author (2025)

Based on Figure 4.3, the majority of respondents hold a bachelor's degree (S1), comprising 162 individuals or 46% of the total sample of 350. This is followed by diploma (D3) holders with 78 respondents (22%), and senior high school/vocational school (SMK/SMA) graduates with 92 individuals (26%). A smaller portion of the respondents have completed junior high school (SMP), accounting for 8 individuals (2%), while both elementary school (SD) and postgraduate (S2) categories are each represented by 2% of the respondents. No respondents reported an education level outside these listed categories.

This distribution suggests that the study predominantly engaged participants with at least a high school education, with a substantial number being university-educated. This demographic composition is relevant in the context of online travel agent usage and purchasing intention, as individuals with higher education levels tend to have more access to digital platforms and are more likely to engage in online

reviews and electronic word-of-mouth when making travel-related decisions.

4.2 Structural Equation Modelling (SEM) Analysis

Structural Equation Modeling (SEM) is a statistical approach designed to assess a network of interrelated dependence relationships among latent constructs, each represented by multiple observed indicators. Unlike exploratory techniques, SEM is confirmatory in nature, requiring a well-established theoretical foundation before model estimation. This ensures that all hypothesized paths and relationships are specified in advance. As described by Hair et al. (2022), SEM enables researchers to concurrently evaluate complex interdependencies involving both independent and dependent variables within a single analytical framework. It is particularly suitable for examining latent construct variables that are not directly observable but inferred through several measurable indicators. Moreover, SEM incorporates measurement error, thereby enhancing the precision of parameter estimates and the overall validity of the model.

4.2.1 Outer Model

The measurement model, also known as the outer model, defines how latent constructs are associated with their observed indicators. These associations can take two forms: reflective, where the indicators are manifestations of the latent construct, or formative, where the indicators collectively form or cause the construct. Partial Least Squares (PLS) provides a robust and adaptable method for analyzing intricate data structures, particularly when multiple interrelated variables are involved (Setiabudhi et al., 2025).

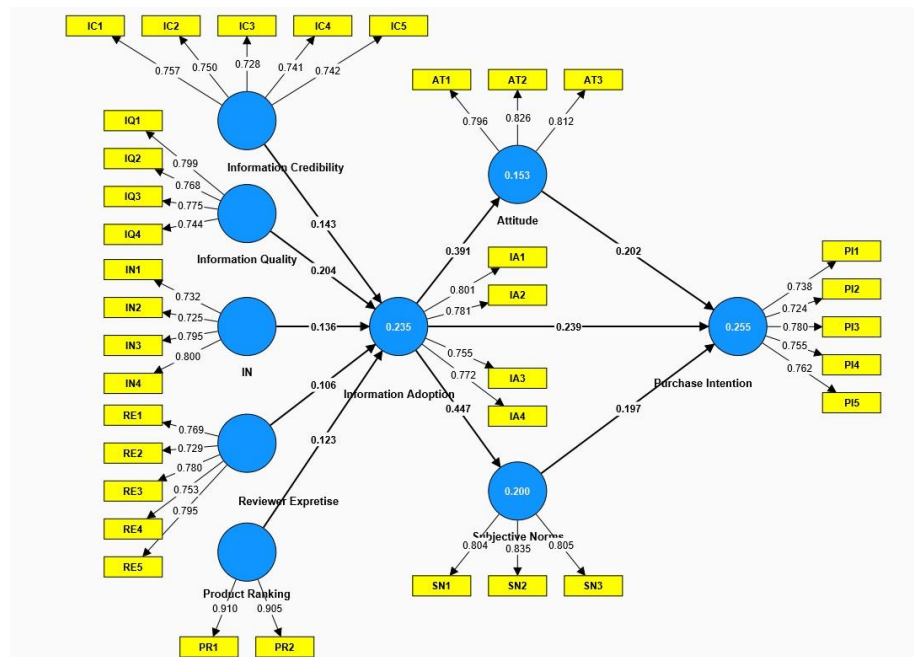


Figure 4. 3 Outer Model

Source: Processed by the author (2025)

1. Convergent Validity

Convergent validity assesses the extent to which indicators of a latent construct are correlated and consistently represent the same underlying concept. This validity is typically evaluated through two main criteria: factor loadings and Average Variance Extracted (AVE). Indicators are considered to exhibit adequate convergent validity when their factor loadings > 0.70 , indicating a strong association with the construct. Setiabudhi et al. (2025) stated that factor loading (outer loading) is the correlation between an indicator and its latent variable. It is assessed to ensure convergent validity, where higher loadings mean the indicator strongly represents the construct. Additionally, the AVE value should be ≥ 0.50 , suggesting that the construct accounts for 50% or more of the variance in its indicators. AVE (Average Variance Extracted) as stated by Rahadi (2023) shows how much variance of the indicators is explained by the construct. These criteria ensure that the observed variables effectively capture the theoretical meaning of the latent construct.

Table 4. 1 Convergent Validity Test Result

Variable	Dimension	Item	Loading Factor	AVE	Results
eWOM	Information Credibility	IC1	0,757	0,553	Valid
		IC2	0,750		Valid
		IC3	0,728		Valid
		IC4	0,741		Valid
		IC5	0,742		Valid
	Information quality	IQ1	0,799	0,596	Valid
		IQ2	0,768		Valid
		IQ3	0,775		Valid
		IQ4	0,744		Valid
	Information quantity	IN1	0,732	0,583	Valid
		IN2	0,725		Valid
		IN3	0,795		Valid
		IN4	0,800		Valid
	Reviewer expertise	RE1	0,769	0,586	Valid
		RE2	0,729		Valid
		RE3	0,780		Valid
		RE4	0,753		Valid
		RE5	0,795		Valid
	Product ranking	PR1	0,910	0,824	Valid
		PR2	0,905		Valid
Purchase Intention	Information adoption	IA1	0,801	0,605	Valid
		IA2	0,781		Valid
		IA3	0,755		Valid
		IA4	0,772		Valid
	Attitude	AT1	0,796	0,659	Valid
		AT2	0,826		Valid
		AT3	0,812		Valid
	Subjective norms	SN1	0,804	0,664	Valid
		SN2	0,835		Valid
		SN3	0,805		Valid
	Purchase intention	PI1	0,738	0,566	Valid
		PI2	0,724		Valid
		PI3	0,780		Valid
		PI4	0,755		Valid
		PI5	0,762		Valid

Source: Processed by the author (2025)

Table 4.1 above shows that all indicators meet the statistical requirements for convergent validity, meaning each indicator reliably measures its intended construct. In other words, the constructs in this study are well-represented by their indicators, and the measurement model is valid in terms of convergent validity. The

results of the convergent validity assessment indicate that all indicators in this study exhibit factor loadings > 0.70 , and the Average Variance Extracted (AVE) values for each construct are above the recommended ≥ 0.50 . These findings confirm that the items used in the measurement instrument demonstrate strong convergent validity, as they consistently represent the intended constructs and are highly correlated with one another. Thus, the measurement model applied in this PLS-SEM analysis meets the established criteria for convergent validity, supporting the appropriateness of the instrument for further structural evaluation.

2. Discriminant Validity

Discriminant validity refers to the degree to which a construct is empirically distinct from other constructs within the model, ensuring that it captures a unique aspect of the theoretical framework. This form of validity can be assessed through several methods commonly applied to reflective measurement models. First, the cross-loading approach requires that each indicator loads more highly on its associated construct than on any other constructs, typically with a threshold of > 0.70 . Second, the Fornell-Larcker criterion suggests that discriminant validity is achieved when the square root of the Average Variance Extracted (AVE) for each construct exceeds the highest correlation it has with any other latent variable, indicating adequate separation between constructs. Collectively, these methods ensure that each construct measures a unique concept and does not overlap significantly with other constructs in the model.

Table 4. 2 Fornell-Larcker Criterion

	AT	IN	IA	IC	IQ	PR	PI	RE	SN
AT	0.812								
IN	0.494	0.764							
IA	0.391	0.307	0.778						
IC	0.399	0.281	0.320	0.744					
IQ	0.460	0.340	0.380	0.315	0.772				
PR	0.433	0.219	0.299	0.302	0.368	0.908			
PI	0.391	0.348	0.406	0.328	0.298	0.239	0.752		
RE	0.422	0.325	0.311	0.360	0.378	0.265	0.310	0.766	
SN	0.483	0.392	0.447	0.362	0.327	0.354	0.402	0.372	0.815

Source: Processed by the author (2025)

Based on the calculation results, the model satisfies the criteria for discriminant validity. This finding is supported by the Fornell-Larcker criterion, where the square root of the AVE values (as shown in the top diagonal of the matrix) is greater than the correlations with other constructs (as presented in the lower diagonal). This indicates that each construct is empirically distinct from the others within the model.

3. Reliability

Reliability testing is employed to evaluate the internal consistency of a measurement instrument, such as a questionnaire, in representing a given construct or variable. An instrument is considered reliable when the responses it elicits are consistent and stable across repeated measurements. In the context of Structural Equation Modeling using SmartPLS 4.0, reliability is typically assessed using two primary indicators: Cronbach's Alpha and Composite Reliability (CR). A construct is regarded as reliable if it achieves a Cronbach's Alpha > 0.70 , indicating that the items are sufficiently interrelated. Similarly, a Composite Reliability value > 0.70 confirms that the construct demonstrates acceptable internal consistency, taking into account the varying contributions of each indicator. Meeting these thresholds implies that the measurement instrument possesses adequate reliability and can be confidently used in subsequent data analysis.

Table 4. 3 Reliability Test Result

Dimension	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Result
Attitude	0,741	0,744	0,853	Reliable
Information Quantity	0,767	0,788	0,848	Reliable
Information Adoption	0,782	0,783	0,859	Reliable
Information Credibility	0,799	0,802	0,861	Reliable
Information Quality	0,775	0,781	0,855	Reliable
Product Ranking	0,787	0,787	0,904	Reliable

Purchase Intention	0,808	0,811	0,867	Reliable
Reviewer Expertise	0,824	0,832	0,876	Reliable
Subjective Norms	0,747	0,750	0,856	Reliable

Source: Processed by the author (2025)

Based on the output for Composite Reliability and Cronbach's Alpha, all constructs exhibit values exceeding > 0.70 . Therefore, it can be concluded that each construct in the estimated model demonstrates good reliability, indicating a high level of internal consistency among the indicators used to measure each construct.

4.2.2 Inner Model

1. R-Squared R^2

R-Squared (R^2) is a statistical indicator that reflects the proportion of variance in the dependent variable that is accounted for by the independent variables. Commonly referred to as the coefficient of determination, R^2 serves as an essential measure in linear regression models. The value of R^2 ranges from 0 to 1, where higher values suggest a better fit of the model. Specifically, R^2 values of 0.75, 0.50, and 0.25 are interpreted as indicating strong, moderate, and weak levels of explanatory power, respectively (Hair et al., 2022). R-squared is different from the direct effect hypothesis test; R-squared measures how much variance in the dependent variable is explained by all independent variables, while the direct effect test assesses whether a specific independent variable significantly affects the dependent variable (Setiabudhi et al., 2025).

Table 4. 4 R-Squared Test Result

	R-square	R-square adjusted
Attitude	0.153	0.150
Information Adoption	0.235	0.224
Purchase Intention	0.255	0.249
Subjective Norms	0.200	0.198

Source: Processed by the author (2025)

The R-squared (R^2) values indicate the proportion of variance explained by the model for each endogenous variable. Attitude ($R^2 = 0.153$) and Subjective Norms

($R^2 = 0.200$) show weak explanatory power, meaning their predictors explain only a small portion of the variance. Information Adoption ($R^2 = 0.235$) also falls in the weak category, though closer to moderate. Purchase Intention has the highest R^2 at 0.255, indicating a borderline weak-to-moderate explanatory level. Overall, the model demonstrates limited but meaningful explanatory capacity across the dependent variables.

4.2.3 Hypothesis Test

Hypothesis testing is conducted using the p-value to assess statistical significance. At a 0.05 significance level (corresponding to a 95% confidence interval), a one-tailed p-value associated with the path coefficient is evaluated. This value indicates the likelihood that the estimated coefficient (β) originates from a distribution with a mean of zero and standard deviation σ . If the p-value is ≤ 0.05 , the hypothesis is supported; otherwise, it is not accepted.

Table 4. 5 Hypothesis Test Result

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values	Result
H1= Information Credibility > Information Adoption	0.143	0.147	0.046	3.136	0.002	Accepted
H2= Information Quality > Information Adoption	0.204	0.204	0.052	3.923	0.000	Accepted
H3= Reviewer Expertise > Information Adoption	0.106	0.109	0.046	2.299	0.022	Accepted
H4= Information Quantity > Information Adoption	0.136	0.140	0.053	2.556	0.011	Accepted
H5= Product Ranking > Information Adoption	0.123	0.121	0.054	2.276	0.023	Accepted
H6= Information Adoption > Purchase Intention	0.239	0.241	0.065	3.695	0.000	Accepted
H7= Information Adoption > Attitude	0.391	0.394	0.051	7.735	0.000	Accepted
H8= Information Adoption > Subjective Norms	0.447	0.450	0.049	9.082	0.000	Accepted
H9= Attitude > Purchase Intention	0.202	0.205	0.062	3.256	0.001	Accepted
H10= Subjective Norms > Purchase Intention	0.197	0.195	0.069	2.866	0.004	Accepted

Source: Processed by the author (2025)

Based on the hypothesis testing results, all proposed relationships in the structural model are statistically significant at the 0.05 level, as indicated by their corresponding t-statistics exceeding 1.65 and p-values below 0.05. Specifically, the relationship between Information Credibility and Information Adoption (H1) is supported with a t-value of 3.136 and a p-value of 0.002. Similarly, Information Quality (H2) shows a significant positive effect on Information Adoption, with a t-value of 3.923 and p-value of 0.000. Reviewer Expertise (H3) and Information Quantity (H4) also demonstrate significant effects on Information Adoption, with t-values of 2.299 and 2.556, and p-values of 0.022 and 0.011, respectively. The relationship between Product Ranking and Information Adoption (H5) is supported as well ($t = 2.276$, $p = 0.023$).

Moving to the next stage of the model, Information Adoption significantly influences Purchase Intention (H6), with a t-value of 3.695 and p-value of 0.000. It also shows strong, significant effects on Attitude (H7: $t = 7.735$, $p = 0.000$) and Subjective Norms (H8: $t = 9.082$, $p = 0.000$), indicating its pivotal role in the model. Last, both Attitude (H9) and Subjective Norms (H10) significantly affect Purchase Intention, with t-values of 3.256 and 2.866 and p-values of 0.001 and 0.004, respectively. Overall, all hypotheses (H1 to H10) are accepted, demonstrating that each proposed path in the model exhibits a statistically significant relationship, supporting the theoretical framework of the study.

4.3 Discussion

This study aims to examine the influence of Electronic Word-of-Mouth (eWOM) on Online Hotel Booking Purchasing Intention through online travel agent platforms. In this research framework, eWOM serves as the independent variable (X), while Online Hotel Booking Purchasing Intention functions as the dependent variable (Y). The research instrument consists of 35 questionnaire items designed to measure the constructs involved. A total of 350 respondents, all of whom are active users of online travel agent platforms, participated in this study by completing the questionnaire. This section presents and discusses the results of the data analysis conducted in the preceding sections. According to Ramadhan and

Millanyani (2024), electronic word-of-mouth (eWOM) significantly impacts consumer behavior, especially in driving their intention to make a purchase.

4.3.1 Respondents' Characteristics Analysis

The respondents involved in this study exhibit a range of demographic characteristics that help contextualize the findings related to electronic word-of-mouth (eWOM) and purchasing intentions on Online Travel Agent (OTA) platforms. The gender distribution of the sample is relatively balanced, with a slight predominance of female respondents. Of the 350 individuals surveyed, 52% identified as female and 48% as male. This nearly equal distribution suggests that both male and female perspectives are well represented, enhancing the comprehensiveness and applicability of the study's outcomes across gender lines.

In terms of age distribution, the majority of respondents were born between 1996–2000 and 2001–2005, each contributing to 40% of the total sample. This indicates that most participants fall within the age range of approximately 19 to 29 years, representing a digitally literate and socially connected generation. Smaller portions of the sample include individuals born between 2006–2010 (7%), 1991–1995 (6%), 1981–1990 (4%), and 1975–1980 (3%). The dominance of younger participants in the study reflects the demographic most likely to engage with online platforms and digital services, such as hotel bookings via OTA websites and apps, and to be influenced by user-generated online content.

Regarding educational background, a considerable number of participants have achieved a higher education level. Nearly half of the respondents (46%) hold a bachelor's degree, while 22% have completed a diploma (D3). Additionally, 26% are senior high school or vocational high school graduates, and only a minor fraction have education levels below high school, including 2% each for junior high school and elementary school. A small portion (2%) also reported postgraduate education. The relatively high educational attainment among respondents supports the study's context, as individuals with higher education are typically more involved in digital consumer behavior, including evaluating online reviews, using e-payment systems, and navigating travel-related digital platforms.

In conclusion, the demographic characteristics of the respondents reveal that

the study predominantly engaged young, educated individuals who are likely to be active users of online travel platforms. Their digital fluency and tendency to rely on online information sources make them ideal participants for a study investigating the influence of electronic word-of-mouth on purchasing intentions. This demographic composition strengthens the relevance of the findings and underscores the importance of targeted digital strategies by OTAs in appealing to this consumer segment.

4.3.2 The effect of information credibility on information adoption on the OTA platform.

The test result for the influence of information credibility on information adoption reveals a t-statistic of 3.136 and a p-value of 0.002, which is below the threshold of 0.05. Therefore, H1 is supported, indicating that consumers are more likely to adopt information on OTA platforms when the source is perceived as credible. This result reinforces the idea that information perceived as trustworthy and authentic encourages consumers to rely on it when considering online bookings. In line with the findings of Rafi & Roostika (2020), this study demonstrates that source credibility is significantly associated with consumers' levels of information adoption. The research underscores that user-generated reviews on most Online Travel Agent (OTA) platforms serve as dependable information sources. Consumers often rely on such credible reviews as reference points to minimize potential risks, particularly when booking hotel accommodations as part of tourism-related decisions. Therefore, the credibility of e-WOM sources plays a crucial role in influencing consumer behavior in the online travel context.

4.3.3 The effect of Information quality on information adoption on the OTA platform.

The second hypothesis (H2) is also supported, with a t-statistic of 3.923 and a p-value of 0.000, suggesting a strong and significant effect of information quality on information adoption. This result implies that when consumers encounter high-quality information that is clear, relevant, and consistent, they are more inclined to process and adopt it in making decisions on OTA platforms. Quality information helps reduce uncertainty and enhances user confidence in their evaluation process.

According to Jiang et al. (2021), the quality of information plays a vital role in facilitating information adoption. Within third-party social commerce platforms, high-quality information enhances trust and reduces the time consumers need to process and evaluate the content. As a result, consumers are more likely to effectively utilize the information in their decision-making, underscoring the importance of delivering clear, accurate, and reliable information in online environments.

4.3.4 The effect of Reviewer expertise on information adoption on the OTA platform.

The relationship between reviewer expertise and information adoption is statistically significant, as indicated by a t-statistic of 2.299 and a p-value of 0.022, thus supporting H3. This finding suggests that users value the perceived expertise of reviewers when evaluating the credibility and usefulness of online reviews. Consumers tend to trust and adopt information provided by reviewers who appear knowledgeable or experienced in the product or service being reviewed.

4.3.5 The effect of Information quantity on information adoption on the OTA platform.

Hypothesis 4 (H4) is also accepted, supported by a t-statistic of 2.556 and a p-value of 0.011. This result highlights that the quantity of available information—such as the volume of reviews or detailed descriptions—positively influences users' decision to adopt the information. A larger quantity of information can help consumers better compare and evaluate alternatives, leading to a more informed adoption of the presented content.

4.3.6 The effect of Product rankings on information adoption on the OTA platform.

The path from product rankings to information adoption is found to be significant, with a t-statistic of 2.276 and a p-value of 0.023, thereby supporting H5. This result suggests that numerical or visual representations of product performance (e.g., star ratings) can serve as heuristic cues that consumers rely on to adopt the presented information. Rankings simplify decision-making and are particularly effective in influencing user perceptions in high-choice environments like OTA

platforms.

4.3.7 The effect of Information adoption on OTA platforms on purchase intentions.

The sixth hypothesis is confirmed with a t-statistic of 3.695 and a p-value of 0.000, supporting the significant influence of information adoption on purchase intention. This finding indicates that when users actively adopt and internalize information—particularly from online reviews or ratings it directly enhances their intention to make a booking. Information adoption acts as a cognitive filter that translates into behavioral intention on OTA platforms. Nadira (2021) found that information adoption has a positive impact on purchase intentions in OTA platforms. Online reviews serve as influential references in shaping consumers' booking decisions, particularly when they feature high ratings and positive feedback. By adopting this information, users not only develop a stronger preference for using OTAs but are also more inclined to recommend them to others based on their own positive experiences. A prior study by Indrawati et al. (2023) revealed that individuals' adoption of information positively and significantly influences their intention to purchase.

4.3.9 The effect of Information adoption on OTA platforms on Consumer attitudes.

Hypothesis 7 receives strong support, evidenced by a t-statistic of 7.735 and a p-value of 0.000, indicating a highly significant relationship between information adoption and consumer attitudes. This suggests that the process of adopting relevant, credible, and high-quality information leads to the formation of positive attitudes toward OTA platforms. A favorable attitude is often a precursor to behavioral outcomes, such as intention to purchase or recommendation.

4.3.10 The effect of Information adoption on OTA platforms on Subjective norms.

The influence of information adoption on subjective norms is also significant, with a t-statistic of 9.082 and a p-value of 0.000, thus supporting H8. This result indicates that information adoption not only affects personal attitudes but also impacts users' perception of social norms or expectations. When users

adopt information shared by others (e.g., friends, online communities), it shapes their beliefs about what is socially acceptable or recommended behavior in the context of OTA usage.

4.3.11 The effect of Consumer attitudes on purchase intentions on OTA platforms.

A t-statistic of 3.256 and a p-value of 0.001 confirm the significant effect of consumer attitudes on purchase intentions, thereby supporting H9. This indicates that individuals with a favorable attitude toward OTA platforms are more likely to develop an intention to make hotel bookings through these platforms. Attitudes serve as a cognitive and emotional evaluation that drives consumers toward a specific action. The relationship between consumer attitudes and purchase intentions on OTA platforms is supported by prior research, which demonstrated a positive influence of favorable attitudes toward eWOM information on customers' buying intentions. When users perceive reviews on the platform as useful and trustworthy, it enhances their confidence in selecting and booking accommodations. A positive attitude toward such information increases the likelihood of future purchases. Conversely, if users hold negative perceptions of the information, they tend to dismiss it altogether, reducing the possibility of considering it in their decision-making process and, subsequently, their purchase intention (Nadira, 2021).

4.3.12 The effect of Subjective norms on purchase intentions on OTA platforms.

Finally, H10 is supported, with a t-statistic of 2.866 and a p-value of 0.004, indicating a significant influence of subjective norms on purchase intentions. This suggests that users are more likely to intend to make a booking when they perceive that important others (e.g., peers, family, influencers) support or recommend using OTA services. Social influence, therefore, plays a key role in shaping consumer intention. Although this study found a significant effect of subjective norms on purchase intentions on OTA platforms, previous research suggests otherwise. Earlier findings concluded that subjective norms did not have a significant influence on individuals' intentions to engage. These results indicate that, in that context,

consumers' decisions were more strongly driven by other factors rather than social pressures or the expectations of others (Irawan & Hurriyati, 2020).

Moreover, according to Sugiat et al. (2023), several factors can influence purchase intentions including social influence, habitual behavior, hedonic motivation, perceived security, and individual innovativeness. These variables play a significant role in shaping consumers' willingness to engage in purchasing activities across multiple channels.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusion

This research investigated the influence of Electronic Word-of-Mouth (eWOM) on online hotel booking purchasing intention on Online Travel Agent (OTA) platforms by examining the role of information adoption, attitudes, and subjective norms. The study involved 350 respondents and assessed 10 hypotheses through structural equation modeling (SEM). The findings are summarized as follows:

1. Information Credibility has a significant and positive effect on Information Adoption on OTA platforms. This indicates that consumers are more likely to adopt information that they perceive as reliable and trustworthy.
2. Information Quality was found to have a strong and significant influence on Information Adoption, suggesting that higher quality, relevant, and detailed reviews facilitate the decision-making process for consumers.
3. Reviewer Expertise significantly affects Information Adoption, implying that perceived expertise of the review source enhances the adoption of eWOM content.
4. Information Quantity also significantly contributes to Information Adoption, showing that a larger volume of consistent information positively influences users' trust and utilization of the reviews.
5. Product Rankings exhibit a significant effect on Information Adoption, which supports the notion that rankings play a persuasive role in shaping consumer behavior.
6. Information Adoption significantly impacts Purchase Intention, demonstrating that consumers who have adopted information from eWOM are more likely to proceed with hotel bookings.
7. Information Adoption further influences Consumer Attitudes positively, indicating that accepted information improves the overall perception and

evaluation of OTA services.

8. A significant relationship was also observed between Information Adoption and Subjective Norms, meaning that adopted eWOM influences perceived social expectations regarding the use of OTA platforms.
9. Consumer Attitudes were found to have a positive and significant impact on Purchase Intentions, reaffirming that favorable attitudes towards OTA content strengthen the likelihood of completing a booking.
10. Subjective Norms significantly affect Purchase Intentions, suggesting that social influences, including friends' and family's opinions, play a crucial role in shaping hotel booking intentions on OTA platforms.

5.2 Suggestions

5.2.1 Theoretical Implications

This study contributes to the theoretical understanding of consumer behavior in digital tourism by reinforcing the pivotal role of electronic word-of-mouth (eWOM) in shaping purchasing intentions on Online Travel Agent (OTA) platforms. The results confirm that eWOM—when credible, high in quality, abundant, and supported by reviewer expertise—significantly influences users' willingness to adopt information. This process of information adoption, in turn, directly affects consumer attitudes, perceptions of social norms, and ultimately, their purchase intentions.

The theoretical framework is further strengthened by the finding that information adoption acts as a central mechanism linking external review content with internal psychological responses. It not only informs consumers but also molds how they perceive a brand or platform and how much social influence they perceive in the decision-making process. The importance of product rankings as heuristic cues also highlights the need to consider simplified, symbolic representations in digital choice environments.

These theoretical insights are especially relevant given the demographic composition of the respondents young, digitally fluent, and relatively well-educated individuals who actively engage with online platforms. Their familiarity with

digital tools and reliance on online peer content validate the applicability of behavioral theories in technology-mediated contexts. Future theoretical models should increasingly reflect the influence of user-generated content on these younger consumer groups, emphasizing information processing, trust-building mechanisms, and social validation in digital environments.

5.2.2 Practical Implications

From a practical perspective, the findings suggest that OTA platforms should prioritize strategies that enhance the overall quality and credibility of user-generated content. Ensuring that reviews are authentic, detailed, and posted by verified or experienced users can build greater trust and encourage information adoption among potential customers. Platforms should also facilitate easy access to a large volume of reviews and highlight reviewer profiles, such as travel experience or booking history, to enhance perceived expertise.

Given that the adoption of information significantly shapes both consumer attitudes and perceptions of social expectations, OTAs should optimize user interfaces to support effective information processing. Features such as review filters, visual summaries, and sentiment highlights can improve clarity and usability, making it easier for users to engage with content and form favorable evaluations.

The study also suggests that younger consumers, particularly those aged 19–29 with higher education levels, are highly responsive to eWOM and social influence in their decision-making. OTA platforms targeting this demographic should consider integrating interactive and social features—such as the ability to share reviews, follow trusted travelers, or view influencer recommendations. These elements can enhance the perception of social endorsement and stimulate stronger intentions to book.

Additionally, fostering positive attitudes toward the platform through consistent service quality, secure transactions, and personalized experiences will further support users' behavioral intentions. As attitudes are a key driver of booking intention, continuous investment in the overall customer experience—both online and offline is essential. In summary, OTA platforms must align their strategies with

the behavioral patterns of young, educated, and socially connected users by creating trustworthy, user-friendly, and socially engaging digital environments that enhance the power of electronic word-of-mouth in driving hotel booking decisions.

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APPENDIX

RESEARCH QUESTIONNAIRE

1. Screening Question

Are you an Online Travel:	Yes
Agency (OTA) Users?	No
Order tickets at OTA at:	Yes
least 1x in the last 3-6 months?	No

2. Respondent Data

Gender	:	Female
		Male
Year of Birth	:	
Resident	:	
Latest Education	:	Elementary School Middle School High School Diploma Bachelor's Degree Master's Degree

QUESTIONNAIRE

Instructions for completing the questionnaire:

1. Read and answer each question carefully.
2. Select the answer that best fits
3. Mark the answer with a check mark.
4. Response to the statements will be shown in a range of 1-5, with the following information:
 1. Strongly Disagree
 2. Disagree
 3. Fairly Agree
 4. Agree
 5. Strongly Agree
5. There is one answer for each statement. In this ball there is no judgement of right or wrong. Make it according to your perception.

No	Statements	Respondent's Answer				
		SD	D	FA	A	SA
Information Credibility						
1	Information evaluated by customers online is persuasive.					
2	Information commented on by customers can be referenced.					
3	Information evaluated by customers online is authentic.					
4	Information commented on by customers online is reliable.					
5	Information evaluated on by customers online is accurate.					
Information Quality						
1	Online reviews are easy to understand.					
2	Online comments are clear.					
3	Online reviews are of high quality.					
4	Online comments provide complete information.					

No	Statements	Respondent's Answer				
		SD	D	FA	A	SA
Information Quantity						
1	A large number of online reviews indicate that the accommodation facility is popular.					
2	A large volume of online comments information suggests that the accommodation facility has good sales performance.					
3	High ratings indicate that the accommodation facility has a good reputation.					
4	Recommendations indicate that the accommodation facility has a good reputation.					
Information Quantity						
1	A large number of online reviews indicate that the accommodation facility is popular.					
2	A large volume of online comments information suggests that the accommodation facility has good sales performance.					
3	High ratings indicate that the accommodation facility has a good reputation.					
4	Recommendations indicate that the accommodation facility has a good reputation.					
Reviewer Expertise						
1	The people providing online reviews are experienced.					
2	I think the people providing online comments have extensive knowledge about the product.					
3	I think the people providing online reviews have the ability to make judgments.					
4	This person provides some ideas different from other sources.					
5	This person mentions some things that I haven't considered.					
Product Ranking						
1	The overall rankings of different accommodation					

No	Statements	Respondent's Answer				
		SD	D	FA	A	SA
	facilities help me easily compare the available choices.					
2	The overall rankings help me quickly choose the best accommodation among many alternative options.					
Information Adoption						
1	The information from the reviews has contributed to helping me understand more about the discussed product.					
2	The reviews make it easier for me to make online booking decisions.					
3	The reviews help me make online booking decisions with more confidence.					
4	The reviews have motivated me to take online booking actions.					
Attitude						
1	When I want to book a room, I always read the information shared on online travel agency websites about accommodation facilities.					
2	The shared review information is helpful and assists me in making online booking decisions					
3	The shared information and reviews on online travel agency websites make me feel confident when making reservations.					
Subjective Norms						
1	My relatives think that I should consult reviews on online travel agency websites before booking.					
2	People I value advise me to consider reviews on various online travel agency websites.					
3	People like me often read shared information on online travel agency websites before making reservations.					
Purchase Intention						
1	After reading online reviews, I want to book the accommodation.					
2	I will consider choosing the accommodation discussed in					

No	Statements	Respondent's Answer				
		SD	D	FA	A	SA
	the online comment section.					
3	I plan to try booking the accommodation discussed in the online reviews.					
4	In the future, I intend to search for accommodations discussed in the online comments section.					
5	In the future, I intend to book the accommodation discussed in the online comments section.					