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UNPACKING THE INFLUENCE OF TRAVELOKA REVIEWS ON CONSUMER ACCOMMODATION CHOICES: HOW ONLINE FEEDBACK SHAPES TRAVEL DECISIONS

Abstract

In the digital era, online reviews have become pivotal in consumer decision-making, particularly in tourism and hospitality. This study examines the influence of online reviews on Traveloka, a leading online travel platform, in shaping consumer choices for accommodation. By analyzing user-generated content, ratings, and comments, this research aims to understand how review credibility, rating scores, and reviewer expertise impact consumers' trust and final booking. The target population for this study comprises individuals who have booked accommodations through Traveloka within the past year. A purposive sampling method ensures the respondents have relevant and direct experience with the platform. Based on the Krejcie-Morgan table for determining sample sizes, a target of 100 respondents is set to ensure the results are statistically significant, and generalizable findings reveal that high ratings, detailed feedback, and verified reviews significantly influence consumer trust, leading to a higher likelihood of booking. Moreover, the study highlights that negative reviews, while potentially deterring, also play a role in establishing the authenticity of positive feedback, thereby strengthening overall consumer confidence. This research underscores the importance of managing online reviews and provides valuable insights for hospitality businesses aiming to enhance their reputation and attract potential customers through effective review management.

Keywords: Online Review Credibility, Consumer Decision-Making, Accommodation Choices, Booking Decisions

INTRODUCTION

Online reviews have revolutionized the decision-making processes in the tourism industry, enabling travellers to make more informed choices when selecting accommodations (Chawla et al., 2021). User-generated content on review platforms, such as Traveloka, offers detailed insights into hotels, services, and guest experiences that are often more trusted than traditional marketing (Lu & Stepchenkova, 2015; Sethna et al., 2017; Xu et al., 2023). This shift highlights the growing reliance on digital feedback as a critical factor in shaping consumer preferences.

Traveloka, as one of Southeast Asia's prominent travel platforms, plays a significant role in the regional tourism market by providing reviews and ratings that guide consumer choices (Kian et al., 2017; Pinto & Demey, 2020; Ruiz-Mafe et al., 2013). Such platforms have redefined how consumers interact with the hospitality industry, making it crucial for businesses to monitor and manage online reviews.

Trust in online reviews is essential in consumer decision-making, especially in intangible services like hospitality (Anaya-Sánchez et al., 2020; Lemy et al., 2021; Pyle et al., 2021). Studies suggest that verified reviews and those with detailed feedback often enhance trustworthiness, thus making users more likely to rely on the information provided (Floyd et al., 2014; Widianingsih et al., 2023).

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Factors such as review credibility, which includes review quality, quantity, and reviewer expertise, play significant roles in influencing consumer decisions on platforms like Traveloka (Leontiev, 2020; Munhurrin et al., 2016; Roy et al., 2021; Suganda et al., 2021). Consumers are more likely to be influenced by reviews they perceive as reliable and detailed, especially when choosing accommodations for travel.

Rating scores are a critical element in online reviews, as consumers frequently use numerical ratings as a quick reference to evaluate accommodation quality (Allard et al., 2020; Baker & Kim, 2019; Handani et al., 2022; Liu & Park, 2015; Park et al., 2018; Santos et al., 2019; Vermeulen & Seegers, 2009). Higher ratings are generally associated with increased consumer trust and booking intention, making them vital to decision-making. Negative reviews, while typically seen as a deterrent, often contribute to the perceived authenticity of a platform (Allard et al., 2020; Casado-Díaz et al., 2020; Casais & Proença, 2022; Sparks & Browning, 2011; Zhang et al., 2017). The presence of constructive criticism can reassure users of the platform's transparency, enhancing trust in positive reviews as well.

Consumers tend to rely more on reviews from users perceived as experienced or knowledgeable (Chaturvedi et al., 2016; Huifeng et al., 2020; Lien et al., 2015; Singh & Sinha, 2020). Traveloka's inclusion of verified user-profiles and expertise markers can influence consumer trust and booking decisions. Research consistently demonstrates that online reviews significantly impact consumers' purchase intentions, with positive and negative reviews swaying decisions (Casado-Díaz et al., 2020; Casais & Proença, 2022). This impact is particularly profound in the hospitality industry, where potential guests heavily rely on prior customer experiences. Managing reviews on platforms like Traveloka is essential for hospitality businesses to maintain a competitive edge (Gulati, 2022; Hennig-Thurau et al., 2004; Kupfer et al., 2018; Oliver et al., 2020). Effective review management can increase visibility, reputation enhancement, and higher occupancy rates as more consumers engage with positive feedback. This study aims to unpack how various aspects of online reviews on Traveloka, including credibility, rating scores, and reviewer expertise, shape consumer accommodation choices (Abdulkareem et al., 2019; Bataineh & Al-Smadi, 2015; Gummerus et al., 2012; Paul & Roy, 2023). By exploring these dynamics, the research offers insights for both consumers and businesses on the role of online feedback in the tourism industry, highlighting the potential for strategic review management to enhance customer engagement and trust.

Several studies support the influence of online review credibility on purchase decisions. (Chakraborty, 2019; Ma et al., 2021; Nowak & McGloin, 2014) highlight that consumers are more likely to trust reviews perceived as credible, which increases their intention to purchase. Credibility factors, including the reviewer's expertise and the perceived authenticity of reviews, significantly impact consumer trust and decision-making processes. Furthermore, (Aziz Scholar et al., 2013; Baker & Kim, 2019; Sann et al., 2020; Sparks & Browning, 2011; Xue et al., 2020) found that the credibility of online reviews reduces information asymmetry, enhancing consumers' ability to evaluate product quality and reliability.

In tourism, (Floyd et al., 2014; Idris et al., 2020; Liu & Park, 2015) reveal that credible online reviews are pivotal in shaping travellers' decisions, mainly when booking accommodations. They argue that the authenticity of review content and the perceived impartiality of reviewers contribute significantly to reducing the uncertainty associated with intangible services. Additionally, recent studies (Alcántara-Pilar et al., 2018; Chakraborty, 2019; Nowak & McGloin, 2014) show that perceived credibility directly impacts purchase intention and mediates the relationship between other review characteristics, such as valence and quantity, and consumer decision-making.

These findings collectively reinforce that credible online reviews are crucial in influencing purchase decisions, supporting the proposed hypothesis.

Online review credibility is crucial in influencing consumer purchase decisions in the digital era (Cobelli et al., 2019; Sheeraz et al., 2012). Credibility encompasses trustworthiness, expertise, and authenticity of the information reviewers provide (Filieri et al., 2015). When consumers perceive online reviews as credible, they are more likely to rely on them to make informed purchase decisions (Chauhan et al., 2020; Pramono et al., 2020; Juliana et al., 2022, 2023; Oliver et al., 2020). This is particularly relevant in the travel and hospitality industry, where intangible products like accommodations are evaluated based on reviews (Antonio et al., 2023; Nagoya et al., 2022; Pramezwary et al., 2021). Trust in the credibility of reviews mitigates uncertainty and risk, strengthening consumer confidence in their choices (Pramono et

al., 2020; Nagoya et al., 2022; Pramezwary et al., 2021; Pramono et al., 2021; Santos & Spring, 2015)

H1: Online review credibility positively and significantly influences purchase decisions.

METHOD

This study employs quantitative research to examine how Traveloka reviews influence consumer accommodation choices. The primary objective is to measure the relationships between specific attributes of online feedback, such as ratings, review content, and reviewer credibility and consumers' decision-making processes. To achieve this, the research adopts a cross-sectional survey design, allowing data to be collected at a single point to capture consumer perceptions and behaviours effectively.

The target population for this study comprises individuals who have booked accommodations through Traveloka within the past year. A purposive sampling method (Sekaran & Bougie, 2016) ensures the respondents have relevant and direct experience with the platform. Based on the Krejcie-Morgan table for determining sample sizes, a target of 100 respondents is set to ensure the results are statistically significant and generalizable. Participants are recruited using social media platforms and forums where Traveloka users are actively engaged.

Data are gathered using a structured online questionnaire, which employs a 5-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree." The questionnaire includes sections on demographic information and factors influencing accommodation choices. This method ensures reliable and consistent data collection, enabling the study to explore how online reviews shape consumer travel decisions comprehensively.

RESULT AND DISCUSSION

In this study, 100 questionnaires were distributed to Traveloka consumers who had visited this site. All questionnaires were distributed or shared online using Google forms filled in by the respondents. From a total of 100 respondents, it can be seen that two gender groups of respondents use the Traveloka site, namely men and women. Men comprise 35 per cent of respondents, and women comprise 65 per cent. Based on these data, people a significant % of Traveloka consumers are women, namely 59 people or 59%. Meanwhile, in terms of age range, 15-24 years old there are 35 respondents (35%), 25-34 years old there are 35 respondents (35%), 35-44 years old there are 14 respondents (14%) and >45 years old there are 16 respondents (16%).

Table 1 Reliability and Validity Test

Variable	Cronbach's Alpha	CR (rho-a)	CR (rho-c)	AVE
Online Review credibility	0,867	0.856	0.862	0.634
Booking Decision	0,723	0.734	0.841	0.657

Source: Processed Data SmartPLS (2024)

The reliability and validity of the constructs in this study are evaluated using Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). For Online Review Credibility, Cronbach's Alpha is 0.867, indicating high internal consistency as it exceeds the acceptable threshold of 0.7. Similarly, the Composite Reliability values (rho-a = 0.856, rho-c = 0.862) confirm the construct's reliability, exceeding the recommended value of 0.7. The AVE of 0.634 surpasses the minimum criterion of 0.5, indicating adequate convergent validity.

For the booking decision, Cronbach's Alpha is 0.723, indicating acceptable internal consistency. The Composite Reliability values (rho-a = 0.734, rho-c = 0.841) meet the reliability standards. Additionally, the AVE of 0.657 reflects strong convergent validity, suggesting that the indicators sufficiently explain the variance in the construct.

Table 2. Heterotrait-Monotrait (HTMT) Ratio

Path	Heterotrait-Monotrait (HTMT) Ratio
Online Review Credibility → Booking Decision	0,790

Source: Processed Data SmartPLS (2024)

The Heterotrait-Monotrait (HTMT) ratio of 0.790 for the relationship between Online Review Credibility and booking Decision indicates good discriminant validity. The value is below the threshold of 0.85, as Henseler et al. (2015) proposed, confirming that the two constructs are distinct and not highly overlapping. This finding suggests that the constructs, while related, measure different aspects of consumer behaviour, with Online Review Credibility focusing on trustworthiness and authenticity and booking Decision capturing the final choice made by consumers.

Table 3. R Square Test

	R-square	R-square Adjusted
Booking Decision	0,433	0,427

Source: Processed Data SmartPLS (2024)

The R-square value for Booking Decisions is 0.433, indicating that the independent variable, Online Review Credibility, explains 43.3% of the variance in booking decisions. The adjusted R-square value of 0.427, slightly lower than the R-square value, accounts for the number of predictors in the model and provides a more accurate estimate of the explained variance. These values suggest a moderate explanatory power of the model.

Table 4. Hypothesis test

Path	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Result
Online Review Credibility → Booking Decision	0,658	0,659	0,081	8,132	0,000	Supported

Source: Processed Data SmartPLS (2024)

The hypothesis test reveals a significant positive relationship between Online Review Credibility and Booking Decisions, with an original sample value of 0.658 and a sample mean of 0.659. The T-statistics value of 8.132 exceeds the critical value of 1.96 (for a 95% confidence level), and the P-value is 0.000, indicating a statistically significant effect. The standard deviation of 0.081 suggests consistency in the sample data, further strengthening the reliability of the results. The hypothesis is thus supported, confirming that Online Review Credibility significantly and positively influences booking Decisions.

DISCUSSION

The results suggest that Online Review Credibility and Booking Decision constructs are reliable and valid for further analysis. The high Cronbach's Alpha and Composite Reliability values for Online Review Credibility indicate that the measurement items for this construct consistently capture the perceived trustworthiness, expertise, and authenticity of online reviews. This finding aligns with previous studies emphasizing the role of credible online reviews in influencing consumer trust and decision-making (Allard et al., 2020; Baker & Kim, 2019; Handani et al., 2022; Liu & Park, 2015; Park et al., 2018; Santos et al., 2019; Vermeulen & Seegers, 2009).

Similarly, the booking Decision construct demonstrates acceptable reliability and validity, reflecting its effectiveness in capturing consumers' choices influenced by online reviews. The AVE values for both constructs surpass the 0.5 threshold, confirming that the indicators explain a significant proportion of the variance in their respective constructs. This supports the hypothesis that credible online reviews positively impact booking decisions by enhancing consumer confidence and reducing perceived risks (Juliana et al., 2021). These findings reinforce the theoretical framework suggesting that the credibility of online reviews is a significant determinant of purchase behaviour. They provide empirical evidence for practitioners, especially in the travel and hospitality industry, to prioritize review quality and authenticity to influence consumer decisions effectively.

The HTMT result supports the hypothesis that Online Review Credibility positively influences booking Decisions. The value of 0.790 reflects a strong relationship between these constructs without significant redundancy, indicating that credible online reviews play a crucial

role in shaping consumer decisions. This finding is consistent with previous research by Sparks and Browning (2011), who argue that credible online reviews reduce uncertainty and build trust, leading to higher purchase intentions.

Moreover, the discriminant validity confirmed by the HTMT ratio highlights the importance of treating Online Review Credibility as a separate construct with distinct attributes, such as the reviewer's expertise and the relevance of the review content (Baker & Kim, 2019; Chakraborty, 2019; De Villiers & Tipgomut, 2018; Gvili & Levy, 2018; Sann et al., 2020). This distinction is vital for businesses aiming to enhance consumer decision-making processes. Practically, the results imply that platforms like Traveloka should review credibility by implementing verification processes, such as verified bookings or highlighting reviews from trusted contributors. This strategy can strengthen consumer trust in the platform and positively influence purchase decisions, ultimately driving revenue growth and customer loyalty.

The significant path coefficient demonstrates a strong positive influence of Online Review Credibility on booking Decisions, indicating that consumers are highly influenced by the perceived trustworthiness, expertise, and authenticity of online reviews when making booking decisions. This finding aligns with the extant literature (Amin, 2020; Berhanu & Raj, 2020; Chaudhary et al., 2021; Ilicic & Webster, 2015; Kim, 2019; Xiao et al., 2018) highlighting that credible reviews significantly reduce consumer uncertainty and build trust, ultimately enhancing purchase intentions.

The T-statistics value of 8.132 and the P-value of 0.000 indicate robust statistical support for the hypothesis. These results reinforce the importance of credible online reviews in digital marketplaces, particularly in industries like travel and hospitality, where consumer reliance on reviews is high due to the intangible nature of services (López-sanz et al., 2021; Stampa et al., 2020; Zhang et al., 2016)

CONCLUSION

This study concludes that Online Review Credibility significantly influences booking Decisions in the context of Traveloka's accommodation booking platform. The findings highlight that consumers rely heavily on online reviews' trustworthiness, expertise, and authenticity when choosing accommodations. With a substantial portion of the variance in purchase decisions explained by review credibility, the study underscores the importance of credible online feedback in mitigating uncertainties, fostering trust, and guiding consumer behaviour. These results validate the hypothesis that credible online reviews are instrumental in shaping travel decisions and provide empirical evidence supporting their critical role in digital consumer behaviour.

For managerial implications, Traveloka and similar platforms should invest in robust mechanisms to ensure the credibility of online reviews. This includes verified purchase indicators, algorithms to detect fraudulent reviews, and precise reviewer profiles to enhance trustworthiness and authenticity. Platforms can incentivize users to leave detailed reviews with qualitative and quantitative insights. This improves review quality and helps future users make informed decisions. Highlighting the most credible reviews or ratings in advertisements can increase consumer confidence in the platform and drive bookings. Traveloka can also showcase "Top Reviewer" badges or rankings to emphasize expertise. Providing clear and consistent responses to positive and negative customer reviews demonstrates accountability and builds long-term trust in the platform.

For practical implications, Consumers should be educated on identifying credible reviews, enabling them to make informed decisions and avoid the influence of biased or fraudulent feedback. Traveloka could integrate reviews across other social media and travel-related platforms, ensuring consistency and credibility in consumer perceptions of accommodations. Traveloka can share aggregated review insights with its accommodation partners, enabling them to understand consumer perceptions and improve service quality based on credible feedback.

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