# THE INFLUENCE OF ONLINE REVIEWS ON CONSUMER DECISION-MAKING IN THE HOTEL INDUSTRY

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**Abstract**
This research paper explores the significant influence of online reviews on consumer decision-making in the hotel industry. With the rise of online platforms and the increasing accessibility of information, consumers now have the ability to share and access reviews of hotels and accommodations from fellow consumers. These online reviews play a crucial role in shaping consumer perceptions, influencing their decision-making process, and ultimately impacting the success of hotels. This paper examines the factors that influence the impact of online reviews, the role of online review platforms, the credibility of reviews, and the potential implications for hotel managers. By understanding the influence of online reviews, hotel managers can effectively leverage this knowledge to enhance their marketing strategies and improve the overall guest experience.
**Keywords:** Consumer, Decision making, Impact, online review, credibility and hotel

## INTRODUCTION

The introduction of the internet has completely altered the hotel reservation market in India and changed how booking details are communicated. More than 60% of consumers in the modern digital era use online customer reviews as a significant deciding factor when making purchases. Travellers and tourists now have more power thanks to the advancement of mobile technologies and the growth of mobile apps, which give them easy tools for making reservations. The internet's wide audience has sparked a revolution in word-of-mouth marketing. People can now use a variety of online platforms to share their experiences and express their opinions. Electronic word-of-mouth (eWOM) has become a potent form of communication that has a big impact on how consumers make decisions. Online reviews are crucial in the context of booking a hotel. Online reviews serve as a useful resource of knowledge for prospective clients[1]. They provide insights into the quality of service, amenities, cleanliness, and overall guest experiences at hotels. Prospective guests can access a wealth of reviews and ratings from previous visitors, helping them make informed choices based on the collective feedback shared by others. The availability of online reviews has democratized the booking process, enabling travelers to assess hotels based on real experiences rather than relying solely on promotional materials[2]. It adds a layer of transparency and trust to the decision-making process, allowing individuals to gauge the suitability and value of accommodations before making their bookings.

Prospective customers now have a platform to access and assess hotel reviews posted by guests who have stayed there thanks to apps and websites[3]. Consumers' intentions to buy are significantly influenced by these reviews. Nowadays, it's common for people to post their hotel

experiences online, making online reviews an essential resource when making reservations. Consumers and businesses can both benefit from online reviews as a reliable source of information. Customers rely on these reviews to learn about the viewpoints and suggestions of other travellers regarding hotels. On the other hand, because they offer insightful feedback and customer sentiments, online reviews are advantageous to businesses[4]. An important aspect of this research is the relationship between online reviews and consumer purchase intentions. Positive online reviews have a direct impact on higher consumer purchase intentions when making an online hotel reservation, according to numerous studies. When it comes to influencing consumer behaviour, building confidence, and influencing their intention to make online purchases, trust in other people's opinions is crucial. The correlation between online reviews and consumers' intentions to make purchases is positive, which emphasises the influence of social proof and the strength of peer recommendations. Consumers frequently rely on the opinions and experiences of others when making decisions, especially when doing so online[5]. Therefore, companies should recognize the significance of online reviews and actively manage their online reputation to build trust and enhance consumer buying intentions. Travellers can now easily evaluate hotel quality, service excellence, and customer experiences thanks to the availability of mobile apps and numerous websites. The prevalence of online reviews has made it difficult for hotels to use and manage them efficiently [6]. In order to address this, it becomes crucial to give customers specific cues that make it easier for them to understand relevant reviews, enabling hotel management to utilise the feedback effectively. This study's main goal is to thoroughly investigate how online hotel reviews affect travellers' intent to make a reservation. In order to assess the influence of past customers' reviews on prospective customers' purchase intentions, the emphasis is specifically placed on websites within the hotel industry. The study also seeks to ascertain whether appropriate corporate responses can lessen the potential adverse effects of reviews. The study will use an experimental design to examine how online hotel reviews affect customer expectations and decision-making [7]. This study will help researchers gain a better understanding of how online reviews affect consumer behaviour and booking intentions. The study will also examine how well hotels respond to negative reviews in order to lessen their impact [8]. The research's conclusions will offer useful information to the hotel sector and aid companies in enhancing their strategies for managing their online reputations. Hotels can better meet customer expectations and adapt their service offerings by comprehending how online reviews affect customer decision-making.

**PURPOSE OF THE STUDY**

This study's goal was to determine how online reviews affected consumers' decision-making when choosing hotels and restaurants. The goal of the study was to comprehend how consumer decisions in the hospitality sector are influenced by online reviews and ratings.

Data from different online platforms, including review websites, social media, and online travel agencies, were gathered and analysed as part of the research methodology [9]. The goal was to compile data on customer opinions and ratings of various hotels and restaurants.

The study examined factors such as the overall rating, specific aspects of the establishment (e.g., cleanliness, service, food quality), and the number of reviews. It aimed to determine the

extent to which these factors influenced consumers' decision-making processes and their selection of restaurants and hotels.

The researchers sought to find patterns and trends in consumer behaviour and decision-making by analysing the data [10]. The goal of the study was to shed light on how important online reviews are in influencing consumer perceptions and preferences, which in turn affects their decisions regarding restaurants and hotels.

The study's conclusions will help people better understand how online reviews are used in the hospitality sector. This data may aid companies in the industry in better understanding consumer preferences and informing decisions about how to enhance their products and take control of their online reputation.

**RESEARCH HYPOTHESIS**

Based on the given context of evaluating the effect of online assessments on consumer restaurant and hotel selection decisions, the research hypothesis could be formulated as follows:

Hypothesis: Online assessments significantly influence consumer decision-making when selecting restaurants and hotels.

This hypothesis assumes that online reviews and ratings have a substantial impact on consumers' choices and play a crucial role in shaping their decision-making process [11]. The hypothesis suggests that positive or negative online assessments of restaurants and hotels will affect consumers' preferences and influence their selection decisions.

To validate this hypothesis, the research would collect and analyze data related to online assessments, consumer decision-making processes, and actual choices made by consumers when selecting restaurants and hotels [12]. The findings of the study would then be analyzed to determine the strength and significance of the relationship between online assessments and consumer decision-making.

**H1: Online reviews have a significant influence on online hotel booking intention.**

This hypothesis suggests that there is a direct and simultaneous effect of online reviews on consumers' intention to book hotels online. It posits that when consumers read online reviews about hotels, it influences their intention to make a booking through online platforms.

To test this hypothesis, the study would gather data on consumers' online hotel booking intentions and their exposure to online reviews. Statistical analysis would then be conducted to examine the relationship between these variables and determine the extent to which online reviews impact consumers' booking intentions [13]. The results would provide insights into the significance of online reviews in shaping consumer behavior related to hotel bookings.

**H2: The usefulness of online reviews has a partial influence on online hotel booking intention.**

This hypothesis suggests that the perceived usefulness of online reviews plays a partial role in influencing consumers' intention to book hotels online. It posits that when consumers find online reviews to be informative and helpful in making decisions, it impacts their intention to book hotels through online platforms.

The study would look at the connection between consumers' intended booking behaviour and how useful they perceive online reviews to be [14]. Consumer perceptions of the value of online

reviews and their intent to make hotel reservations online would be studied. A statistical analysis would be performed, taking into account additional variables that might also influence the decision-making process, to ascertain the extent to which the perceived usefulness of online reviews influences booking intentions.

The results of this study would shed light on the precise function of online reviews in influencing consumers' intentions to make hotel reservations online, underscoring the significance of useful and pertinent reviews in the decision-making process.

**H3: The promptness of online reviews has a partial influence on online hotel booking intention.**

This hypothesis suggests that the timeliness or promptness of online reviews affects consumers' intention to book hotels online. It posits that when consumers perceive online reviews to be timely and up-to-date, it influences their decision-making process and increases their intention to book hotels through online platforms.

The study would look at how consumers' intentions to book travel relate to how quickly online reviews are posted in order to test this hypothesis. Consumer perceptions of how quickly online reviews are posted and updated, as well as their intent to make hotel reservations online, would be studied [15]. A statistical analysis would be performed, taking into account additional variables that might also have an impact on decision-making, to determine the degree to which the promptness of online reviews affects booking intentions.

The results of this study would clarify the significance of current and timely online reviews in influencing consumers' intentions to make online hotel reservations. It would offer insightful management and upkeep of timely reviews to improve customers' trust and confidence in their booking decisions for hoteliers and online platforms.

**H4: The volume of online reviews has a partial influence on online hotel booking intention.**

According to this theory, the quantity or volume of online reviews influences consumers' decision to book hotels online. It asserts that exposure to more online reviews for a specific hotel affects consumers' decision-making and increases their intention to book that hotel through online channels.

The study would look at the connection between the quantity of online reviews and consumers' intent to book in order to test this hypothesis. Data on the number of hotel reviews that are currently available as well as consumer intent to make an online hotel reservation would be gathered [16]. A statistical analysis would be done to determine the degree to which the quantity of online reviews affects booking intentions while taking into account additional variables that might also have an impact.

The results of this study would shed light on how much review volume affects consumers' intent to book. It would help hoteliers and online platforms understand the importance of having a substantial number of reviews for attracting potential customers and influencing their booking decisions. Additionally, it may shed light on strategies to manage and encourage more reviews to enhance the overall online reputation of hotels.

**H5: The strength of online reviews has a partial influence on online hotel booking intention.**

This hypothesis suggests that the strength or credibility of online reviews plays a role in shaping consumers' intention to book hotels online. It posits that when consumers perceive online reviews as more reliable, trustworthy, and credible, it positively influences their decision-making process and increases their intention to book hotels through online platforms.

The study would look at the connection between the volume of online reviews and consumer intent to book in order to test this hypothesis. The strength of online reviews is influenced by a number of variables, including review ratings, review content, reviewer credibility, and perceived review authenticity [17]. Consumers' intention to book hotels online would also be measured. Statistical analysis would be conducted to assess the extent to which the strength of online reviews influences booking intentions, taking into account other relevant factors.

The findings of this study would provide insights into the impact of review strength on consumers' booking intentions. It would help hoteliers and online platforms understand the importance of maintaining high-quality and credible reviews to enhance consumer trust and increase booking conversions. Additionally, it may guide strategies for managing and responding to online reviews effectively to maintain a positive online reputation and attract more potential customers.

**H6: The completeness of online reviews has a partial influence on online hotel booking intention.**

This hypothesis suggests that the extent to which online reviews provide comprehensive and detailed information about hotels influences consumers' intention to book hotels online. When consumers perceive online reviews as being more thorough and informative, it positively affects their decision-making process and increases their intention to book hotels through online platforms.

The study would look at the connection between online review completeness and consumers' intent to book in order to test this hypothesis. The level of detail in review descriptions, the inclusion of specific information about hotel amenities, services, and location, and the provision of pertinent recommendations or tips are just a few of the factors that would be the subject of data collection [18].  Consumers' intention to book hotels online would also be measured. Statistical analysis would be conducted to assess the extent to which the completeness of online reviews influences booking intentions, considering other relevant factors.

The findings of this study would provide insights into the impact of review completeness on consumers' booking intentions. It would help hoteliers and online platforms understand the importance of encouraging reviewers to provide comprehensive and detailed feedback to enhance consumer decision-making. Additionally, it may guide strategies for improving the quality and usefulness of online reviews, ultimately enhancing the online booking experience for consumers.

## JUSTIFICATION FOR THE STUDY

The main goal of this research proposal is to gain a deeper understanding of how consumer purchasing behaviour is influenced by online restaurant reviews. The goal of the study is to determine how much influence online reviews have on consumers' decisions regarding which restaurant to eat at. By carrying out this investigation, the study hopes to offer useful information to businesses about how online consumer reviews can affect their revenue and

reputation. It will look into how consumers' perceptions, preferences, and selection criteria for restaurants are influenced by online reviews [19]. The study will also examine the elements, such as the review's source, the rating or score assigned, and the review's actual content, that support the legitimacy and influence of online reviews. The results of this study will aid businesses in understanding the significance of effectively managing online customer reviews and utilising them to improve their marketing and branding strategies. It will provide insights into how businesses can encourage positive reviews, respond to negative reviews, and use online reviews as a tool for building customer trust and loyalty. Additionally, the research aims to shed light on the specific aspects of online reviews that consumers consider most influential in their restaurant selection process. This will enable businesses to focus their efforts on enhancing those aspects, such as service quality, food quality, ambiance, and value for money, to meet customer expectations and attract more customers.

## LITERATURE REVIEW ONLINE REVIEWS

Numerous researchers have been interested in the impact of online reviews on patron behaviour in the restaurant sector. The effects of online reviews on the restaurant industry and their influence on consumer choice have been the subject of numerous studies. A study on the influence of online restaurant reviews on patron behaviour was conducted by Taylor and Atay. They discovered that consumers frequently consult online reviews to learn more about a restaurant's standing before making a choice. Comparatively to negative reviews, positive reviews were found to have a greater influence on consumer perceptions and preferences. Yan, Wang, and Chau also looked into how online reviews affect the restaurant business. Their research showed that online reviews have a big impact on consumers' perceptions and how they choose restaurants [20]. These reviews serve as a source of social proof for customers, who rely on them to determine the general reputation and calibre of a restaurant. Online reviews are crucial for giving customers accurate information about the services and goods that a specific restaurant offers, according to Parikh et al. Customers are more likely to look for this information before using a particular service, they emphasised. Online reviews enable potential customers to connect with other users and make informed decisions based on their preferences and criteria. Overall, the existing literature suggests that consumers place considerable importance on online evaluations when selecting a restaurant. Positive reviews are generally given more attention and can positively influence consumer perceptions and intentions. Understanding the influence of online reviews on consumer behavior is crucial for restaurant businesses to effectively manage their online reputation, improve customer satisfaction, and attract more customers.

## EFFECT OF RECENTNESS OF WEBSITE REVIEW ON CUSTOMER RESTAURANT AND HOTEL SELECTION DECISIONS

The perception of usefulness and the factors influencing customers' views on online evaluations play a significant role in determining the effectiveness of the review process. Chevalier and Mayzlin discuss how customers interpret and evaluate online reviews based on different factors. The credibility and relevance of the components within the reviews are crucial for customers to derive useful information. Organizations need to ensure that these components are presented in a clear and meaningful way to deliver value to customers. The concept of usefulness can be measured by how well it aligns with customers' expectations and needs. It is

important for organizations to understand and assess the usefulness of online reviews in a way that aligns with customers' perspectives. By doing so, they can effectively communicate the value of their products or services to customers. In some cases, customers may provide feedback or advice that is intended to help organizations improve their products or services. Chang et al. highlight the importance of considering and addressing customer evaluations, particularly in relation to issues that have a significant impact on customer satisfaction. Organizations should pay attention to these evaluations and take them seriously, as they can provide valuable insights into areas where improvements are needed. Overall, understanding the perception of usefulness and considering customer evaluations are essential for organizations to enhance the value they provide to customers. By addressing customer feedback and aligning their products or services with customer expectations, organizations can improve customer satisfaction and ultimately drive business success.

## EFFECT OF THE RELIABILITY ON CONSUMER RESTAURANT AND HOTEL SELECTION DECISIONS

The research conducted by various authors highlights the effectiveness and limitations of online reviews in providing information to consumers. It is evident that online reviews serve as a representation of customers' opinions and preferences, and consumers tend to rely on them for decision-making. However, it is important to note that online reviewers are not randomly selected individuals, and their feedback may not fully represent the entire population. Anderson suggests that extreme satisfaction levels or dissatisfaction tend to drive word-of-mouth communication, indicating the potential bias in online reviews. Hitt and I emphasize the potential bias that may arise in consumer reviews, particularly during product introductions over time. These reviews can serve as empirical evidence for future ratings and have social effects on consumers' perceptions. Park and Kim conducted a study on the expertise of authors and customers in relation to online reviews. Their findings suggest that the type of review and attributions made by customers influence their purchasing intentions. Similarly, Duan et al. found that online reviews have a direct impact on the purchasing process by establishing reliability in the selling context. In the context of restaurants, Pantelidis identified six key attributes that consumers consider when making their final choice: food, service, atmosphere, price, menu, and design. The study highlights the importance of these attributes in consumers' decision-making process. Overall, the research conducted by these authors sheds light on the significance of online reviews and their influence on consumer behavior. However, it is important to acknowledge the potential biases and limitations associated with these reviews.

## RESEARCH METHOD

The research aims to establish causal relationships between variables and determine how the dependent variable (online hotel booking intention) changes with variations in the independent variable (online reviews). The three-month trial, which took place in India, ran from March to May 2022. The participants in this study are Indian citizens who have made hotel reservations via websites or mobile applications. Quota sampling, which is the sample method utilised, enables rapid and effective data collection. There were 100 responders in the sample. A questionnaire concentrating on internet reviews and their impact on intentions to book hotels online was the main data collecting method utilised in this study. Additionally, secondary information was acquired from libraries and the internet, including books, journals, and

pertinent literature. A validity test was done to make sure the questionnaire was accurate. If the correlation coefficient between each question's score and the sum of all the questions was positive and more than 0.3 (r 0.3), the validity of the instrument was deemed to be satisfactory. Using Cronbach's Alpha, the data's dependability was evaluated; the resultant value was 0.6. Less than 0.6 of a Cronbach's Alpha value suggests questionable data, 0.7 is acceptable, and 0.8 is reliable. The reliability test made verified that the replies were reliable and consistent. The coefficient of multiple determination and regression equation were calculated using a multiple regression analysis. Two or more independent variables and one dependent variable were used in this study. For the information gathered from the sample, the likelihood of the regression coefficient was also determined. Overall, the study used a variety of statistical analysis and data gathering techniques to examine the impact of online reviews on the intention to book a hotel online. The dependent variable (intention to book an online hotel) is represented by the letter Y in the multiple regression analysis equation employed in this study. The calculation looks like this:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + B_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon$$

Where: Y is the dependent variable (online hotel booking intention)

$\beta_0$ is the intercept (constant term)

$\beta_1$, $\beta_2$, $B_3$, $\beta_4$, $\beta_5$ are the regression coefficients for the independent variables $X_1$, $X_2$, $X_3$, $X_4$, $X_5$, respectively.

$X_1$, $X_2$, $X_3$, $X_4$, $X_5$ are the independent variables (online review factors) that are believed to influence online hotel booking intention.

$\varepsilon$ represents the error term or residual, which accounts for the unexplained variability in Y that is not accounted for by the independent variables.

The online hotel booking intention dependent variable and the online review elements independent variables, represented by the regression coefficients (1, 2, B3, 4, 5), are related in the multiple regression analysis. Taking into account the other independent variables in the model, the analysis measures the effect of each independent variable on the dependent variable. The variability in the dependent variable that the independent variables in the model are unable to account for is represented by the error term ().

**RESULT AND DISCUSSION**

The correlation between the variables in Table 1 is significant at the 0.01 level (2-tailed), according to the SPSS output that was supplied. As a result, it is improbable that the observed association between the variables happened by accident. You also said that the correlation index is more than 0.3, which indicates a weak to moderately positive connection between the variables. This shows that the factors under investigation have a significant link. Furthermore, the correlation is less significant than 5%, which adds to the validity of the findings. Finding a correlation below this cutoff signifies that the observed link is unlikely to be the result of random chance. Statistical significance is often determined by a significance level of 5% (or p-value less than 0.05), and finding a correlation below this cutoff implies that. Overall, based on the information given, it is believed that the data is accurate since the correlation between the variables is statistically significant and higher than the required level of 0.3.

The research instrument's Cronbach's Alpha score is 0.793 based on the SPSS report you gave. This implies that the research instrument employed in your study has strong internal

consistency reliability since the value is higher than the acceptability limit of 0.6. A frequently used reliability metric called Cronbach's Alpha evaluates how consistently respondents respond to different questions or scale items. Higher numbers indicate stronger internal consistency; the range is 0 to 1. A result of 0.793 indicates that your research instrument's items are positively associated and consistently assess the target construct. Given that the Cronbach's Alpha value for your study was 0.793, it can be said that the research tool utilised in it is dependable in the sense that it can reliably assess the construct of interest.

**Table 1. Validity Test Result**

| | | Usefulness | Promtness | Volume | Strength | Completeness | OHBI |
|---|---|---|---|---|---|---|---|
| Usefulness | Pearson Correlation | 1 | 640 | 578 | 501 | 528 | 624 |
| | Sig. (two tailed) | | 000 | 000 | 000 | 000 | 000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Promptness | Pearson Correlation | .640 | 1 | .602 | .426 | .464 | .469 |
| | Sig. (two tailed) | .000 | | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Volume | Pearson Correlation | .578 | .602 | 1 | .687 | .456 | .341 |
| | Sig. (two tailed) | .000 | .000 | | .000 | .000 | ,000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Strength | Pearson Correlation | .501 | .426 | .687 | 1 | .548 | .411 |
| | Sig. (two tailed) | ,000 | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Completeness | Pearson Correlation | .528 | .464 | .456 | .548 | 1 | .603 |
| | Sig. (two tailed) | .000 | .000 | .000 | .000 | | .000 |

**Table 2. Reliability Test Result Cronbach's Alpha N of Items**

| Model | Unstandardised Coefficient | | Standardised Coefficient | | Significance |
|---|---|---|---|---|---|
| | B | Standard Error | Beta | T | |
| Constant | 4970 | 2149 | | 2313 | 023 |
| Usefulness | 462 | 110 | 436 | 4207 | 000 |
| Promptness | 109 | 109 | 102 | 999 | 321 |
| Volume | 159 | 091 | -199 | -1737 | 086 |
| Strength | 057 | 075 | 083 | 768 | 445 |
| Completeness | 361 | 091 | 370 | 3972 | 000 |

The interpretation you provided for the regression equation is generally correct. Here's a summary of the interpretations for each coefficient in the equation:

a.  The constant value (4.970) represents the expected value of the dependent variable (Y) when all the independent variables are zero. In this case, it represents the expected performance of the employee when the values of the predictors are zero.

b.  The coefficient for X1 (0.462) indicates that a one-unit increase in the usefulness of online review will lead to a 0.462 unit increase in the online hotel booking intention (Y), holding other variables constant.

c.  The coefficient for X2 (0.109) suggests that a one-unit increase in the promptness of the online rating will result in a 0.109 unit increase in the online hotel booking intention (Y), keeping other variables constant.

d.  The coefficient for X3 (-0.159) implies that a one-unit increase in the volume of online reviews will lead to a 0.159 unit decrease in the online hotel booking intention (Y), holding other variables constant.

e.  The coefficient for X4 (0.057) indicates that a one-unit increase in the online rating value will result in a 0.057 unit increase in the online hotel booking intention (Y), while keeping other variables constant.

f.  The coefficient for X5 (0.361) suggests that a one-unit increase in the online rating will lead to a 0.361 unit increase in the online hotel booking intention (Y), holding other variables constant.

It's important to note that these interpretations assume that all other variables in the equation are held constant. Additionally, the interpretations are specific to the context of your study and the variables you have included.

**Coefficient of Correlation R and Coefficient of Determination R2**

**Table 3. Table R and R2**

**Model Summary**

| Model | R | R Square | Adjusted R square | Stad. 1error of the estimate |
|---|---|---|---|---|
| 1 | .714 | .510 | .484 | 2349 |

The interpretation you provided for Table 3 is generally correct. A correlation coefficient (R) of 0.714 indicates a strong positive relationship between the independent variables and the

dependent variable. It suggests that approximately 71.4% of the variance in the dependent variable can be explained by the independent variables included in the model. The remaining 49% of the variance is attributed to other factors that are not accounted for in the model or not discussed in the study. These factors could include unmeasured variables, measurement error, or random variability that is not captured by the variables included in the analysis. It's important to consider that there may be other factors influencing the dependent variable that were not included in the model, and further research or analysis may be needed to explore those factors.

### Hypothesis Testing Table.4. Simultaneous Test (F-test Output) ANOVA

| Model | Sum of Square | Df | Mean Square | F | Significance |
|---|---|---|---|---|---|
| Regression | 539,397 | 5 | 107,879 | 19,550 | 000 |
| Residual | 518,713 | 94 | 5,518 | | |
| Total | 1058,110 | 99 | | | |

To be clear, the numerator and denominator of the F-ratio are linked to the degrees of freedom in the F-distribution. The degrees of freedom in your situation are 95 for the denominator and 5 for the numerator. Use the F-distribution table or statistical software to calculate the critical value of F at a significance level of 0.05 ( = 0.05) and a confidence level of 95%. According to the data given, the F-count number is 19,550. You would compare this F-value to the crucial value of F discovered from the F-distribution table to see if it is statistically significant. As you mentioned, the critical value of F can be found in Table 2.30 for df1 = 5 and df2 = 95. Please refer to the appropriate F-distribution table or consult statistical software to obtain the critical value of F for your specific degrees of freedom and significance level. Then, compare the F-count value of 19,550 to the critical value to determine if the relationship between the variables is statistically significant.

### Table 5. Partial Test (t-test output)

| Variable | t(count) | t(table) | Description |
|---|---|---|---|
| Usefulness | 4.207 | 2.637 | Accepted |
| Promtness | 0.999 | 2.637 | Rejected |
| Volume | -1.737 | 2.637 | Rejected |
| Strength | 0.768 | 2.637 | Rejected |
| Completeness | 3.972 | 2.637 | Accepted |

The partial impact of each independent variable on the intention to make an online hotel reservation (Y) may be deduced from the information given as follows:

X1 (utility of online rating): The statistical importance of the relationship between X1 and Y is shown by the t-count value of 4.207 and the significance level of 0.000. This indicates that the effectiveness of internet reviews may sometimes have a significant impact on a person's decision to book a hotel online.

X2 (timeliness of online evaluation): The t-count value of 0.999 and the significance level of 0.321 indicate that there is no statistically significant relationship between X2 and Y.

Therefore, it can be inferred that the intention to book a hotel online is not much influenced by how quickly an online review is completed.

X3 (amount of online reviews): The statistical significance of the relationship between X3 and Y is shown by the t-count value of -1.737 and the significance level of 0.086. As a result, the number of internet reviews has a big impact on whether someone plans to book a hotel online. Strength of online review X4: Based on the t-count value of 0.768 and the significance threshold of 0.445, it seems unlikely that X4 had any statistically significant impact on Y. Therefore, it can be inferred that the likelihood of making an online hotel reservation is not much influenced by the quality of online reviews.

X5 (online review completion): The statistical significance of the relationship between X5 and Y is shown by the t-count value of 3.972 and the significance level of 0.000. This indicates that the decision to book a hotel online is significantly influenced by how comprehensive the evaluations are online.

In conclusion, the t-count values and significance levels show that X1 (utility of online rating) and X5 (completeness of online review) significantly affect the likelihood of making an online hotel reservation, whereas X2 (timeliness of online evaluation), X4 (strength of online review), and X3 (volume of online reviews) do not.

**DISCUSSION**

The following conclusions about the impact of independent factors on the intention to book a hotel online may be taken from the study and results:

Value of online evaluations:

It has been shown that the usefulness of internet reviews has a favourable impact on Indian consumers' intentions to book hotels online. Customers believe the information in internet reviews to be beneficial and it aids them in decision-making. Customers' confidence in the hotel is boosted by the perception that the information supplied in the reviews is accurate and real.

Quickness of online assessment: It has been concluded that there is no positive correlation between online evaluation speed and Indian consumers' desire to book hotels online. Customer interest in booking a hotel online is not considerably impacted by the date of the review. Customers may not give reviews much weight based on when they were written, and even old evaluations can help a business establish a positive reputation.

Volume of online reviews: It has been concluded that the quantity of online reviews has little impact on Indian travellers' intentions to book hotels online. Customer value is not increased by the quantity of reviews if they are merely brief observations devoid of significant information. When making judgements, customers could place more weight on the star rating than on the quantity of reviews.

Completeness of online reviews: It has been shown that full online reviews have a favourable impact on people's intentions to book hotels online in Prayagraj. Customers are more interested in comprehensive information regarding their stay, the hotel's location, amenities, and services. The review's thoroughness and the information offered have an impact on customers' purchase choices.

Overall, the findings show that the usefulness and thoroughness of online reviews significantly affect Indian consumers' intentions to make an online hotel reservation. Customer intention is

not much impacted by the speed of online assessment or the number of online reviews. These results are in line with earlier hypotheses and studies in the area.

## CONCLUSION

Following are the inferences that can be made from the study about the partial impacts of each independent variable on the desire to book an online hotel: The usefulness of internet reviews influences the intention to book a hotel online in a favourable and substantial way. This implies that the desire to book a hotel online also grows as the usefulness of the review increases. Although it is not statistically significant, the promptness of online reviews has a favourable partial impact on the intention to book a hotel online. This implies that the decision to book a hotel online is not much influenced by the date of the review. The volume of internet reviews has a somewhat negative impact on the likelihood of reserving a hotel online, although this effect is not statistically significant. This suggests that the intention to book a hotel online is not considerably influenced by the quantity of reviews. Although it is not statistically significant, the volume of online reviews has a favourable partial impact on the desire to book a hotel online. This indicates that the likelihood of making an online hotel reservation is not much influenced by the general tone or positivity of the reviews. The intention to book a hotel online is positively and significantly influenced by how comprehensive the internet review is. This shows that the desire to book a hotel online is favourably influenced when the review offers thorough and in-depth information.

It is crucial to remember that although certain factors may have very little impacts, their relative importance might change. The promptness, volume, and quality of online reviews in this instance do not have statistically significant influence on the intention to book a hotel online. The usefulness and thoroughness of an online review's review do, nevertheless, have statistically significant influence on the intention.

## RECOMMENDATIONS

The following suggestions may be made in light of the study's findings: Improve the urgency and recentness of online reviews: Hotel owners and online shopping sites should focus on improving the timeliness and freshness of reviews. This can be achieved by encouraging customers to provide timely feedback and ensuring that the reviews are regularly updated. Fresh and recent reviews can provide more relevant information to potential customers, enabling them to make better decisions.

Develop features to enhance the frequency of reviews: Online platforms should consider introducing features that encourage and facilitate more frequent reviews. This can include incentives for customers to leave reviews, reminders to provide feedback after a stay, and making the review process user-friendly. Increasing the frequency of reviews will enhance the overall cohesion and quality of customer reviews on the websites.

Enhance the usefulness of reviews: Online review platforms should strive to make reviews more useful and informative for customers. This can be achieved by ensuring that reviews provide detailed and comprehensive information about hotels, restaurants, and other services. Providing useful content will help customers make more informed decisions and improve their overall experience.

Improve the reliability of online reviews: Restaurants and hotels should work towards enhancing their online presence and reputation. This can be achieved by improving the quality

of their services, addressing customer concerns, and actively encouraging satisfied customers to leave positive reviews. By improving reliability and trustworthiness, online reviews can have a more significant impact on customer decision-making.

Enhance website quality and content: Online platforms should focus on improving the overall quality of their websites and user experience. This includes ensuring that the website design is user-friendly, the content is informative and engaging, and the search functionality is efficient. A well-developed website will attract more visitors and make it easier for customers to find and book hotels online.

By implementing these recommendations, online platforms, hotel owners, and restaurants can enhance the effectiveness of online reviews, provide better information to customers, and improve the overall online booking experience.

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