

Analysis of Factors Affecting Users Intention to Book Hotels through Online Applications

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ABSTRACT

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Introduction; This study investigates factors influencing consumers intention to book hotels online using the Stimulus-Organism-Response (SOR) theory. The research is motivated by the growing trend of digital transformation in the hospitality industry, where user trust and convenience play crucial roles in shaping online booking behavior. **Methods;** A quantitative approach was employed by distributing online questionnaires to individuals who had previously booked hotels online, resulting in 448 valid responses being collected. Data were analyzed with validity and reliability tests, and hypothesis testing was conducted using the Structural Equation Modeling (SEM) technique. Respondents were selected through judgmental sampling to ensure relevance. **Results;** The findings indicate that perceived trust is the key variable exerting a significant direct influence on booking intention, an effect which is moderated by promotional offers. Notably, external stimuli such as online reviews, convenience quotient, and mobile application quality primarily influence booking intention indirectly, acting through their significant impact on perceived trust, which functions as a key mediator. **Conclusion;** The study concludes that strengthening users' trust, satisfaction, and overall digital experience can enhance consumers' willingness to engage in online hotel booking. These results offer practical insights for application developers and hotel managers to design trustworthy, user-friendly platforms and promotional strategies that align with changing consumer expectations.

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1. Introduction

The advancement of digital technology has brought significant changes to the global hospitality industry. The increasing use of online hotel booking applications marks a shift in consumer behaviour, where individuals now rely more heavily on digital platforms to search for, compare, and book accommodations. This transformation not only reflects greater service efficiency but also highlights consumers' growing preference for speed, convenience, and personalization in the booking process. In Indonesia, particularly in developing cities such as Batam, this trend has become an essential part of the digitalization of the tourism and creative economy sectors.

Users' intention to use hotel booking applications is influenced by several factors, including service quality, completeness of information, and data accuracy (Salameh et al. 2022). In addition, external factors such as customer reviews also shape users' level of trust toward the application (Wen et al. 2021). Technological improvements have further strengthened the appeal of booking applications by enhancing convenience, accessibility, user experience and more personalized recommendations (Saha and Biswas 2024).

Hotel booking applications now enable users to select accommodations according to their preferences and budgets without the need to visit locations directly. This trend has become increasingly prominent among younger generations due to the growing penetration of the internet and Web 2.0 based applications (Salameh et al. 2022). In addition to accessibility, features such as simple user interfaces and fast digital payment systems further enhance user satisfaction (Koo, D. M., Kim, J., & Park 2020 ; Ventre and Kolbe 2020). However, despite these advantages, comparisons between hotel booking applications and Online Travel Agents (OTAs) continue to emerge. The Inventure-Alvara Survey (2023) found that 80% of respondents considered booking directly through hotel applications more economical than using OTAs. This finding indicates a shift in user trust toward direct platforms that offer transparency and exclusive deals (Widyanti 2024).

This study adopts the SOR theory as its theoretical foundation. The theory explains that users' behavioural responses (intentions) are influenced by external stimuli such as online reviews, application quality, and promotional offers, which subsequently affect internal states such as perceived trust and convenience quotient (Mehrabian & Russell, 1974). In the context of hotel booking applications, stimuli may include user experiences with application features, while the organism reflects users' trust and satisfaction, ultimately shaping their behavioural response in the form of booking intention. This approach is relevant for understanding the causal relationships between external and psychological factors in digital consumer behaviour.

Although numerous studies have examined the factors influencing users' intention to use hotel booking applications, several research gaps remain. Previous studies, such as those by El-Said (2020) and Singh et al. (2024), focused primarily on service quality and data security but did not comprehensively examine how factors such as online reviews, promotional offers, convenience quotient, and mobile application quality influence users' booking intentions. Moreover, most prior research has been conducted across different countries and has not sufficiently considered the Indonesian context, where issues of trust in digital payment systems and data protection remain barriers to adoption. Studies such as Davis (1989), which introduced the Technology Acceptance Model (TAM), have also not been widely reapplied to modern mobile-based hotel applications that integrate localized consumer experiences and trust mechanisms.

The urgency of this research lies in the need to understand the factors of trust, convenience quotient in applications, and the user experience of digital platforms in the context of intense competition in hotel booking applications in the era of digital transformation. However, despite the rapid adoption of digital platforms, previous research explaining these factors in the hospitality sector has largely focused on online reviews, trust, and perceived usability, while attention to the construction of digital experiences integrated into a single theoretical model remains limited. Most previous research also focuses on mature digital markets in developed regions, leaving a gap in knowledge in the context of economic development, where user behaviour and trust formation may show more significant differences.

Therefore, further research is needed on how consumers in the evolving digital environment evaluate and adopt mobile-based hotel booking services. This gap on this study contributes by incorporating mobile app quality variables into the Stimulus-Organism-Response (SOR) framework, thereby providing a more comprehensive understanding of digital interaction experiences. Although previous research has examined mobile app quality in an e-commerce context, its integration into a specific behavioural model of the hospitality industry is still limited, particularly regarding its influence on trust and booking intention. Furthermore, this study extends the model by examining the role of trust as a mediating variable and promotion as a moderating variable, thus providing a more in-depth insight into the behavioral mechanisms involved in online hotel booking decisions.

The urgency of this research is also determined by the need to understand the factors of trust, convenience quotient, and digital experience amidst the increasingly fierce competition in hotel booking apps. This research offers novelty by integrating mobile app quality variables into the SOR framework a construct rarely analyzed in hospitality research and by focusing on users in Batam City, Indonesia, where barriers related to digital trust and technology adoption remain underexplored. These findings are expected to provide a more strategic contribution to the existing literature on digital consumer behaviour in the hospitality industry. Based on these considerations, this study aims to analyze the factors influencing users' intention to book hotels online through mobile applications using the SOR approach. Specifically, it examines the effects of online reviews, convenience quotient, application quality, perceived trust, and promotional offers on users' intention to book hotels online in Batam City.

2. Theoretical Framework

The SOR model is a comprehensive framework for understanding how environmental stimuli influence emotions and behavior, where the *stimulus* encompasses environmental elements that affect an individual's emotional state, the *organism* refers to how individuals respond to and interact with such stimuli, and the response represents the reaction or behavior that emerges from this interaction (Duong 2024) . Cakici and Tekeli (2022) further explain that the SOR framework consists of three main interacting elements: Stimulus, Organism, and Response, in which the stimulus affects an individual's internal state, the organism serves as the internal process that interprets the stimulus and connects it to the response, and the response is the final outcome of this process, such as purchase intention or behavior. The SOR model has been widely applied to understand online consumer decision-making processes, particularly in explaining how external stimuli influence internal evaluations and behavioral intentions. Prior research by (Lady et al. 2025) also confirmed that variables such as trust significantly affect consumers internal responses, which

subsequently drive their behavioral intentions. This supports the relevance of the SOR framework for analyzing digital consumer behavior, including users' intentions to adopt online service applications. Emotional and psychological factors play a significant role in shaping consumers' behavioral responses in digital environments. Consistent with this perspective, trust serves as a key antecedent of user's intention to use online hotel booking applications (Lady et al. 2024). This model has been widely applied in areas such as advertising and consumer behavior. Salem and Alanadoly (2024) describe the SOR theory as illustrating the relationship between external stimuli, internal psychological processes, and the resulting response, where environmental cues influence customers emotions and cognitive evaluations, thereby bridging the process that leads to behavioral responses in the marketplace. This framework emphasizes the importance of understanding the interaction between external signals, internal evaluation, and behavioral responses in decision-making processes. Yadav, Verma, and Chikhalkar (2024) note that this model has been applied in various research fields, including e-commerce, social commerce, and consumer behavior analysis (Irimia-Diéguez et al. 2023).

2.1 The Influence of Online Review on Online Hotel Booking Intention

Online reviews on hotel booking applications include both positive and negative comments, each playing an essential role in influencing consumer decision making. Information obtained from online reviews, particularly those originating from credible sources, plays a crucial role in building trust. This is because consumers tend to feel more confident in making purchasing decisions when they trust that the information received comes from reliable sources (Huseynov and Güler 2021). According to El-Said (2020) negative reviews have a stronger influence on consumers booking intentions, whereas positive reviews do not show a significant effect. Conversely, positive reviews can enhance consumer trust and are generally more persuasive in purchasing decisions, while negative reviews are often perceived as more credible and informative.

Furthermore, the study by Saha and Biswas (2024) supports this finding, demonstrating that positive reviews strengthen, whereas negative reviews reduce users purchase intentions. Negative reviews reflect customer dissatisfaction and often contain strong criticism or detailed feedback, providing consumers with insights into potential problems they may encounter when using a product or service (Lo and Yao 2019). Consumers tend to pay more attention to negative reviews because they are perceived as more honest and trustworthy. Overall, both positive and negative reviews influence hotel booking decisions, with negative reviews highlighting customer dissatisfaction and potential product issues, while sustainability-related aspects demonstrate hotels commitment to environmental responsibility (Lv et al. 2024). Therefore, online reviews provide valuable information that shapes consumers' perceptions of hotel quality, enables direct comparisons, and reinforces hotel credibility (Zhang et al. 2018)(Hasanah and Rakhmawati 2025; Rakhmawati, Hikmah, and Fuadi 2025; Wusko and Kharisma 2025), ultimately influencing final booking decisions and determining the success of hotel marketing and reputation in the marketplace.

H1: Online review has an effect on Online Hotel Booking Intention

2.2 The Influence of Online Review on Perceived Trust

Online reviews are defined as evaluations provided by users after experiencing a product or service and serve as a form of word-of-mouth (e-WOM) communication (Salameh et al. 2022). According to (Tien, Amaya Rivas, and Liao 2019) online reviews need to be

informative and available in sufficient quantity to assist potential customers in making well-informed decisions regarding the products or services they intend to choose. Positive online reviews tend to enhance travelers' perceptions of hotels with favorable feedback, whereas negative reviews provide insights into potential issues that may arise. This enables potential customers to make more prudent decisions when selecting hotels or related services (Saha and Biswas 2024). The presence of online reviews offers tangible evidence and significant convenience for prospective travelers to access relevant information, ultimately enhancing their perceived trust before making reservations (Huseynov and Güler 2021; Ventre and Kolbe 2020). Therefore, online reviews play a crucial role in influencing travelers perceived trust.

H2: Online review has an effect on Perceived Trust

2.3 The Influence of Convenience Quotient on Perceived Trust

Convenience in using hotel booking applications reflects the ease and speed of completing tasks such as searching for hotels, comparing prices, and making payments, supported by an intuitive interface, quick responsiveness, information availability, and easy navigation. As a key factor influencing traveler satisfaction, the degree of convenience plays a significant role in shaping users' intention and trust in utilizing technology for hotel bookings (Lim, Mohamed Jasim, and Das 2024). In the context of electronic services (e-service), service quality also plays a crucial role in shaping consumer behavior and enhancing users' willingness to transact through digital platforms. Consumers' perception of the ease and efficiency of online services directly affects their intention to make purchases through such applications (Salameh et al. 2022). Furthermore, perceived ease of use and usefulness are vital in building consumer trust, as both interact to create positive attitudes toward the product and system within digital transactions (Pai et al. 2022). Therefore, applications that offer greater convenience through better accessibility and faster navigation enhance perceived trust, as users feel more secure when conducting online transactions (Huseynov and Güler 2021). Conversely, applications that are complex or confusing tend to reduce users' interest in making bookings. Thus, improving the level of convenience in hotel booking applications is essential for hotels to build trust and increase online booking conversion rates (Saha and Biswas 2024).

H3: Convenience Quotient has an effect on Perceived Trust

2.4 The Influence of Mobile Application Quality on Perceived Trust

The lack of security and privacy protection in an application makes many consumers reluctant to shop online; therefore, trust and security are crucial factors in determining user quality perception and satisfaction (Tam, Pereira, and Oliveira 2024). Security features, privacy protection, ease of use, and functionality within an application significantly enhance consumer trust, encouraging hotels to focus on application quality as a primary strategy rather than relying solely on pricing to increase online reservations (Li, L., Zhang, J., & Zhao 2020). Huseynov & Güler (2021) emphasize that high application quality, particularly in terms of usability, security, and reliability, has a significant impact on users trust in hotel booking applications. Applications that provide a smooth and seamless experience tend to increase users' perception of reliability and safety. Other quality aspects, such as transparency in pricing and policy information, also enhance perceived trust by creating the impression that the application is honest and transparent (Singh et al. 2024). The quality of hotel booking applications plays a vital role in building e-trust, affective commitment, and booking intention.

Improving website quality can impact to users trust and encourage travelers to make reservations, while social elements on the site also contribute to the development of e-trust (Amin et al. 2021).

H4: Mobile Application Quality has an effect on Perceived Trust

2.5 The Influence of Mobile Application Quality on Online Hotel Booking Intention

In the context of hotel booking, the quality offered by an online hotel booking application reflects the reliability of its connectivity and responsiveness, which indicates the quality of the system implemented (Salameh et al. 2022). The quality of hotel booking applications plays a crucial role in building electronic trust (e-trust), which significantly influences consumers' intention to book hotels online. Belver-Delgado et al. (2020) stated that application quality in the hospitality sector plays an important role in shaping positive attitudes and enhancing users' intention to make online reservations. A high-quality application not only improves the efficiency of the booking process but also reduces perceived risks related to data security and privacy in online hotel reservations (Hatamifar, Ghader, and Nikjoo 2021). The findings of Singh et al. (2024) support this view, suggesting that application quality is often considered a key factor in building trust and forming positive attitudes toward user experience, which ultimately affects booking intentions. Comprehensive information about hotels such as clear pricing, available facilities, and credible user reviews on booking applications is essential, as it has a significant impact on strengthening travelers' intention to make hotel reservations (Ventre and Kolbe 2020).

H5: Mobile Application Quality has an effect on Online Hotel Booking Intention

2.6 The Influence of Perceived Trust on Online Hotel Booking Intention

Perceived trust refers to an individual's belief in the reliability, security, and positive intentions of another entity, which strongly influences the decision to interact or engage further. According to Isiaku et al. (2024) such trust is developed through perceptions, experiences, or available information, which subsequently have a significant impact on consumer behavior, particularly on users' intention to make bookings. Perceived trust not only affects satisfaction but also customer loyalty where a higher level of trust leads to greater expectations for both (Irgui and Qmichchou 2023). Consumer trust serves as a key factor in building satisfaction, which ultimately forms the foundation of loyalty (Hossain 2019). Furthermore, Gómez-Hurtado et al. (2024) emphasized that perceived trust is crucial in the adoption of new technologies, as distrust can discourage users from adopting such technologies. Irimia-Diéguez et al. (2023) explained that perceived trust reflects an individual's willingness to accept risk based on positive expectations of another party's behavior, influencing the decision to continue or avoid interaction, especially in situations characterized by uncertainty and interdependence. Therefore, the higher the level of users trust in the security, reliability, and benevolent intentions of a hotel booking platform, the stronger their intention to make reservations. Conversely, a lack of trust can diminish users' willingness to book. Thus, establishing strong perceived trust among users is essential for enhancing booking intention in the hospitality industry.

H6: Perceived Trust has an effect on Online Hotel Booking Intention

2.7 The Role of Promotional Offers as a Moderator

Promotional offers refer to special incentives such as coupons or discounts provided by hotel booking applications to attract users' attention and enhance their intention to make hotel reservations online (Le 2024). Well-designed and appealing promotional offers can serve as an effective strategy to attract customers, particularly in highly competitive industries such as tourism. In addition to attractive discounts, promotional offers may also include special packages and exclusive deals designed to capture the interest of potential travelers (Hu and Yang 2019). Another common strategy involves providing gifts or rewards to customers who make their first transaction through the application (Agag et al. 2020). Promotional offers can strengthen the relationship between perceived trust and users' tendency to book hotels online, as they enhance users' sense of value and satisfaction. However, according to Zhang et al. (2018), while seasonal discounts or limited time offers may create a sense of urgency, they do not necessarily influence the level of customer trust. Based on previous studies, promotional offers have been found to significantly and positively moderate the relationship between perceived trust and users' intention to book hotels online (Agag et al. 2020)

H7: Perceived Trust has a positive impact on Online Hotel Booking Intention with Promotional Offers as moderator

2.8 The Mediating Effect of Perceived Trust on Online Hotel Booking Intention

Perceived trust plays a crucial mediating role in the relationship between several antecedent variables such as online reviews, convenience quotient, and mobile application quality and users' intention to book hotels online. Trust among users is influenced by multiple factors, particularly those derived from the reviews available on online platforms (Saha and Biswas 2024). Feedback provided by previous consumers, whether positive or negative, significantly affects potential users' perceptions and decision-making processes (Tien et al. 2019). Most users tend to evaluate the credibility of an application based on its reviews before deciding to use it. Online reviews play an essential role in building potential users' trust, which subsequently influences their intention to make online purchases. Positive and convincing reviews enhance consumers' confidence in the products or services offered. In this context, perceived trust serves as a mediating variable that links the effect of online reviews on online hotel booking intention where reviews first shape consumers trust toward the platform, which in turn affects their purchase decisions.

Perceived trust also mediates the relationship between convenience quotient (CQ) and online hotel booking intention. Perceived trust refers to consumers' confidence that a platform or seller is reliable and safe for transactions (Isiaku et al. 2024). This trust is particularly crucial in online purchases, where consumers cannot verify products physically, thereby increasing perceived risks. In the context of hotel bookings, the convenience quotient comprising navigational ease, accessibility of information, and system speed significantly influences user experience and booking intention (Pai et al. 2022). However, this influence becomes stronger when mediated by perceived trust, as a high CQ enhances users' confidence in the platform's security, credibility, and transparency. This increased trust subsequently affects users' booking intentions (Saha and Biswas 2024; Singh et al. 2024). Therefore, the relationship between CQ and online hotel booking intention is not purely direct but also mediated by perceived trust, highlighting its essential role in driving online booking behaviour.

Furthermore, perceived trust mediates the relationship between mobile application quality and online hotel booking intention. The quality of hotel booking applications reflects the reliability of connectivity and responsiveness, which together represent the robustness of the implemented system (Salameh et al. 2022). Several factors influence customers booking intentions, including application quality and user experience, which facilitate convenience for potential travellers (Belver-Delgado et al. 2020). Key application features such as easy navigation, intuitive interfaces, and innovative tools can enhance users trust (Ventre and Kolbe 2020). Equally important are elements such as security protection and user data privacy, which significantly contribute to users' sense of safety while using the platform (Hatamifar et al. 2021) High application quality plays a pivotal role in building electronic trust (e-trust), which directly affects consumers' decisions to book hotels online (Singh et al., 2024). Developing high quality applications can enhance user comfort, foster stronger trust, and ultimately encourage booking intentions (Hossain 2019).

H8: Online Review has a positive impact on Online Hotel Booking Intention with perceived trust as mediation

H9: Convenience Quotient has a positive impact on Online Hotel Booking Intention with perceived trust as mediation

H10: Mobile Application Quality has a positive impact on Online Hotel Booking Intention with perceived trust as mediation

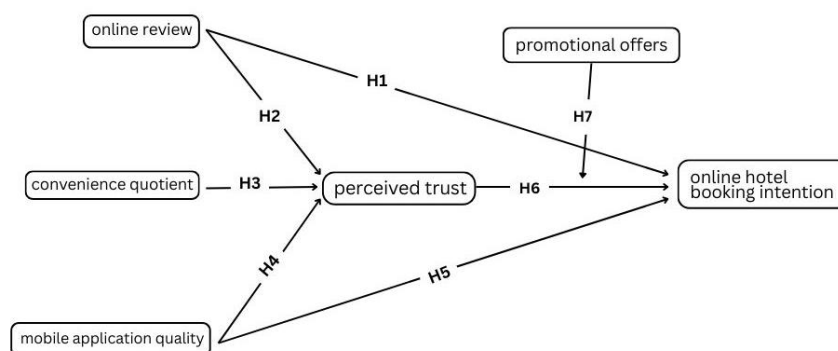


Figure 1. Conceptual Framework

3. Methods

This study used a questionnaire created in Google Forms as a tool to collect the necessary information through an online survey, and the survey link was shared on social media platforms such as WhatsApp, Line, Telegram, and Instagram. The population in this study includes all individuals who have used hotel booking applications. The total number of respondents in this study was 448 people, while the sample size used was 375 people.

$$N = I \times 10$$

The sample size was determined using a method in which the number of samples is calculated by multiplying the number of questionnaire items by 10. Where N represents the minimum sample required for the study, while I is the number of items in the questionnaire (Hair et al. 2019). In this study, the questionnaire consisted of 34 questions, thus the minimum number of respondents needed was:

$$N = 34 \times 10 = 340$$

This study consisted of 34 questions, so the minimum required sample size was 340 people. An actual sample size of 375 respondents, which means it met and exceeded the recommended minimum sample requirement.

The sampling method applied was non-probability sampling using a judgmental sampling technique. Judgmental sampling is a non-probability technique in which respondents are selected based on the researcher's consideration of specific criteria. This method was applied because the study required participants who had prior experience using hotel booking applications, ensuring that the data obtained was more relevant and accurate to the research objectives (Yin and Gao 2024). The variables in this study were measured using a five-point Likert scale, with 1 = "strongly disagree" and 5 = "strongly agree." Respondents were assured that their identities and responses would only be used for academic purposes. With this strategy, the study aimed to examine the impact of online reviews, the convenience quotient, and mobile application quality on online purchase intention, as well as the mediating role of perceived trust and the moderating role of promotional offers in online booking intentions. All participants completed the survey online, allowing for broader coverage, including various age groups who had previously used applications to book hotels online.

4. Results and Discussion

4.1 Descriptive Analysis

Table 1. Sample Statical Structure

Indicator	Classification	Frequency	Percentage
Gender	Male	169	45.1
	Female	206	54.9
Age	Aged 18 - 25	285	76
	Aged 26 - 30	73	19.5
	Aged 31 - 40	15	4.0
	Aged 41 and above	2	0.5
Education level	Primary School	0	0
	Junior High School	1	0.3
	Senior High School or	223	59.5
	Vocational High School		
	Bachelor's Degree	136	36.3
	Diploma Degree	9	2.4
Type of Occupation	Master's / Doctoral Degree	6	1.6
	Student	141	37.6
	Private employees	144	38.4
	Entrepreneur / Self-employed	38	10.1
	Government Employee	31	8.3
Monthly income	Unemployed	21	5.6
	< 2.000.000	100	26.7
	2.000.001 - 4.500.000	189	50.4
	4.500.001 - 8.000.000	66	17.6
	8.000.001 - 12.000.000	16	4.3
> 12.000.001	4	1.1	

Indicator	Classification	Frequency	Percentage
Among these 5 applications, which application do you often use to book hotels?	Agoda	55	14.7
	Traveloka	203	54.1
	Tiket.com	78	20.8
	Booking.com	31	8.3
	Trip Advisor	8	2.1

Source: Primary data processed, 2025

Based on the data above (Table 1), most respondents in this study were in the age range of 18–25 years, accounting for 76%. This was followed by respondents aged 26–30 years at 19.5%, those aged 31–40 years at 4%, and finally respondents over the age of 41 at 0.5%. This indicates that younger individuals are more active in utilizing technological advancements for online hotel booking. This trend is related to the habits of the younger generation, who are typically more familiar with technology and tend to travel more frequently. In terms of gender, female respondents dominated with 54.9%, while male respondents accounted for 45.1%. Based on this data, it appears that women tend to use hotel booking applications more often, indicating specific needs or preferences that app developers should consider such as offering features or promotions tailored to female users.

From an educational perspective, most respondents in this study were senior high school or vocational school graduates (59.5%), followed by bachelor's degree holders (36.3%). A higher educational background contributes to enhanced digital skills, making it easier for respondents to use hotel booking applications. Additionally, respondents were generally more open to technology, capable of comparing prices and offers easily, and valued the convenience and efficiency provided by the applications all of which ultimately encouraged them to book hotels online. Regarding occupation, most respondents worked as private-sector employees, comprising 38.4%. In terms of income, most respondents had a monthly income ranging from IDR 2,000,001 to IDR 4,500,000, accounting for 50.4% of the total respondents. This indicates that the study was dominated by middle-income workers.

The most frequently chosen application was Traveloka, with a share of 54.1%, followed by Tiket.com at 20.8%. The dominance of the middle-income group aligns with the characteristics of applications like Traveloka and Tiket.com, which offer various promotions, affordable prices, and convenience in comparing accommodations. These features are highly relevant to the needs and preferences of this group, who tend to seek efficiency and value for money when booking hotels online, thereby reinforcing their decision to use these applications.

4.2 Measurement Model

Table 2. Results of Reability and Validity Analysis

Construct	Item	Outer	Cronbach's a	CR	(AVE)
Convenience quotient	CQ_1	0.864	0.821	0.893	0.736
	CQ_3	0.875			
	CQ_5	0.834			
Mobile Application Quality	MAQ_2	0.888	0.844	0.905	0.760
	MAQ_4	0.883			
	MAQ_6	0.843			
Online Hotel Booking	OHBI_1	0.873	0.904	0.929	0.723
	OHBI_2	0.841			

Construct	Item	Outer	Cronbach's a	CR	(AVE)
Intention	OHBI_3	0.858	0.698	0.868	0.766
	OHBI_4	0.789			
	OHBI_5	0.888			
Online Review	OR_2	0.831	0.753	0.860	0.672
	OR_4	0.915			
Promotional Offers	PO_2	0.878	0.857	0.897	0.637
	PO_3	0.730			
	PO_4	0.845			
Perceived Trust	PT_1	0.822	0.857	0.897	0.637
	PT_3	0.856			
	PT_4	0.762			
	PT_5	0.838			
	PT_6	0.701			

Source: Primary data processed, 2025.

Based on the data (Table 2) , the validity and reliability evaluation results of six main constructs namely Convenience Quotient, Mobile Application Quality, Online Hotel Booking Intention, Online Review, Promotional Offers, and Perceived Trust were conducted through measurements of outer loading, Cronbach's alpha, composite reliability (CR), and Average Variance Extracted (AVE). At the initial stage, the outer loading test showed that all indicators had strong relationships with their respective constructs, with values above 0.70, indicating a significant contribution in representing the related constructs.

In terms of reliability, most variables showed satisfactory results and met the accepted minimum standards, namely Cronbach's alpha values above 0.7. The variables Convenience Quotient (CQ), Mobile Application Quality (MAQ), Online Hotel Booking Intention (OHBI), Promotional Offers (PO), and Perceived Trust (PT) all demonstrated Cronbach's alpha values indicating good internal consistency and reliability in measuring the intended constructs. The only variable with a Cronbach's alpha slightly below the ideal threshold was Online Review (OR), with a value of 0.698. Nonetheless, this value is still acceptable, especially considering that OR consists of only two indicators, which naturally tend to yield lower reliability values.

Furthermore, the composite reliability (CR) results for all variables were excellent, with values above 0.8, indicating a strong level of construct consistency and robustness. The CR values for Convenience Quotient (0.893), Mobile Application Quality (0.905), Online Hotel Booking Intention (0.929), Online Review (0.868), Promotional Offers (0.860), and Perceived Trust (0.897) show that the indicators within each construct effectively and synergistically measure their respective variables, ensuring that the data obtained are reliable and stable for further analysis.

The Average Variance Extracted (AVE) values also showed positive results, with all constructs having values above 0.5, meaning that more than 50% of the variance in the indicators can be explained by the measured constructs. The variable with the highest AVE value was Online Review (0.766), while Perceived Trust had the lowest AVE value (0.637), yet both remained within acceptable limits. This indicates that the convergent validity of all constructs was well fulfilled.

Overall, these evaluation results reinforce that the instruments used in this study are valid and reliable. Therefore, constructs such as convenience, application quality, online review, promotional offers, and perceived trust can be relied upon as appropriate variables to

analyze their influence on users' intentions to make hotel bookings online. These findings also emphasize that accurate and valid measurements form a crucial foundation for obtaining credible and accountable research results.

Tabel 3. Discriminant Validity Based on Fornell–Larcker Criterion

	CQ	MAQ	OHBI	OR	PO	PT
CQ	0.858					
MAQ	0.782	0.872				
OHBI	0.472	0.493	0.850			
OR	0.634	0.673	0.535	0.875		
PO	0.676	0.684	0.589	0.580	0.820	
PT	0.678	0.710	0.684	0.691	0.704	0.798

Source: Primary data processed, 2025

Based on the tested data (Table 3), the results of the Fornell-Larcker test, which is used to evaluate whether each construct has a distinct difference from one another, show that all constructs in the model have met the required criteria. This can be seen from the square root of the AVE values for each variable: Convenience Quotient (0.858), Mobile Application Quality (0.872), Online Hotel Booking Intention (0.850), Online Review (0.875), Promotional Offers (0.820), and Perceived Trust (0.798), which are higher than the correlation values between constructs.

Based on the results, all constructs in the model have fulfilled the discriminant validity criteria. This indicates that each construct can be clearly distinguished from one another within the research model. This condition reflects that each latent variable has a strong level of discrimination against the other variables, so that each indicator is able to specifically represent its own construct without overlap. Therefore, it can be concluded that the measurement model used in this study adequately meets the criteria for discriminant validity.

Table 4. SRMR (Standardized Root Mean Residual)

	Original sample (O)
Saturated model	0.077
Estimated model	0.082

Source: Primary data processed, 2025

Standardized Root Mean Square Residual (SRMR) is used to measure the magnitude of the error rate or residual in a model. A lower SRMR value indicates better model quality because it reflects a small difference between the observed covariance matrix and the covariance matrix estimated by the model. According to Hu and Bentler (1999), a good SRMR value is generally below 0.10, with an ideal threshold of 0.08. The test results show that the SRMR value for the saturated model is 0.077 and for the estimated model is 0.082. Both values are below the recommended threshold, so it can be concluded that the model error rate is relatively low and the tested model has a good level of fit to the data.

4.3 Hypotheses Testing (direct and indirect effect)

Tabel 5. Result of Path Analysis

	Original sample	T Statistic	P-values	Status
H1 <i>Online Review -> Online Hotel Booking Intention</i>	0.115	1.727	0.084	Positive Significant

		Original sample	T Statistic	P-values	Status
H2	<i>Online Review -> Perceived Trust</i>	0.346	4.554	0.000	Positive Significant
H3	<i>Convenience Quotient -> Perceived Trust</i>	0.220	3.273	0.001	Positive Significant
H4	<i>Mobile Application Quality -> Perceived Trust</i>	0.305	4.269	0.000	Positive Significant
H5	<i>Mobile Application Quality -> Online Hotel Booking Intention</i>	-0.114	1.604	0.109	Insignificant
H6	<i>Perceived Trust -> Online Hotel Booking Intention</i>	0.548	6.102	0.000	Positive Significant
H7	<i>Promotional Offers x Perceived Trust -> Online Hotel Booking Intention</i>	0.099	2.767	0.006	Positive Significant
H8	<i>Online Review -> Perceived Trust -> Online Hotel Booking Intention</i>	0.190	3.837	0.000	Positive Significant
H9	<i>Convenience Quotient -> Perceived Trust -> Online Hotel Booking Intention</i>	0.120	2.880	0.004	Positive Significant
H10	<i>Mobile Application Quality -> Perceived Trust -> Online Hotel Booking Intention</i>	0.167	3.271	0.001	Positive Significant

Source: Primary data processed, 2025

Based on the results (Table 5), the study presents the outcomes of ten hypotheses within the research model concerning online hotel booking intention. Out of all the hypotheses tested, eight showed significant results, while the remaining two were not significant. The statistical significance levels are classified into three categories: significant at the 1% level if the P-value < 0.01 and the t-statistic > 2.56; significant at the 5% level if the P-value < 0.05 and the t-statistic > 1.96; significant at the 10% level if the P-value < 0.10 and the t-statistic > 1,64.

Tabel 6. R-Square

	R-square adjusted
OHBI	0.514
PT	0.605

Source: Primary data processed, 2025

Based on the results presented in the table, the R-Square value for OHBI is 0.514 (51.4%), and for PT is 0.605 (60.5%). Both values fall within the moderate category, indicating that the model possesses a reasonably good predictive capability, although other factors may still influence the dependent variables. These R-Square values suggest that the model can explain the variance within the data fairly effectively, yet there remains room for improvement to enhance its predictive accuracy.

4.4 Discussion

4.4.1 The Effect of Online Reviews on Online Hotel Booking Intention

The effect of online reviews (OR) on online hotel booking intention (OHBI) shows a P-value of 0.084 (Table 5), which falls within the 10% significance level. This indicates that online reviews have a weak but meaningful influence on users' intention to book hotels

through mobile applications. The result suggests that OR still plays a role in shaping users' perceptions and decisions when choosing accommodation, although they are not the primary factor determining booking behavior. Viewed through the S–O–R framework, the influence of online reviews on booking intentions illustrates how external cues shape users' internal evaluations and subsequent behavioral responses to book a hotel online. This finding provides only partial support for previous studies. Huseynov & Güler, (2021) noted that consumers tend to feel more confident in making decisions when they trust the information they receive from reliable sources. Furthermore, negative reviews can have a stronger influence on consumers' booking intentions (El-Said 2020; Fazizah, Rakhmawati, and Husnah 2024; Jocelyn and Christiarini 2025; Christiarini and Hendra Lim 2022) argued that. However, in this study's context, many Indonesian users appear to be more cautious or skeptical toward online comments because of the growing number of fake or paid reviews on booking platforms. As a result, they may rely more on their personal trust in the application rather than on reviews alone. These results show that OR play only a limited and indirect role in shaping OHBI. Rather, trust stands out as a stronger influence on users' final decisions to book hotels online.

4.4.2 The Effect of Online Reviews on Perceived Trust

The variable online review (OR) on perceived trust (PT) has a P-value of 0.000 (Table 5), which is clearly below the significance threshold of 0.1. This result confirms that although online reviews do not have a direct effect on the intention to book hotels through an application OR plays a role in shaping consumers' perception of trust towards the services offered within a hotel booking application. This suggests that external information, such as online reviews, influences users' internal psychological state in the form of perceived trust. When users encounter consistent and credible reviews, they process this information as a signal of reliability and authenticity, which strengthens their confidence in their final decision to use the app.

This finding aligns with several previous studies. Saha & Biswas (2024) stated that positive online reviews increase travelers' evaluations of hotels with good feedback, while negative reviews create uncertainty and highlight potential problems that might arise. Ventre & Kolbe (2020) also noted that the presence of OR provides tangible evidence and ease for prospective travelers to access information, which ultimately enhances their trust before using an app for reservations.

4.4.3 The Effect of Convenience Quotient on Perceived Trust

The variable convenience quotient (CQ) on perceived trust (PT) has a P-value of 0.001 (Table 5), indicating a significant effect. CQ has a significant positive influence on consumers' level of trust when using hotel booking applications. In this study, consumers cannot physically see the product or interact face-to-face with the service provider, so an application that offers easy navigation, fast access, and a user-friendly interface provides a sense of security, which then increases consumer confidence. Convenience creates positive psychological responses in consumers by reducing uncertainty and increasing feelings of reliability and confidence. When users experience smooth and effortless interactions with an application, they tend to develop stronger trust, which becomes the foundation for their subsequent behavioral intentions. Previous research has shown similar results. Comfort, ease, and speed of use are key factors influencing trust in using applications for hotel bookings (Lim et al. 2024). Thus, applications that can provide easy access and quick

navigation tend to enhance consumer trust levels because they give a feeling of security and confidence when conducting online transactions (Saha and Biswas 2024).

4.4.4 The Effect of Mobile Application Quality on Perceived Trust

The variable mobile application quality (MAQ) on perceived trust (PT) is significant, with a P-value of 0.000 (Table 4). This result confirms that high application quality can impact and strengthen consumer trust in using the application. The quality aspects referred to include security, privacy, and functionality. This finding aligns with several previous studies. Huseynov & Güler (2021) emphasized that the high quality of an application, especially in terms of ease of use, security, and reliability, plays a crucial role in building users' trust in hotel booking applications. Applications that provide a smooth, hassle-free user experience tend to be perceived as more trustworthy and secure by their users. When consumers feel that a hotel booking app offers adequate protection, it can increase their trust and encourage their intention to make bookings online. Additionally, improvements in website quality also contribute to strengthening user trust, which ultimately can drive tourists to make reservations (Amin et al. 2021).

4.4.5 The Effect of Mobile Application Quality on Online Hotel Booking Intention

The variable mobile application quality (MAQ) on online hotel booking intention (OHBI) has a P-value of 0.109 (Table 5). This result indicates that mobile application quality does not have a significant effect on the intention to book hotels online. Although the application quality which includes aspects such as ease of navigation, speed of access, system reliability, and attractive design is believed to enhance user experience, this finding suggests that merely having a high-quality application is not sufficient to drive booking intentions. It is likely that users consider other factors such as trust, price, promotions, or recommendations more important than the technical aspects of the application when deciding to book a hotel. Application quality has now become a common standard possessed by most booking platforms, so users no longer regard this aspect as the sole consideration when forming the intention to book through a specific app.

This finding contradicts several previous studies. Belver-Delgado et al. (2020) stated that quality of application plays an important role in shaping users' positive perceptions and boosting their desire to make online bookings. Salameh et al. (2022) also noted that quality in online hotel booking applications is reflected through reliable connectivity and response speed, which are indicators of the system's quality. The present finding implies that while technical quality improves the overall user experience, it does not directly trigger behavioral responses unless accompanied by stronger internal factors, such as trust.

4.4.6 The Effect of Perceived Trust on Online Hotel Booking Intention

The variable perceived trust (PT) on online hotel booking intention (OHBI) has a P-value of 0.000 (Table 5), indicating a highly significant effect. This finding shows that the level of user confidence in the hotel booking application directly influences their attitudes and intentions to make a booking. This trust is formed through positive perceptions, previous user experiences, and available information, all of which contribute to the intention to book hotels via the application. Perceived trust not only plays a role in shaping user satisfaction but also serves as a crucial foundation for customer loyalty. The higher the level of trust users have in the application, the more likely they are to feel satisfied and continue using the same service in the future. Trust reflects an individual's readiness to take risks in online interactions based

on the expectation that the service provider will act honestly, reliably, and responsibly. Therefore, when users feel confident about the system's security, the credibility of information, and the integrity of the platform, their intention to book hotels through the application will increase. In line with the SOR theoretical framework, perceived trust acts as an organismic element that shapes users' internal evaluations. When users regard a booking platform as reliable, this sense of trust influences their internal state and consequently strengthens their behavioral response, reflected in a higher intention to book hotels online. This finding is consistent with previous studies (Hossain 2019; Irgui and Qmichchou 2023; Irimia-Diéguez et al. 2023; Isiaku et al. 2024).

4.4.7 The Role of Promotional Offers as a Moderator

The variable promotional offers (PO) have been proven to play a significant moderating role in the relationship between perceived trust (PT) and online hotel booking intention (OHBI), with a P-value of 0.006. This indicates that the presence of promotional offers clearly strengthens the influence of consumer trust on their intention to book hotels online. Promotional offers, viewed through the framework of the SOR theory, serve as external stimuli that shape users' internal psychological states, particularly perceived trust which in turn generate stronger behavioral responses manifested in higher intentions to book hotels online. Promotional offers such as price discounts, voucher codes, cashback, free cancellation, and flash sales not only serve as initial attractions to draw users but also create the perception that consumers gain extra benefits or added value from the transaction. When users feel they receive additional advantages from these offers, their trust in the platform increases, both in terms of price transparency and the benefits provided. This trust then increases the likelihood of consumers proceeding to the booking stage. These offers function not only as economic incentives but also as psychological elements that reinforce a sense of security and confidence in the service. Therefore, marketing strategies based on promotions are inseparable from efforts to build trust and encourage purchase intentions in online hotel bookings. This finding aligns with several previous studies (Agag et al. 2020; Hu and Yang 2019; Le 2024).

4.4.8 The Mediating Effect of Perceived Trust on Online Hotel Booking Intention

Online review (OR) has a significant mediating effect on online hotel booking intention (OHBI) through perceived trust (PT), with a P-value of 0.000. This study reveals an interesting dynamic in the role of OR on OHBI. Directly, the online review variable (H1) was found to have a weak but significant influence on users' intention to make a booking (P-value = 0.084). However, mediation path analysis (H8) shows that when the effect of OR is mediated through PT, the relationship becomes much stronger and highly significant (P-value = 0.000).

This finding reflects that OR does not merely function as a primary behavioral persuasion tool but serves as a mechanism for forming perceptions of credibility and service integrity. Users do not evaluate reviews literally but use them as social signals to calibrate their trust in the service provider. Only after trust is established does behavioral intention emerge significantly. Users process reviews not impulsively, but through a cognitive route, assessing the credibility, consistency, and honesty of reviews before forming attitudes that then influence their intentions. This highlights not only the importance of the existence of reviews, but also the necessity of creating a trusted digital environment where reviews are not only abundant but authentic, relevant, and consistent. Viewed from the SOR theory perspective, this relationship illustrates how online reviews act as external stimuli that trigger

users' cognitive and emotional evaluation processes. These evaluations are expressed through perceived trust toward the platform, which ultimately shapes behavioral responses in the form of stronger intentions to book hotels online.

Convenience quotient (CQ) shows a significant mediating effect on OHBI, supported by a P-value of 0.004 (Table 5), indicating the effect is significant. This finding indicates that the level of comfort and ease perceived by consumers in using hotel booking applications such as easy navigation, fast access, and efficient processes positively contributes to building trust in the app. This trust then becomes a key factor influencing consumers intentions to book online. Perceived Trust acts as a mediating variable connecting perceptions of convenience with behavioral intentions in the context of online hotel booking. This finding aligns with previous research emphasizing the importance of convenience and trust in shaping digital service user behavior (Lim et al. 2024; Saha and Biswas 2024). Viewed through the SOR theory, convenience quotient can be interpreted as an external stimulus that influences users' internal evaluation processes. When users perceive the application as easy to use, efficient, and reliable, these perceptions can strengthen their internal sense of trust toward the platform and then turn into behavioral responses, reflected in a higher intention to make hotel bookings online.

Mobile application quality (MAQ) also demonstrates a significant mediating effect. This is supported by a P-value of 0.001, indicating strong statistical significance ($p < 0.01$). The finding shows that the technical and functional quality of the application such as an intuitive interface, stable performance, and data security assurance not only enhances user comfort but also directly contributes to building trust. This trust serves as an important psychological mechanism bridging users' perceptions of app quality with actual behavioral intentions, i.e., making a booking. App quality influences not only directly but also indirectly through the mediating variable PT. This confirms the critical role of perceived trust as a key determinant in adopting app-based digital services. Practically, this implies that hotel app developers need to pay great attention to improving user experience quality and security features to build strong trust, which ultimately increases the conversion of intention into actual booking actions (Pai et al. 2022; Saha and Biswas 2024; Singh et al. 2024). From the SOR perspective, mobile application quality represents the external stimulus that affects the organismic factor perceived trust which subsequently drives users' behavioral response, namely their intention to book hotels online.

5. Conclusion

Based on the results of the analysis obtained in this study, it can be concluded that external factors such as user reviews, application ease of use, and mobile application quality have an indirect influence on the intention to book hotels online through the mediating role of perceived trust. Although variables such as mobile application quality do not show a significant direct effect on booking intention, and online reviews only show a weak direct effect, these factors play an important role in building users' trust toward digital platforms, which ultimately influences their decisions to make reservations.

Some users still exhibit hesitation in using hotel booking applications due to the circulation of negative information about hotels available on these platforms. Furthermore, factors such as ease of use and application quality contribute significantly to enhancing perceived trust, although their effects on booking intention are more indirect, mediated by the trust variable. Overall, these findings affirm that efforts to enhance trust through the management of external factors represent a crucial strategic aspect in influencing consumer

behavior within the context of online hotel booking. Therefore, the development and management of such platforms should focus on building user trust by providing transparent information, user-friendly features, and ensuring data security. These measures are essential to increase conversion rates and foster customer loyalty within the digital hotel booking ecosystem. In addition, addressing concerns related to misinformation and strengthening positive user experiences can further reinforce trust and encourage more users to adopt these services.

However, this study has certain limitations, particularly regarding the sample coverage, which only includes users in Batam City. The results may not be generalizable to other regions. Moreover, the use of perception-based survey methods may introduce subjective bias among respondents. Therefore, future research is recommended to expand the research area or include additional variables such as perceived risk and user experience to obtain more comprehensive results.

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