

Factors Influencing Customers' Revisit Intention on Online Booking Platforms: A Case Study on TripAdvisor

Nurul Nazatul Maisuri Nasarrudin¹, Mas Affandy Mashuri^{2*}, Redhuan Abu Bakar³
Teku Zariff Zaeimoedin⁴, Nur Syahira Bibit⁵ and Noorsa Riza Johari⁶

^{1,2,3,4,5,6}Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Cawangan Pulau Pinang, Malaysia

*Corresponding author: mas2036@uitm.edu.my

ABSTRACT

ARTICLE HISTORY

Received:

14 May 2023

Accepted:

15 August 2023

Published:

20 October 2023

KEYWORDS

Online Booking

TripAdvisor

Website Interactivity

Safety and Privacy

Revisit Intention

The expansion of the Internet has made it possible for people to connect as customers via online platforms where they may exchange material and affect each other's purchasing decisions. This study aims to determine factors that influence customers' revisit intention on an online booking platform, TripAdvisor.com. The approach is quantitative, employing a questionnaire to gather information from people who read hotel reviews online before making a reservation. The non-probability sampling techniques were used and only 119 respondents participated in answering the questionnaire. Before that, a pilot test consisting of 30 respondents participated in answering the questionnaire. Using IBM SPSS Version 27 to analyze the data, it was possible to determine how online reviews, website interactivity, website security, and privacy have influenced customers' revisit intention. The practical implications of this paper are that online travel agencies can use the identified factors, such as online reviews, website interactivity, safety, and privacy, to improve their services and retain customers. By providing a great online review system, an interactive website, and ensuring safety and privacy, online travel agencies can increase customers' revisit intention. This can lead to increased revenue and customer loyalty. Additionally, the study highlights the importance of TripAdvisor.com and other similar websites in influencing customers' revisit intention. The results of this study can help online travel agencies to understand the factors that influence customers' revisit intention and take necessary steps to improve their services.

e-ISSN 2600-7274

© 2023 Universiti Teknologi MARA Cawangan Pulau Pinang

This open access article is distributed under a Creative Commons Attribution-Non-commercial 4.0 International (CC BY-NC 4.0) license.

<https://creativecommons.org/licenses/by-nc/4.0/>



1. INTRODUCTION

Online hotel booking technologies have become a key selling point for hotel services in the modern economy. Therefore, a lot of effort has been put into designing models for online hotel booking uptake in conformity with (Liu & Zhang, 2014; Qi, Law, & Buhalis, 2013). The research found that RevPAR (Revenue Per Available Room) was more significant after the website was adopted than before it was assumed. According to Qi, Law and Buhalis (2013), there was also a drop in income for hotels that did not have an online booking system. The research findings indicate that the dimensions of functionality and usability are equally important for hotel websites. Specifically, "general information" is the most important dimension in functionality, whereas "website friendliness (ease of use)" is the most important aspect of usability. Additionally, the ranking of website performance is listed in terms of usefulness, functionality, and usability. Hotels with their websites had a higher revenue increase than hotels with sites on other portals.

Online reviews have been viewed as a crucial tool for reducing the uncertainty in online purchases (Kwark et al., 2014), which will have a big impact on a company's profitability by changing customers' behavior. However, given the "information overload" of online reviews, it is challenging to manually extract useful customer information thoroughly and swiftly from voluminous evaluations. Therefore, it is crucial for this study to develop a methodology to automatically identify customer preferences from the website online reviews.

The ability for customers and businesses to engage was one of the biggest advantages of the internet (Abdullah et al. 2016). According to Boushra (2008), interaction was a measure of how responsive a website was to its users and had the ability to improve communication between people. The website interactivity was a strong and effective communication platform between the hotel and its customers and potential customers (Cantoni et al., 2011; Ayob, 2016). According to Alexa (2020), TripAdvisor is the most widely used travel website in the world. The website uses user evaluations as a source of knowledge to help other users make travel-related decisions. Users can share their experiences and comments through images, quantitative scores, and descriptive evaluations that take on the shape of electronic word of mouth (eWoM). Thus, this study was to determine whether hotel website interactivity presenting useful information and might improve customers' revisit intention.

Social networks like TripAdvisor have become a point of differentiation in the past 20 years, providing a unique service to internet users. These platforms have the power to spread the word about this new type of communication through mass communication or one-on-one interactions. The website gathers general and specific ratings of hotel units, hotel descriptions, hotel styles, the number of comments per language and by qualitative rating, and the number of photos provided by the hotel and shared by platform users. Customers may now access the websites of a wide range of businesses, both big and small, worldwide. The Internet has made a greater understanding of customers and a better ability to connect with them, allowing customers to make an online booking payment. It's difficult to find trust in the world we live in today. Particularly when making a hotel reservation, it can be challenging to determine whether a service is secure. Hotel guests should be aware that safety and privacy are crucial concerns when making reservations at hotels.

But despite the rising technology, research on hotel online reviews, website interactivity, and safety and privacy issues in the hotel industry is still very limited (Ozturk et al. 2017; Wozniak et al. 2018). To fill the gap, these studies examine those variables in an institutional setting towards customers' revisit intention (Ozdemir, Jeff Smith, & Benamati 2017).

The purpose of this study is to investigate the factors influencing customers' revisit intention on an online booking platform by using the TripAdvisor website. The popularity and usefulness of TripAdvisor, a travel website that enables users to share their experiences and opinions about hotels and other travel-related services, are the reasons why this study was carried out. The website uses user evaluations as a source of knowledge to help other users make travel-related decisions. Social networks like TripAdvisor have become a point of differentiation in the past 20 years, providing a unique service to internet users. The research objectives of the study as follows:

1. To determine the influence of online reviews on customers' revisit intention.
2. To determine the influence of website interactivity on customers' revisit intention.
3. To determine the influence of safety and privacy on customers' revisit the intention.

2. LITERATURE REVIEW

2.1 Online Reviews

Online reviews are also known as electronic word of mouth (eWOM). This means that people can share their opinions about their experiences with a product or service online, either positively or negatively. These reviews can have an impact on customers' revisit intention, as they serve two purposes: they teach clients about items and services, and they introduce them to suggestions. In recent years, there has been a growing concern for the mining of customer preferences from online reviews. Nevertheless, the present research has primarily concentrated on extracting the overall sentiment orientation of each online review, thereby failing to differentiate customer preferences for hotel attributes such as price, sanitation, and facilities. It has been noted that a user-generated comment in online reviews may encompass multiple opinions that may be diametrically opposite on different attributes of the hotel (Feldman, 2013). For instance, a comment stating "The service quality of the hotel is super great, and the price is relatively low, whereas some facilities need to be replaced" indicates a positive sentiment towards the service quality and price, but a negative one towards the facilities. This implies that the customer is content with the hotel overall, but slightly discontented with its facilities. In this case, to help improve the hotel's performance, it is necessary to identify customers' particular preferences for each attribute from online reviews.

According to Aeknarajindawat (2019), online reviews are an important factor in determining the quality of service. Nunthapirat (2016) also explained that an increasing proportion of prospective visitors consult reviews before making a reservation. For example, popular websites like Trip Advisor and Booking.com allow users to post reviews that reflect the quality of their services based on client comments shown on their websites. Customers rely on Internet evaluations as one of the benchmarks for making decisions or making reservations, especially when it comes to hotel and boarding. Several studies have reported on the influence of online reviews, in particular on purchasing decisions in recent times (Guo et al., 2020; Kang et al., 2020; Wu et al., 2021). These studies have reported on various aspects of online reviews on consumers' behavior, including consideration of textual factors (Ghose & Ipeirotsis, 2010), the effect of the level of detail in a product review, and the level of reviewer agreement with it on the credibility of a review, and consumers' purchase intentions for search and experience products (Jiménez and Mendoza, 2013).

2.2 Website Interactivity

Pilelienė and Grigaliūnaitė (2016) define website interactivity as a process of two-way communication that takes place via a website between a representative of an organization and its customers. Similar definitions from Iliachenko (2006) and Abou-Shouk and Khalifa (2017) explained interactivity as the ability of the company's website to allow users and personnel to communicate. However, additional access such as allowing users to search for information and perform transactions across the website was addressed (Iliachenko, 2006 & Abou-Shouk and Khalifa, 2017). Abdullah et al., (2016) explained that the Internet provides an opportunity for active engagement between consumers and businesses. Thus, interactivity shall interlink with responsiveness to the customers and the potential to facilitate interpersonal communication (Boushra, 2008). This additionally eradicates mutual communication between customer and business to establish an understanding of end-user demand and what to be expected in customer revisit intention.

2.2 Safety and Privacy

Hoteliers must guarantee that safety and privacy concerns are effectively addressed to capture visitors' interest in making a hotel reservation via a hotel website (Tan, 2015). Safety in this context refers to the state of being shielded from a potential threat to danger, risk, or harm. On the other hand, privacy describes a person's or a group's capacity to keep private important information about themselves. Hotel guests are concerned about the security and privacy of the information they submit on the internet because hotel websites are publicly accessible and online. For instance, when making an online purchase, clients could be required to provide personal information such as their name, address, age, gender, personal financial situation, credit card number, and social security number. That information may be vulnerable to many threats, including internet hacking and other violations (Emir et al., 2016). Therefore, the website should be able to offer excellent protection to safeguard the personal data of your customers. It is suggested that a hotel's website include a guarantee that all the visitors' personal data would only be accessed by official staff, hence it is important to protect customers' privacy. Therefore, according to Emir et al., (2016), customers will be able to use the website if they feel safe. Perceived interactivity was defined by Abdullah, Jayaraman, and Kamal (2016) as the extent to which users may alter the structure and content of a mediated environment in real-time. According to Abdullah et al. (2016)'s, website interactivity may affect a customer's perception of value by influencing how much security and privacy are sacrificed in exchange for monetary and non-monetary advantages. Abdullah et al. (2016) stated in their conceptual paper that perceived website interactivity influences the perceived value of the customer, which is represented by the trade-off between financial rewards, non-financial benefits, and security and privacy as sacrifices. Customers' intentions to interact with media material are greater when they trust it, and perceived interactivity is related to customers' online trust. Jeon, Jang, and Barret (2016) discovered that perceived website interactivity influences repurchase intention via perceived utilitarian value and online trust, which is supported by their empirical results.

2.4 Customer Revisit Intention

Customer satisfaction raises customer reviews of purpose, favorable cross-purchases, and word-of-mouth. According to Chen and Chen and Huang and Lu (2001), demonstrate how customer happiness is favorably influenced by service quality in the literature. Customer service levels directly impact how customers perceive a company's brand. Customer satisfaction is defined as an evaluation based on specific service interactions, and as such, the degree of satisfaction attained from each service interaction is thought to affect image judgment. In

addition, corporate image affects revisit intention. As customer satisfaction has been fulfilled, revisit intention will follow. Tosun et al., (2015) portray revisit intention as an act of readiness to revisit the same destination and experience the same services. According to previous research conducted by Hu et al. (2009), customers who acquired superior value and felt satisfied with services provided by hoteliers are inclined to recommend it to others and revisit identical hotels next time.

Customers find online booking to be one of the most appealing elements of the website. Booking hotel rooms online is also seen as useful by customers since it enables them to conduct comparisons and get qualitative data, they need to make a wise choice. In addition, online booking allows for faster transactions, lower costs, and quicker booking confirmations (Aeknarajindawat, 2019). According to Baltescu (2015), most clients use hotel websites or online travel brokers to compare rates before making a final selection. Thanks to Internet booking, customers may also communicate directly with hotels whenever and wherever they choose. Therefore, Emir et al. (2016) concluded that the purpose of booking hotel rooms online is interpreted as the potential that the customer of a hotel website or online travel intermediaries would buy or book hotel accommodation using the website of travel intermediaries soon.

2.5 Study Framework

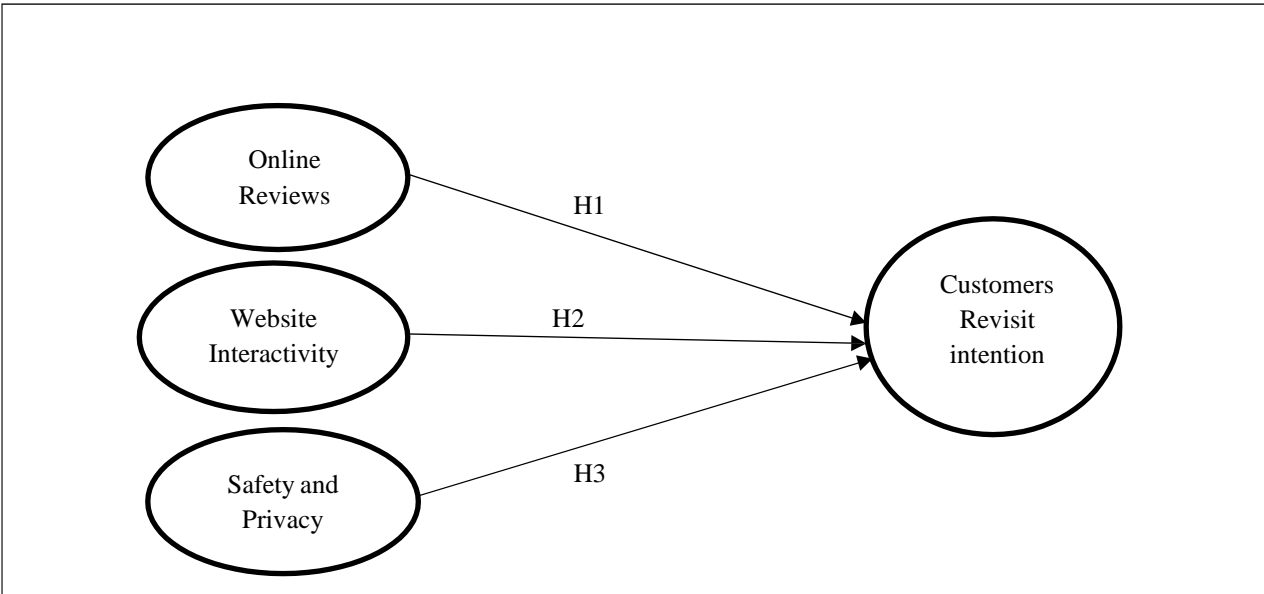


Figure 1: Study Framework

Adapted from Dahlan Abdullah, K. Jayaraman, D.N. Shariff (2017), Mohamed and Mohammed Abdelaal, (2021), Liang Wang (2014) and Kurniawan (2019)

3. METHODOLOGY

This research used quantitative method that focuses on the fair measurement, statistics, mathematics, and numerical analysis data collected through survey questionnaires. A cross-sectional design was chosen investigating the data from a group of people at a certain point in time. This study focuses on causal research since it seeks to determine the factors influencing customers' revisit intention in online booking lodging and travel on the TripAdvisor website.

3.1 Population and Sampling

The population of this study is generation-X and generation-Y who use the TripAdvisor website. According to Malaysia Age Structure (2021), based on the population of Generation-X (aged between 40 and 51), the total population is 1,458,038 males and 1,418,280 females. While for a population of Generation Y (aged between 22 and 39), the total population is 6,737,826 male and 6,604,776 females. Since there is no sampling frame available, non-probability sampling was applied. The population's components do not have any probabilities associated with their selection as sample subjects in non-probability sampling designs. This indicates that it is impossible to properly generalize the results of the sample's research to the whole population. The non-probability sampling techniques utilized in this work fall within the general convenience sampling category. Information is gathered from individuals of the population who are easily accessible to do so via a practice known as convenience sampling. Based on G-Power calculation, only 119 respondents participated in answering the questionnaire. The TripAdvisor website was used for the study parameter. As mentioned by Alexa (2020), TripAdvisor is the most common website for travelers to make reservations. However, most people are still unfamiliar with TripAdvisor since they might use other travel websites that are available. Thus, screening questions were provided in the questionnaire to ensure the validity and reliability of this study. The sample questions were set like "*Are you a TripAdvisor account user? and "Have you booked a holiday or hotel room through the TripAdvisor website in the last 6 months"*".

3.2 Research Instrument

The questionnaire, which was self-administered. The questionnaire was distributed by using an online survey through Google Forms. Additionally, using the Likert Scale of scale 1 (Strongly Disagree), 2 (Somewhat Disagree), 3 (Disagree), 4 (Either Agree or Disagree), 5 (Agree), 6 (Somewhat Agree and 7 (Strongly Agree). Therefore, the respondents may quickly check the circles to answer the questionnaire. The questions used in this study were adapted from (Zhao et al., 2015; Emir et al.,2015; Ye et al.,2017; Kim et al.,2009; Chen, 2001).

3.3 Pilot Test

A pilot test was conducted before the field survey to measure the reliability of the instrument. According to Takaki et al. (2014), reliability is the degree to which the strength of seven factors was consistent with the technique they were designed to test. Cronbach Alpha was used to measure the instruments' reliability. The closer the value to one, the better the consistency and stability (Sekaran & Bougie, 2014). it was discovered that all corrected item-total correlations for all variables were acceptable. As a result, the final data can employ all the variables' components. If the Cronbach Alpha number is between 0.60 and 0.80, it suggests that the Cronbach Alpha value is appropriate and reasonable (Taber, 2018). Hair et al. (2007) notes that although fewer coefficients may be adequate based on the study's aims score of 0.70 may be regarded as a reliability coefficient that is at the very least acceptable.

4. DATA ANALYSIS AND RESULTS

4.1 Descriptive Analysis

This study evaluates the demographic component of the respondents, emphasizing the respondents' profile and providing a response to the study's first aim. The final purpose of the study was to utilize regression analysis to establish the strength of the association between variables and to forecast how they will interact in the future.

Table 2: Respondents Demographic Analysis (N=119)

Variables	Categories	Frequency	Percent
Gender	Male	39	32.0%
	Female	80	65.6%
Age Group	18-25 years old	62	50.8%
	26-5 years old	44	36.1%
	36-45 years old	13	10.7%
Marital Status	Single	91	74.6%
	Married	28	23.0%
Education Level	High School	8	6.6%
	Associate Degree	46	37.7%
	Bachelor's Degree	57	46.7%
	Master's Degree	7	5.7%
	Doctoral Degree	1	0.8%
Income	Less than RM2500	63	51.6%
	RM2500-RM4999	44	6.1%
	RM5000-RM6999	11	9.0%
	RM7000-RM10999	1	0.8%

4.3 Reliability Analysis

Table 3: Cronbach Alpha Results

Variables	Cronbach's Alpha	Number of Items	Number of Respondents
Online Review	0.774	4	119
Website Interactivity	0.909	4	119
Safety and Privacy	0.624	4	119
Customers Revisit Intention	0.960	4	119
Total items		16	

Table 3 shows that the reliability for online review was 0.774 meanwhile the reliability for website interactivity was 0.909. Followed by safety and privacy in 0.624. Lastly, the reliability for customers' revisit intention is 0.960 of Cronbach Alpha.

4.4 Hypothesis Testing

Table 4: Correlations Test

		Online Review	Website Interactivity	Safety and Privacy	Customer Revisit
Online Review	Pearson Correlation	1	.797**	.041	.684**
	Sig. (2-tailed)		.000	.656	.000
	N	119	119	119	119
Website Interactivity	Pearson Correlation	.797**	1	.128	.746**
	Sig. (2-tailed)	.000		.167	.000
	N	119	119	119	119
Safety and Privacy	Pearson Correlation	.041	.128	1	-.025
	Sig. (2-tailed)	.656	.167		.784
	N	119	119	119	119
Customer Revisit	Pearson Correlation	.684**	.746**	-.025	1
	Sig. (2-tailed)	.000	.000	.784	
	N	119	119	119	119

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4 presents the Pearson Correlation results determined the relationship between Online Reviews towards Customers' Revisit Intention. Pearson's Online Review value and Customer's Revisit Intention show the value of $r=0.684$. Therefore, there is a strong positive relationship between Online Reviews towards Customers' Revisit Intention. This data is highly correlated. For H2, the Pearson Correlation results determined the relationship between Website Interactivity towards Customers' Revisit Intention. Pearson's Website Interactivity value and Customer Revisit Intention show the value of $r=0.746$. Therefore, there is a positive relationship between website interactivity towards customers' revisit intention. This data is highly correlated. For H3, the Pearson correlation results determine the relationship between Safety and Privacy toward Customers' Revisit Intention. Pearson's Safety and Privacy value and Customer's Revisit Intention show the value of $r= -0.025$. Therefore, there is a negative relationship between Safety and Privacy toward Customers' Revisit Intention. This data is highly correlated.

5. DISCUSSION

The objective of this study is to determine the factor that influences customers' revisit intention in online booking lodging and travel on TripAdvisor.com. This study confirms that there is a positive relationship between online reviews and customers' revisit intention (H1). From this article's findings, it could be stated that a positive online review on TripAdvisor.com website is important to persuade customer perception when making an online reservation. Meanwhile, a negative online review can make customers feel hesitant to make a reservation, which can be a loss to TripAdvisor.com and the hotel itself. According to Wong and Law (2005), one of the key elements influencing the performance of a hotel website is the quality of the online reviews. Customers should be given clear and straightforward communication of all the specifics and information. If the hotel website can effectively provide positive online reviews, customers will be satisfied and devoted to the establishment (Tan, 2015). Moreover, online reviews are also a strong factor that can influence travelers to book through hotel websites. As a result, customers

have more confidence in the hotel service performance if other customers who have experience at the hotel give positive or favorable feedback about their stay experience.

Since interactivity is a key component of marketing communication, hotel websites must be interactive to convince customers to make an online purchase or make an online reservation. Therefore, customer perception of hotel website interactivity is among the most important features associated with this medium. The TripAdvisor.com website must not only have the potential customer see their website, but they must also improve their website, which can persuade customers to make reservations through the website rather than through other channels. Based on the findings, the accuracy of the information offered on the hotel booking website is of the utmost importance. Customers of hotels should be able to simply search for the relevant information. Information on the products and services offered by the hotel must be accurate, clear, current, and comprehensive. To be interactive, the online booking website should permit two-way communication between the website user and the booking website. Users of a website should be able to manage their own browsing experience.

This study shows that safety and privacy also contribute to the factors influencing customer revisit intention in online booking lodging and travel on TripAdvisor.com. We can measure the relationship between safety and privacy towards customers' revisit intention since there are lots of problem statements that mention safety and privacy when customers make online reservations. Lack of safety and privacy may also affect customers' perception when making reservations, if they feel like the website is not safe and difficult to use then they might not want to revisit again in the future.

6. CONCLUSION

Despite the research findings and contribution, there are some limitations to this study, which is this study using the TripAdvisor.com website for this research parameter. Although there are several new websites that offer similar services such as Trivago, Expedia, and Booking.com. However, the selection of this website was done due to its high user index and being among the first prominent website that offers such services. Furthermore, this study makes use of TripAdvisor.com and other websites as the important factors that influenced customers' revisit intention when using their websites. Therefore, with these study results, TripAdvisor.com can focus and look up what will make their website better to reach lots more customers and keep the customers loyal in the future. Moreover, suggestions for future research could include different online websites that related to online booking and lodging. For example, Booking.com, Trivago.com, and Agoda.com offer different types and kinds of services for customers in online booking and lodging. Additionally, the current study's theoretical framework might be broadened by including other factors, such as behavioral intention as a mediator between online review, website interactivity, and safety and privacy.

ACKNOWLEDGEMENT

We would like to thank to the editorial team members and reviewers for their constructive feedback, valuable suggestions, insightful comments, careful editing, or timely handling of the manuscript. We sincerely appreciate all the valuable comments and suggestions, which has helped improve the quality of the manuscript.

AUTHORS' CONTRIBUTION

NNM analyzed sequence data and participated in determining the experiential design. MAM participated in created the figures and drafted the manuscript. TZZ performed data analysis and interpretation of the data. NSB also helps performed data analysis and interpretation of the data. NRJ conceived the study, participated in its design, and interpreted the results. RAB co-conceived the study, participated in designing the study, and participated in data interpretation. All authors contributed to the text and manuscript's substance, including revisions and changes. Additionally, all writers agree to be held responsible for the work and have approved the manuscript's content.

CONFLICT OF INTEREST

None declared.

REFERENCES

- Abdullah, D., Jayaraman, K., Kamal, S. B. M. (2016). A Conceptual Model of Interactive Hotel Website: The Role of Perceived Website Interactivity and Customer Perceived Value Toward Website Revisit Intention. *Procedia Economics and Finance* 37(16): 170-175
- Abou-Shouk, M. A., and Khalifa, G. S. (2017). The influence of website quality dimensions on e-purchasing behaviour and e-loyalty: a comparative study of Egyptian travel agents and hotels. *Journal of Travel and Tourism Marketing*, 34(5): 608-623
- Aeknarajindawat., N. (2019). The Factors Influencing Tourists' Online Hotel Reservations in Thailand: An Empirical Study, *International Journal of Innovation, Creativity and Change*, 10(1), 121-136
- Aeknarajindawat., N. (2019). The Factors Influencing Tourists' Online Hotel Reservations in Thailand: An Empirical Study, *International Journal of Innovation, Creativity and Change*, 10(1), 121-136
- Alexa Ranking (2020). <https://alexa.com>
- Ayob, F. (2016). Evaluating Websites of Small-and-Medium-Sized-Hotels (SMHs): A Stages Model of E-Commerce Websites Adoption for Malaysian Hotels. *Journal of Hotel and Business Management*, 5(2): 2-6
- Baltescu, C. A. (2015). The online assessment of tourism services. The hotel market from Brasov County. *Bulletin of the Transylvania University of Brasov. Economic Sciences Series V*, 8(2), 142
- Boushra, M. (2008). The influence of website feature-based interactivity on user's attitude and online behaviors. Doctoral thesis, Pennsylvania State University, 1-178. Retrieved from:<https://www.semanticscholar.org/paper/Theinfluence-of-web-site-feature-based-on-users%27>
- Cantoni, L., Faré, M., Inversini, A., and Passini, V. (2011). Hotel websites and booking engines: A challenging relationship. In *Information and Communication Technologies in Tourism*, 241-252. Springer, Vienna
- Cashing in on Customers. (2021, October 29). Investopedia; www.investopedia.com. <https://www.investopedia.com/terms/c/customer.asp>
- Chen, Jinran., (2001) "Determinants of online hotel reservation system use". Retrospective Theses and Dissertations. 21121. <https://lib.dr.iastate.edu/rtd/21121>
- Defining Security: The Difference Between Safety & Privacy. (2017, June 28). Dark Reading; <https://www.darkreading.com/careers-and-people/defining-security-the-difference-between-safety-privacy>

- E.Mohamed, H., & Mohammed, F. (2021, December 0). Factors Influencing Intentions in Hotel Booking Through Online Travel Intermediaries Applications. <http://jaauth.journals.ekb.eg>
- Eko, W., & Purnomo, H. (2020, January 1). Perceived Ease of Use, Perceived Usefulness, Perceived Security and Intention to Use E-Filing: The Role of Technology Readiness - The Journal of Asian Finance, Economics and Business Korea Science.
- Emir,A., & Halim, H. (2016, December 0). Factors Influencing Online Hotel Booking Intention: A Conceptual Framework from Stimulus-Organism-Response Perspective. <https://www.researchgate.net/publication/311674994>
- Feldman, Ronen. (2013). Techniques and Applications for Sentiment Analysis. *Commun. ACM*. 56. 82–89. 10.1145/2436256.2436274.
- Ghose, A., and Ipeirotiss, P. G. (2010). Estimating the helpfulness and economic impact of product reviews: mining text and reviewer characteristics. *IEEE Trans. Knowl. Data Eng.* 23:188. doi: 10.1109/TKDE.2010.188
- Guo, J., Wang, X., and Wu, Y. (2020). Positive emotion bias: role of emotional content from online customer reviews in purchase decisions. *J. Retail. Consum. Serv.* 52:101891. doi: 10.1016/j.jretconser.2019.101891
- Haije,E. G. (2017, October 31). The Difference Between Online User Feedback and OnlineReviews - Mopinion. Mopinion; mopinion.com. <https://mopinion.com/the-difference-between-online-user-feedback-and-online-reviews/>
- Hany E.Mohamed and Fatma Mohammed Abdelaal (2021) Factors influencing intentions in hotel booking through online travel, Factors Influencing Intentions in Hotel Booking Through Online Travel Intermediaries Applications. Available at: https://jaauth.journals.ekb.eg/article_196684_c3812bcd6b9c11e9e338627281288c46
- Hu, H.H., Kandampully, J. and Juwaheer, T.D. (2009) ‘Relationships and impacts of service quality, perceived value, customer satisfaction, and image: an empirical study’, *The Service Industries Journal*, Vol. 29, No. 2, pp.111–125.
- Iliachenko, E. (2006). Electronic Service Quality (E-SQ) in tourism: Development of a Scale for the Assessment of E-SQ of Tourism Website. Doctoral dissertation, Luleå University of Technology, Luleå, Sweden. Retrived from: <https://www.semanticscholar.org/paper/Electronic-service-quality->
- Importance of Web Interactivity | Nexus Websites Ltd. (2020, May 25). Nexus Websites Ltd; <https://www.nexuswebsites.co.uk/importance-of-web-interactivity>
- Ioannou, A., Tussyadiah, L., & Miller, G. (2020, 0 0). That’s Private! Understanding Travelers’ Privacy Concerns and Online Data Disclosure. *Journal of Travel Research*. <https://journals.sagepub.com/home/jtr>
- Janiak, M. (2018, October 10). Evaluation of The Most Popular Accommodation Booking Portals with Regard to Customer and Academic Usability
- Jeon, Hyeongjin & Jang, Jichul & Barrett, Elizabeth. (2016). Linking Website Interactivity to Consumer Behavioral Intention in an Online Travel Community: The Mediating Role of Utilitarian Value and Online Trust. *Journal of Quality Assurance in Hospitality & Tourism*. 18. 1-24. 10.1080/1528008X.2016.1169473.
- Jiménez, F. R., and Mendoza, N. A. (2013). Too popular to ignore: the influence of online reviews on purchase intentions of search and experience products. *J. Interact. Mark.* 27, 226–235. doi: 10.1016/j.intmar.2013.04.004
- Jorge Matute Yolanda Polo-Redondo ANA UTRILLAS, (2016),"The influence of EWOM characteristics on online repurchase intention: mediating roles of trust and perceived usefulness", *Online Information Review*, Vol. 40 Iss 7 pp. <http://dx.doi.org/10.1108/OIR-11-2015-0373>

- Kadieva, S. (2017). Some Aspects of Reputation Management in the Hospitality Business. *Izvestiya Journal of Varna University of Economics*. 61 (2). p. 174 -186. Kurniawan, R. (n.d.). The Effect of Online Experience on Revisit Intention Mediated with Offline Experience and Brand Equity. *Advances in Economics, Business and Management Research*, Volume 143.
- Kang, T. C., Hung, S. Y., and Huang, A. H. (2020). The adoption of online product information: cognitive and affective evaluations. *J. Internet Commer.* 19, 373– 403. doi: 10.1080/15332861.2020.1816315
- Kwark, Y., Chen, J., Raghunathan, S., 2014. Online product reviews: Implications for retailers and competing manufacturers. *Information Systems Research* 25 (1), 93-110
- Jerrentrup, A., Mueller, T., Glowalla, U., Herder, M., Henrichs, N., Neubauer, A., & Schaefer, J. R. (2018). Teaching medicine with the help of “Dr. House.” *PLoS ONE*, 13(3), Article e0193972. <https://doi.org/10.1371/journal.pone.0193972>
- Law, R., Leung, R., & Buhalis, D. (2009). Information technology applications in hospitality and tourism: a review of publications from 2005 to 2007. *Journal of travel & tourism marketing*, 26(5-6), 599-623.
- Liu, J.N.K. and Zhang, E.Y. (2014) An Investigation of Factors Affecting Customer Selection of Online Hotel Booking Channels. *International Journal of Hospitality Management*, 39, 71-83. <https://doi.org/10.1016/j.ijhm.2014.01.011>
- Oliveira, R. C.; Baldam, E. C. G. R.; Costa, F. R.; Pelissari, A. S. (2019). The effect of perceived usefulness of online reviews on hotel booking intentions. *Revista Brasileira de Pesquisa em Turismo*, São Paulo, 14 (2), p. 30-45, May./Aug. <http://dx.doi.org/10.7784/rbtur.v14i2.1695>
- Ozdemir, Zafer D., H. Jeff Smith, and John H. Benamati. 2017. “Antecedents and Outcomes of Information Privacy Concerns in a Peer Context: An Exploratory Study.” *European Journal of Information Systems* 26 (6): 642–60
- Ozturk Ahmet Bulent, Nusair Khaldoun, Okumus Fevzi, Singh Dipendra. 2017. “Understanding Mobile Hotel Booking Loyalty: An Integration of Privacy Calculus Theory and Trust-Risk Framework.” *Information Systems Frontiers* 19 (4): 753– 767.
- Pilelienė, L., and Grigaliūnaitė, V. (2016). A model of website quality-based ecommerce satisfaction index. *Analele stiintifice ale Universitatii “Al. I. Cuza” din Iasi. Stiinte economice/Scientific Annals of the " Al. I. Cuza"*
- Population Size and Annual Population Growth Rate, Department of Statistic Malaysia Official Portal Thursday 15, July 2021. <https://www.dosm.gov.my/v1/index.php>
- Qoura, O., & Khalifa, G. S. (2013). The Impact of Reputation Management on Hotel Image among Internal Customers: The Case of Egyptian Hotels
- Wu, Y., Liu, T., Teng, L., Zhang, H., and Xie, C. (2021). The impact of online review variance of new products on consumer adoption intentions. *J. Bus. Res.* 136, 209–218. doi: 10.1016/J.JBUSRES.2021.07.014
- Qi, S., Law, R., & Buhalis, D. (2013). A modified fuzzy hierarchical TOPSIS model for hotel website evaluation. *International. Journal of Fuzzy System Applications*, 3(3), 82- 101. doi:10.4018/ijfsa.2013070105
- Rita, P., & Oliveira, Tiago. (2019, October 15). The impact of e-service quality and customer satisfaction on customer behavior in online shopping. <https://www.heliyon.com>
- Suherlan, H. (2020, November 3). E-REPUTATION MANAGEMENT OF HOTEL INDUSTRY. <https://www.researchgate.net/publication/339282792>
- Tosun, C., Dedeoğlu, B.B. and Fyall, A. (2015), “Destination service quality, affective image and revisit intention: the moderating role of past experience”, *Journal of Destination Marketing and Management*, Vol. 4 No. 4, pp. 222-234

US Press Center | About TripAdvisor. (n.d.). MediaRoom; tripadvisor.mediaroom.com. Retrieved July 24, 2022, from <https://tripadvisor.mediaroom.com/US-about-us>

Wozniak, T., D. Schaffner, K. Stanoevska-Slabeva, and V. LenzKesekamp. 2018. "Psychological Antecedents of Mobile Consumer Behaviour and Implications for Customer Journeys in Tourism." *Information Technology and Tourism* 18 (1–4): 85–112

Xinyuan (Roy) Zhao, Liang Wang. (2014, September 28). The influence of online reviews on online hotel booking intentions. <https://www.researchgate.net/publication/280739761>

Ye, Ben & Barreda, Albert & Okumus, Fevzi & Nusair, Khaldoon. (2017). Website interactivity and brand development of online travel agencies in China: The moderating role of age. *Journal of Business Research*. 99. 10.1016/j.jbusres.2017.09.046.

Zhao, Y. et al. (2022) Online reservation intention of tourist attractions in the COVID-19 context: An extended technology acceptance model, MDPI. Multidisciplinary Digital Publishing Institute, from <https://www.mdpi.com/2071-1050/14/16/10395>

AUTHOR BIOGRAPHIES

Nurul Nazatul Maisuri has a Bachelor of Science (hons) degree in Culinary Arts Management (2023) from Universiti Teknologi MARA, Pulau Pinang, Malaysia. She is currently an associate of the fine dining kitchen team at Malakatt Mall located in Cyberjaya. Her research interest involves Gastronomy and Human Behaviour.

Mas Affandy Mashuri is a lecturer at the the Department of Culinary Art and Gastronomy, Faculty of Hotel and Tourism, Universiti Teknologi MARA, Pulau Pinang, Malaysia. Master holder majoring in Gastronomy and Culinary Arts. His research interests are in Gastronomy, Food Styling, International Cuisine, and Restaurant Operation

Ahmad Redhuan Abu Bakar is a lecturer at the Department of Culinary Art and Gastronomy, Faculty of Hotel and Tourism, Universiti Teknologi MARA, Pulau Pinang, Malaysia. Master holder majoring in Gastronomy and Culinary Arts. His research interest is focusing on Gastronomy, Halal Management, and In-Flight Catering Operation.

Teku Zariff Zaeimoedin is a respected is a lecturer at the Department of Culinary Art and Gastronomy, Faculty of Hotel and Tourism, Universiti Teknologi MARA, Pulau Pinang, Malaysia. Master holder majoring in Gastronomy and Culinary Arts. With a passion for Food Images and Food Tourism, Teku Zariff brings a unique perspective to the culinary world. His expertise and creative approach inspire students and professionals alike. Through his teaching, he imparts knowledge, fostering a new generation of culinary talents.

Nur Syahira Bibit is a lecturer at the Department of Culinary Art and Gastronomy, Faculty of Hotel and Tourism, Universiti Teknologi MARA, Pulau Pinang, Malaysia. She holds a Bachelor Science of Culinary Art and holds a Master's Degree in Hospitality Management. She has been involved in research project and release article nationally. Among her areas of expertise are Hospitality Management, Culinary and Gastronomy, Pastry, Restaurant Business Operation and Tourism Technology.

Noorsa Riza Johari is a is a Senior Lecturer at the Department of Culinary Art and Gastronomy, Faculty of Hotel and Tourism, Universiti Teknologi MARA, Pulau Pinang, Malaysia. Master holder majoring in Gastronomy and Hospitality. His research interests are in Food Styling, Gastronomy and Human Resources in the Hospitality Industry.