

UNIVERSITI TEKNOLOGI MARA

**THE IMPACT OF ONLINE REVIEW TOWARDS
HOTEL PERFORMANCE**

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ABSTRACT

This study was conducted to assess the impact of online hotel reviews on hotel performance. The objectives of this study were to find out the impact on hotel performance based on positive online reviews and to examine the impact on hotel performance based on the negative online reviews. In this study, the previous literature was used to fill the gap between the title of the study and the existing study. The journal and articles come from trusted sources, and the information from the journal is sufficient to meet the needs of researchers. Today, many guests use online reviews to express their feeling about their stays at the hotel through online platforms. Guest will express feelings through online reviews, and the reviews might be positive and negative. If they feel satisfied, they will give a positive review or otherwise. With the proper management of the hotel's online reputation, the hotel has a great possibility of increasing income and securing repeat business. Increasing the number of good reviews acts as a powerful electronic word of mouth and also benefits the hotel's media profile. Other than that, the hotel also has to know the way to handle the negative online reviews of the hotel.

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