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**“AN ANALYSIS OF FACTORS THAT INFLUENCE GUEST DECISION MAKING
FROM ONLINE REVIEW IN HOTEL INDUSTRY”**

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ABSTRACT

Rapid technology has changed the hospitality industry throughout the year. Hoteliers should take this change as the guest are using technology to post their review of a hotel online. Hotel review play a significant impact in influencing guest decision making especially on booking a hotel. Reason of this study are been conducted are to identify the correlated on online review and guest decision making with the growth of technology. Also, online review does play an important source where it is usually been used as first information for guest to know for any hotel establishments. Moreover, this study objectives are to identify the factor that influence of online hotel reviews towards guest decision making in hotel industry and To determine the factor that influence the most on hotel reviews towards guest decision making in hotel industry. Hence, method that been used in this study are thematic analysis and content analysis in order to evaluate previous journal. In additions, through our finding on previous journal, we found that manipulations is the most factor that influence guest decision making especially in manipulating an information whether positive or negative side. Lastly, in the future research we hope that the researcher pay more attentions online hotel review.

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