

Online Costumer Review and Influencer Marketing Impact toward Purchase Decision at Cicada Resort Bali Ubud, Autograph Collection

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ABSTRACT

Improving purchase decisions in the hospitality sector is very important, so it is necessary to know the factors that affect it, several factors that can affect purchase decisions in this digital era include online customer reviews and influencer marketing, therefore this study aims to find out the influence of online customer reviews and influencer marketing for purchase decisions at the Cicada Resort Bali Ubud hotel, Autograph Collection, which is located in Gianyar Regency, Bali. This study uses a quantitative approach involving 90 respondents with an age range of >21 years - 50 years who come from Indonesia and outside Indonesia and are guests who have stayed at Cicada Resort Bali Ubud, Autograph Collection which was selected using purposive sampling techniques and analyzed by multiple linear regression data analysis techniques processed using the SPSS application version 27. From this study, it was found that online customer reviews and influencer marketing have a positive and significant influence on purchase decisions at Cicada Resort Bali Ubud, Autograph Collection with online customer reviews and influencer marketing contributed 65.6% simultaneously to purchase decisions, and partially Online customer reviews have a contribution of 50.44% and influencer marketing of 15.16%, which confirms the importance of online customer reviews and influencer marketing in improving purchase decisions at Cicada Resort Bali Ubud, Autograph Collection.

Keywords: *Costumer, Marketing, Media, Online, Review*

1. INTRODUCTION

The hospitality industry has experienced significant growth alongside the rapid expansion of the global tourism sector. The increasing number of accommodation establishments, particularly hotels, has intensified competition, requiring businesses to adopt effective marketing strategies to attract customers and maintain their competitive advantage. According to Ramadhani and Lubis [1], the continuous growth of the hotel industry compels hospitality businesses to implement innovative marketing strategies to improve occupancy rates and sustain long-term competitiveness. As one of the world's leading tourism destinations, Bali continues to experience substantial growth in tourist arrivals following the recovery of the tourism industry [2]. Statistics from the Bali Provincial Statistics Agency (BPS) indicate that international tourist arrivals exceeded six million visitors in 2024, while domestic tourism also recorded a significant increase. This positive trend has been accompanied by the rapid development of both star-rated and non-star-rated hotels, resulting in increasingly intense competition among accommodation providers [3]. Consequently, hotels are expected not only to offer superior facilities and services but also to establish customer trust through effective digital marketing strategies.

The advancement of information and communication technology has fundamentally transformed consumer purchasing behavior. Travelers no longer rely solely on conventional promotional materials but increasingly seek information through digital platforms before making accommodation reservations [4]. Recent digital marketing surveys indicate that more than 80% of travelers read online customer reviews before booking a hotel, while most consumers consider user-

generated reviews to be more credible than traditional advertising. This shift demonstrates that consumers' purchase decisions are increasingly influenced by digital information obtained through online platforms. One of the most influential factors affecting consumers' purchase decisions is online customer review (OCR). As a form of electronic word-of-mouth (eWOM), online customer reviews enable previous guests to share their experiences regarding service quality, facilities, cleanliness, location, and overall satisfaction [5]. Positive reviews enhance consumer confidence and reduce perceived risk, whereas negative reviews may discourage potential customers from making reservations. Wen et al., as cited in Ningrat et al. [6], found that online customer reviews exert a stronger influence on hotel booking decisions than brand recognition and price. Similarly, Widiarta et al. (2024) concluded that higher-quality online reviews significantly increase consumers' intention to purchase hospitality services.

In addition to online customer reviews, influencer marketing has become one of the most prominent digital marketing strategies within the hospitality industry [7]. Social media platforms such as Instagram, TikTok, and YouTube have enabled influencers to communicate directly with audiences by sharing authentic travel experiences, hotel recommendations, and destination-related content. This strategy effectively enhances brand awareness, strengthens brand image, and influences consumers' purchasing decisions [8]. Veirman et al. [9] argued that influencers possess high credibility because their recommendations are generally perceived as more authentic and trustworthy than conventional advertising. Furthermore, Nadanyiova et al. [10] emphasized that influencer marketing contributes to brand equity, expands promotional reach, generates positive electronic word-of-mouth, and ultimately increases consumers' purchase intentions.

Cicada Resort Bali Ubud, Autograph Collection is one of the luxury resorts actively implementing both online customer reviews and influencer marketing as integral components of its digital marketing strategy. The resort consistently receives excellent ratings across major online travel agencies (OTAs), including Booking.com and Agoda, as well as review platforms such as Google Reviews and TripAdvisor. Guests frequently express high levels of satisfaction regarding service quality, resort facilities, cleanliness, hospitality, and the overall guest experience. In addition, the resort regularly collaborates with well-known domestic and international travel influencers to strengthen its online visibility and enhance brand exposure among prospective travelers.

Despite maintaining an excellent online reputation, an interesting phenomenon has emerged. Internal hotel data reveal that occupancy rates declined during several months of 2025 compared with the corresponding period in 2024. Occupancy decreased from 75.8% to 62.4% in September, 66.0% to 59.4% in October, 55.6% to 41.2% in November, and 65.2% to 46.1% in December. This phenomenon suggests a discrepancy between the resort's strong digital reputation and its actual booking performance. Although the hotel receives overwhelmingly positive online reviews and frequently collaborates with influential content creators, these marketing efforts have not consistently translated into higher occupancy rates.

This discrepancy highlights the need for further investigation into the effectiveness of digital marketing strategies in influencing consumer purchasing behavior. While previous studies have separately examined the effects of online customer reviews and influencer marketing, relatively few have simultaneously investigated their combined influence on consumers' purchase decisions within the hospitality industry, particularly in luxury resorts in Bali. Therefore, this study aims to examine the influence of online customer reviews and influencer marketing on purchase decisions at Cicada Resort Bali Ubud, Autograph Collection, both individually and simultaneously. The findings are

expected to contribute to the growing body of knowledge on digital marketing in hospitality while providing practical recommendations for hotel management in designing more effective marketing strategies to enhance customer purchase decisions and improve room occupancy rates.

2. LITERATURE REVIEW

2.1 *Consumer Behavior*

Consumer behavior refers to the process by which individuals or groups select, purchase, use, and evaluate products or services to satisfy their needs [11]. In the hospitality industry, consumer behavior is reflected in the decision-making process before choosing accommodation. Purchase decisions are influenced by cultural, social, personal, and psychological factors [12]. Understanding consumer behavior enables hotels to develop marketing strategies that align with customer expectations and preferences.

2.2 *Purchase Decision*

Purchase decision is the process through which consumers identify their needs, search for information, evaluate available alternatives, make purchasing decisions, and evaluate their post-purchase experiences, as said by Kotler & Armstrong [13]. In the hotel industry, purchase decisions are influenced by various factors, including service quality, price, promotional activities, online information, and previous customer experiences. This study adopts Kotler's five dimensions of purchase decision: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior.

2.3 *Electronic Word of Mouth (eWOM)*

Electronic Word of Mouth (eWOM) refers to positive or negative opinions shared by consumers through internet-based platforms regarding products or services [14]. As digital communication continues to expand, eWOM has become one of the most influential information sources affecting consumer perceptions and purchase intentions. According to Goyette et al., eWOM consists of three primary dimensions: intensity, valence of opinion, and content.

2.4 *Online Customer Review*

Online Customer Review (OCR) is a specific form of eWOM in which customers publicly share their experiences after using a product or service through digital platforms [15]. Online reviews provide valuable information regarding product quality, customer satisfaction, and service performance, thereby reducing uncertainty for prospective buyers. Xie et al. [16] identified four important dimensions of online customer reviews: review quality, review consistency, review quantity, and review recency. These dimensions help consumers evaluate hotel credibility and significantly influence their purchase decisions.

2.5 *Influencer Marketing*

Influencer marketing is a digital marketing strategy that involves individuals with substantial social media influence promoting products or services to their followers [17]. Because influencers are perceived as credible and relatable, their recommendations can effectively shape consumer attitudes and purchasing behavior. This study adopts the TEARS model proposed by Shin [18], which consists of five dimensions:

trustworthiness, expertise, physical attractiveness, respect, and similarity. These dimensions explain how influencer characteristics contribute to consumer trust and purchase decisions.

Based on the literature, online customer reviews and influencer marketing are important digital marketing factors that influence consumers' purchase decisions. High-quality online reviews reduce perceived risk and increase consumer confidence, while influencer marketing enhances brand awareness and trust through authentic recommendations. Therefore, this study examines the influence of Online Customer Review (X_1) and Influencer Marketing (X_2) on Purchase Decision (Y) at Cicada Resort Bali Ubud, Autograph Collection.

3. METHODS

According to Delice, as cited in Firmansyah and Dede [19], sampling is a technique or procedure used by researchers to systematically select a relatively small number of individuals or units from a predetermined population to serve as research subjects or data sources. In this study, respondents were selected based on the following criteria: previously stayed at Cicada Resort Bali Ubud, Autograph Collection, had read online customer reviews of Cicada Resort Bali Ubud, Autograph Collection, and had been exposed to promotional content created by influencers featuring Cicada Resort Bali Ubud, Autograph Collection.

Since the population size was known, the sample size was determined using the Slovin formula (Sugiyono, as cited in Erwan & Setiawan, 2023):

$$n = \frac{N}{1 + Ne^2}$$

where:

- n = sample size;
- N = population size;
- e = margin of error (10%).

Based on the total population of 731 hotel guests, the sample size was calculated as 87.96. The calculation resulted in 87.96 respondents, which was rounded up to 90 respondents to improve the reliability of the study. Therefore, this research involved 90 respondents, selected from guests who stayed at Cicada Resort Bali Ubud, Autograph Collection during a one-month observation period.

4. RESULTS AND DISCUSSION

4.1 Result

Data were collected through an online questionnaire administered via Google Forms to respondents who met the research criteria. The survey was conducted between 25 May and 7 June 2026, resulting in 90 valid responses, rounded up from the calculated sample size of 88 respondents based on the Slovin formula. The questionnaire was prepared in both English and Indonesian and distributed using QR codes placed at Cicada Resort Bali Ubud, Autograph Collection, with assistance from hotel staff. Based on gender, the majority of respondents were female (57 respondents; 63%), while 33 respondents (37%) were male. This finding indicates that female guests dominated the sample, which is consistent with Sirait et al. (2025), who reported that women constitute a larger proportion of tourists visiting Bali.

Regarding age, most respondents were between 31 and 40 years old (39 respondents; 42%), followed by those aged 21–30 years (35 respondents; 39%). Respondents aged 41–50 years accounted for 14 respondents (16%), while those under 21 years also represented 16% of the sample, and no

respondents were older than 51 years. These findings indicate that the majority of respondents belonged to the productive adult age group. This result is consistent with Bartl et al. [20], [21], who suggested that adults of productive age generally exhibit higher travel mobility, stronger purchasing power, and greater demand for leisure activities. Such characteristics align with the target market of Cicada Resort Bali Ubud, Autograph Collection as a five-star resort catering primarily to adult travelers, couples, and families seeking high-quality accommodation experiences. Based on marital status, 53 respondents (59%) were married, while 37 respondents (41%) were single. This indicates that most respondents were family travelers or couples. The finding supports Ribek et al. [3], who identified family tourism as one of the most important market segments for hotels in Bali. As a luxury resort offering recreational facilities, restaurants, and a variety of room types, Cicada Resort Bali Ubud, Autograph Collection is well positioned to meet the needs of couples and families seeking a comfortable and memorable stay.

The validity test results indicate that the lowest correlation coefficient among all questionnaire items was 0.492, while the highest coefficient was 0.826. All 18 questionnaire items, representing the independent and dependent variables, were found to be valid, as each correlation coefficient exceeded the critical value of 0.1745. The reliability test showed that the Cronbach's alpha values were 0.778 for the Online Customer Review variable, 0.771 for Influencer Marketing, and 0.813 for Purchase Decision. Since all Cronbach's alpha values were greater than the recommended threshold of 0.60, all measurement scales were considered reliable. These findings demonstrate that the research instrument is both valid and reliable, indicating that the questionnaire consistently and accurately measures the constructs of Online Customer Review, Influencer Marketing, and Purchase Decision. Therefore, the instrument is appropriate for repeated use under similar conditions and is capable of producing consistent measurement results.

Table 1. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		90
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.25863604
Most Extreme	Absolute	.082
	Positive	.053
	Negative	-.082
Test Statistic		.082
Asymp. Sig. (2-tailed)		.178

Source: Research Result, 2026

The classical assumption tests were conducted to ensure that the regression model met the required statistical assumptions. The Kolmogorov–Smirnov test produced an Asymp. Sig. (2-tailed) value of 0.178, which is greater than 0.05. Therefore, the residuals are normally distributed, indicating that the normality assumption is satisfied.

Table 2. Heteroscedasticity Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.076	1.082		1.920	.058
X1	.534	.062	.645	-1.725	.088
X2	.276	.082	.251	1.716	.090

a. Dependent Variable: ABS_RES

Source: Research Result, 2026

Heteroscedasticity Test. The Glejser test showed significance values of 0.088 for Online Customer Review and 0.090 for Influencer Marketing, both exceeding 0.05. These results indicate that the regression model is free from heteroscedasticity. Multicollinearity Test. Both independent variables obtained a Tolerance value of 0.701 (>0.10) and a VIF value of 1.426 (<10). Therefore, no multicollinearity exists between the independent variables.

4.2 Data Analysis

Data were analyzed using IBM SPSS Statistics Version 27.

4.2.1 Multiple Linear Regression Analysis

Multiple linear regression was employed to examine the effects of Online Customer Review (X_1) and Influencer Marketing (X_2) on Purchase Decision (Y). The regression equation is: $Y = -2.613 + 0.534X_1 + 0.276X_2 + e$

The regression coefficients indicate that both Online Customer Review ($\beta = 0.534$) and Influencer Marketing ($\beta = 0.276$) have positive relationships with Purchase Decision. This means that improvements in either variable are associated with higher purchase decisions, with Online Customer Review demonstrating the stronger effect.

4.2.2 Partial Significance Test (t-test)

The t-test results reveal that Online Customer Review has a significant positive effect on Purchase Decision ($t = 8.582$; $p = 0.000$), while Influencer Marketing also has a significant positive effect ($t = 3.346$; $p = 0.001$). Since both significance values are below 0.05, both hypotheses are accepted, indicating that Online Customer Review and Influencer Marketing individually have significant positive influences on consumers' purchase decisions at Cicada Resort Bali Ubud, Autograph Collection. The coefficient of determination (R^2) obtained from the regression analysis was 0.656, indicating that 65.6% of the variation in Purchase Decision can be explained by Online Customer Review and Influencer Marketing, while the remaining 34.4% is explained by other variables not included in this study. According to Ghazali (2013), an R^2 value between 60% and 79.9% indicates a strong explanatory power. Therefore, the findings suggest that the independent variables have a strong influence on consumers' purchase decisions at Cicada Resort Bali Ubud, Autograph Collection.

The results demonstrate that both Online Customer Review and Influencer Marketing significantly influence consumers' purchase decisions. Although these are not the only factors affecting booking decisions, they make substantial contributions to shaping customers' intentions to stay at the resort. Regarding Online Customer Review, respondents gave the highest ratings to the usefulness of both positive and negative reviews, indicating that balanced customer feedback helps potential guests make informed accommodation decisions. For Influencer Marketing, respondents highly rated influencers' public speaking and communication skills, suggesting that influencers are effective in delivering clear and relevant information about the resort.

However, several aspects require improvement. Some respondents expressed concerns about the authenticity of online reviews, indicating that trust in user-generated content remains a challenge. Likewise, although influencers successfully attract consumers' attention, their ability to persuade potential guests to book a stay at the resort received relatively lower ratings. In addition, the Purchase Decision variable indicates that respondents still expect continuous improvements in hotel service quality. This finding suggests that positive online reviews and influencer marketing alone are insufficient to fully encourage booking decisions without service experiences that consistently meet or exceed guest expectations. Therefore, Cicada Resort Bali Ubud, Autograph Collection should adopt a more integrated marketing strategy by strengthening customer

engagement, enhancing the credibility of online reviews, and continuously evaluating service quality. These efforts are expected to increase customer satisfaction, strengthen consumer trust, and ultimately improve purchase decisions and hotel occupancy rates.

4.3 Discussion

4.3.1 Online Customer Review

Overall, respondents perceived Online Customer Review (OCR) positively across all dimensions. Among the indicators, review valence received the highest mean score, indicating that both positive and negative reviews helped respondents make informed booking decisions. Conversely, source credibility received the lowest score, suggesting that some consumers still questioned the authenticity of online reviews despite considering them useful. These findings are consistent with previous studies indicating that review quality, credibility, and usefulness significantly influence consumers' booking decisions [22], [23].

4.3.2 Influencer Marketing

Respondents also evaluated Influencer Marketing positively. Physical attractiveness, particularly influencers' communication skills and engaging presentation style, obtained the highest mean score. Meanwhile, respect received the lowest score, indicating that consumers valued informative and relevant content more than an influencer's popularity. These findings suggest that influencer expertise and credibility are more influential than celebrity status in encouraging hotel booking decisions.

4.3.3 Purchase Decision

All dimensions of Purchase Decision were rated positively. The highest score was found for the purchase decision indicator, reflecting respondents' confidence and satisfaction with choosing Cicada Resort Bali Ubud, Autograph Collection. In contrast, alternative evaluation received the lowest score, indicating that continuous improvements in service quality and customer feedback management remain necessary to strengthen consumers' confidence.

4.3.4 Effect of Online Customer Review on Purchase Decision

The results show that Online Customer Review has a positive and significant effect on Purchase Decision ($\beta = 0.534$; $t = 8.582$; $p < 0.001$), contributing 50.44% to the explained variance. This finding confirms that credible, informative, and useful online reviews play an essential role in reducing uncertainty and encouraging consumers to book hotel accommodation.

4.3.5 Effect of Influencer Marketing on Purchase Decision

Influencer Marketing also has a positive and significant effect on Purchase Decision ($\beta = 0.276$; $t = 3.346$; $p = 0.001$), contributing 15.16% to the model. Consumers are more likely to consider a hotel when influencers provide trustworthy, engaging, and knowledgeable recommendations about the property.

4.3.6 Simultaneous Effect of Online Customer Review and Influencer Marketing

The simultaneous analysis indicates that Online Customer Review and Influencer Marketing significantly influence Purchase Decision ($F = 82.900$; $p < 0.001$). Together, both variables explain 65.6% of the variance in purchase decisions, while the remaining 34.4% is influenced by other factors such as price, service quality, hotel reputation, location, and facilities. These findings demonstrate that digital marketing strategies, particularly online reviews and influencer collaborations, play a substantial role in shaping consumers' hotel booking decisions.

CONCLUSION

This study concludes that Online Customer Review and Influencer Marketing both have positive and significant effects on Purchase Decision at Cicada Resort Bali Ubud, Autograph Collection. Online Customer Review has the stronger influence ($\beta = 0.534$; effective contribution = 50.44%) compared with Influencer Marketing ($\beta = 0.276$; effective contribution = 15.16%). Simultaneously, both variables explain 65.6% of consumers' purchase decisions, indicating that digital marketing activities significantly influence hotel booking behavior. Therefore, hotel managers should continue improving the credibility of online reviews, collaborate with relevant influencers, and maintain high service quality to enhance customer trust and increase booking intentions.

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