



PRICE AND ONLINE REVIEWS' INFLUENCES ON ACCOMMODATION PURCHASE DECISIONS IN BALI THROUGH AIRBNB

Oleh

Maria Pia Adiati¹⁾ & Cindy Sophia²⁾

^{1,2}Universitas Bina Nusantara, Indonesia

Email: ¹mia.pia@binus.ac.id

Abstract

The research objective is to find out whether Price and Online review are influencing tourists to make decisions in accommodation booking in Bali through Airbnb and what factors are most influential. This study uses quantitative methods in which researchers gather data and then the data is measured using SPSS. The questionnaire was conducted with 13 questions and distributed on June 1 - June 10, 2020, and there were 130 respondents. Based on the results of the study, a validity test and a reliability test have been conducted to obtain the feasibility of the study. When the results are feasible then continues by testing the hypothesis, normality, correlation, simple linear regression and multiple regression of the answers given by respondents to find out how much the relationship and influence between variables Price (X1) and Online review(X2) on variable Customer decision (Y). In this research Online review has bigger influence compared to Price. Price and Online Reviews also have a positive and significant influence on customer decisions.

Keywords:Price, Online Review, Customer Decision, Airbnb

INTRODUCTION

Tourism is a variety of tourism activities and supported by various facilities and services provided by the community, businessmen, government and local government (Ministry of Tourism and Creative Economy, Wonderful Indonesia, 2009). Based on what tourists seek to explore and experience, the wonders of Indonesia have been divided into five categories: Nature, Culinary & Wellness, Arts & Heritage, Recreation & Leisure, and Adventure. (Ministry of Tourism and Creative Economy, Wonderful Indonesia). Looking at categories, Bali offers all these categories, such as Geopark (nature), Balinese dishes cooking class & Yoga activity (culinary & wellness), jewelry making (Arts & Heritage), Beaches such as Kuta Beach (Recreation & Leisure), climbing up Mount Batur and Diving in Nusa Penida (Adventure). (Ministry of Tourism and Creative Economy, Wonderful Indonesia)

Technology in the field of tourism, especially lodging accommodation, is one of the important things that need to be considered by hotel owners. This is because this technology

can help the development of the hotel itself and also help consumers who use this service. One of the technological developments in this field of accommodation is the emergence of a new business model, virtual operator hotels (VHO).

Prior the existence of Virtual Hotel Operators, Airbnb was an accommodation service that was no less competitive in the hospitality industry. Airbnb is one of the tourism service industries, Airbnb is an online marketplace for people who want to rent and rent private rooms, apartments, villas or homes. This means Airbnb is important for local people who want to rent out their space. In today's era, people can access everything through their grasp, on the other hand people prefer a more practical way to book their accommodation using online digital platforms. Since Airbnb was founded in 2008 until now many noble travelers book lodging through Airbnb, because of the feature features provided by Airbnb. Airbnb is a hospitality service between consumers and live hosts. Airbnb hosts follow guidelines similar to those used by hotels when renting their homes. Guests looking for short-term stays under



seven nights are more likely to pay a premium compared to those looking for long-term lodging. (Nath,2022). The purpose of this research is to find out if the price factor and online review have an influence on the decision to buy a place to stay in Bali through Airbnb. The novelty of this research is to find out whether price or online review have influence on the booking interest using AirBnB website.

Some literature reviews used in this research are:

Daniel Guttentag and Luke R Powarka in the journal *Travel Research* Vol. 57 No. 3, 2018 "Why Tourist Choose Airbnb: A Motivation-Based Segmentation Study". The study sheds some importance by showing that the strongest motivations tend to involve cost and other practical considerations, whereas experiential motivations are generally secondary.

Chuhan (Renee) Wang and Miyeong Jeong in the journal *Hospitality Management* Vol. 74 pp 162-170, 2018 with the title "What Makes You Choose Airbnb again? An examination of User's Toward The Website and Their Stay". The journal states that customer attitudes toward Airbnb are determined by perceived benefits and trustworthiness, and their satisfaction with Airbnb visits is influenced by amenities and host relationships with guests leading to loyal customers and repeat business people.

According to Tjiptono in Permatasari et al (2020) "price is a monetary unit or other measure (including other goods and services) that are exchanged in order to obtain ownership rights or use of a good or service".

Kotler, et al in Ibrahim et al (2019), define price as simply the amount of money charged for goods or services.

According to Lupiyoadi in Permatasari et al (2020), "pricing strategies are very significant in providing value to consumers and influencing product image, as well as consumer decisions to buy. Price is also related to revenue and also affects supply or marketing channels. However, the most important thing is that the decision in price

must be consistent with the overall marketing strategy."

According to Guttentag (2019),"Affordability, Price conformity with quality, Price suitability with benefits, Price competitiveness".

Online Review is, "Usefulness of online reviews, Volume of Online Reviews, Timeliness of Online Reviews, Valence of Online Reviews (Positive or negative online reviews), Review expertise, Comprehensiveness of online reviews". (Zhao et al., 2015)

The importance of analyzing the components of online reviews in more depth has proven useful as differences were found in relation to volume, variance, and valence. A more in-depth analysis of valence has revealed different effects of positive, negative, and neutral comments. Yet, investigating the impact of valence on business performance and hence adopting a strategic management perspective, has received less attention, probably due to the difficulty of matching online reviews to actual performance data. The results of the few studies that have been conducted in this area revealed mixed results and thus, some researchers followed the call for research into the impact of contextual factors (Kim, Lim and Brymer 2015; Xie, Zhang and Zhang 2014).

Consumer purchasing decisions are choosing one action from two or more alternative choices. To convince consumers in the buying process, the role of the promotion mix is needed, with the implementation of the promotion mix, it will be easier for companies to provide information to consumers (Keren & Sulistiono, 2019; Syafirah et al., 2017 in

The definition of decision making according to Cahyono in Suardi (2020), "is to take an appropriate action in deciding a matter related to the desire to achieve the goal to be achieved. Basically, every customer makes a decision to choose something cannot be separated from the goal to be achieved. These goals are largely determined by the quality of service, multidimensional strategy and product



adoption including: (1) meeting product needs, (2) activeness in finding products, (3) conscious consideration and (4) appropriate decisions".

According to Mustafid and Gunawan in Permatasari et al (2020), "the purchase decision is a reason for how consumers make choices about the purchase of a product that suits their needs, wants and expectations, so as to cause satisfaction or dissatisfaction with the product which is influenced by several factors including family, price, experience, and product quality".

According to Kotler in Permatasari et al (2020)," there are five purchasing decision processes that go through by everyone in making a purchase, as follows:

1. Introduction to needs. The initial stage of buying decisions, consumers recognize the problem of the need for the product to be purchased. Consumers feel the difference between real circumstances and desired circumstances. Needs are strongly triggered by internal (needs) and external (influence of users of similar products as needed).
2. Search for information. The stage of purchasing decisions that can stimulate consumers to look for more information. Consumers may simply increase attention or may be actively seeking information.
3. Alternative evaluation. The process that consumers do to use the information obtained to evaluate existing alternatives, the process of choosing the product to be purchased.
4. Consumers plan to buy a product and then buy a particular product for the fulfillment of needs.
5. Follow-up behavior after purchase is based on the consumer's satisfaction or dissatisfaction with the product they use.

METHODOLOGY

Research Design

In this study, researchers used quantitative research methods. According to (Sugiyono 2017) quantitative research is: "Research methods based on the philosophy of

positivism, which is used to research in certain populations or samples, data collection using research instruments, data analysis is quantitative or statistical, with the aim of testing established hypotheses." The type of research conducted in this study is a descriptive type of research. Descriptive research types are conducted to determine the existence of self-contained variables, either on only one or more variables (stand-alone variables or free variables) without making comparisons of variables themselves and looking for relationships with other variables. The researchers conducted several tests such as descriptive tests, validity and reliability tests, correlation tests, hypothesis tests and multiple regression tests with the help of *pogram Statistical Product and Service Solution (SPSS) version 25.*

Operational Research Variables and Measuring Scales

According to (Sekaran and Bougie 2018) operationalization is carried out by looking at the dimensions of behavior, aspects, and traits indicated by concepts, which are then translated into observable and measurable elements resulting in an index. There are three variables in this study: Price, Online Review and Purchase Decision. The independent variables are: Price and Online Review. The dependent variable is: Purchase Decision. The total indicators in this study are 13 points.

Table 1. Variable Operationalization

Variable	Dimension	Measurement Scale
Price (Ottomang, 2019)	Affordability	Likert Scale 1-5
	Price conformity with quality	
	Price suitability with benefits	
	Price competitiveness	
Online Review (Zhao et al., 2015)	Volume of Online Reviews	Likert Scale 1-5
	Timeliness of Online Reviews	
	Usefulness of Online Reviews	
	Valence of Online Reviews	
Customer Decisions (Kotler in Permatasari et al 2020)	Introduction Of Problems	Likert Scale 1-5
	Information Search	
	Alternative Evaluation	
	Purchasing Decisions	
	Behavior After Purchase	

The questionnaire measurement in this study used a likert scale. Likert scale is a measurement scale that is usually used to measure the attitude, opinion or perception of a person or group of people regarding social



phenomena or symptoms (Sudaryono, 2016).

Table 2. Likert Scale

Answer Options	Score
Strongly Agree (SA)	5
Agree (A)	4
Slightly Agree (SIA)	3
Disagree (D)	2
Strongly Disagree (SD)	1

Source Sudaryono (2017: 19)

Data Sources and Data Collection Techniques

In this study, the type of data collected is quantitative data. The source of the data collected in this study is the primary data collected from the primary source. Primary data can be obtained using questionnaire dissemination for travelers who have stayed on Airbnb Bali. Secondary data obtained from textbooks, scientific journals, and internet in accordance with the problems discussed in this study. Questionnaire is one of the data collection techniques by giving a number of questions or statements in writing to respondents (Sugiyono, 2017).

Population and Research Samples

According to (Sudaryono 2016), the population is a generalized area consisting of subjects and objects that have certain qualities and characteristics set by researchers to be studied and then drawn conclusions. The population in this study was tourists who had stayed using Airbnb in Bali where the number of *undefined population* is unknown. In this study, the sampling used is a theory based on Hair, Black, Babin, & Anderson (2016) where the number of samples determines the number of respondents using the rules of comparison of the number of indicators with a permissible comparison between five to ten versus one, which in this study the existing indicators amounted to 13 and the ratio to be used is 10:1, where the calculation of the number of samples is $10 \times 13 = 130$. The number of samples in this study are 130 respondents.

Validity and Reliability Test

Sudaryono (2017:301) explained that, Validity or *validity* comes from the word validity which means the extent of the determination and carefulness of a measuring instrument in performing its measuring function. In other words, validity is a concept relating to a number of tests that have measured what should be measured. The determination of each statement is declared valid and invalid judging from if the $r_{count} > r_{table}$ then the item is declared valid, but if the $r_{count} < r_{table}$ then the item is declared invalid (riadi, 2016), looking for r_{table} refers to the formula $df = n - 2$ with a sig of 5%, of which n is the total respondent. According to Sugiyono (2017:130) states that "Reliability Test is the extent to which the measurement results using the same object, will be 27 produce the same data". In this study, the technique used to measure the reliability of research instruments was conducted with *Cronbach's Alpha* measurement technique. In determining the reliability of researchers using *the Cronbach's Alpha* formula

Information:

r_{11} : Instrument reliability

k : Number of question items or statements

$\sum \sigma^2 b$: Number of item variances

σ^2 : Variance total

The criteria of a research instrument are said to be reliable using Cronbach's Alpha technique when the reliability coefficient (r_{count}) > 0.6 (Sekaran & Bougie, 2017).

Prior to analyze the data, the author run the classic assumption test. Based on the result for normality: Normality testing is performed by looking at the *asymptotic value. Sig. (2-tailed)*. If the significance level > 0.05 then it can be concluded that H_0 is accepted, so it is said that residual data is normally distributed.

In addition, "The criteria of a research instrument are said to be reliable using Cronbach's Alpha technique when the reliability coefficient (r_{count}) > 0.6 (Sekaran & Bougie, 2017).



Tabel 3. Reliability Index

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0,9$	Excellent (high-stakes testing)
$0,7 \leq \alpha < 0,9$	Good (low-stakes testing)
$0,6 \leq \alpha < 0,7$	Acceptable
$0,5 \leq \alpha < 0,6$	Poor
$\alpha < 0,5$	Unacceptable

Data Analysis Techniques

In the process of data analysis there will certainly be a statistical count, then the author uses tools in the form of SPSS data processing software, in performing statistical data calculations.

Hypothesis Test

Hypothesized temporary answer to the formulation of research problems and should be conducted tests to find the correct answer of the temporary allegations that sugiyono has made (2016). And according to Siyoto & Sodik (2015), hypothesis testing means to match hypotheses with observable circumstances in scientific terms this is called verification or justification, if the hypothesis is proven to match the facts then it is called confirmation. In this study, the form of hypothesis that will be tested is comparative hypothesis which is a guess whether there is a significant difference in the values of two or more sugiyono groups (2017). In this study researchers had to accept H_a and reject H_o . Which is where:

H_o : Price (X1) and Online Review (X2) have no influence on Customer Decisions (Y)

H_a : Price (X1) and Online Review (X2) have an influence on Customer Decisions

RESULTS AND DISCUSSION

Tabel 4. RESULTS AND DISCUSSION

Variable	Dimension	Frequency of Answers					Dimension Mean	Mean
		SD	D	SLA	A	SA		
Price	Affordability	0	3	41	80	6	3.68	3,80
	Price conformity with quality	0	4	31	84	11	3.78	
	Price suitability with benefits	0	0	26	86	18	3.94	
	Price competitiveness	0	4	37	73	16	3.78	

Respondent Profile Results

In this study, a sample of 130 respondents, then criteria for the respondents is they have previously stayed Airbnb in Bali with some profiles are: gender, age, occupation and the

frequency of Airbnb use in Bali.

Table 5. Respondents' results

Respondent Profile	Most Results	Sum	Percentage
Never Used Airbnb in Bali	Ever	130	100%
Gender	Man	87	66,70%
Age	21-25 Years Old	76	58,50%
Work	Company Employees	49	Work
The Frequency Of Airbnb User In Bali	1-3 Times	76	The Number Of Airbnb Uses In Bali

Descriptive Analysis

In this study there are 13 statement items represented by 3 variables: Price (X1), Online Review (X2) and Customer decision (Y) and the author processed the data using SPSS 25.

Table 6. Descriptive Results of Price Variables (X1)

Variable	Dimension	Frequency of Answers					Dimension Mean	Mean
		SD	D	SLA	A	SA		
Price	Affordability	0	3	41	80	6	3.68	3,80
	Price is equal with the quality	0	4	31	84	11	3.78	
	Price is equal with benefits	0	0	26	86	18	3.94	
	Price competitiveness	0	4	37	73	16	3.78	

Table 7. Descriptive Results of Variables Online Review (X2)

Variable	Dimension	Frequency of Answers					Dimension Mean	Mean
		SD	D	SLA	A	SA		
Online Review	Volume of online reviews	0	3	22	92	13	3.88	3,89
	Timeliness of online reviews	0	4	26	83	17	3.87	
	Usefulness of online reviews	0	0	25	85	20	3.96	
	Valence of online reviews	0	4	32	75	19	3.84	

Table 8. Descriptive Results of Customer Decision (Variables Y)

Variable	Dimension	Frequency of Answers					Dimension Mean	Mean
		SD	D	SLA	A	SA		
Customer Decision	Introduction to the problem	0	11	33	70	16	3.70	3,90
	Search information	0	4	7	113	6	3.93	
	Alternative evaluation	0	3	50	63	14	3.68	
	Purchase decision	0	0	5	111	14	4.07	
	Behavior after purchase	0	0	2	112	16	4.11	

In variable Price (X1) shows an average result of 3.80, then the variable Online Review (X2) shows an average result of 3.89 and the variable Customer Decision (Y) shows an average of 3.90. From the average



result of the three variables showed a fairly good result.

Validity and Reliability Test

Validity test is done by pearson correlation method where if $r\text{-count} < r\text{-table} = \text{invalid}$ and if $r\text{-count} > r\text{-table} = \text{valid}$. Then the r-table value used with significance 5% (0.05) with the formula $dk = n-2 = 130-2 = 128$ with r-table 0.1723

Table 9. Validity Test Results

Variable	Item Number	R-Count	R-Table	Information
Price (X1)	X1-01	0.701	0.1723	Valid
	X1-02	0.791		Valid
	X1-03	0.749		Valid
	X1-04	0.804		Valid
Online Review (X2)	X2-05	0.834		Valid
	X2-06	0.857		Valid
	X2-07	0.760		Valid
	X2-08	0.827		Valid
Customer Decision (Y)	Y-09	0.863		Valid
	Y-10	0.506		Valid
	Y-11	0.818		Valid
	Y-12	0.366		Valid
	Y-13	0.406		Valid

Data Sources: Researcher Data Processing Results (2020)

Based on the table above, r-count is greater than the r-table value so that all are declared valid Reliability test is done with Cronbach's Alpha method where if cronbach's Alpha value ≥ 0.60 then reliable

Table 10. Reliability Test Results

Research Variables	Cronbach's Alpha Value	Information
Price (X1)	0.759	Relisbel
Online Review (X2)	0.836	Relisbel
Customer Decision (Y)	0.613	Relisbel

Data Source: Researcher Data Processing Results (2020)

Based on the table above the result of Cronbach's Alpha value greater than 0.60 than the reliable result.

Normality Test

Normality testing is performed by looking at the asymp value. Sig. (2-tailed) > 0.05 it can be concluded that H_0 is accepted, so it is said that residual data is normally distributed.

Table 11. Normality Test Results

Data Source: Researcher Data Processing Results (2020).

From the table above can be seen that the results of the normality test obtained that the value of Asymp. Sig. (2-tailed) obtained is

0.200, so this result is above alpha = 0.05 i.e.

		Unstandardized Residual
N		130
Normal Parameters,a,b	Mean	0.0000000
	Std. Deviation	1.26535761
Most Extreme Differences	Absolute	0.059
	Positive	0.045
	Negative	-0.059
Test Statistic		0.059
Asymp. Sig. (2-tailed)		0.200c,d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

(0.20 > 0.05). So it can be concluded that the assumption of normality is fulfilled.

Correlation Test and correlation coefficient

Correlation test and correlation coefisian is conducted to know the relationship between Price variable (X1) with Customer Decision Variable (Y) and Online Review variable (X2) with Customer Decision Variable (Y).

Table 12. Correlation Test Results

Relationships Between Variables	Correlation	Relationship Properties
X1 and Y	0.514	Strong, Unidirectional, and Significant
X2 and Y	0.616	Strong, Unidirectional, and Significant

Data Source: Researcher Data Processing Results (2020)

From the table in ats it is known that the correlation value of the relationship between the Price variable (X1) to the Customer's Decision (Y) is 0.514 is quite strong and has a direct relationship due to the positive correlation value result. Similarly, the correlation value of the relationship between the Online Review variable (X2) to the Customer's Decision (Y) is 0.616 is strong and has a direct relationship due to the positive Correlation value.

Multiple regression tests

Multiple regression tests are conducted to find out the results of hypotheses by finding the results of multiple regression Anova tests



and finding out the influence between price variables (X1) with Customer Decision Variables (Y) and Online Review variables (X2) with Customer Decision Variables (Y), by looking for results of Multiple Regression *Coefficients*.

Table 13. Multiple Anova Regression Test Results

ANOVA ^a						
type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	199.923	2	99.962	61.464	0.000 ^b
	Residual	206.546	127	1.626		
	Total	406.469	129			
a. Dependent Variable: Customer Decision						
b. Predictors: (Constant), <i>Online Review</i> , <i>Price</i>						

Data Source: Researcher Data Processing Results (2020)

From the table above can be seen the results of Sig is 0.000 where $0.000 < 0.05$ then H_0 rejected and H_a received, so from the results of data processing above, it can be concluded that Price (X1) and Online Review (X2) have an influence on Customer Decision (Y).

DISCUSSION

From the previous research from Guttentag et al which mention that the strongest motivation related to cost and simplicity attribute compared to the customer's experience, meanwhile in this research the online review has bigger influence to purchase decision compared to the price variable. The difference between research Guttentag and this research is number percentage of the gender. The previous research conducted to 67,8,% female, while this research conducted to 33,08% female. The other reason why the result is slightly different is due to the majority of the respondent comes from Generation Z which is born after year 1995 (Cilliers in Dolot 2018). One of characteristic of Generation Z is: C Generation, this expression comes from: "connected", as its representatives are "connected to the internet"; "computerized"; "communicating"; "content-centric";

"community-oriented", "changing" (as it is said that this generation likes changes) (Świerkosz-Hołosz, Hysa, Dudek in Dolot 2018). Since Generation Z is aware of internet and like to communicate, therefore the online review has bigger influence in this research.

CLOSING

Conclusion

Based on the results of data analysis and discussion of research that has been done, there are several conclusions such as the following:

1. Price has a positive and significant influence on customer decisions with an overall mean value of 3.80, which means that if there is an increase in the Price factor it will increase the Customer's Decision that occurs, and vice versa, if there is a decrease in the Price factor it will decrease the Customer's Decision that occurs.
2. Online Review has a positive and significant influence on customer decisions with an overall mean value of 3.89, which means that if there is an increase in the Online Review factor, it will increase customer decisions that occur, and vice versa, if there is a decrease in the Online Review factor, it will decrease customer decisions that occur.
3. Based on the results of multiple regression analysis obtained results that the Online Review factor has a dominant influence on Customer Decisions.

Based on the research as for the advice that can be given through this research are:

1. For Airbnb in Bali must improve the quality of which customer is more concerned with the content of reviews in online reviews than the price because if the number of good reviews, then the customer can reconsider for the price that will be issued for convenience.
2. In addition, Airbnb must also pay attention to every review given by guests both positive and negative reviews, because the review is needed to improve



the quality of Airbnb services so that guests who will stay will be satisfied and will decide to stay back on Airbnb.

For further research related to factors that influence guests to choose lodging in Bali, it is expected to further refine and further review factors other than the 2 factors in this study, for example consumer behavior, experiential marketing, and brand image

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