

Online Review on Hotel Booking Decision: Consumer View

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Abstract

Online reviews have become a pivotal factor in shaping consumer decision-making, especially for services like hotel bookings. This study explores how online reviews influence consumer choices, specifically within the context of hotel reservations in Kathmandu, Nepal. A descriptive research design was employed to assess the role of online reviews in hotel booking decisions. Data were gathered through an online survey of 152 participants, using convenience sampling. Respondents represented a range of age groups and demographics, ensuring diversity. The findings revealed a strong tendency for consumers to pay close attention to hotel reviews when making booking decisions. Over 70% of respondents agreed that they always consider reviews, with a notable preference for positive feedback. A significant proportion also acknowledged that a large volume of positive reviews influences their decision, while negative reviews can deter bookings. Interestingly, participants reported mixed responses about the

value of excessive positive reviews, with some indicating that an overabundance could make them skeptical. The study underscores the importance of online reviews in consumer decision-making for hotel bookings. Positive reviews play a crucial role in attracting customers, while negative reviews significantly affect booking intentions.

Keywords: Booking, Decision, Hotel, Consumer, Online, Review

Introduction

Online reviews are accessible to anyone who are searching for information. Online reviews also influence the customer choices either negatively or positively. In a study made by (Guo, Wang, & Wang, 2020) the results showed that positive online customer reviews, talking about a specific product, do often lead to higher purchase intentions than if the same product would have unpleasant comments. This truly shows the great impact customer reviews have on consumers purchase behavior online.

Online reviews unlike influencers are always independent opinions regarding certain products or brands that are presented to consumers (Zhu & Zhang, 2010). Online reviews are equally undertaken by opinion leaders who can sometimes compare the same brand or product to competitors within the market environment. The concept of online reviews has been significantly fuelled by the rise of electronic commerce as a strategic sales strategy that businesses use to distribute their products to their consumers (Zhu & Zhang, 2010).

Reviews come in the form of stars which rank the level of satisfaction that consumers have with the products that they bought (Saumya, Singh, Baabdullah, Rana, & Dwivedi, 2019). In many instances, reviews are out of five-star ratings where five stars depict high-quality products or services while one star indicates the contrary which could be a dismal performance of the commodity or poor customer service that failed to satisfy the customer. So, the consumers will leave behind their ratings and the sites average all the ratings to come up with a general rating for the product or service (Saumya, Singh, Baabdullah, Rana, & Dwivedi, 2019).

Reviews help to reduce uncertainty and risk by providing insights into hotel quality, service, and experiences. (Yu, 2022) also demonstrated that the different emotional tendencies expressed in film reviews have a significant impact on the actual box office. This means that consumer reviews contain both positive and negative emotions. Generally, positive comments tend to prompt consumers to generate emotional trust, increase confidence and trust in the product and have a strong persuasive effect. On the contrary, negative comments can reduce the generation of emotional trust and hinder consumers' buying intentions (Archak, 2010) This can be explained by the rational behavior hypothesis, which holds that consumers will avoid risk in shopping as much as possible. Hence, when there is poor comment information presented, consumers tend to choose not to buy the product (Mayzlin & Chevalier, 2003). Furthermore, consumers generally believe that negative information is more valuable than positive information when making a judgment Ahluwalia et al., (2000).

Online reviews also play a vital role in building the hotel's image and reputation. As online reviews helps to attract customers with its positive reviews its leads to the higher occupancy in the hotel (Shrestha et al., 2024). The researchers used a portfolio approach to assess the effectiveness of online reviews (Parajuli et al., 2023). Reviewer quality, exposure, product coverage and temporal effects were varied. It is concluded that the impact of online reviews on sales diminishes over time. This finding has strong implications for business response strategies. Wu, Wu, & Schlegelmilch, (2020) also noted that online customer reviews required strategic responses from sellers. Ultimately the seller response to customer online reviews must be examined systematically and take into account customer attitudes and opinions regarding potential business response (Neupane et al., 2025). From a slightly different perspective

Research Objective

To assess the online reviews on consumer decision makings.

Research Methods

This study utilized a descriptive research design to investigate the influence of online reviews on hotel booking decisions (Mahat et al., 2024). The data were collected through an online survey, which reached a sample size of 152 participants. Convenience sampling was employed to select individuals from Kathmandu, allowing for ease of access and practicality. The sample was chosen to reflect a diverse range of participants, spanning various age groups, from those below 16 years to individuals above 40 years. Efforts were made to ensure balanced representation across different genders, age groups, castes, and educational backgrounds, maintaining impartiality throughout the process. The research aimed to ensure ethical rigor, with voluntary participation being a key component. Informed consent was obtained from all participants prior to data collection, and they were fully informed about the study's purpose. Participants were also assured that their responses would remain confidential and their privacy would be respected. Anonymity was preserved throughout the research process to avoid any potential bias. The online survey method was selected to facilitate easy access for participants and to streamline data collection. The ethical standards of the study were strictly adhered to, ensuring the integrity of the research and the protection of participants' rights.

Results

Demographic analysis

This information was gathered through an online survey distributed to the male and female who have booked hotel through online in last 12 months. This section describes the demographic profile of the respondents how the primary data acquired via survey was used to analyze and interpret it. As a result, it will be simpler to comprehend the respondents demographic characteristics. The profile of the respondents comprises the respondent's gender, age, education level.

Table 1 Age respondents

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Below 20 years	20	13.16	13.16	13.16
	21-30 years	128	84.21	84.21	97.37
	31-40 years	3	1.97	1.97	99.34
	Above 40 years	1	0.66	0.66	100
	Total	152	100.0	100.0	

The above table shows the distribution of respondents based on age groups. Among 152 individuals, 13.16% are below 20 years (i.e., 20 individuals), 84.21% are between 21-30 years (i.e., 128 individuals), 1.97% are between 31-40 years (i.e., 3 individuals) and 0.66% are above 40 years (i.e., 1 individuals). This data indicates that there are maximum numbers of individual between age 21-30 years.

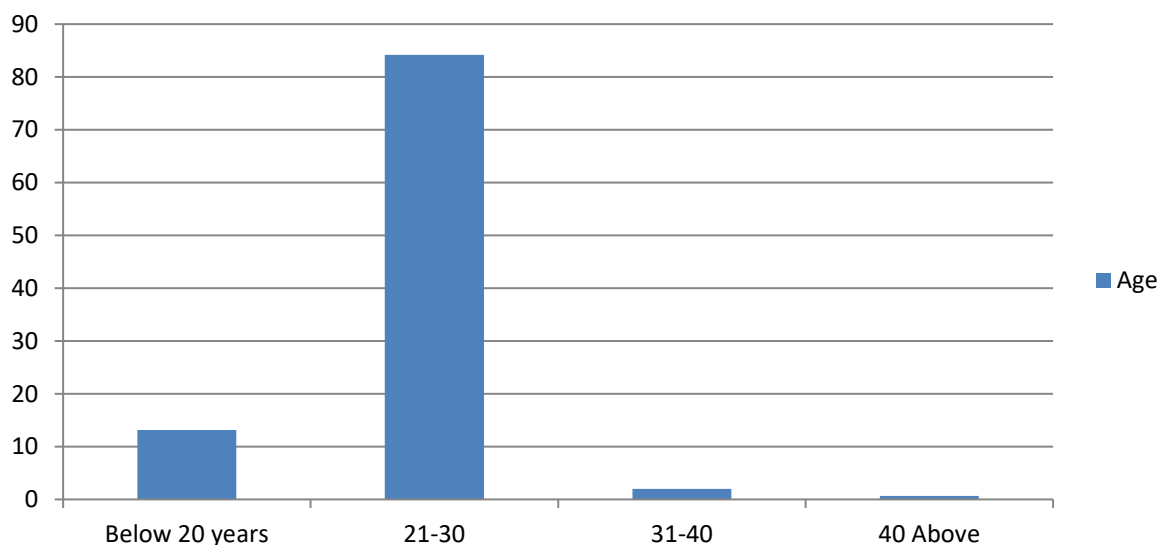


Figure 1 Age respondents

The above column shows the responses of respondents based on age group in percentage. This clearly describes the table 1 “Age Respondents”.

Table 2 Gender

		Frequency	percent	Valid percent	Cumulative percent
	Male	97	63.82	63.82	63.82
	Female	55	36.18	36.18	100

	Total	152	100.0	100.0	
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The above table shows the distribution of respondents based on gender. Among the 132 individuals, 63.82 are Male (i.e., 97 individuals), 36.18% are Female (i.e., 55 individuals). This data indicates that there are maximum males who gave the data.

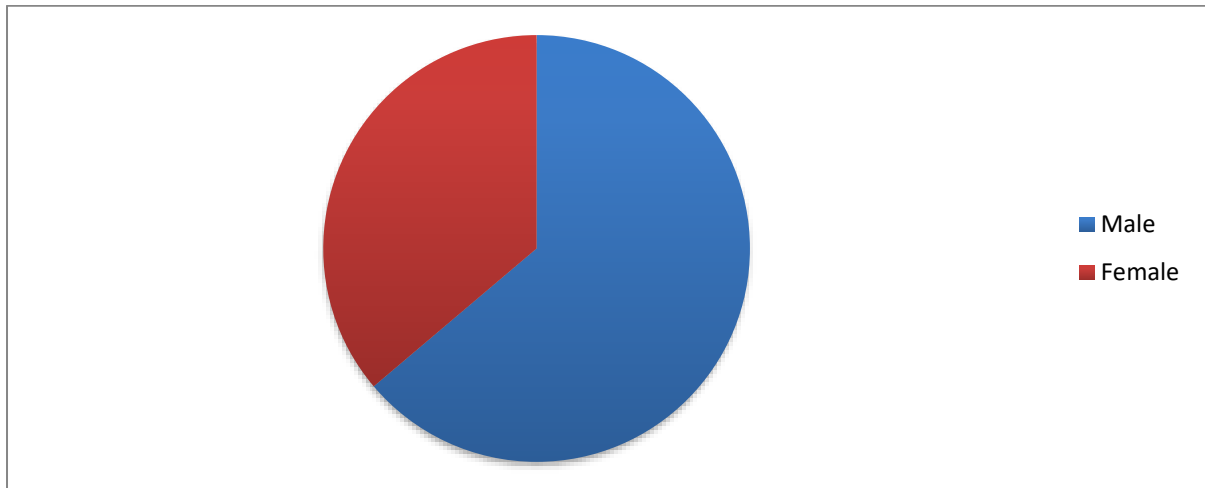


Figure 2 Gender respondents

The above pie chart shows the responses of respondents based on gender group in percentage. This clearly describes the table 2 “Gender respondent”.

Table 3 Educational Background

		Frequency	Percent	Valid percent	Cumulative percent
Valid	10+2	44	28.95	28.95	28.95
	Bachelors	82	53.95	53.95	82.9
	Master’s	19	12.5	12.5	95.4
	PhD	2	1.31	1.31	96.71
	None of the above	5	3.29	3.29	100
	Total	152	100.0	100.0	

The above table shows the distribution of respondents based on education. Among 152 individuals, 28.95% are 10+2 (i.e., 44 individuals), 53.95% are Bachelors (i.e., 82 individuals) 12.5% are master’s (19 individuals). 1.31% Are PhD (i.e., 2 individual) 3.29% are None of the above (i.e., 5 individuals). This data indicates higher percentage of bachelor’s individuals and there are no missing or invalid respondents from other educations.

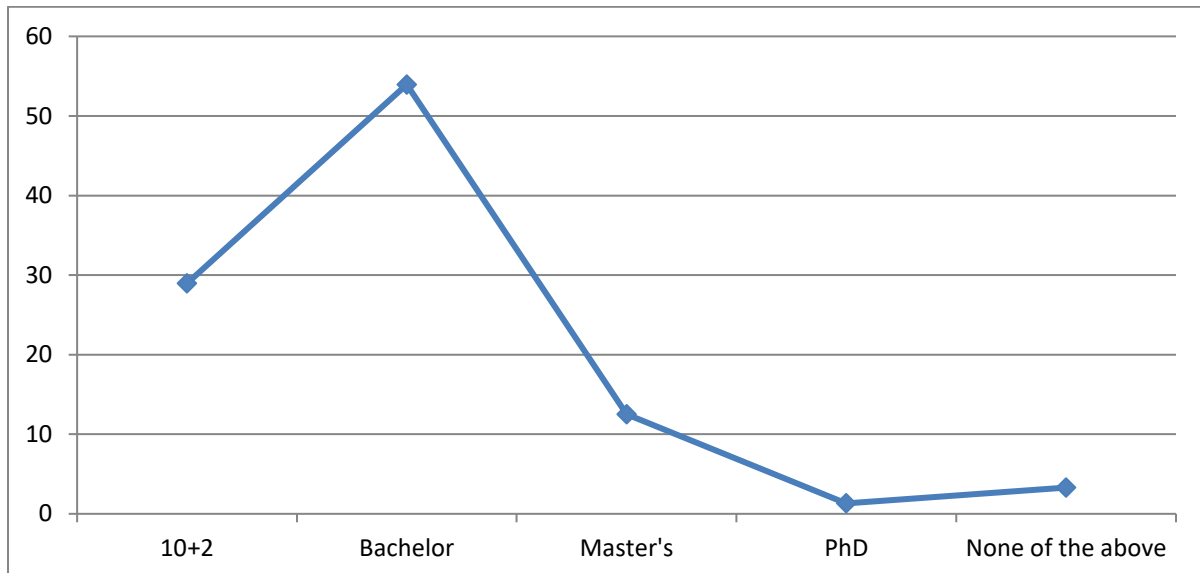


Figure 3 Educational Background

The above line graph shows the response of respondent based on education in percentage. This clearly describe table 3 “Educational Background”.

Analysis

Table 4 I only book Branded hotel.

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Disagree	24	15.79	15.79	15.79
	Disagree	42	27.63	27.63	43.42
	Neutral	30	19.74	19.74	63.16
	Agree	36	23.68	23.68	86.84
	Strongly Agree	20	13.16	13.16	100
	Total	152	100.0	100.0	

The above table shows the distribution of I only book branded hotel, between the respondents. Among 152 individuals, 15.79% strongly disagree with the statement (i.e., 24 individuals). 27.63% disagree with the statement (i.e., 42 individuals). 19.74% feels the statement is neutral (i.e., 30 individuals). 23.68% agree with the statement (i.e., 36 individuals). 13.16% strongly agree with the statement (i.e., 20 individuals). Since, the majority says that they disagree with booking the branded hotel only.

Table 5 I always pay close attention to hotel reviews when I book hotels.

		Frequency	Percent	Valid percent	Cumulative percent
	Strongly Disagree	10	6.58	6.58	6.58

Valid	Disagree	7	4.60	4.60	11.18
	Neutral	25	16.45	16.45	27.63
	Agree	78	51.32	51.32	78.95
	Strongly Agree	32	21.05	21.05	100
	Total	152	100.0	100.0	

The above table shows the distribution of ‘I always pay close attention to hotel reviews to hotel reviews when I book hotel, between the respondents. Among 152 individuals, 6.58% strongly disagree with the statement (i.e., 10 individuals). 4.60% disagree with the statement (i.e., 7 individuals). 16.45% feels the statement is neutral (i.e., 25 individuals). 51.32% agree with the statement (i.e., 78 individuals). 21.05% strongly agree with the statement (i.e., 32 individuals). Since, the majority says that they agree with always paying close attention to hotel reviews when booking hotels.

Table 6 Online reviews are my main information channel.

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Disagree	13	8.55	8.55	8.55
	Disagree	12	7.90	7.90	16.45
	Neutral	33	21.71	21.71	38.16
	Agree	62	40.79	40.79	78.95
	Strongly Agree	32	21.05	21.05	100
	Total	152	100.0	100.0	

The above table shows the distribution of Online reviews are my main information channel, between the respondents. Among 152 individuals, 8.55% strongly disagree with the statement (i.e., 13 individuals). 7.90% disagree with the statement (i.e., 12 individuals). 21.71% feels the statement is neutral (i.e., 33 individuals). 40.97% agree with the statement (i.e., 62 individuals). 21.05% strongly agree with the statement (i.e., 32 individuals). Since, the majority says that they agree with Online reviews are the main information channel.

Table 7 I pay more attention to positive reviews

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Disagree	7	4.61	4.61	4.61
	Disagree	17	11.18	11.18	15.79
	Neutral	33	21.71	21.71	37.5

	Agree	71	46.71	46.71	84.21
	Strongly Agree	24	15.79	15.79	100
	Total	152	100.0	100.0	

The above table shows the distribution of I pay more attention to positive reviews, between the respondents. Among 152 individuals, 4.61% strongly disagree with the statement (i.e., 7 individuals). 11.18% disagree with the statement (i.e., 17 individuals). 21.71% feels the statement is neutral (i.e., 33 individuals). 46.71% agree with the statement (i.e., 71 individuals). 15.79% strongly agree with the statement (i.e., 24 individuals). Since, the majority says that they agree with paying more attention to the positive reviews.

Table 8 Positive reviews are of more value

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Disagree	5	3.29	3.29	3.29
	Disagree	14	9.21	9.21	12.5
	Neutral	28	18.42	18.42	30.92
	Agree	78	51.32	51.32	82.24
	Strongly Agree	27	17.76	17.76	100
	Total	152	100.0	100.0	

The above table shows the distribution of positive reviews are of more value, between the respondents. Among 152 individuals, 3.29% strongly disagree with the statement (i.e., 5 individuals). 9.21% disagree with the statement (i.e., 14 individuals). 18.42% feels the statement is neutral (i.e., 28 individuals). 51.32% agree with the statement (i.e., 78 individuals). 17.76% strongly agree with the statement (i.e., 27 individuals). Since, the majority says that they agree with having more value of positive reviews.

Table 9 I pay more attention to hotel which have positive reviews.

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Disagree	4	2.63	2.63	2.63
	Disagree	12	7.89	7.89	10.52
	Neutral	38	25	25	35.52
	Agree	64	42.11	42.11	77.63
	Strongly Agree	34	22.37	22.37	100
	Total	152	100.0	100.0	

The above table shows the distribution of I pay more attention to hotel which have positive reviews, between the respondents. Among 152 individuals, 2.63% strongly disagree with the statement (i.e., 4 individuals). 7.89% disagree with the statement (i.e., 12 individuals). 25% feels the statement is neutral (i.e., 38 individuals). 42.11% agree with the statement (i.e., 64 individuals). 22.37% strongly agree with the statement (i.e., 34 individuals). Since, the majority says that they agree with paying more attention to hotel which have positive reviews.

Table 10 Larger volume of positive reviews impact on hotel booking.

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Disagree	3	1.97	1.97	1.97
	Disagree	15	9.87	9.87	11.84
	Neutral	25	16.45	16.45	28.29
	Agree	68	44.74	44.74	73.03
	Strongly Agree	41	26.97	26.97	100
	Total	152	100.0	100.0	

The above table shows the distribution of larger volume of positive reviews impact on hotel booking, between the respondents. Among 152 individuals, 1.93% strongly disagree with the statement (i.e., 3 individuals). 9.87% disagree with the statement (i.e., 15 individuals). 16.45% feels the statement is neutral (i.e., 25 individuals). 44.74% agree with the statement (i.e., 68 individuals). 26.97% strongly agree with the statement (i.e., 41 individuals). Since, the majority says that they agree with having larger volume of positive reviews impact on hotel booking.

Table 11 The volume of negative reviews is important.

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Disagree	4	2.63	2.63	2.63
	Disagree	25	16.45	16.45	19.08
	Neutral	35	23.03	23.03	42.11
	Agree	61	40.13	40.13	82.24
	Strongly Agree	27	17.76	17.76	100
	Total	152	100.0	100.0	

The above table shows the distribution of I pay more attention to hotel which have positive reviews, between the respondents. Among 152 individuals, 2.63% strongly disagree with the statement (i.e., 4 individuals). 16.45% disagree with the statement (i.e., 25 individuals). 23.03% feels the statement is neutral (i.e., 35 individuals). 40.13% agree with the statement (i.e., 61

individuals). 17.76% strongly agree with the statement (i.e., 27 individuals). Since, the majority says that they agree with important of volume of negative reviews.

Table 12 Negative reviews will terminate your booking intention.

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Disagree	5	3.29	3.29	3.29
	Disagree	16	10.53	10.53	13.82
	Neutral	34	22.37	22.37	36.19
	Agree	75	49.34	49.34	85.53
	Strongly Agree	22	14.47	14.47	100
	Total	152	100.0	100.0	

The above table shows the distribution of Negative reviews will terminate your booking intention, between the respondents. Among 152 individuals, 3.29% strongly disagree with the statement (i.e., 5 individuals). 10.53% disagree with the statement (i.e., 16 individuals). 22.38% feels the statement is neutral (i.e., 34 individuals). 49.34% agree with the statement (i.e., 75 individuals). 14.47% strongly agree with the statement (i.e., 22 individuals). Since, the majority says that they agree that Negative reviews terminate their hotel booking intention.

Table 13 An abundance of positive reviews will make you dislike the hotel.

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Disagree	5	3.29	3.29	3.29
	Disagree	30	19.74	19.74	23.03
	Neutral	48	31.58	31.58	54.61
	Agree	58	38.16	38.16	92.77
	Strongly Agree	11	7.23	7.23	100
	Total	152	100.0	100.0	

The above table shows the distribution of an abundance of positive reviews will make you dislike the hotel, between the respondents. Among 152 individuals, 3.29% strongly disagree with the statement (i.e., 5 individuals). 19.74% disagree with the statement (i.e., 30 individuals). 31.58% feels the statement is neutral (i.e., 48 individuals). 38.16% agree with the statement (i.e., 58 individuals). 7.23% strongly agree with the statement (i.e., 11 individuals). Since, the majority says that they agree with abundance of positive reviews make them dislike the hotel.

Table 14 I will not book from a hotel if any negative reviews about it are spotted.

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Disagree	4	2.63	2.63	2.63
	Disagree	29	19.08	19.08	21.71
	Neutral	45	29.61	29.61	51.32
	Agree	54	35.52	35.52	86.84
	Strongly Agree	20	13.16	13.16	100
	Total	152	100.0	100.0	

The above table shows the distribution of I will not book from a hotel if any negative reviews about it are spotted, between the respondents. Among 152 individuals, 2.63% strongly disagree with the statement (i.e., 4 individuals). 19.08% disagree with the statement (i.e., 29 individuals). 29.61% feels the statement is neutral (i.e., 45 individuals). 35.52% agree with the statement (i.e., 54 individuals). 13.16% strongly agree with the statement (i.e., 20 individuals). Since, the majority says that they agree they will not book a hotel if any negative reviews about hotel are spotted.

Table 15 I think this hotel would have high integrity.

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Disagree	8	5.26	5.26	5.26
	Disagree	17	11.18	11.18	16.44
	Neutral	67	44.08	44.08	60.52
	Agree	48	31.58	31.58	92.1
	Strongly Agree	12	7.90	7.90	100
	Total	152	100.0	100.0	

The above table shows the distribution of I think this hotel would have high integrity, between the respondents. Among 152 individuals, 5.26% strongly disagree with the statement (i.e., 8 individuals). 11.18% disagree with the statement (i.e., 17 individuals). 44.08% feels the statement is neutral (i.e., 67 individuals). 31.58% agree with the statement (i.e., 48 individuals). 7.90% strongly agree with the statement (i.e., 12 individuals). Since, the majority says that they neither agree or neither disagree with hotel having high integrity.

Table 16 I believe this hotel would be reliable after knowing reviews.

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Disagree	8	5.26	5.26	5.26
	Disagree	18	11.84	11.84	17.1
	Neutral	39	25.66	25.66	42.76
	Agree	71	46.71	46.71	89.47
	Strongly Agree	16	10.53	10.53	100
	Total	152	100.0	100.0	

The above table shows the distribution of I believe this hotel would be reliable after knowing reviews, between the respondents. Among 152 individuals, 5.26% strongly disagree with the statement (i.e., 8 individuals). 11.84% disagree with the statement (i.e., 18 individuals). 25.66% feels the statement is neutral (i.e., 39 individuals). 46.71% agree with the statement (i.e., 71 individuals). 10.53% strongly agree with the statement (i.e., 16 individuals). Since, the majority says that they agree with believing the hotel would be reliable after knowing reviews.

Table 17 I would have trust in this hotel.

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Disagree	15	9.87	9.87	9.87
	Disagree	14	9.21	9.21	19.08
	Neutral	52	34.21	34.21	53.29
	Agree	58	38.16	38.16	91.45
	Strongly Agree	13	8.55	8.55	100
	Total	152	100.0	100.0	

The above table shows the distribution of I would have trust in this hotel, between the respondents. Among 152 individuals, 9.87% strongly disagree with the statement (i.e., 15 individuals). 9.27% disagree with the statement (i.e., 14 individuals). 34.21% feels the statement is neutral (i.e., 52 individuals). 38.16% agree with the statement (i.e., 58 individuals). 8.55% strongly agree with the statement (i.e., 13 individuals). Since, the majority says that they agree for trusting the hotel.

Table 18 If I was to discuss this hotel with other, I would probably say positive things.

		Frequency	Percent	Valid percent	Cumulative percent
	Strongly Disagree	12	7.89	7.89	7.89

Valid	Disagree	15	9.87	9.87	17.76
	Neutral	52	34.21	34.21	51.97
	Agree	54	35.53	35.53	87.5
	Strongly Agree	19	12.5	12.5	100
	Total	152	100.0	100.0	

The above table shows the distribution of If I was to discuss this hotel with other, I would probably say positive things, between the respondents. Among 152 individuals, 7.89% strongly disagree with the statement (i.e., 12 individuals). 9.87% disagree with the statement (i.e., 15 individuals). 34.21% feels the statement is neutral (i.e., 52 individuals). 35.53% agree with the statement (i.e., 54 individuals). 12.5% strongly agree with the statement (i.e., 19 individuals). Since, the majority says that they agree they were to discuss this hotel with other, they would probably say positive things.

Table 19 This appears like a good quality hotel.

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Disagree	7	4.61	4.61	4.61
	Disagree	12	7.89	7.89	12.5
	Neutral	47	30.92	30.92	43.42
	Agree	66	43.42	43.42	86.84
	Strongly Agree	20	13.16	13.16	100
	Total	152	100.0	100.0	

The above table shows the distribution of this appears like a good quality hotel, between the respondents. Among 152 individuals, 4.61% strongly disagree with the statement (i.e., 7 individuals). 7.89% disagree with the statement (i.e., 12 individuals). 30.92% feels the statement is neutral (i.e., 47 individuals). 43.42% agree with the statement (i.e., 66 individuals). 13.16% strongly agree with the statement (i.e., 20 individuals). Since, the majority says that they agree for this appears like a good quality hotel.

Table 20 I think the hotel reviews site was realistic.

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Disagree	9	5.92	5.92	5.92
	Disagree	14	9.21	9.21	15.13
	Neutral	58	38.16	38.16	53.29

	Agree	60	39.47	39.47	92.76
	Strongly Agree	11	7.24	7.24	100
	Total	152	100.0	100.0	

The above table shows the distribution of I think the hotel reviews site was realistic, between the respondents. Among 152 individuals, 5.92% strongly disagree with the statement (i.e., 9 individuals). 9.21% disagree with the statement (i.e., 14 individuals). 38.16% feels the statement is neutral (i.e., 58 individuals). 39.47% agree with the statement (i.e., 60 individuals). 7.24% strongly agree with the statement (i.e., 11 individuals). Since, the majority says that they agree for I think the hotel reviews site was realistic.

Table 21 I felt I could imagine myself using a website like this to search for hotel.

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Disagree	7	4.61	4.61	4.61
	Disagree	12	7.89	7.89	12.5
	Neutral	49	32.24	32.24	44.74
	Agree	67	44.08	44.08	88.82
	Strongly Agree	17	11.18	11.18	100
	Total	152	100.0	100.0	

The above table shows the distribution of I felt I could imagine myself using a website like this to search for hotel, between the respondents. Among 152 individuals, 4.61% strongly disagree with the statement (i.e., 7 individuals). 7.89% disagree with the statement (i.e., 12 individuals). 32.24% feels the statement is neutral (i.e., 49 individuals). 44.08% agree with the statement (i.e., 67 individuals). 17% strongly agree with the statement (i.e., 17 individuals). Since, the majority says that they agree for I felt I could imagine myself using a website like this to search for hotel.

Table 22 I pay more attention to hotels having larger volume of online reviews.

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Disagree	5	3.29	3.29	3.29
	Disagree	17	11.18	11.18	14.47
	Neutral	43	28.29	28.29	42.76
	Agree	73	48.03	48.03	90.79
	Strongly Agree	14	9.21	9.21	100

	Total	152	100.0	100.0	
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The above table shows the distribution of I pay more attention to hotels having larger volume of online reviews, between the respondents. Among 152 individuals, 3.29% strongly disagree with the statement (i.e., 5 individuals). 11.18% disagree with the statement (i.e., 17 individuals). 28.29% feels the statement is neutral (i.e., 43 individuals). 48.03% agree with the statement (i.e., 73 individuals). 9.21% strongly agree with the statement (i.e., 14 individuals). Since, the majority says that they agree for I pay more attention to hotels having larger volume of online reviews.

Table 23 Volume of online reviews relates to attention a hotel gets.

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Disagree	6	3.95	3.95	3.95
	Disagree	10	6.58	6.58	10.53
	Neutral	38	25	25	35.53
	Agree	74	48.68	48.68	84.21
	Strongly Agree	24	15.79	15.79	100
	Total	152	100.0	100.0	

The above table shows the distribution of Volume of online reviews relates to attention a hotel gets, between the respondents. Among 152 individuals, 3.95% strongly disagree with the statement (i.e., 6 individuals). 6.58% disagree with the statement (i.e., 10 individuals). 25% feels the statement is neutral (i.e., 38 individuals). 48.68% agree with the statement (i.e., 74 individuals). 15.79% strongly agree with the statement (i.e., 24 individuals). Since, the majority says that they agree for volume of online reviews relates to attention a hotel gets.

Table 24 Larger volume of online reviews reflects that many people are interested in a hotel.

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Disagree	6	3.95	3.95	3.95
	Disagree	9	5.92	5.92	9.87
	Neutral	32	21.05	21.05	30.92
	Agree	75	49.34	49.34	80.26
	Strongly Agree	30	19.74	19.74	100
	Total	152	100.0	100.0	

The above table shows the distribution of larger volume of online reviews reflects that many people are interested in a hotel, between the respondents. Among 152 individuals, 3.95%

strongly disagree with the statement (i.e., 6 individuals). 5.29% disagree with the statement (i.e., 9 individuals). 21.05% feels the statement is neutral (i.e., 32 individuals). 49.34% agree with the statement (i.e., 75 individuals). 19.74% strongly agree with the statement (i.e., 30 individuals). Since, the majority says that they agree for larger volume of online reviews reflects that many people are interested in a hotel.

Table 25 Larger volume of online reviews means more equally distributed negative and positive reviews.

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Disagree	7	4.61	4.61	4.61
	Disagree	19	12.5	12.5	17.11
	Neutral	36	23.68	23.68	40.79
	Agree	64	42.11	42.11	82.9
	Strongly Agree	26	17.10	17.10	100
	Total	152	100.0	100.0	

The above table shows the distribution of larger volume of online reviews means more equally distributed negative and positive reviews, between the respondents. Among 152 individuals, 4.61% strongly disagree with the statement (i.e., 7 individuals). 12.5% disagree with the statement (i.e., 19 individuals). 23.68% feels the statement is neutral (i.e., 36 individuals). 42.11% agree with the statement (i.e., 64 individuals). 17.10% strongly agree with the statement (i.e., 26 individuals). Since, the majority says that they agree for larger volume of online reviews means more equally distributed negative and positive reviews.

Table 26 Larger volume of online reviews increase my booking attention.

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Disagree	7	4.61	4.61	4.61
	Disagree	13	8.55	8.55	13.16
	Neutral	45	29.61	29.61	42.77
	Agree	65	42.76	42.76	85.53
	Strongly Agree	22	14.47	14.47	100
	Total	152	100.0	100.0	

The above table shows the distribution of larger volume of online reviews increase my booking attention, between the respondents. Among 152 individuals, 4.61% strongly disagree with the statement (i.e., 7 individuals). 8.55% disagree with the statement (i.e., 13 individuals). 29.61%

feels the statement is neutral (i.e., 45 individuals). 42.76% agree with the statement (i.e., 65 individuals). 14.47% strongly agree with the statement (i.e., 22 individuals). Since, the majority says that they agree for larger volume of online reviews increase my booking attention.

Table 27 I will read all available reviews about a hotel.

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Disagree	16	10.53	10.53	10.53
	Disagree	16	10.53	10.53	21.06
	Neutral	31	20.39	20.39	41.45
	Agree	74	48.68	48.68	90.13
	Strongly Agree	15	9.87	9.87	100
	Total	152	100.0	100.0	

The above table shows the distribution of I will read all available reviews about a hotel, between the respondents. Among 152 individuals, 10.53% strongly disagree with the statement (i.e., 16 individuals). 10.53% disagree with the statement (i.e., 16 individuals). 20.39% feels the statement is neutral (i.e., 31 individuals). 48.68% agree with the statement (i.e., 74 individuals). 9.87% strongly agree with the statement (i.e., 15 individuals). Since, the majority says that they agree for I will read all available reviews about a hotel.

Conclusion

The study concluded that online reviews play a significant role in shaping consumers' hotel booking decisions. A majority of respondents showed a strong preference for paying attention to positive reviews and using them as a primary information source when making booking decisions. Most participants agreed that the volume of positive reviews impacts their decision-making, and they are more likely to choose hotels with positive feedback. Conversely, negative reviews were perceived as detrimental, with a considerable portion of respondents agreeing that negative reviews could terminate their intention to book a hotel. The findings reveal that consumers tend to place more value on positive reviews, and a higher volume of positive reviews can enhance a hotel's appeal. However, excessive positive reviews could sometimes have the opposite effect, making consumers skeptical. In contrast, negative reviews were found to significantly influence the booking intention, emphasizing the importance of managing a hotel's online reputation. These results underline the critical role that online reviews play in the decision-making process for hotel bookings, particularly in terms of influencing consumer trust and perceptions. Therefore, hotel marketers and management teams should focus on generating positive reviews and managing negative feedback effectively to improve customer perceptions and booking rates. Further research could explore the long-term effects of review sentiment and volume on brand loyalty and customer retention in the hospitality industry.

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