



The Influence of Online Travel Agent Customer Reviews on Buying Interest at Padma Resort Legian

I Ketut Arta Widnyana^{1*}, I Gusti Agung Gede Witarsana², I Wayan Jata³
Politeknik Pariwisata Bali

Corresponding Author: I Ketut Arta Widnyana artawidnyanaa14@gmail.com

ARTICLE INFO

Keywords: Online Travel Agent, Online Customer Review, Buying Interest

Received : 12, April

Revised : 13, May

Accepted: 15, June

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ABSTRACT

The use of *online travel agents* (OTAs) makes it easier for tourists to access information and book accommodation, including reading *online customer reviews* as considerations. The study was conducted to analyze the influence of *online customer reviews* on buying interest at Padma Resort Legian. The approach used is quantitative with descriptive methods and simple linear regression analysis. Data was obtained through a questionnaire of 100 respondents and supported by secondary data from the OTA website. The results showed that *online customer reviews* had a significant effect on buying interest (significance 0.000; coefficient 0.396 or 39.6%). However, the adjusted R² value of 0.204 indicates that the influence is only 20.4%, so *online customer reviews* are not the dominant factor. As much as 79.6% of buying interest is influenced by other factors such as price, brand image, and hotel facilities.

INTRODUCTION

Digital transformation in the tourism industry has driven a shift in consumer behavior, especially in the process of booking accommodation through online travel agents (OTAs). One of the important features of OTAs is online customer reviews, which provide open access for potential guests to evaluate previous customer experiences. These reviews can form a positive or negative perception of the quality of service, which ultimately affects consumers' buying interest. Although positive reviews dominate, the existence of negative reviews still has an effect, as it can reduce the total hotel score and affect product competitiveness in the digital market (Halim, 2022; Rizka, 2024).

Padma Resort Legian as a five-star hotel in Bali's tourist area has experienced a decline in occupancy rate over the past three years, from 64% in 2022 to 62% in 2024, and has not been able to meet the target of increasing occupancy by 6-8% per year. OTA's contribution to room sales fluctuates, but by 2024 it will increase beyond direct booking, making it a strategic distribution channel. On the other hand, the number of negative customer reviews online still exceeds the management tolerance, which is an average of 12% per year. This indicates the need to evaluate the effectiveness of online customer reviews in influencing consumer buying interest.

Previous research indicated inconsistencies. Research by Rohmatulloh and Sari (2021), and Putri (2023), stated that online customer reviews do not have a significant effect on buying interest. On the other hand, Marthasari and Widjaja (2020), Fathin and Millanyani (2021), and Wardhani and Nuryanto (2023) concluded that online reviews have a positive and significant influence. The inconsistency of these results indicates that there is a research gap that needs to be studied further.

This study aims to analyze the influence of online customer reviews on consumer buying interest at Padma Resort Legian. This study is expected to enrich the literature related to digital consumer behavior through the Theory of Reasoned Action approach and make a practical contribution to the hotel marketing strategy based on customer reviews through OTAs.

LITERATURE REVIEW

Theory Reasoned Action (TRA)

The Theory of Reasoned Action was developed by Fishbein and Ajzen, in 1975 to explain the relationship between individual beliefs, attitudes, intentions, and behaviors. TRA states that a person's behavior is the result of intentions formed through rational considerations, which are influenced by attitudes towards those behaviors and subjective norms (Bonifacio et al., 2024). Attitudes reflect an individual's evaluation of an action, while subjective norms refer to perceptions of perceived social pressures (Rachmadana, 2023). TRA explains that a person will be inclined to do an action if he has the intention to do it, which is formed from personal judgment and social influence (Hinsz, 2024). In the context of buying interest, reviews available online can shape consumer attitudes and subjective norms through suggestions or opinions from other consumers.

Buying Interest

Buying interest is a part of consumption behavior that reflects an individual's drive or intention to purchase a product (Gabriela & Yoshuab, 2022). This interest is influenced by perceptions of benefits, user experience, and desire for certain products (Yi & Kampamba, 2024; Maulani, 2024). According to Anjaya and Dwita (2023), online customer reviews can reduce risk perception and increase satisfaction which affects consumer buying interest. This is reinforced by Ichsan and Jumhur (2018), as well as Ramadhani and Sanjaya (2021), who stated that reviews are an important factor in the formation of buying interest.

Online Customer Reviews

Online customer reviews are digital features that allow consumers to share their experiences after using a product or service (Fathin & Millanyani, 2021). The reviews reflect real assessments from users that can shape the perception of potential consumers (Li & Yao, 2023) and serve as a reference in purchasing decisions (Danurdara & Witarsana, 2022).

According to Agesti in Maharani (2023), there are five main indicators in online customer reviews, namely perceived usefulness, source credibility, argument quality, volume of reviews, and valence of reviews. These five indicators reflect the extent to which the information in the review is beneficial, trustworthy, quality, adequate, and has positive or negative nuances.

Online Travel Agent

Online Travel Agents (OTAs) are digital platforms that function as a distribution channel for tourism services, especially for booking hotel rooms and providing information to potential travelers (Pena & Andrews, 2023). According to Harrigan in Pena and Andrews (2023), OTAs have a great influence in attracting consumer participation at the product search and selection stage. In addition, Wisker (2022) states that the interaction between OTAs and service providers is influenced by trust and social relationships, which can increase the effectiveness of business cooperation. Reviews that are integrated within the OTA platform are an important component in shaping consumer perception and driving purchase decisions, thus playing a strategic role in the marketing of hospitality services.

Conceptual Framework

Online customer reviews play a role in shaping consumer perception and purchasing decisions (Ichsan & Jumhur, 2018; Ramadhani & Sanjaya, 2021; Anjaya & Dwita, 2023). However, some other studies show an insignificant influence because they are influenced by other factors such as price and brand image (Putra & Rachmawati, 2022). This inconsistency indicates a gap that needs to be studied further. Therefore, the hypothesis in this study is:

H1: Online travel agent customer reviews have a significant influence on buying interest.

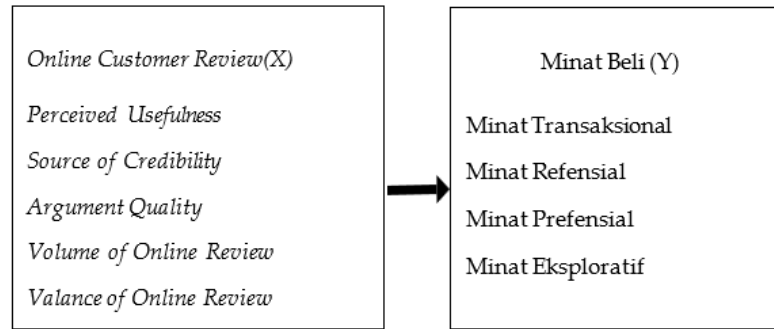


Figure 1. Conceptual Framework

METHODOLOGY

This study uses a descriptive quantitative method carried out at Padma Resort Legian. The population in this study is all followers of the official Instagram account of Padma Resort Legian, which was recorded as many as 55,900 accounts on January 5, 2025.

The research sample amounted to 100 respondents which was obtained using the probability sampling technique with the Slovin formula at an error rate of 10%. Data collection was carried out through the distribution of closed questionnaires online using Google Form. The instrument was arranged on a five-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree". Each indicator was analyzed by calculating the average score of the respondents and interpreted with the category of the assessment scale according to Sugiyono (2016) with an interval of 0.8.

Table 1. Scale Category

Scale	Category
1.00 - 1.80	Very Bad
1.81 - 2.60	Bad
2.61 - 3.40	Enough
3.41 - 4.20	Good
4.21 - 5.00	Excellent

Source: Sugiyono, 2016

RESEARCH RESULTS

Test Research Instruments

Validity Test

Table 2. Validity Test Results

Variable	Items	Calculation	r _{table}	Information
Online Customer Reviews	X _{1.1}	0,381	0,1966	Valid
	X _{1.2}	0,355	0,1966	Valid

	X _{1.3}	0,483	0,1966	Valid
	X _{1.4}	0,357	0,1966	Valid
	X _{1.5}	0,291	0,1966	Valid
Buying Interest	Y _{1.1}	0,381	0,1966	Valid
	Y _{1.2}	0,381	0,1966	Valid
	Y _{1.3}	0,329	0,1966	Valid
	Y _{1.4}	0,439	0,1966	Valid

The validity test results show that all items on the Online Customer Reviews It has an R-count value between 0.291 and 0.483, which is entirely greater than the R-table value of 0.1966. Thus, each item in a variable instrument Online Customer Reviews declared valid. Similar things are also shown in the variable Buying Interest, with r-calculated values ranging from 0.329 to 0.439 and all of them exceeding the r-table of 0.1966, so that all statement items on this variable are also declared valid. Based on these results, it can be concluded that all items in the research instrument have met the validity requirements and are suitable for use in this study.

Reliability Test

Table 3. Reliability Test Results

Yes	Variable	Cronbach's Alpha Values	Information
1	Online Customer Reviews	0,617	Reliable
2	Buying Interest	0,601	Reliable

The results of the reliability test showed that the online customer review variable had a Cronbach's Alpha value of 0.617, and the Buy Interest variable of 0.601. Both values are greater than the minimum limit of 0.60, so each instrument is declared reliable. This indicates that the items in both variables have a good level of consistency and are reliable to measure respondents' perception of online customer reviews and purchase interest.

Respondent Characteristics

The characteristics of the respondents in this study included gender, age, and the OTA site that the respondents had used. The following is a picture containing the number and percentage of respondent characteristics:

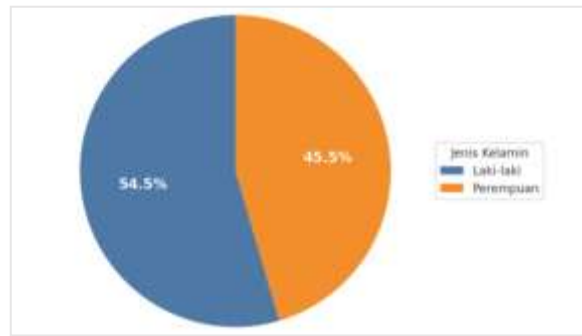


Figure 2. Respondent Gender

It is known that the majority of respondents are male, which is 54.5%, and female respondents are 45.5%. These results show that there is a relatively balanced distribution between male and female respondents, although there is a dominance by the number of male respondents.

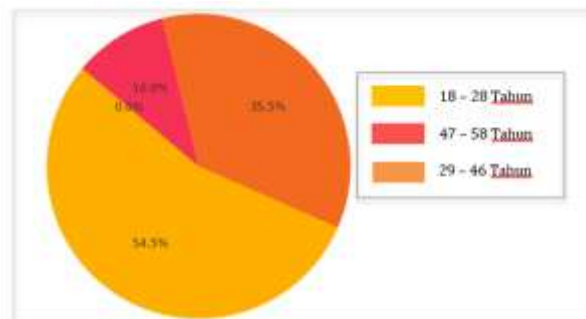


Figure 3. Respondent Age

Based on Figure 3, it is known that the age group of 18-28 years is the largest group, which is 54.5%. Furthermore, the age group of 29-46 years is 35.5%, and the age group of 47-58 years is 10.0% of people. These findings indicate that the majority of respondents are from young age groups, who are more active in using digital platforms in planning their trips.

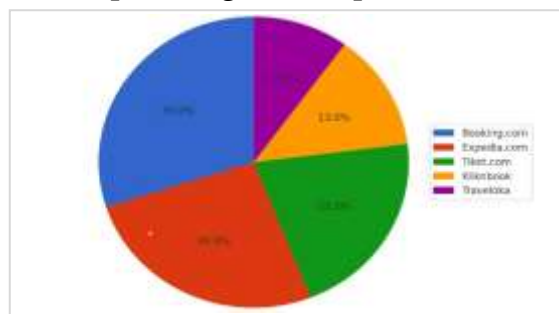


Figure 4. OTA sites that have been used

Based on Figure 4, it is known that booking.com site is the most used platform by respondents, with the highest number of users at 30%. Furthermore, expedia.com used by 26% of respondents, followed by tiket.com as many as 21% of respondents, kliknbook as many as 13% of respondents, and traveloka as many as 10% of respondents.

Descriptive Statistics

Descriptive statistics are used to manage and present quantitative data as an overview of the distribution of respondent responses. This analysis includes the calculation of the average scores of each indicator, which are then grouped into assessment categories, ranging from "Very Poor" to "Very Good", as an initial basis in the interpretation process before the regression analysis is carried out. The variables of online customer reviews are analyzed based on five indicators that have been determined. Meanwhile, the purchase interest variable is measured through four statements that describe consumer tendencies in purchases based on information available online.

Table 4. Average Value of Online Customer Review Variable Indicators

Indicator Item Code	Average Score	Category
X.1	4,73	Excellent
X.2	4,54	Excellent
X.3	4,67	Excellent
X.4	4,56	Excellent
X.5	4,59	Excellent
Highest Score	4,73	X.1 (" <i>Online customer reviews on OTAs made it easier for me to get information about Padma Resort Legian.</i> ")
Lowest Score	4,54	X.2 (" <i>I believe online customer reviews on OTAs provide accurate and reliable information.</i> ")

Table 4 shows the average value of the indicators in the Online Customer Review variable and its categories. All indicators are in the "Excellent" category, with the highest score at X.1 ("*Online customer reviews on OTAs make it easier for me to get information about Padma Resort Legian.*") of 4.73, and the lowest score at X.2 ("*I believe online customer reviews on OTAs provide accurate and reliable information.*") of 4.54. These results reflect respondents' positive perceptions of online customer reviews on OTA platforms.

Table 5. Average Value of Buying Interest Variable Indicator

Indicator Item Code	Average Score	Category
Y.1	4,57	Excellent
Y.2	4,67	Excellent
Y.3	4,58	Excellent

Y.4	4,59	Excellent
Highest Score	4,67	Y.1 ("After reading the reviews on the OTA, I am interested in recommending Padma Resort Legian to others.")
Lowest Score	4,57	Y.2 ("After reading the positive reviews, I am interested in buying a product at Padma Resort Legian.")

Table 5 presents the average value of each indicator in the Buying Interest variable, all of which are in the "Excellent" category. The highest score was found in indicator Y.2 ("After reading the review on the OTA, I am interested in recommending Padma Resort Legian to others.") of 4.67, while the lowest score was in Y.1 ("After reading a positive review, I am interested in buying products at Padma Resort Legian.") of 4.57. These findings show that online customer reviews have an influence on purchase intentions and consumer recommendations.

Normality Test

This study used the *Kolmogorov-Smirnov test* to test normality, with the criterion that the data is said to be normal if the significance value is > 0.05 . Details of the test results are presented below:

Table 6. Normality Test Results

	<i>Unstandardized Residual</i>
<i>N</i>	100
<i>Mean</i>	0.0000000
<i>Std. Deviation</i>	1.15980281
<i>Positive</i>	0.074
<i>Negative</i>	-0.125
<i>Asymp. Sig. (2-tailed)</i>	0.28

Table 6 shows the results of the normality test obtained using the One Sample Kolmogorov Smirnov test, it is known that Asymp. Sig. (2-tailed) is greater than 0.05, which has a significance level of 0.28 so that it can be concluded that the data used is normally distributed data.

Linearity Test

A linearity test is used to see if the relationship between two variables is linear. If the significance value > 0.05 then the relationship is said to be linear, and vice versa if < 0.05 then it is not linear. The results of the linearity test are presented as follows:

Table 7. Linearity Test Results

	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>
<i>Between Groups (Combined)</i>	42.860	5	8.572	6.388
<i>Linearity</i>	35.821	1	35.821	26.696
<i>Deviation from Linearity</i>	7.039	4	1.760	1.312
<i>Within Groups</i>	126.130	94	1.342	
<i>Total</i>	168.990	99		

Based on table 7, it shows that the significance value of Deviation from Linearity is 0.271 (> 0.05), so the relationship between online customer reviews on OTA and buying interest at Padma Resort Legian can be said to be linear.

Heteroscedasticity Test

The heteroscedasticity test was used to see if there was a difference in residual variance between observations. The model is declared free of heteroscedasticity if the significance value > 0.05 . The results of the heteroscedasticity test are presented in the following table:

Table 8. Heteroscedasticity Test Results

Variable	Significant	Information
<i>Online Customer Reviews</i>	0,590	Hetero Free

Based on Table 8, the significance value of the *online customer review* variable of 0.590 (> 0.05) indicates that the regression model is free from heteroscedasticity symptoms.

Simple Linear Regression Analysis

A simple linear regression analysis shows that *online customer reviews* have a partial influence on buying interest at Padma Resort Legian. The regression coefficient describes the direction and strength of influence, where the higher the value, the greater the contribution to the change in the buying interest variable. The details of the results of the analysis are shown in the following table:

Table 8. Results of Simple Linear Regression Analysis

<i>Type</i>	<i>Unstandardize</i>	<i>Std.</i>	<i>Standardized</i>	<i>t</i>	<i>Sig.</i>
	<i>d Coefficients</i>	<i>Error</i>	<i>Coefficients</i>		
	<i>B</i>		<i>Beta</i>		
<i>(Constant)</i>	9.362	1.786		5.243	.000

<i>Online_</i>	.396	.077	.460	5.134	.000
<i>Review</i>					

Based on Table 8, the simple linear regression equation in this study is as follows:

$$Y = a + bX$$

$$Y = 9.362 + 0.396X \dots\dots (1)$$

With the following explanation:

1. Constant (a) = 9.362. This means that if there is no influence from the Online Customer Review variable, then the Buying Interest value is estimated to be an average of 9.362.
2. Online customer review regression coefficient = +0.396. This shows that every single unit increase in online customer reviews will increase buying interest by 0.396 units, assuming other variables are in a fixed condition.

Hypothesis Test

Table 9. Hypothesis Test Results

Variable	T Count	Sig	Information
<i>Online customer reviews</i>	5,134	.000	H0 rejected
<i>Dependent Variable: Buying interest</i>			

Based on Table 9, the t-calculated value of 5.134 and the significance of 0.000 (< 0.05) indicate that H_0 is rejected, so it can be concluded that online customer reviews have a significant influence on buying interest.

Coefficient Determination Test

Table 10. Determination Coefficient Test Results

<i>Type</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	0.460	0.212	0.204	1.166

Based on Table 10, it is known that the *adjusted R²* is 0.204, indicating that 20.4% of the variation in buying interest can be explained by *online customer reviews*, while the remaining 79.6% is influenced by other factors beyond the scope of this study.

DISCUSSION

Descriptive Variables

Online customer reviews

The dimension of online customer reviews, the perceived usefulness indicator with the statement "Online customer reviews on OTAs makes it easier for me to get information about Padma Resort Legian." has the highest average of 4.73. This reflects that the majority of respondents find it helpful to obtain information about hotels through reviews available on OTA platforms, so that this indicator can be maintained as part of a digital promotion strategy. Meanwhile, the source credibility indicator with the statement "I believe online customer reviews on OTAs provide accurate and trustworthy information", recorded the lowest average of 4.54, which indicates that respondents had doubts about the reliability of the information from the review displayed. Therefore, a stricter verification mechanism is needed so that only guests who have stayed can provide reviews.

Buying Interest

In the buying interest variable, the reference interest indicator with the statement "After reading the review on the OTA, I am interested in recommending Padma Resort Legian to others." showed the highest score of 4.67, which reflects the tendency of respondents to recommend Padma Resort Legian after reading online reviews. Instead, it is an indicator of transactional interest with the statement "After reading positive reviews, I am interested in buying products at Padma Resort Legian." obtained the lowest score of 4.57, indicating that even though respondents have read reviews on OTAs, the purchase desire has not yet fully formed. This condition shows that online customer reviews have not optimally driven purchase conversions, so promotional strategies through OTA need to be reviewed to be more effective in arousing consumer buying intent.

The Influence of Online Customer Reviews on Buying Interest

Based on the results of simple linear regression analysis, the online customer review variable obtained a t-value of 5.134 with a significance level of 0.000. This value is smaller than the significance limit of 0.05, so an alternative hypothesis is accepted and shows that online customer reviews have a significant influence on consumer buying interest in Padma Resort Legian. However, the Adjusted R² value of 0.204 indicates that the contribution of this variable in explaining the variation in buying interest is only 20.4%, while the rest (79.6%) is influenced by other factors outside the model studied. These factors can theoretically include aspects of price, brand image, as well as the amenities offered by the hotel.

These findings are consistent with previous research conducted by Zeng and Liang (2023), Wardhani and Nuryanto (2023), and Fathin and Millanyani (2021), which stated that online reviews from consumers play a role in shaping buying interest through OTA platforms. This is due to the increasingly selective tendency of consumers to choose accommodation, taking into account the reviews

of other users as an experiential reference to assess the suitability of the service to their expectations

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of data analysis and hypothesis testing that has been carried out, it can be concluded that online customer reviews have a significant effect on buying interest at Padma Resort Legian (p-value $0.000 < 0.05$). This shows that the better the consumer's perception of online customer reviews, the higher their tendency to buy. However, the Adjusted R Square value of 0.204 shows that the influence of online customer reviews on buying interest is not dominant, so attention is needed to other factors such as price, brand image, and hotel facilities.

As a practical implication, it is recommended that the management of Padma Resort Legian evaluate digital marketing strategies that are integrated with OTA platforms. This evaluation can include efforts to improve the validity of online customer reviews through a guest verification system, as well as the use of positive reviews as part of hotel promotional materials. This strategy aims to strengthen the attractiveness of information received by consumers, increase the credibility of reviews, and encourage buying interest more effectively.

ADVANCED RESEARCH

This study has limitations because it only uses one independent variable, namely Online Customer Reviews, in explaining consumer buying interest. Therefore, it is recommended that further research consider the addition of other variables such as price, brand image, and hotel facilities to gain a more comprehensive understanding of the factors that influence buying interest. In addition, follow-up research is also expected to apply more complex analysis methods to be able to capture the relationships between variables more broadly and integrated. Approach mixed method, which is a combination of quantitative and qualitative approaches, can also be considered to dig deeper into the motivations or reasons behind respondents' perceptions of Online Customer Reviews and buying interest, which may not be thoroughly revealed through a closed-ended questionnaire.

ACKNOWLEDGMENT

The author expresses his deepest appreciation and gratitude to all management and staff of Padma Resort Legian for the permission, cooperation, and support that has been provided during the process of implementing this research. The author also expresses his gratitude to the supervisors, academics, and colleagues who have been willing to provide direction, constructive input, and motivation throughout the preparation of this research. The author also thanks all parties who have provided assistance, both morally and materially, so that this research can be completed properly and smoothly.

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