Article Type: Research Paper

Trusting Online Reviews Enhances Intention to Book Online: The Perks of Seeking Information?

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Abstract:
Research aims: This study aims to analyze factors affecting consumer intention to book hotels from social media and online travel agencies. Specifically, we examine the direct effects of social media usage and electronic word of mouth (e-WoM) and the indirect effect through the mediation of trust in booking intention.
Design/Methodology/Approach: Purposively sampled respondents resulted in 409 responses that met the predefined criteria: aged 18-34, active on their social media accounts, and had accessed online booking sites. Regression with mediating analysis was conducted on valid data.
Research findings: Analysis results showed that social media usage and e-WoM had a direct, positive, and significant impact on booking intention. It has also proven to have an indirect effect on consumer booking intention mediated by trust. Social media usage and e-WoM directly affected booking intention and had higher valence when mediated by trust.
Theoretical contribution/Originality: Information on social media positively influenced consumer purchase intention on online hotel booking due to its completeness. Further, this study is among the few that applied the e-WOM concept to the hospitality sector.
Practitioner/Policy implication: The implication for managers is to improve the online booking management system by increasing promptness in response to reviews, especially the negatives.
Research limitation/Implication: This study focused on consumers who have social media accounts and accessed online hotel booking sites, limiting its generalizability.
Keywords: Social Media Usage; Electronic Word of Mouth; Trust; Purchase Intention; Hotel Booking

Introduction

With globalization and technological advances, more people are familiar with the internet in their daily activities. Survey by Association of Indonesian Internet Service Providers (APJII) in 2016 showed that the number of internet users in Indonesia exceeded 132.7 million people. Of these numbers, 97.5 percent used the internet to access and share information, 63.5 percent made online transactions via the internet, and 34.8 percent made online transactions more than once a month.

eMarketer (2014) surveyed the number of internet users of countries globally and uncovered that Indonesia occupied the sixth highest position in terms of the most internet users in the world.

The Nielsen Company survey of e-commerce in 2013 revealed that many people had planned to buy travel services online. Based on the study, about 55 percent of Indonesian consumers planned to buy flight tickets online over the next six months, and 46 percent of respondents planned to book hotels and travel agents online. Besides, Indonesian digital consumers also have the habit to always look for and read reviews or online information about a product. Another study by The Nielsen Company (2013) disclosed that 70 percent of respondents trusted online reviews written by others on the internet. The fact is due to the perception of Indonesian people who think that the internet is the most appropriate means to obtain complete information about a product; thus, it will make it easier for consumers to make a purchase. Further, The Nielsen Company's study concluded that the interest of Indonesian consumers to purchase products or services, especially online travel services, has consistently increased in years. Before making a purchase, digital consumers tend to always search for product information online.

According to Tripadvisor (2012), 87 percent of the respondents believed that the reviews contained on the website helped them more confident in making a hotel booking, and 98 percent thought that the reviews contained on the hotel booking sites had a high level of accuracy. Tripadvisor itself has a reputation as a tourism information provider website that contains consumer testimonials and evaluations independently based on their experience in using hotels and tourism-related products (Gretzel & Yoo, 2008; Park & Gretzel, 2007). Tnooz (2014), independent media that present information about technology for travel and hospitality, indicated that there was more than 80 percent of tourists reading many reviews in advance before deciding to book a particular hotel, and 53 percent of them indicated they would not book a hotel with no reviews at all. Likewise, with other prospective customers, they can search for information about a hotel from electronic news shared by other consumers who have used the same hotel.

Moreover, the flow of globalization and technology makes it easier for people to carry out daily activities, such as searching for information or making sales via the internet. In this case, people choose to search for information about hotels first before making a purchase decision on a product. The information can come from social media or electronic news that comes from online hotel booking sites. However, not all people can receive this information. Some people tend to search for information only on social media. Some are more likely to see reviews through e-WoM. Besides, not everyone has access to receive information as to their consideration in booking a hotel. It is because not all information from social media or reviews on hotel booking sites is valid and trustworthy. Therefore, marketers must know the factors influencing consumers booking intentions.

Social media is an online service that allows users to create content and share it with other users (Prasad, Gupta, & Totala, 2017). Social media has become an essential part of people's every day. It also has become a tool to develop and strengthen human relations (Elphinston & Noller, 2011). The community also utilizes social media to access

information regarding products and uses existing information as a consideration to make a purchase. The community and the industries in Indonesia are also starting to utilize social media usage for various activities, such as launching their products.

Currently, the majority of social media users are young adults. Stokes (2013) said that young adults are now growing up together with (digital) technology: computers, the internet, social media, interactive TV, smart gadget, micro-blogs, video sharing, and various other platforms, allowing users to socialize online and help to decide the purchase. Social media, such as Facebook, Twitter, Linked In, Instagram, and others, provide flexibility for users to personalize their online pages, communicate with colleagues, and exchange content and information (Matthee, 2011; Duffett, 2017). Social behavior and the conventional mindset of consumers, according to Duffet (2017), have been spread through mass media, such as television, radio, newspapers, and magazines. However, in the 21st century, these traditional media have been displaced and replaced by social media, which has a crucial influence on young consumers.

This research focuses on consumers' intention to booking hotels. According to the Indonesian Statistical Bureau (BPS, 2018), the definition of a hotel is a business that uses a building or part of a building where everyone can stay, eat, and get services of facilities in the building. Before making a hotel booking, consumers tend to find information in advance about the hotel online. Consumers can find information on social media or reviews on online hotel booking sites. Gretzel and Yoo (2008) stated that online review is a valuable source of information for most tourists to come up with booking intentions and make travel decisions. One of the main reasons tourists seek information about hotels is to plan their trip, and it makes sense that the usefulness of online consumer reviews will affect consumer expectations (Xinyuan et al., 2015). Exposure to online reviews makes the level of consumer desire to book hotels higher (Vermeulen & Seegers, 2009). However, it is unclear whether such online reviews would lead consumers to book the hotel based on such reviews or on others factors (Chaw & Tang, 2019; Fu *et al.*, 2020). Therefore, it is important to understand how online reviews could affect online booking intention to certain hotal to shed lights on the mechanism so that marketers could strategize better effort to handle online reviews.

Literature Review and Hypotheses Development

Influence of Social Media on Purchase Intention

Nowadays, the public has used social media for various activities, whether personal and non-personal. Business activities such as marketing and selling product that use social media are the example of non-personal activities. Examples of personal activities are when people use social media to establish communication, seek information, and conduct transactions. Before making a transaction, people can easily search for information regarding products or services on social media.

Along with the development of digital technology, the source of information contained in social media has become sophisticated and yet reliable (Shukla & Shukla, 2011). Yahoo (2015) investigated consumers that tend to seek inspiration and plan a vacation by searching for information from the internet, such as online hotel booking sites and social media like Facebook. Also, based on the identification and internalization of self-experience, consumers tend to share their holiday experiences on social media (Kang & Schuett, 2013). Most consumers also tend to upload photos of their vacation to various websites or social media (Law, Buhalis, & Cobanoglu, 2014).

The increasingly dynamic behavior of people in sharing information on the internet is utilized by consumers who have the intention to book a hotel. Consumers use social media to find information about a hotel. The information can be in the form of recommendations about a hotel given by other people on social media. The information may give recommendations about the facilities, location, and price of rooms in the hotel. The recommendation can also contain reviews given by consumers who have previously booked and used the same hotel. If consumers get complete and concrete information about a hotel, they will be more confident and willing to book a hotel. Social media usage is a component that can influence consumer ordering intentions. Therefore, we propose:

H₁: There is a positive relationship between social media usage and consumer purchase intention on online hotel booking

Influence of e-WoM on Purchase Intention

Word-of-Mouth is defined as a positive or negative statement written by consumers about the products they consume (Hennig-Thurau et al., 2004). Meanwhile, e-WoM is a positive or negative statement created by potential or previous consumers who have used a product, brand, or company available electronically on a large scale (Hennig-Thurau et al., 2004). e–WoM is one of the factors that can influence people's desire to book a hotel. According to Engel, Blackwell, and Kegerreis (1969), e-WoM significantly influenced purchase intention. Other studies have also proven a similar phenomenon (Park, Lee, & Han, 2007; Doh & Hwang, 2009; Ladhari & Michaud, 2015; Book et al., 2018).

Several factors cause e-WoM into consumer's consideration when booking a hotel. The quality, quantity, integrity, and content of electronic news can influence consumers' desire to book a hotel. e-WoM contains positive reviews with reliable sources that make consumers more confident to book a hotel. The quantity of e-WoM also affects the consumer's hotel booking intention. The higher the number of e-WoM available on online hotel booking sites, the more confident consumers are of the information's truth.

Nowadays, many consumers access electronic news on online hotel booking sites. Reviews on online hotel booking sites are more honest and convincing because they come from other consumers who have used the same hotel. People can share information about hotels through reviews or electronic news on online hotel booking sites. Online

third-party travel agencies, such as Tripadvisor and Traveloka, provide reviews with a lower bias level, making these sites very popular (Litvin & Ling, 2001; Kim & Hardin, 2010). Consumer evaluation of a product is also influenced by e-WoM, which is the most popular tool to provide information about a brand (Chevalier & Mayzlin, 2006). Evaluation of a hotel is also greatly influenced by written online reviews by previous hotel consumers (Hong & Park, 2012). Therefore, the hypothesis is as following:

H_2: There is a positive relationship between e-WoM and consumer purchase intention on online hotel booking

Influence of the Social Media Usage on Purchase Intentions Mediated by Trust

Currently, there has been a phenomenon of increasing social media usage of individuals, businesses, government rapidly (Kaplan & Haenleiy, 2010). In addition to personal interests, social media is to publicize and disseminate personal evaluations on products (Chen, Fay, & Wang, 2011). Consumers engage in various behaviors on social media, such as browsing, interacting, sharing, or finding information to convinces them about product marketing (Schultz & Peltier, 2013). Trust makes consumers feel comfortable sharing personal information on social media (Hsiao et al., 2010).

Trust is a person's belief to rely on something related to a particular product or service. Trust has a vital role in commercial transactions between buyers and sellers, especially in an online environment with no direct interaction (Shin, 2013). According to Yeap, Ignatius, and Ramayah (2014), information from consumers on social media itself is considered more credible than information from sellers. Also, consumers who read reviews considered credible will have more confidence and increase purchase intentions because the information on social media reduces the inherent uncertainty in online transactions (Liu & Park, 2015).

In this study, consumers who used social media to search for information about hotels and obtain positive information about the hotel would have more trust than consumers without information from social media. Trust explains the relationship between social media usage and booking intentions. Without trust in information on social media, the level of consumer desire to book hotels will become low. Consumers who have read the information on social media and believe in it will be more confident to book a hotel. The influence of this belief refers to the effect of mediation. From this statement, the hypothesis we propose is:

H_3: There is a positive relationship between social media usage and consumer purchase intention mediated by the trust toward online hotel booking

Influence of e-WoM on Purchase Intention Mediated by Trust

Trust also has to do with the alter of e-WoM on purchase intention. One thing that affects the purchase intention toward a product by online consumers is trust (Jarvenpaa & Staples, 2000; McKnight, Choudhury, & Kacmar, 2002). There is also a strong relationship between online consumer confidence and purchase intentions (Stewart, 2003; Ju Rebecca Yen & Gwinner, 2003; Harris & Goode, 2004).

As in the third hypothesis, trust also provides a mediating effect between e-WoM and purchase intention. Trust explains the relationship between e-WoM on online hotel booking sites and the level of consumer desire to book hotels. Consumers who read electronic news and believe in the information will have a high desire to book a hotel. Conversely, consumers who do not have confidence in e-WoM will not be interested in making a hotel booking. If the consumers read positive reviews about a product, they will trust and feel more confident about booking the hotel. Hence, this study hypothesizes that:

H_4: There is a positive relationship between e-WoM and purchase intention mediated by trust toward online hotel booking

We propose a conceptual model that depicts the hypothesis. It explains the mediating role of trust in e-WoM towards purchase intention in the context of hotel booking intention.
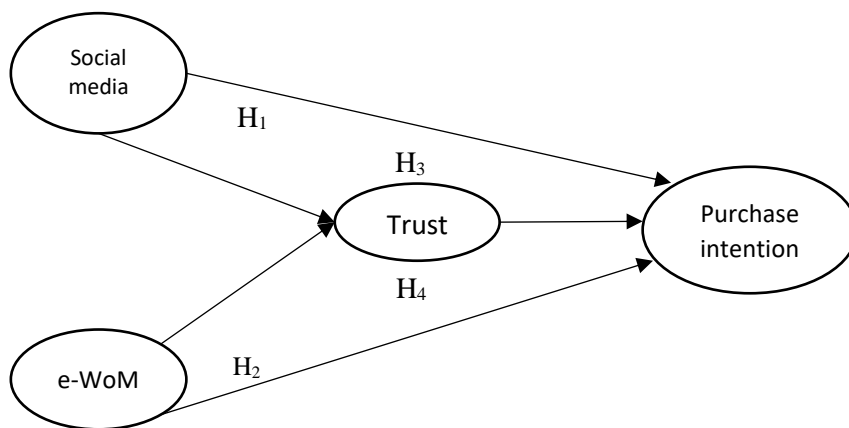

Figure 1 Proposed Model

Research Methods

We approached this study quantitatively by conducting an online survey utilizing a self-administered questionnaire. Our purposively sampled respondents reflected the context of the consumer as a focus in this study, namely those aged between 18 to 34 years old,

were active in social media, and having accessed online travel agencies (such as Traveloka, Booking.com, TripAdvisor, and Airyroom) and various social media (such as Facebook, Instagram, Twitter, and YouTube). We disseminated the link to our survey page through various WhatsApp groups, and potential respondents, according to our requirements, were snowballed from the groups. We utilized regression analysis, including the mediation analysis, with the help of SPSS software. Table 1 shows the items in our questionnaire.

Table 1 Descriptive of items

Variables and items
Social Media Usage
My relationship with the hotel I want to book is increasing because of social media (SMU1).
I use social media to monitor observe in the community (SMU2).
I use social media to observe sales and promotion (SMU3).
I use social media to monitor events (SMU4).
People use social media to contact me (SMU5).
I use social media to enhance my relationship with different brands (SMU6).
I use social media to know the latest trends and events (SMU7).
I use social media to communicate with a particular company (SMU8).
Electronic Word-of-Mouth
I say good things online about the particular hotel (EWOM1).
I speak positive things about the particular hotel (EWOM2).
I recommend online to others to book a particular hotel (EWOM3).
I often read online reviews about the particular hotel to know the kind of hotel that they think is good (EWOM4).
When I book a particular hotel, online reviews from other customers about those hotels make me confident to book the hotel (EWOM5).
Trust
Using the internet has been a fun experience for me personally (TR1).
I get useful information online (TR2).
Social media are safe and trustworthy (TR3).
It is easy for me to trust things or people online (TR4).
I feel satisfaction in using the internet (TR5).
Purchase Intention
I intend to keep booking a particular hotel based on social media and online reviews (CPI1).
I intend to keep using social media and online reviews compared to other alternatives in getting information regarding a particular hotel (CPI2).
The possibility for me to use social media and online reviews to search for information regarding a particular hotel is very high (CPI3).
The possibility for me to recommend others to use social media and online reviews in searching for information regarding a particular hotel is very high (CPI4).

Validity testing shown from the load factor that converge into one respective factor and score above 0.6 (Hair et al., 2006; Sekaran & Bougie, 2013). Similarly, reliability was shown by Cronbach's Alpha score above 0.6 (Sekaran & Bougie, 2013).

Results and Discussion

Respondents' Characteristics

Respondents on this study were primarily female (63,6 percent), aged between 18 to 25 years old (86,3 percent), and currently as university students (78,5 percent). Such profiles showed that the respondents fulfilled the context of our study, namely young and active social media users. Table 2 summarizes in detail the respondents' characteristics in this study.

Table 2 Respondents' characteristics

Demography	n	Percentage (%)
Gender		
Male	149	36.40
Female	260	63.60
Age		
18-21 years	162	39.60
22-25 years	191	46.70
26-29 years	39	9.50
30-34 years	17	4.20
Formal education		
Junior high school/equivalent	3	0.70
Senior high school/equivalent	206	50.40
Diploma	14	3.40
Bachelor	151	36.90
Post-degree	33	8.10
Others	2	0.50
Profession		
High school student	4	1
College student	321	78.50
Employee	47	11.50
Entrepreneur	14	3.40
Others	23	8.60

Instrument assessment

We ensured that our instruments were valid and reliable (Hair et al., 2006), as shown in Table 3. Based on Table 3, we concluded that the instrument was valid and reliable, and thus we conducted the further analysis. Validity was shown from the load factor that converge into one respective factor and score above 0.6 (Hair et al., 2006; Sekaran & Bougie, 2013). Similarly, reliability was shown by Cronbach's Alpha score above 0.6 (Sekaran & Bougie, 2013).

Table 3 Validity and reliability test result

Variables	Items	Factor Loading	Cronbach's Alpha
Social Media Usage	SMU1	0.706	0.755
	SMU2	0.721	
	SMU3	0.861	
	SMU4	0.721	
	SMU5	0.611	
	SMU6	0.851	
	SMU7	0.849	
	SMU8	0.688	
Electronic Word-of-Mouth	EWOM1	0.817	0.757
	EWOM2	0.754	
	EWOM3	0.897	
	EWOM4	0.945	
	EWOM5	0.734	
Trust	TR1	0.687	0.740
	TR2	0.829	
	TR3	0.868	
	TR4	0.845	
	TR5	0.815	
Consumer Purchase Intention	CPI1	0.844	0.860
	CPI2	0.953	
	CPI3	0.848	
	CPI4	0.904	
	CPI5	0.657	

Analysis Descriptive

We utilized regression analysis, including the mediation analysis, with the help of SPSS software. Table 4 shows the detail items in our questionnaire.

Table 4 Descriptive of items

Variables and items	Mean	SD
Social Media Usage	**3.75**	**0.556**
My relationship with the hotel I want to book is increasing because of social media (SMU1).	3.67	0.920
I use social media to monitor observe in the community (SMU2).	3.85	0.906
I use social media to observe sales and promotion (SMU3).	3.80	0.976
I use social media to monitor events (SMU4).	3.96	0.875
People use social media to contact me (SMU5).	4.02	0.900
I use social media to enhance my relationship with different brands (SMU6).	3.64	0.941
I use social media to know the latest trends and events (SMU7).	3.40	0.968
I use social media to communicate with a particular company (SMU8).	3.63	0.847
Electronic Word-of-Mouth	**4.01**	**0.593**
I say good things online about the particular hotel (EWOM1).	3.62	0.790
I speak positive things about the particular hotel (EWOM2).	3.61	0.971
I recommend online to others to book a particular hotel (EWOM3).	4.22	0.853
I often read online reviews about the particular hotel to know the kind of hotel that they think is good (EWOM4).	4.30	0.768
When I book a particular hotel, online reviews from other customers about those hotels make me confident to book the hotel (EWOM5).	4.32	0.764

Table 4 Descriptive of items (cont')

Variables and items	Mean	SD
Trust	3.62	0.582
Using the internet has been a fun experience for me personally (TR1).	4.42	0.655
I get useful information online (TR2).	3.04	0.950
Social media are safe and trustworthy (TR3).	2.83	0.993
It is easy for me to trust things or people online (TR4).	3.94	0.774
I feel satisfaction in using the internet (TR5).	3.88	0.735
Purchase Intention	**4.01**	**0.643**
I intend to keep booking a particular hotel based on social media and online reviews (CPI1).	3.89	0.746
I intend to keep using social media and online reviews compared to other alternatives in getting information regarding a particular hotel (CPI2).	4.09	0.761
The possibility for me to use social media and online reviews to search for information regarding a particular hotel is very high (CPI3).	3.92	0.787
The possibility for me to recommend others to use social media and online reviews in searching for information regarding a particular hotel is very high (CPI4).	4.14	0.768

Model summary

It is shown in Table 5 that social media usage had a t-value of 5.501 and a significance value of 0.000. e-WoM had a t-value of 9,978 and a significance value of 0,000. The coefficient of determination obtained from the regression test was 0.401. The F-value obtained from the multiple regression test was 140,850 with a significance of 0.00, indicating the significant relationship between the independent variables on the dependent variable. It can be concluded that social media usage and e-WoM were statistically supported.

Table 5 Result of multiple linear regression test

IV	DV	B	t-value	Sig.	R^2	F	Conclusion
SMU	CPI	0.515	12.109	0.000	0.265	146.622	H_1 is supported.
e-WOM		0.605	15.316	0.000	0.366	234.573	H_2 is supported.

IV: Independent Variable; DV: Dependent Variable; SMU: Social media usage; EWOM: electronic-WoM; CPI: Purchase intention

To test the mediation effect, we strictly followed Baron and Kenny's (1986) four analysis steps. Firstly, we regressed social media usage (e-WoM) to purchase intention. Secondly, we regressed social media usage (e-WoM) to trust. Third, we regressed trust to purchase intention before regressing social media usage (e-WoM) and trust simultaneously to purchase intention as the last step. Table 6 presents the results in detail.

Table 6 Results of the mediating role of trust

Relationship	Direct Effect	Indirect Effect	Total Effect	Conclusion
SMU to PI				
SMU → CPI	0.515***			
SMU → TR	0.523***			
TR → CPI	0.637***			
SMU → TR → CPI		(0.250 x 0.507) = 0.127***	(0.515 + 0.127) = 0.642***	H₃ is supported
EWOM to CPI				
EWOM → CPI	0.605***			
EWOM → TR	0.502***			
TR → CPI	0.637***			
EWOM → TR → CPI		(0.381 x 0.446) = 0.170***	(0.605 + 0.170) = 0.775***	H₄ is supported

***Sig 0.000
SMU: Social media usage; EWOM: electronic-WoM; CPI: Purchase intention

Table 6 displays that social media usage was proven to affect purchase intention positively, with a β value of 0.515. Social media usage also had a positive influence on trust, with a β value of 0.523. Trust as a mediating variable was also proven to positively influence purchase intention with a β value of 0.637. The indirect effect of social media usage on consumer purchase intention mediated by the trust was also supported, as shown by the multiplication of the β value of each regression result between social media usage and trust on purchase intentions of 0.250 and 0.507, and thus, β value of the indirect effect was 0.127. The sum of β value of social media usage's direct and indirect effects on purchase intentions was known to be 0.642.

Table 5 also exhibits that e-WoM positively influenced purchase intention with a β value of 0.605. e-WoM was proven to have a positive effect on trust with a β value of 0.502. Trust as a mediating variable was also known to influence purchase intention positively, with a β value of 0.637. The indirect effect of e-WoM on purchase intention mediated by trust was also supported by the multiplication of the β value of each regression between social media usage and trust to purchase intentions (0.381 and 0.446). Thus, the β value of the indirect effect was 0.170. The total β value obtained was the sum of the direct and indirect effect of social media usage on purchase intention, resulting in a β value of 0.775. The analysis results for both paths (social media usage and e-WoM) showed the total effect's significance. We concluded that consumer's intention to book a hotel room online was fully mediated by trust. In other words, the effect of social media usage and e-WoM was intensified when both mediated by trust towards information-seeking through the internet.

Activities undertaken by consumers when using social media fell into two categories: consumption and contribution. Consumption is an activity where social media users search and receive information from other users; for example, when consumers read various kinds of information about the product for consideration before making a purchase decision. Meanwhile, contributions are activities where users provide

information about something to other users. Forms of contribution include when consumers share information about a product on social media so that other users can find that information. Lately, consumption activities are mostly carried out by social media users compared to contributing activities (Jones, Ravid, & Rafaeli, 2004).

Prasad et al. (2017) have proved that social media usage positively influenced purchase decisions. The positive relationship among the variables showed that the more information about available hotels on social media, the higher the intention of a consumer to purchase a product, which, in this context, is to make a booking online. Thus, social media usage is one of the essential factors determining consumer intentions in booking hotels online.

One type of information found on social media that consumers commonly access was product information. After searching for information on social media, people can decide whether to buy the product. Social media provides authentic information from all over the world, making it easier for consumers to carry out various activities like interacting with other social media users and comparing certain information (Prasad et al., 2017). In addition to the information found on social media, consumers also seek information from various sources. One source of information about consumers' choice is e-WoM found on various sites, especially online travel agencies.

Prasad et al. (2017) studied that e-WoM positively influenced a consumer purchase decision. The positive relationship between variables revealed that the more e-WoM available on online hotel booking sites, the higher the consumer's intention to purchase. Therefore, e-WoM is one of the essential factors that determined intention in booking hotels.

Anderson (1998) stated that word-of-mouth is informal communication between several personal who discuss the evaluation of a product used. It is also be interpreted as non-commercial human communication about experiences related to a brand, goods, or services (Arndt, 1967). Typically, consumers who want to share related information via mobile phones have direct communication to provide and listen to reviews of brands, goods, or services. However, now, consumers who want to find or share information about experiences about a product do not need to do that conventional way again. With technological development, consumers can share information via the internet using devices (e-WoM).

E-WoM is a positive or negative statement created by potential or consumers who have used a product, a brand, or a company. E-WoM is accessible to the general public or institutions electronically on a large scale (Hennig-Thurau et al., 2004). E-WoM is made by consumers who have tried using a product and contains consumer reviews about the product. The existence of e-WoM can make it easier for potential consumers who want to make a purchase decision of a product to get a review of the quality and experience of others who have used that product. E-WoM has a vital role, where consumers can express their opinions while consuming a particular product (Bickart & Schindler, 2001; Godes & Mayzlin, 2004; Hennig-Thurau et al., 2004; Chevalier & Mayzlin, 2006). E-WoM is more

efficient than WoM because of its ease of access and extensive reach (Chatterjee, 2001). Some researchers have claimed that consumers tend to depend on information sourced from electronic telecommunications because they are considered far from commercial motives and are more reliable (Bickart & Schindler, 2001; Gruen, Osmonbekov, & Czaplewski, 2007; Van Beuningen et al., 2009; Kim & Gupta, 2012; Berger, 2014). E-WoM is also one of the components that can influence consumer's hotel booking intentions.

Consumers consider e-WoM and information contained on social media in making purchasing decisions. Although it has an influence, the influence level that arises will differ if consumers do not have confidence in the information contained on social media or electronic tread. From this statement, it is evident that trust also plays a vital role as a consumer's consideration before buying a product.

The study (Prasad et al., 2017) revealed that social media usage positively influenced consumer purchase decisions mediated by trust. The positive relationship among the variables showed that the higher the consumer's trust in the information available on social media, the higher the consumer's intention to make a purchase. It can be concluded that trust is one of the critical factors influencing the relationship between social media usage and consumer purchase intention in online booking hotels.

In terms of the trust, it is defined as a person's belief to rely on something. Trust has an essential role in human relations (Lin & Lu 2010) directly and indirectly. According to Morgan and Hunt (1994), trust arises when one considers that his communication partner is honest and reliable. Mayer, Davis, and Schoorman (1995) developed a model showing that a person is trustworthy based on ability or competence, deeds, and integrity. Someone is said to be trustworthy if he has the capability, sufficient knowledge, and qualified skills. A person will also be more trusted if putting the interests of others ahead of one's interests and having integrity or holding fast to the principles shared by others.

Based on Lewis and Weigert (1985), trust consists of two dimensions: cognitive and affective. The affective aspect refers to the trust that comes from the emotional side of a person, while the cognitive side refers to the mind or logic of the person himself (Ziegler & Golbeck, 2007). According to Ziegler and Golbeck (2007), affective trust results from personality cues and relationships from the human senses. Meanwhile, cognitive trust results from more concrete connections, such as one's background or experience, removing the uncertainty in a relationship.

According to Blau (1964), trust increases when one party's expectations are consistent and compatible with the other party, and if the other party behaves otherwise, trust will decrease. A previous study has confirmed that trust might directly affect purchase intentions (Jarvenpaa & Tractinsky, 1999). A company website is also a success if it meets consumers' determinants of online trust (Balasubramanian, Konana, & Menon, 2003; Grabner-Krauter & Kaluscha, 2003; Koufaris & Hampton-Sosa, 2004). According to Sparks and Browning (2011), trust has an essential role in the accommodation industry, especially in hospitality.

In this study, the trust could be one's belief in someone who shares information on social media and e-mails about hotels and considers the information honest and reliable. Trust also refers to consumers' readiness to bear all the risks that may arise because they are convinced of the information's integrity and reliability obtained through social media or e-WoM (Lin & Lu, 2010). Someone who trusts the information on social media or gets expose to e-WoM about the hotel will be more confident in determining the following steps, including the desire to buy or, in the context of this research, the intention to book a hotel.

The study also found that e-WoM positively influenced consumer purchase intention mediated by trust. The positive relationship among the variables informed that the higher the consumer's trust in e-WoM found on online hotel booking sites, the higher the consumer purchase intention.

Intention refers to the desire that arises to do a specific thing. Purchase intention is a mental condition where consumers desire to experience the process of making decisions in purchasing a product (Wells, Valacich, & Hess, 2011; Dodds, Monroe, & Grewal, 1991). Purchase intention in this study context refers to hotel booking intention, which differs from the consumer purchase decision. A purchase decision is the consumers' level of interest and concern to buy a product (Mittal, 1989). Purchase intention is a stage that occurs before a consumer decides on a purchase. Consumer purchase intention is the level at which the consumer merely desires to buy the product, while the decision to buy is the stage where the consumer has decided to buy a product.

Many things affect the emergence of consumers' desires to buy products. One of the things that affect consumer purchase intention is information about the product available online or offline. Today, consumers tend to access information online because it is more accessible and practical, saving money. In determining whether to place an order, consumers can consider information about a product available (Kim, Ferrin, & Lao, 2008). This information is obtained from social media or electronic messages.

This information also did not directly affect the level of consumer desire to book a hotel. Several factors, such as the quantity, quality, integrity, and content of the information, also influence consumer hotel booking intention. According to Park et al. (2007), the excellent quality and quantity of information about the products available could affect consumers' desire to buy a product. The integrity and quality of the content on social media and electronic news convince consumers to purchase products. Positive information about the product makes consumers trust more so that the level of consumer desire to buy a product available will be higher. Consumers tend to depend on information regarding other products written by previous consumers (Senecal & Nantel, 2004). It indicates the strength and persuasion power of online product reviews (Litvin & Ling, 2001).

Conclusion

This study proved that the information contained on social media could positively influence consumer purchase intention on online hotel booking. This positive effect arose because consumers perceived that social media could help them choose the hotel to book because they contain complete information: price, facilities, and others. It was the information's completeness that made it easier for consumers to make choices. The results confirmed the hypothesis test results in the previous study, which stated that social media usage significantly influenced consumer purchase decisions (Prasad et al., 2017).

e-WoM also had an essential role in determining consumer purchase intention in online hotel booking. The more the number of e-WoM shared, especially the positive one on online hotel booking sites, would further increase consumers' desire to book hotels online. The large numbers of positive reviews found on online hotel booking sites would increasingly convince consumers about the quality of hotels. This result supported the previous study that stated that e-WoM significantly influenced consumer purchase decisions (Prasad et al., 2017).

This study also confirmed that in addition to having a direct effect, social media usage also had an indirect effect on consumer purchase intention because of trust as the mediating variable. Trust played an essential role in determining consumer intentions to book hotels based on social media information. The amount of information circulating on social media made consumer confidence in the quality of the information higher to increase the intention to book a hotel.

This study also verified that in addition to its direct influence, e-WoM also had an indirect effect on consumer purchase intention with trust as a mediating variable. The level of consumer confidence would increase if large quantities of positive e-WoMs were found on online hotel booking sites. The number of e-WoM found on the hotel booking site indicated that the high number of consumers booked the hotel; thus, the online reviews could increase potential consumer trust. This high level of trust could later influence consumer desire to book hotels online. Therefore, the influence of e-WoM on consumer purchase intention mediated by the trust was statistically supported.

Research limitation

The study is not without its limitations. Firstly, this study was limited to consumers who had social media accounts and accessed online hotel booking sites, while consumer online purchasing activities are not only related to hotels but also other products. Therefore, the results could not be generalized to all online product category purchases. Secondly, this study only discussed the social media usage variable and e-WoM variable in general. It did not consider further particular factors, such as volume, quantity, and other aspects following those variables.

Managerial implications

The study proved that e-WoM had a strong influence directly and indirectly on consumer purchase intention, with trust as the mediating variable. The information contained in e-WoM is considered more credible than the information contained in individual consumer social media. Based on the statement, managers and marketers of online hotel booking sites may start paying attention to e-WoM on online hotel booking sites. Online site managers themselves shall display the online reviews about the hotel that is easy for consumers to find. Besides, hotel managers should be prompt in responding to all the reviews regarding their hotel service.

e-WoM is written based on the honest consumer experience who booked and stayed at the hotel. Consumers tend to observe and measure the hotel's quality, such as the facilities, location, cleanliness, services, and others. Therefore, the hotel is always encouraged to improve the quality. The implementation of improving the quality of the hotel consists of providing the best service to consumers, improving hotel facilities, and maintaining hotel cleanliness. By doing these things, consumers will get satisfied. With more satisfied consumers, information and reviews written on the internet will also be more positive. Positive e-WoM will make potential consumers more confident and intend to book the hotel.

Future research suggestion

Future studies may overcome the limitations of this study with the following suggestions. (1) Future studies may test hypotheses in a broader scope, not only hotels but also other product categories with an online presence. It may be interesting to see how another consumer behaves in other product categories; (2) Further study may discuss social media usage and e-WoM to understand more specific aspects, such as quantity, quality, and content of the information available on the internet. It will give a more accurate result.

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