Effect Of E-Service Quality And Online Review on Guest Satisfaction at Virtual Hotel Operator in The City Of Semarang

Tuwuh Adhistyo[1], Wenefrida Ardhian Ayu Hardiani[2], Mukhamad Kholil Aswan[3]

[1,2,3]Sekolah Tinggi Ilmu Ekonomi Pariwisata Indonesia

E-mail : zefanya.adhistyo@gmail.com[1], wenefrida.ayu@gmail.com[2], kholilaswan14@gmail.com[3]

ABSTRACT

The basis of this research is the increasing number of virtual hotel operators that are growing and developing in the city of Semarang, especially Reddorz. Reddorz is one of the brands of the Virtual Hotel Operator that was able to expand its business network in just 48 months and was able to dominate three major markets in Southeast Asia. In the city of Semarang itself there are approximately 38 reddorz. Virtual hotel operators are considered to have their own appeal for potential customers with the conveniences and facilities provided as well as the features displayed on the virtual hotel operator's page. E-Service quality is very important in the online business industry as it is today. E-service quality is the company's long arm in the virtual world that represents all services to consumers who need help and guidance when they need their products or services. In today's hotel industry, booking rooms using web pages or applications is very important. The completeness of the features and menus displayed will have a huge impact on guests, especially in making it easier to search. A person's decision making is influenced by many things, especially in purchasing a product or service. The review is one of the factors that influence consumers in making purchasing decisions. Online reviews are currently an open opinion that is highly relied upon by consumers rather than promotions or banners or advertisements for a product. Online reviews on a product, especially hotels, dominate consumers in making room reservations. Online reviews tell honest empirical experiences that cannot be covered by companies that have an impact on other consumers who read them. This study uses a quantitative approach. In this study, the design in this research is a case study on a virtual hotel operator, which in this case is Reddoorz. This study aims to determine the effect of e-service quality and online review on guest satisfaction at the Reddoorz hotel in the city of Semarang. This research was conducted from November to April. The choice of research location in the city of Semarang with the assumption that the growth of Reddoorz is very fast. The population in this study are guests who stay at reddoorz either who book rooms through the pages and applications that have been provided, or guests who come directly..

Keywords: e-service quality, online review, satisfaction.

INTRODUCTION

The increasing global and open economy currently has a positive impact on all existing sectors. This increase opens up opportunities for the wider community to carry out mobility, both as service providers and buyers of services or products. This population growth will have an impact on accommodation needs and other needs for entrepreneurs and business people. With this increase, by business people this

opportunity is considered a demand that must be fulfilled and becomes a business opportunity.

Startups view the need for accommodation as an opportunity that must be answered. Many industrial accommodations have developed as a result of economic developments. The growing accommodation targets many markets, from the lower class to the upper class. Even today, many industries are developed based on one's needs. Meet the need to rest only and not complete with complete facilities like a star hotel.

Industrial development no longer has to be managed by large companies with large offices and owning properties everywhere. Industrial management has developed to a more advanced level, where companies do not need to own many properties. This management is done online and can be monitored from anywhere without having an office at the property. This model is known as a virtual hotel operator, where a company name will be a re-brand of an existing property. Reddoorz, which is a brand of a virtual hotel operator, has long been developing its business in the Southeast Asian business area, especially in the city of Semarang.

The emergence of reddoorz which responds to market demand will certainly not run smoothly. reddoorz cafe requires the presence of consumers as service users. The decision to buy by consumers is certainly not without consideration, there are many things to consider. Some of these considerations include e-service quality and online reviews that can have an impact on customer or guest satisfaction while staying at reddoorz.

consumer destination is very important for the accommodation industry. The goal is to measure whether the company has provided the best service to guests. In this case, e-service quality and online review are the variables that researchers measure. The red door as an object that must be considered qualifies as a virtual hotel operator that has developed and developed and become a big brand in the ranks of other virtual hotel operators. With the development of the online business industry, the researcher hopes that this research can influence e-service

quality information and online reviews on customer satisfaction at Reddoorz Hotel.

Literature Review

A virtual hotel operator is a hotel operator that cooperates with various hotels (generally budget hotels, but recently expanded to villas or four-star hotels and above) to provide standard facilities and quality of service to residents. VHO adopts the same working style as online motorcycle taxis. They have no hotels or employees. The basic concept of VHO is "rebranding" for hotel or shelter owners who want to join. Each VHO has its own operational standards as a checklist for their partners. VHO can change the price of a good hotel to be more affordable, provide the best budget hotel in an area, and even make hotels more livable by improving facilities and quality control that is carried out every month.

Basically, e-Service Quality is the development of service quality which is applied to an electronic media. E-Service Quality or also known as E-ServQual, is a new version of Service Quality (ServQual)(VO, Chovancová, and Tri 2020). E-ServQual was developed to evaluate a service provided on the Internet network. E-service Quality is defined as an extension of the ability of a site to facilitate shopping, purchasing and distribution activities effectively and efficiently (Afifah, Komariah, and Norisanti 2020).

Online customer reviews (OCRs) are reviews given by consumers related to information from evaluating a product about various aspects, with this information consumers can get the quality of the product they are looking for from reviews and experiences written by consumers who have purchased products from sellers. on line(De Pelsmacker, van Tilburg, and Holthof 2018). Consumers usually look for quality information when deciding to buy a product. With the increasing popularity of the internet, online customer reviews have become an important source for consumers to find out the quality of a product(Chakraborty and Biswal 2020). These online customer reviews (OCRs) can contain

both positive and negative things about the product or company (the seller) and are made by consumers via the internet(P. J. Lee, Hu, and Lu 2018), and describe characteristics (such as advantages and disadvantages).) of a product (Thu 2020) Online customer reviews (OCRs) are a form of word of mouth communication in online sales(Fong et al. 2018), where prospective buyers get information about products from consumers who have benefited from these products(Chakraborty 2019). Where electronic Word of Mouth (eWOM) is defined as a statement both positive and criteria made by people who will buy products, people who have purchased products, or anyone who wants to comment related to a product(De Pelsmacker, van Tilburg, and Holthof 2018). As a result, consumers are easier to find comparisons with similar products sold at other online sellers, this is because of the rapid use of digital marketing so that it provides benefits to consumers, namely consumers do not have to visit different sellers directly (M. Lee et al. 2020) .

If consumers have difficulty predicting the quality of a product or if the alleged criteria for the product are ambiguous, then the existence of information becomes one of the determinants in making decisions(Wulandari and Pratiwi 2020). This information is obtained from reviews from consumers who have purchased or used the product(Usta, Berezina, and Cobanoglu 2014). Prospective consumers should seek information about the product before making a purchase(Rosyid and Mukti 2020). This is because potential consumers do not have experience with these products (Thu 2020)

When shopping online, consumers face many choices, on the other hand consumers have little direct information with the product because the consumer cannot touch or feel the product(Thu 2020). To overcome this weakness, OCRs are made that provide relevant information to consumers(Chakraborty and Biswal 2020), said to be relevant because OCRs are carried out voluntarily by consumers who have purchased the product.

According to (Kotler 2017) consumer satisfaction is; " a persons feeling of pleasure or disappointment resulting from comparing a products received performance (or ourcome) in relations to the persons' expectation. Kotler also stated the characteristics (indicators) of satisfied consumers as follows:

a. Loyal to the company Satisfied consumers tend to be loyal where they will repurchase products from the same company

b. The existence of positive word of mouth communication Positive word of mouth communication, namely recommendations to other potential customers and saying good things about the product and company

c. The company becomes the main consideration when buying other products.

When consumers want to buy other products, companies that have given satisfaction to them will be the main consideration.

METHOD

Research Design This research was conducted with a quantitative approach. The research design is a case study, with reddoorz in Semarang City. This study investigates the effect of e-service quality and online review on reddoorz consumer satisfaction in the city of Semarang.

Research Time and Place

The research was conducted in November 2020 – April 2021. The selection of the Reddoorz location in the city of Semarang was due to the very rapid development of Reddoorz.

Population and Respondents

The population in this study are guests who stay at reddoorz either who book rooms through the application and the web provided or those who come directly. The population is infinity because the number is not known with certainty. The population is not limited, then a sample of 100 people taken from a population of 5000 roughly has the same estimation accuracy as 100 samples taken from a population of 200 million. The sample is part of the subject that actually becomes a study. The sampling technique used was the accidental sampling

technique which was carried out by obtaining data from a set of populations, then incidentally or by chance without using a particular plan and deemed the data obtained suitable as a data source. The sample in this study were 100 respondents as guests who had stayed at Reddoorz in the city of Semarang.

Data sources
Sources of data used in the study are:
1. Primary data,
Primary data, namely data obtained directly from the source, was observed and recorded for the first time. In this study, primary data was obtained from interviews and the results of distributing questionnaires directly to 100 consumers as guests who had stayed at Reddoorz in the city of Semarang. The results of the data are collected and processed by the research itself
2. Secondary data
Secondary data is data obtained indirectly. In this study, secondary data were sourced from literature studies through various journals, books, and research articles

Collection Technique
Data This research uses data collection techniques:
1. Questionnaire
In this study, data were obtained by distributing questionnaires. The questionnaire is designed in such a way that all respondents are expected to be able to answer all questions. The questionnaire used in this study was in the form of questions. The scale used in the questionnaire is using a five-point "Likert" scale with graded answers in five categories, namely: 1 for strongly disagree, 2 for disagree, 3 for moderately agree, 4 for agree and 5 for strongly agree.

2. Interview
It is a process of collecting data by conducting questions and answers while meeting face-to-face between researchers and respondents who become consumers as guests who have stayed at Reddoorz in the city of Semarang.

Data analysis
First, the researcher conducted a validity test and reliability test using SPSS 25.0 then the data analysis technique used inferential statistics (Sugiyono 2016)
1. Validity Test
Validity test is used to measure the validity/validity of a questionnaire. A questionnaire is said to be valid if the statement on the questionnaire is able to reveal something that is measured by the questionnaire(Ghozali 2013). Testing the validity in this study using the Pearson product moment correlation which was processed with the SPSS version 25.0 program.
2. Reliability Test
Reliability is actually a tool to measure a questionnaire which is an indicator of data analysis techniques using variable or construct factor analysis(Ghozali 2013). Reliability test aims to determine how far a measuring instrument can be trusted.

Hypothesis test
1. Multiple regression analysis
Multiple regression analysis was used to determine how much influence the relationship between the independent variables had on the dependent variable.
2. Partial Test (t-test)
Partial test or t test to determine whether or not there is a significant effect on the independent variables on the dependent variable individually
3. Simultaneous Test (F-test)
Simultaneous test or F test to see if all the independent variables really have a simultaneous or joint effect on the dependent variable.
4. Coefficient of Determination (R-Squere)
The R square test is used to measure the variation in the relationship between the independent variable and the dependent variable..

RESULT and DICUSSION

1. Descriptive Analysis

This test is used to determine the minimum and maximum scores, average scores, and standard deviations of each variable. The results are as follows:

Table 1. Descriptive Statistical Analysis Results

Descriptive Statistics

	N	Minimum	Maximum	mean	Std. Deviation
E-service Quality (X1)	100	5	25	18.68	3,954
Online Reviews (X2)	100	6	25	19.33	3.977
Guest Satisfaction (Y)	100	6	20	14.99	3,274
Valid N (listwise)	100				

E-service Quality obtained a minimum variance of 5 and a maximum variance of 25 with an average score of 18.68 with a standard deviation of 3.954. Online Review obtained the minimum variance is 6, and the maximum variance is 25 with an average score of 19.33 with a standard deviation of 3.977.Guest Satisfaction obtained a minimum variance of 6 and a maximum variance of 20 with an average score of 14.99 with a standard deviation of 3.274

1. Test validity and reliability

This test aims to see how much the validity and reliability of each variable are as follows;

Table. 2 Test the validity of the variables

variable	Question items	Significance	Standard Significance	Information
Online Reviews (X1)	X1.1	0.000	0.05	Valid
	X1.2	0.000	0.05	Valid
	X1.3	0.000	0.05	Valid
	X1.4	0.000	0.05	Valid
	X1.5	0.000	0.05	Valid
E-service Quality (X2)	X2.1	0.000	0.05	Valid
	X2.2	0.000	0.05	Valid
	X2.3	0.000	0.05	Valid
	X2.4	0.000	0.05	Valid
	X1.5	0.000	0.05	Valid
Guest Satisfaction(Y)	Y1.1	0.000	0.05	Valid
	Y1.2	0.000	0.05	Valid
	Y1.3	0.000	0.05	Valid
	Y1.4	0.000	0.05	Valid

From the validity test the value of all Online Review, E-service Quality and Guest Satisfaction items, the significance value ≤ of Standard Significance is 0.05, so it is valid

Table 3 Reliability Test

variable	Cronbach's Alpha	Alpha Standard	Information
E-service Quality (X1)	0.912	0.7	reliable
Online Reviews (X2)	0.906	0.7	reliable
Guest Satisfaction(Y)	0.887	0.7	reliable

From the data from the reliability test, Cronbach's Alpha value from E-service Quality, Online Review and Guest Satisfaction ≥ Standard Alpha is 0.7, so it is reliable.

2. Hypothesis testing

Hypothesis testing using multiple regression analysis, Partial Test (t-test), Simultaneous Test (F-test) and Coefficient of Determination (R-Squere) and the results are as follows;

a. Multiple Linear Regression Analysis

This regression test is intended to determine the change in the dependent variable if the independent variable changes. The test results are as follows;

Table 4. Multiple Linear Regression Results
Coefficients

Model		B	Std. Error	Beta	t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
1	(Constant)	-.075	.725		-.104	.917
	E-service Quality (X1)	.624	.047	.753	13,342	.000
	Online Reviews (X2)	.177	.046	.214	3.798	.000

a. Dependent Valiable: Guest Satisfaction

Based on the test results in the table above, the regression equation Y = -.075 + 0.624X1 + 0.177X2. From these equations it is explained as follows:

1) A constant of -0.75 means that if E-service and Online Review are not available then the value of Guest Satisfaction is -0.75 points.

2) E-service Quality regression coefficient is 0.624. This number is positive, meaning that every time there is an increase in E-service Quality of 0.624, Guest Satisfaction will also increase by 0.624 points.

3) Online Review's regression coefficient is 0.177. This number is positive, meaning that every time there is an increase in Online Review of 0.177, the employee's performance will also increase by 0.177 points

b. Partial Test (t-test)

Partial test is meant to see the effect partiallybetween independent and dependent variables. The results are as follows;

Table 5. Results of Testing the Correlation Coefficient of E-service Quality on Guest Satisfaction
Correlations

		E-service quality (X1)	Guest Satisfaction (Y)
E-service quality (X1)	Pearson Correlation	1	.899 **
	Sig. (2-tailed)		.000
	N	100	100
Guest Satisfaction (Y)	Pearson Correlation	.899 **	1
	Sig. (2-tailed)	.000	
	N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

The test results obtained a correlation value of 0.899 means E-service quality have strong relationship with Guest satisfaction.

Table 6. Correlation Coefficient Test Results Online Review Against Guest Satisfaction
Correlations

		Online Review (X2)	Guest Satisfaction (Y)
Online Review (X2)	Pearson Correlation	1	.725 **
	Sig. (2-tailed)		.000
	N	100	100
Guest Satisfaction (Y)	Pearson Correlation	.725**	1
	Sig. (2-tailed)	.000	
	N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

The test results obtained a correlation value of 0.725 means Online Review have strong relationship with Guest satisfaction.

Table 7. Hypothesis Test ResultsE-service Quality Against Guest Satisfaction
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.090	.700		1,557	.123
	E-service quality (X1)	.744	.037	.899	20,288	.000

a. Dependent Variable: Guest Satisfaction

Based on the table above are the test results, E-service qualityaccepted. The value of t is obtained, namely20,288 with a significance of 0.000 < 0.05 thus, there is a significant effect between E-service quality against Guest Satisfaction and the first hypothesis are accepted.

Table 8. Hypothesis Test ResultsOnline Review Against Guest Satisfaction
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.458	1,130		3.060	.003
	Online Review (X2)	.597	.057	.725	10,415	.000

a. Dependent Variable: Guest Satisfaction

Based on the table above are the test results Online Reviewaccepted. The value of t is obtained, namely10,415 with a significance of 0.000 < 0.05 thus, there is a significant effect between Online Review to Guest Satisfaction and the second hypothesis are accepted.

c. Simultaneous Test (F-test)
F test is intended to see the effect simultaneouslyor together between the independent and dependent variables. The results are as follows;

Table 9. F-test results betweenOnline Review Against Guest Satisfaction

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	883,377	2	441,688	241,219	.000a
	Residual	177,613	97	1,831		
	Total	1060,990	99			

a. Predictors: (Constant), Online Review, E-Service Quality
b. Dependent variable: Guest Satisfaction

Based on the test results in the table above, the F value is obtained, namely 241,219 with a significance of 0.00 < 0.05 thus, there is a significant influence between E-Service Quality, Online Review and Guest Satisfaction.

d. Coefficient of Determination (R-Squere)

The R square test is used to measure the magnitude of the variation in the relationship between the independent variable and the dependent variable. The results are as follows;

Table 10. Test Results for the Coefficient of Determination betweenE-service Quality Against Guest Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.899a	.808	.806	1,443

a. Predictors: (Constant), E Service Quality)

Based on the test results obtained a value of determination of 0.808 means E-service Quality has an influence of 80.8% on Guest Satisfaction

Table 11. Results of Testing the Coefficient of Determination betweenOnline Review Against Guest Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.725a	.525	.521	2.267

a. a. Predictors: (Constant), Online Review

Based on the test results obtained a determination value of 0.525 means Online Review has an influence of 52.5% on Guest Satisfaction.

Table 12. Results of the Coefficient of Determination Testing betweenE-service Quality And Online Review Against Guest Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.912a	.833	.829	1.353

a. Predictors: (Constant), Online Review, E-Service Quality

Based on the test results obtained a determination value of 0.833 means E-service Quality and Online Review has an influence of 83.3% on Guest Satisfaction, while the remaining 16.7% is influenced by other factors.

DISCUSSION OF RESEARCH RESULTS

1. Influence E-service Quality Against Guest Satisfaction

E-service Quality has a significant effect on Guest Satisfaction with a

correlation of 0.899 or have a strong relationship with the contribution 80.8%. Hypothesis testing is obtained t value of20,288with a significance of 0.000 < 0.05. Thus, the first hypothesis is accepted which is proposed that there is a significant influence betweenE-service Quality on Guest Satisfaction is accepted.

2. **Influence Online Review Against Guest Satisfaction**

Online Review has a significant effect on Guest Satisfaction with a correlation of 0.725 or have a strong relationship with the contribution 52.5%. Hypothesis testing is obtained t value of10,415 with a significance of 0.000 < 0.05. Thus, the first hypothesis is accepted which is proposed that there is a significant influence betweenOnline Review on Guest Satisfaction is accepted.

3. **Influence E-service Quality and Online Review of Guest Satisfaction**

E-service Quality and Online Review have a significant effect on Guest Satisfaction with the regression equation Y = -.075 + 0.624X1 + 0.177X2, the correlation value is 0.912 or has a strong relationship with the contribution of 83.3% influence while the remaining 16.7% is influenced by other factors. Hypothesis testing obtained F value of241,219with a significance of 0.00 < 0.05. Thus the third hypothesis proposed that there is a significant effect betweenE-service Quality and Online Reviews of Guest Satisfaction are accepted.

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CONCLUSION

1. **Conclusion**
   a. E-service Quality has a significant effect on performance with a contribution of 80.8%. Hypothesis test is obtained t value of20,288 with a significance of 0.000 < 0.05.
   b. Online Review has a significant effect on performance with a contribution of52.5%. Hypothesis test is obtained t value of10,415 with a significance of 0.000 < 0.05.
   c. E-service Quality and Online Review have a significant impact on Guest Satisfaction with a contribution of 83.3%. while the remaining 16.7% is influenced by other factors. Hypothesis test is obtained F value of241,219 with a significance of 0.00 < 0.05.

2. **Suggestion**
   a. Reddorz must always improve E-service Quality or the quality of electronic services to increase user and guest satisfaction. Reddorz should also respond and look at user reviews to increase satisfaction.
   b. Reddorz must always innovate and improve E-service Quality and Online review because of data processing, if E-service Quality and Online reviews remain, guest satisfaction decreases.
   c. For future researchers, maybe the scope can be expanded outside the city of Semarang, and can complement the shortcomings of this research in various ways. So that research on similar matters can provide benefits for all.

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