

THE INFLUENCE OF ONLINE CUSTOMER REVIEWS AND CUSTOMER TRUST ON ROOM PURCHASE DECISIONS AT ASTON NAGOYA CITY HOTEL BATAM

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Article Info

Keywords:

Online Customer Review;
Customer Trust;
Room Purchase Decision;
Hotel.

ABSTRACT

This study aims to analyze the influence of Online Customer Reviews and Customer Trust on Room Purchase Decisions at Aston Nagoya City Hotel Batam. The study employed a quantitative method with a causal associative approach. Data were collected through questionnaires distributed to 130 respondents selected using a purposive sampling technique. The data were analyzed using multiple linear regression analysis with the assistance of SPSS version 27. The results indicate that the Online Customer Review variable obtained a mean score of 4.115, Customer Trust obtained a mean score of 4.145, and Room Purchase Decision obtained a mean score of 4.177, all of which were categorized as good. The hypothesis testing results reveal that Online Customer Reviews and Customer Trust have a positive and significant effect on Room Purchase Decisions, both partially and simultaneously. The Adjusted R^2 value of 0.557 indicates that the two independent variables explain 55.7% of the variation in Room Purchase Decisions, while the remaining 44.3% is influenced by other factors not examined in this study. The findings are expected to provide valuable insights for hotel management in improving service quality, effectively managing customer reviews, and strengthening customer trust to enhance room purchase decisions.

Article Information

Kata Kunci:

Online Customer Review;
Customer Trust;
Keputusan Pembelian Kamar;
Hotel.

ABSTRACT

Penelitian ini bertujuan untuk menganalisis pengaruh Online Customer Review dan Customer Trust terhadap Keputusan Pembelian Kamar di Aston Nagoya City Hotel Batam. Penelitian menggunakan metode kuantitatif dengan pendekatan asosiatif kausal. Data diperoleh melalui penyebaran kuesioner kepada 130 responden yang dipilih menggunakan teknik purposive sampling. Analisis data dilakukan menggunakan analisis regresi linear berganda dengan bantuan SPSS 27. Hasil penelitian menunjukkan bahwa Online Customer Review memperoleh nilai rata-rata 4,115 dan Customer Trust sebesar 4,145, sedangkan Keputusan Pembelian Kamar memperoleh nilai rata-rata 4,177 yang seluruhnya berada pada kategori baik. Hasil uji hipotesis menunjukkan bahwa Online Customer Review dan Customer Trust berpengaruh positif dan signifikan terhadap Keputusan Pembelian Kamar, baik secara parsial maupun simultan. Nilai Adjusted R^2 sebesar 0,557 menunjukkan bahwa kedua variabel independen mampu menjelaskan 55,7% variasi Keputusan Pembelian Kamar, sedangkan sisanya dipengaruhi oleh faktor lain di luar penelitian. Hasil penelitian ini diharapkan dapat menjadi masukan bagi pihak hotel dalam meningkatkan kualitas layanan, mengelola ulasan pelanggan secara optimal, serta membangun kepercayaan pelanggan untuk meningkatkan keputusan pembelian kamar.

Article History

Received : 19/07/2026
Revised : 20/07/2026
Accepted : 22/07/2026

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1. Introduction

The tourism industry in Indonesia is experiencing very rapid development in line with increasing community mobility, economic growth, and lifestyle changes that make tourism activities one of the needs[1]. These developments have also encouraged an increase in demand for various tourism support facilities, especially in the accommodation sector such as hotels, lodgings, and resorts[2]. The increasingly fierce competition in the hospitality industry requires every hotel to not only provide quality facilities, but also to be able to provide satisfactory service and build a positive image in the eyes of consumers. In these conditions, an effective marketing strategy is an important factor to attract guest interest and maintain customer loyalty[3].

Along with the development of information technology and the internet, consumer behavior in making purchasing decisions has also changed. Before booking a hotel room, potential guests tend to seek information through various digital platforms, especially reviews provided by previous customers[4]. Online customer reviews are one of the trusted sources of information because they contain real customer experience regarding the quality of products and services received[5]. These reviews help potential consumers assess the credibility of the hotel while reducing the risks that may arise before making a purchase. In addition to online customer reviews, customer trust also plays an important role in influencing purchase decisions, because trust reflects consumer confidence in the hotel's ability to provide services according to expectations[5].

Purchase decision is the process when consumers make a choice for a product or service based on the information obtained, then decide to make a purchase. In the hospitality industry, room purchase decisions are influenced by a variety of factors, including the quality of information available through online customer reviews and the level of customer trust in hotels[6]. The more positive the reviews received and the higher the level of consumer trust, the greater the opportunity for consumers to book a room. On the other hand, negative reviews and low customer trust can reduce potential guests' interest in making a purchase and even encourage reservation cancellations[7].

Aston Nagoya City Hotel Batam is one of the three-star hotels managed by Archipelago International and located in the strategic area of Batam City. This hotel has various types of rooms and facilities that support the needs of tourists and business travelers. However, based on internal hotel data, there is still a phenomenon of cancellation that

occurs during the period from December 2025 to May 2026. The relatively high number of cancellations indicates that there are still factors influencing consumer purchasing decisions, which led some guests to cancel their bookings before using hotel services.

This problem is also reinforced by various customer reviews found on digital platforms such as Google Reviews, Agoda, and Trip.com. Several guests complained about the cleanliness of the room, the condition of the facilities, the slow response of the service, and the lack of response from the management to the complaints submitted. In addition, Review Pro's data shows that the room product category has a higher number of negative reviews than other product categories. This condition shows that the management of online customer reviews is not optimal and has the potential to affect the perception of potential customers of hotel service quality.

On the other hand, customer trust is a very important aspect in building the confidence of prospective guests in the quality of hotel services[8]. Customer trust is not only influenced by personal experience, but also by information gained through other customer reviews on digital media. If negative reviews are not handled properly or do not get a response from the hotel, then the risk perception of potential customers will increase so that trust in the hotel can decrease[8]. Conversely, professionally managing reviews through prompt responses and appropriate complaint resolution can increase customer trust and drive room purchase decisions[8].

Based on this phenomenon, it can be seen that online customer reviews and customer trust are two interrelated factors in influencing hotel room purchase decisions. Good customer review management is expected to increase consumer confidence, driving purchase decisions and reducing order cancellation rates. Therefore, this study was conducted to analyze the influence of online customer reviews and customer trust on the decision to purchase a room at Aston Nagoya City Hotel Batam. The results of this research are expected to contribute to hotels in developing marketing strategies and improving service quality to strengthen competitiveness in the hotel industry.

2. Method

This study uses a quantitative research method with a causal associative approach which aims to analyze the influence of Online Customer Review (X1) and Customer Trust (X2) on Room Purchase Decision (Y) at Aston Nagoya City Hotel Batam. The research will be carried out in June 2026 until it is completed with the research location at Aston Nagoya City Hotel Batam. The data used is primary

data obtained through the distribution of questionnaires using Google Form to guests who have stayed at the hotel [9]. The sampling technique used purposive sampling with a sample of 130 respondents who met the research criteria. The data that has been collected is then analyzed using statistical analysis techniques to test validity, reliability, classical assumptions, and hypothesis testing to determine the influence of each independent variable on the dependent variable [10].

Research Process:

1. Determine the problems and objectives of the research.
2. Determine the research variables, namely Online Customer Review (X1), Customer Trust (X2), and Room Purchase Decision (Y).
3. Compile variable indicators and research instruments in the form of questionnaires.
4. Determine the population, purposive sampling technique, and the number of samples of 130 respondents.
5. Distribute the questionnaire online through Google Form to respondents who meet the research criteria.
6. Collect and check the completeness of the questionnaire results.
7. Conduct data quality tests which include validity tests and reliability tests.
8. Perform a classical assumption test as a condition for regression analysis.
9. Analyze the data using multiple linear regression analysis to determine the influence of Online Customer Review and Customer Trust on Room Purchase Decisions.
10. Hypothesis testing was conducted using the t-test, F-test, and coefficient of determination (R^2).
11. Interpret the results of the analysis, draw conclusions, and formulate suggestions based on the results of the research.

3. Results and Discussion

a. Description of Research Data

1) Description of Online Customer Review Variables (X1)

Online Customer Review serves as one of the independent variables in this study and was measured using 10 statement items representing five indicators: Perceived Usefulness, Source Credibility, Argument Quality, Volume of Online Reviews, and Valence of Online Consumer Reviews. A descriptive analysis was

conducted to examine respondents' perceptions of Online Customer Reviews at Aston Nagoya City Hotel Batam. The analysis was based on descriptive statistical measures, including mean scores, the Respondent Achievement Level (TCR), and assessment categories derived from the responses of 130 respondents.

Table 1 Descriptive Statistics

Statistics	Value
Number of Respondents (N)	130
Data Hilang (Missing)	0
Mean	41,146
Median	43,000
Mode	44,000
Standard Deviation	4,401
Varians	19,366
Rentang (Range)	23,000
Minimum Score	27,000
Maximum Value	50,000
Sum (Sum)	5.349,000

Based on the results of descriptive statistics in Table 4.8, the Online Customer Review variable has a mean value of 41.1462 with a total score of 5349. Furthermore, the results of the Respondent Achievement Level (TCR) in Table 4.9 show an average score of 82.3% with the Good category. The highest indicator is found in the statement *"Customer reviews describe the stay experience clearly"* with a TCR of 83.85%, while the lowest indicator is found in the statement *"Customer reviews on the internet helped me get information about Aston Nagoya City Hotel Batam"* with a TCR of **80.31%**. These results show that the Online Customer Review is considered good and is one of the respondents' considerations in deciding to purchase a room.

2) Description of Customer Trust Variables (X2)

Customer Trust is the second independent variable that describes the level of customer trust in Aston Nagoya City Hotel Batam. This variable is measured using six statement items representing three main indicators, namely *Integrity*, *Benevolence*, and *Competence*. Descriptive analysis was carried out to determine

the level of customer trust based on the results of respondents' answers through descriptive statistical values, mean (mean), Respondent Achievement Level (TCR), and assessment categories.

Table 2 Descriptive Statistics of Customer Trust Variables (X2)

Statistics	Value
Number of Respondents (Valid)	130
Data Hilang (Missing)	0
Mean	24,8692
Median	26,0000
Mode	27,00
Standard Deviation	3,09385
Varians	9,572
Rentang (Range)	15,00
Minimum Score	15,00
Maximum Value	30,00
Sum (Sum)	3.233,00

Based on the results of descriptive statistics in Table 4.10, the Customer Trust variable has a mean value of 24.8692 with a total score of 3233. Furthermore, the TCR results in Table 4.11 show an average value of 82.9% which is included in the good category. The highest scoring indicator is found in the statement about the hotel keeping its service promise and showing concern for the needs of guests, each at 83.846%. Meanwhile, the indicator with the lowest value is found in the statement regarding the suitability of hotel information with actual conditions, which is 81.538%. Overall, the results show that the level of customer trust in Aston Nagoya City Hotel Batam is in the good category.

3) Description of Room Purchase Decision Variables (Y)

Room Purchase Decision is the dependent variable in this study, representing the decision-making process of guests when selecting and booking a room at Aston Nagoya City Hotel Batam. This variable was measured using 10 statement items covering five indicators: Need Recognition, Information Search, Alternative Evaluation, Purchase Decision, and Post-Purchase Behavior. Descriptive analysis was

performed to assess the level of room purchase decisions based on respondents' answers by examining descriptive statistical values, mean scores, the Respondent Achievement Level (TCR), and the corresponding assessment categories.

Table 3 Descriptive Statistics of Room Purchase Decision Variables (Y)

Statistics	Value
Number of Respondents (Valid)	130
Data Hilang (Missing)	0
Mean	41,7692
Median	43,0000
Mode	43,00
Standard Deviation	4,51962
Varians	20,427
Rentang (Range)	21,00
Minimum Score	29,00
Maximum Value	50,00
Total Score (Sum)	5.430,00

Based on the results of descriptive statistics in Table 4.12, the variable of Room Purchase Decision has a mean value of 41.7692 with a total score of 5430. Furthermore, the results of the Respondent Achievement Level (TCR) in Table 4.13 show an average score of 83.54% which is included in the **Good** category. The highest rated indicators are the statements *"I believe the decision to choose this hotel was the right choice"* and *"I am willing to recommend Aston Nagoya City Hotel Batam to others"* with a TCR of 85.85%, while the lowest indicators are found in the statement *"I compared Aston Nagoya City Hotel Batam with other hotels before booking"* with a TCR of 80.31%. These results show that the decision to purchase a room at Aston Nagoya City Hotel Batam was considered good by the respondents.

b. Data Analysis Results

a. Classic Assumption Test

The classical assumption test is performed to ensure that the multiple linear regression model used in the study has met the statistical requirements so that the results of the analysis

can be trusted. This test includes a normality test to find out whether the data is normally distributed, a heteroscedasticity test to find out whether or not there is a residual variance disparity, and a multicollinearity test to find out whether or not there is a high relationship between independent variables. The results of the test are the basis for the feasibility of the regression model before hypothesis testing is carried out.

Table 4 Classic Assumption Test

Test Type	Results	Criteria
Normality Test	Sig. = 0.057	Sig. > 0.05
Heteroscedasticity Test	$X_1 = 0,467X_2 = 0,054$	Sig. > 0.05
Multicollinearity Test	Tolerance = 0.731 VIF = 1.369	Tolerance > 0.10 VIF < 10

The results of the classical assumption tests indicate that the regression model satisfies all required assumptions. The normality test produced a significance value of 0.057, which exceeds the threshold of 0.05, confirming that the data are normally distributed. In addition, the heteroscedasticity test revealed significance values greater than 0.05 for all variables, indicating the absence of heteroscedasticity in the regression model. The multicollinearity test further demonstrated a tolerance value of 0.731 (greater than 0.10) and a Variance Inflation Factor (VIF) value of 1.369 (less than 10), suggesting that no strong correlation exists among the independent variables. Therefore, the regression model meets the classical assumption requirements and is appropriate for use in multiple linear regression analysis.

b. Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the magnitude of the influence of the variables Online Customer Review (X1) and Customer Trust (X2) on the Room Purchase Decision (Y). This analysis produces regression equations that show the direction and magnitude of the contribution of each independent variable to the dependent variable. In addition, regression results are also used to find out the variables that

have a more dominant influence on room purchase decisions.

Table 5 Multiple Linear Regression Analysis Results

Models	Unstandardized Coefficients (B)	Sig.
(Constant)	7,621	0,005
Online Customer Review (X1)	0,521	0,000
Customer Trust (X2)	0,511	0,000

Based on the results of multiple linear regression analysis, the regression equation $Y = 7.621 + 0.521X_1 + 0.511X_2$ **was obtained**. The equation shows that Online Customer Reviews and Customer Trust have a regression coefficient of positive value, so an increase in both variables will improve Room Purchase Decisions. The largest coefficient value is found in the Online Customer Review variable of 0.521, which shows that this variable has a slightly greater influence than Customer Trust which has a coefficient of 0.511.

c. Hypothesis Testing

Hypothesis testing was carried out to find out whether Online Customer Review and Customer Trust had a partial or simultaneous effect on the Room Purchase Decision. The test was carried out using the t-test to determine the influence of each independent variable partially, the F-test to determine the influence of the two variables together, and the determination coefficient (Adjusted R^2) to determine the large contribution of the independent variable in explaining the dependent variable.

Table 6 Hypothesis Testing Results

No.	Testing	Analysis Results	Verdict
1	Test t (Online Customer Review → Room Purchase Decision)	Sig. = 0.000 (< 0.05)	H ₁ Accepted
2	Test t (Customer Trust → Room Purchase Decision)	Sig. = 0.000 (< 0.05)	H ₂ Accepted

No.	Testing	Analysis Results	Verdict
3	Test F (Online Customer Review and Customer Trust → Room Purchase Decision)	Count = 82,138; Sig. = 0.000 (< 0.05)	H ₃ Accepted
4	Coefficient of Determination (Adjusted R ²)	Adjusted R ² = 0,557 (55,7%)	The model was able to explain the influence of the X ₁ and X ₂ variables on the Y variable by 55.7%, while 44.3% was influenced by other variables outside the study.

Based on the results of the hypothesis test, it was obtained that the significance value of the t-test for the Online Customer Review variable was 0.000 and Customer Trust was 0.000, both of which were smaller than 0.05 so that H₁ and H₂ were accepted. Furthermore, the results of the F test obtained a significance value of 0.000 with an F value calculated of 82.138, so that H₃ was also accepted. In addition, the Adjusted R² value of 0.557 shows that Online Customer Review and Customer Trust are able to explain 55.7% of the variation in Room Purchase Decisions, while the remaining 44.3% is influenced by other variables that were not studied in this study.

c. Discussion

Based on the descriptive analysis, the Online Customer Review variable achieved a mean score of 4.115 with a Respondent Achievement Level (TCR) of 82.3%, placing it in the good category. This result indicates that respondents perceive customer reviews on various digital platforms as clear, trustworthy, and useful sources of information when considering room reservations at Aston Nagoya City Hotel Batam. The findings suggest that online customer reviews play an important role in reducing uncertainty during the decision-making process and help strengthen consumers' confidence when selecting hotel services.

The findings also indicate that the Customer Trust variable achieved a mean score of 4.145 with a Respondent Achievement Level (TCR) of 82.9%, placing it in the good category. This result reflects that the majority of respondents have a high level of

trust in Aston Nagoya City Hotel Batam, particularly regarding the hotel's ability to deliver services that meet customer expectations. These findings suggest that customer trust is built through reliable service, consistent performance, and the hotel's ability to fulfill its commitments. As customer trust increases, consumers are more likely to choose and purchase the hotel's services.

For the Room Purchase Decision variable, the analysis produced a mean score of 4.177 with a Respondent Achievement Level (TCR) of 83.54%, which falls within the good category. This finding indicates that respondents demonstrate a strong tendency to make room purchase decisions based on the information they receive, their previous stay experiences, and their confidence in the quality of the hotel's services. The results also suggest that room purchase decisions are influenced not only by consumers' needs but also by the reliability of the information available and the level of trust they place in the hotel. Overall, these findings highlight the important role of information quality and customer trust in encouraging room purchase decisions.

Based on the results of the partial hypothesis testing using the t-test, the Online Customer Review variable was found to have a positive and significant effect on Room Purchase Decision, with a regression coefficient of 0.521 and a significance value of 0.000, which is below the 0.05 threshold. Therefore, the first hypothesis is accepted. Similarly, the Customer Trust variable also demonstrated a positive and significant influence on Room Purchase Decision, with a regression coefficient of 0.511 and a significance value of 0.000, leading to the acceptance of the second hypothesis. These findings indicate that higher-quality customer reviews and greater consumer trust in the hotel increase the likelihood of customers making room purchase decisions. Overall, the results emphasize that both online customer reviews and customer trust play important roles in influencing consumers' purchasing behavior.

Furthermore, the results of the simultaneous hypothesis test using the F-test revealed an F-value of 82.138 with a significance value of 0.000, which is below the 0.05 significance level. Therefore, the third hypothesis is accepted. The Adjusted R² value of 0.557 indicates that Online Customer Reviews and Customer Trust jointly explain 55.7% of the variation in Room Purchase Decisions, while the remaining 44.3% is influenced by other variables that were not included in this study. These findings demonstrate that both independent variables make a substantial contribution to consumers' room purchase decisions at Aston Nagoya City Hotel Batam. Accordingly, hotel management should continue to enhance service quality, effectively manage online customer reviews, and strengthen customer trust through

professional, transparent, and responsive services in order to encourage purchasing decisions and foster long-term customer loyalty.

4. Conclusion

Based on the results of the research that has been conducted, it can be concluded that Online Customer Reviews and Customer Trust have a positive and significant influence on Room Purchase Decisions at Aston Nagoya City Hotel Batam. The results of the descriptive analysis showed that all three variables were in the good category, which indicated that respondents gave a positive assessment of the quality of customer reviews, the level of trust in the hotel, and the decision to purchase a room. The results of the hypothesis test prove that partially Online Customer Reviews and Customer Trust have a significant effect on Room Purchase Decisions, while simultaneously these two variables also have a significant influence with the ability to explain the variation in purchase decisions of 55.7%. Thus, improving the quality of customer review management and efforts to build consumer trust are important factors that can improve room purchase decisions at Aston Nagoya City Hotel Batam.

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