



**THE INFLUENCE OF ONLINE REVIEWS ON HOTEL BOOKING
DECISIONS: EVIDENCE FROM ASIAN TRAVELERS**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION
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This Independent Study Has Been Approved as a Partial Fulfillment of the
Requirements for the Degree of Master of Business Administration

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ABSTRACT

The rapid expansion of online hotel booking platforms has transformed the way travelers make accommodation decisions. Among Asian travelers, user-generated content, particularly star ratings and customer reviews, has become a decisive factor in shaping booking intentions. This study examined the extent to which online reviews, such as credibility, usefulness, and rating scores, influence hotel booking intentions in Asia's fast-growing digital tourism market.

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The rapid expansion of online hotel booking platforms has transformed the way travelers make accommodation decisions. Among Asian travelers, user-generated content, particularly star ratings and customer reviews, has become a decisive factor in shaping booking intentions. This study examined the extent to which online reviews, such as credibility, usefulness, and rating scores, influence hotel booking intentions in Asia's fast-growing digital tourism market.

indicating that higher levels of perceived risk reduce travelers' willingness to book hotels online. Among all variables, Trust emerged as the strongest predictor of online booking decisions, highlighting the importance of reliable information and consumer confidence in digital hospitality platforms. Overall, the results support all seven proposed hypotheses and demonstrate that travelers are more likely to make online hotel bookings when they perceive greater value, benefits, trust, promotional incentives, fair pricing, and environmental responsibility while experiencing lower levels of perceived risk.

From a managerial perspective, hotel operators should focus on strengthening consumer trust by maintaining high service quality, encouraging authentic customer reviews, responding promptly to customer feedback, and implementing effective promotional strategies. Online booking platforms should enhance the transparency and reliability of their review systems while providing accurate pricing information and highlighting hotels' environmental initiatives to improve customer confidence and booking decisions. Academically, this study contributes to the literature on electronic word-of-mouth (eWOM), digital trust, and consumer behavior by providing empirical evidence of the factors influencing online hotel booking decisions among Asian travelers.

Keywords: online hotel booking decision, online reviews, trust, perceived value, perceived risk, electronic word-of-mouth (eWOM), Asian travelers.

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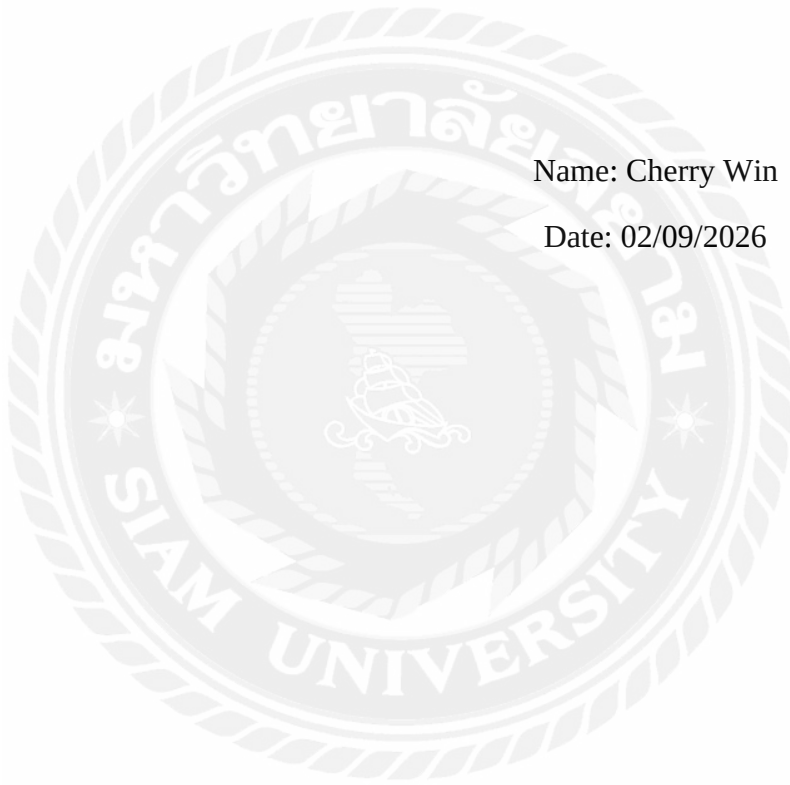
Date: 02/09/2026

DECLARATION

I, Cherry Win, hereby declare that this Independent Study entitled "The Influence of Online Reviews on Hotel Booking Decisions: Evidence from Asian Travelers" is my original work and has not been previously submitted, in whole or in part, to any academic institution for the award of any degree or other qualification. All sources of information used in this study have been properly acknowledged and referenced in accordance with academic standards.

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Date: 02/09/2026



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Chapter 1: Introduction

1.1 Background of the Study

The hotel business is likely to be one of the most dynamic and competitive businesses in the global economy. With the rise of digital technology, especially regarding e-commerce and mobile apps, the way tourists look for and make reservation of rooms has been completely flipped around. Maybe the single most significant trend of the digital revolution is the growing influence that online reviews have on consumers' choices.

In the past, hotel bookings were done through travel agencies, brochures, or word of mouth from family and friends. Nowadays, however, travelers, especially Asians, are thinking of leveraging online media such as TripAdvisor, Agoda, Booking.com, Expedia, and even social networking sites in making their bookings. These websites present consumers with hundreds of customer reviews, rating systems, and pictures that provide real-time, user-generated impressions of the hotel experience.

Asia is one of the most dynamic, fastest-growing travel markets in the world today. Traveling internationally and domestically is becoming more affordable for greater numbers of individuals because of higher disposable incomes, growing middle-class populations, and advances in mobile technology. International and domestic travel has exploded in China, India, Thailand, South Korea, Vietnam, and Indonesia. With this growth goes the rise in use of online travel agencies (OTAs) and review websites, particularly among younger, technology-savvy tourists.

Online reviews have become an important source of information for travelers when making hotel booking decisions. Before making a reservation, potential guests typically read customer reviews to evaluate various aspects of a hotel, including service quality, cleanliness, safety, location, and available facilities. Many consumers place a level of trust in online reviews comparable to traditional word-of-mouth recommendations because they provide firsthand experiences from previous guests. Positive online reviews can significantly enhance a hotel's attractiveness and increase the likelihood of booking, whereas negative reviews may discourage potential customers from making reservations, regardless of the hotel's price or brand reputation.

Consequently, online reviews play a crucial role in shaping travelers' perceptions and influencing their booking decisions.

While increasingly greater numbers of online reviews are being employed, comparatively fewer academic studies have so far been conducted in relation to how online reviews influence the travel reservation of Asian tourists. Cultural trends, purposes of travel, and use of web in Asia would be of vastly different nature than that of the West, and hence it is all the more critical to study this market independently. For example, collectivist cultures may focus more on peer or group reaction, while individualist cultures may highlight some particular aspect in a review.

Understanding the key determinants of hotel selection, particularly the influence of online reviews, is essential for hotel operators and online travel platforms seeking to enhance their competitive advantage. Insights into how travelers evaluate online reviews can help hotels strengthen their online reputation, respond effectively to customer feedback, improve service quality, and develop marketing strategies tailored to the preferences of Asian travelers. Despite the growing importance of online reviews in the digital tourism industry, limited research has comprehensively examined their influence on hotel booking decisions among Asian travelers.

1.2 Problem of the Study

As digital transformation continues to reshape the hospitality industry, online hotel booking platforms have become an essential channel for travelers to search for and reserve accommodation. In Asia, where internet penetration and digital tourism continue to grow rapidly, travelers increasingly rely on online information when making hotel booking decisions. Factors such as perceived value, perceived price, perceived risk, perceived benefit, trust, promotion, and perceived environmental responsibility play important roles in influencing consumers' booking decisions. Understanding how these factors affect travelers' decision-making is essential for improving hotel marketing strategies and enhancing customer satisfaction.

Although previous studies have examined various aspects of online hotel booking behavior, existing research has produced inconsistent findings regarding the relative importance of these factors, particularly in the context of Asian travelers. Much of the existing literature has focused on Western countries or has examined only a limited number of variables, making it difficult to

generalize the findings to the diverse cultural and economic environments across Asia. As consumer behavior varies across regions, further research is needed to identify the key determinants of online hotel booking decisions among Asian travelers.

This research gap has important implications for both academia and the hospitality industry. Hotel managers and online travel agencies (OTAs) continue to invest in digital marketing, promotional campaigns, reputation management, and customer relationship strategies without a comprehensive understanding of which factors most strongly influence consumers' booking decisions. Without empirical evidence, these organizations may allocate resources inefficiently and fail to maximize customer engagement and booking performance.

Therefore, this study aimed to address this research gap by examining the influence of perceived value, perceived price, perceived risk, perceived benefit, trust, promotion, and perceived environmental responsibility on online hotel booking decisions among Asian travelers. The findings are expected to provide practical recommendations for hotel managers and online travel agencies while contributing to the literature on electronic word-of-mouth (eWOM), digital trust, and consumer behavior in the hospitality industry.

1.3 Objectives of the Study

The primary objective of this study was to examine the factors influencing online hotel booking decisions among Asian travelers. Specifically, the study investigated the effects of perceived value, perceived price, perceived risk, perceived benefit, trust, promotion, and perceived environmental responsibility on consumers' online hotel booking decisions. By examining these factors, the research aimed to provide a better understanding of how travelers evaluate online booking services and make purchasing decisions in the digital hospitality environment.

In addition, this study sought to identify which factors have the strongest influence on travelers' booking decisions and to evaluate the relationships between these variables and online hotel booking behavior. The findings are expected to provide practical recommendations for hotel operators and online travel agencies (OTAs) to improve marketing strategies, strengthen consumer trust, enhance customer experience, and increase booking performance.

1.4 Scope of the Study

This study investigated the factors influencing online hotel booking decisions among Asian travelers. The research focuses on seven independent variables: perceived value, perceived price, perceived risk, perceived benefit, trust, promotion, and perceived environmental responsibility, and examined their influence on the dependent variable, online hotel booking decision.

The study was geographically limited to travelers residing in selected Asian countries, including Thailand, China, Japan, South Korea, India, Malaysia, Vietnam, Indonesia, and Singapore. Respondents were required to be at least 18 years of age and to have booked a hotel through an online booking platform within the previous 12 months. Data were collected using a structured questionnaire distributed through Google Forms and analyzed using descriptive statistics, correlation analysis, and multiple regression analysis to examine the relationships between the study variables.

The scope of this research was limited to the pre-booking decision stage of online hotel reservations and did not examine post-purchase behaviors such as customer satisfaction, loyalty, or revisit intention. Furthermore, the study did not investigate the technical design of online booking platforms or the algorithms used to rank hotels or reviews. Instead, it focused on travelers' perceptions and behavioral factors that influence their online hotel booking decisions.

1.5 Significance of the Study

This study is significant because it provides a comprehensive understanding of the factors influencing online hotel booking decisions among Asian travelers. As the hospitality industry becomes increasingly digital, understanding consumer decision-making is essential for improving marketing effectiveness and maintaining competitiveness in the online travel market.

From a practical perspective, the findings provide valuable insights for hotel managers, resorts, and online travel agencies (OTAs) regarding the influence of perceived value, perceived price, perceived risk, perceived benefit, trust, promotion, and perceived environmental responsibility on consumers' online booking decisions. Understanding these factors enables hospitality businesses to develop effective marketing strategies, strengthen customer trust, improve promotional

activities, enhance perceived value, and reduce customers' perceived risk, ultimately increasing online booking performance.

For online travel agencies, the findings provide useful guidance for improving customer experience, strengthening trust in online booking platforms, and designing marketing strategies that better meet travelers' expectations. These insights may contribute to higher customer satisfaction, stronger customer relationships, and improved business performance.

Academically, this study contributes to the literature on consumer behavior, electronic word-of-mouth (eWOM), digital trust, and online hotel booking by providing empirical evidence from Asian travelers. It extends existing knowledge by examining multiple determinants of online hotel booking decisions within the Asian hospitality context. The findings also provide a useful foundation for future research on consumer behavior, digital marketing, and hospitality management in emerging tourism markets.

1.6 Definition of Key Terms

Key Drivers are the primary factors that influence a traveler's decision to book a hotel, encompassing elements such as competitive pricing, convenient location, facility quality, brand perception, customer service, and promotional offers. Together, these essential motivators shape consumer choice within a competitive hospitality market.

Perceived Value is a traveler's overall assessment of the trade-off between the benefits received from a hotel booking and the total costs incurred.

Perceived Price is a traveler's subjective evaluation regarding the fairness, affordability, and reasonableness of the rate charged for a hotel stay.

Perceived Risk is the level of uncertainty or potential financial, functional, or personal loss a traveler anticipates when making an online hotel reservation.

Perceived Benefit represents the specific advantages, conveniences, or positive outcomes a traveler expects to gain by using an online booking platform.

Trust is the traveler's belief in the reliability, credibility, and integrity of the online booking platform, including the accuracy of its information.

Promotion encompasses the targeted marketing activities such as discounts, special offers, advertising campaigns, and incentives designed to motivate immediate hotel bookings.

Perceived Environmental Responsibility is the traveler's perception of how effectively a hotel implements environmentally sustainable and socially responsible operational practices.

Online Hotel Booking Decision represents the final commitment made by a traveler to reserve accommodation through a digital platform after evaluating available alternatives and information.



Chapter 2: Literature review

2.1 Introduction

This study draws upon several well-established consumer behavior and marketing theories to understand how online reviews influence hotel booking decisions among Asian travelers. These theories serve as the foundation for analyzing digital decision-making, trust formation, and perception-building in online travel contexts.

2.2 Theoretical Background

This study is underpinned by established behavioral and communication theories that explain how individuals process online information and make decisions in uncertain service environments like hotel bookings. Two key theories guide the research: the Theory of Reasoned Action (TRA) and the Information Adoption Model (IAM). These frameworks help to explain the psychological mechanisms behind how travelers perceive online reviews and translate those perceptions into booking decisions.

The Theory of Reasoned Action (TRA), developed by Fishbein and Ajzen (1975), proposes that a person's intention to perform a behavior is determined by their attitude toward the behavior and subjective norms. In the context of hotel bookings, travelers are more likely to proceed with a reservation if they have a positive attitude toward the hotel (e.g., high ratings, trustworthy reviews) and if they perceive that others in their social or peer groups would approve of the decision. This theory is particularly relevant in online travel behavior, where electronic word-of-mouth (eWOM) and peer-generated content strongly influence attitudes.

Complementing TRA, the Information Adoption Model (IAM) focuses on how individuals adopt information presented in online environments. IAM suggests that two factors including argument quality (the usefulness and clarity of the content) and source credibility (the trustworthiness of the review or reviewer) determine whether users accept the information. As online reviews become a critical component of hotel marketing, IAM explains why travelers are

more likely to be influenced by reviews that are perceived as detailed, honest, and provided by credible sources or verified guests (Sussman & Siegal, 2003).

Together, TRA and IAM provide a strong foundation for understanding the role of perceived trust, benefit, risk, price, value, and environmental responsibility in shaping travelers' online booking decisions. These theories support the view that consumer perceptions, shaped by digital information, directly influence behavioral intention and actual decision-making.

2.3 Perceived Value

Perceived value refers to consumers' evaluation of whether the benefits received from a product or service justify the costs involved. In online hotel booking, travelers may consider room price, service quality, facilities, location, reviews, and additional benefits when evaluating value.

Fazal-e-Hasan et al. (2024) found that perceived value is relevant to tourists' online hotel booking intentions. Online reviews can also help travelers evaluate expected hotel quality and determine whether an accommodation provides sufficient value (Bhattacharya et al., 2025). Therefore, when travelers believe that the expected benefits justify the price, perceived value may increase their willingness to make an online booking.

2.4 Perceived Price

Perceived price refers to consumers' subjective evaluation of the price of a product or service. In online hotel booking, travelers compare prices across hotels and booking platforms while considering factors such as quality, facilities, reviews, discounts, and additional benefits.

Anutarawaykin et al. (2023) examined factors influencing online hotel booking intention among tourists in Bangkok, while Cao et al. (2025) found that perceived price dispersion across travel-agency platforms can influence consumer cognition and purchase intention. These findings suggest that travelers evaluate price in relation to available alternatives and expected benefits rather than considering the numerical price alone. Consequently, perceived price can influence booking decisions through its relationship with perceived value.

2.5 Perceived Risk

Perceived risk refers to consumers' concerns about possible negative outcomes when making a purchase. In online hotel booking, travelers may be uncertain about service quality, payment security, booking accuracy, or whether the actual experience will match the information presented online.

Baki (2020) found that perceived risk is an important factor influencing trust in online hotel-booking websites. Online reviews can also help consumers evaluate hotels before making a reservation by providing information from previous guests (Bhattacharya et al., 2025). Therefore, reliable information and trustworthy booking platforms can reduce uncertainty and increase consumers' confidence. High perceived risk may discourage booking, whereas lower perceived risk may facilitate the online booking decision.

2.6 Perceived Benefit

Perceived benefit refers to the advantages consumers expect to obtain from a product, service, or decision. In online hotel booking, these benefits may include convenience, access to useful information, easier comparison of hotels, and reduced uncertainty.

Online reviews provide travelers with information about service quality, cleanliness, facilities, location, and previous guest experiences. Bhattacharya et al. (2025) found that online reviews influence consumer confidence and decision-making. In addition, Sussman and Siegal (2003) explain through the Information Adoption Model that useful and credible information is more likely to be adopted by users. Therefore, when travelers perceive online information as useful and beneficial, they are more likely to use it in their hotel booking decisions.

2.7 Trust

Trust refers to consumers' confidence that a hotel, booking platform, and the information provided online are reliable and dependable. Trust is particularly important in online hotel booking because travelers usually make reservations before experiencing the actual service.

Baki (2020) found that reputation, security, ease of use, and perceived risk influence trust in online hotel-booking websites. Similarly, Lee et al. (2025) emphasized the importance of digital trust in hospitality and tourism, including perceptions of credibility, legitimacy, and reliability. Online reviews can also strengthen confidence when travelers perceive them as genuine and useful (Bhattacharya et al., 2025). Thus, trust can reduce uncertainty and encourage travelers to complete an online hotel booking.

2.8 Promotion

Promotion refers to marketing activities used to communicate hotel offerings and encourage consumers to make purchasing decisions. In online hotel booking, promotions may include discounts, special offers, packages, loyalty rewards, and seasonal deals.

Promotional information can influence travelers' perceptions of affordability and value. Anutarawaykin et al. (2023) examined factors influencing online hotel booking intention among individual tourists in Bangkok, demonstrating the relevance of consumer evaluations in online booking behavior. Cao et al. (2025) further found that perceived price differences across travel-agency platforms can influence consumer cognition and purchase intention. Therefore, effective promotion and attractive price presentations may encourage travelers to consider and complete hotel bookings.

2.9 Perceived Environmental Responsibility

Perceived Environmental Responsibility (PER) refers to consumers' perception that a company genuinely commits to reducing its environmental impact and adopting sustainable practices. In the hospitality industry, PER may include energy conservation, waste reduction, water management, sustainable operations, and environmental certifications. These practices can influence travelers' perceptions of a hotel and their willingness to consider it for accommodation.

Khatter et al. (2021) highlighted the importance of environmental sustainability in the hotel industry, while Dedat and Rodrigues (2025) found that perceived sustainability can contribute to positive customer outcomes, including loyalty and revisit intention. Therefore, when travelers perceive that a hotel demonstrates genuine environmental responsibility, they may develop more

favorable evaluations of the hotel. PER is consequently considered a relevant factor in understanding travelers' online hotel booking decisions.

2.10 Online Booking Decision

Online booking decision refers to the process through which travelers evaluate hotel alternatives and decide whether to make a reservation through an online platform. This decision is influenced by several factors, including trust, perceived risk, perceived benefit, perceived value, price, and online reviews.

Anutarawaykin et al. (2023) examined factors influencing online hotel booking intention among individual tourists in Bangkok, providing direct relevance to online hotel booking behavior. Baki (2020) emphasized the importance of trust and perceived risk in online hotel-booking website usage, while Fazal-e-Hasan et al. (2024) demonstrated the relevance of perceived value to online hotel booking intentions. In addition, Bhattacharya et al. (2025) showed that online reviews can influence consumer confidence and decision-making.

Therefore, the online booking decision can be understood as the outcome of travelers' evaluation of available information, risks, benefits, prices, value, and trust. These factors collectively influence whether travelers feel sufficiently confident to complete an online hotel reservation.

2.11 Conceptual Framework

This study's conceptual framework examines how perceptual (trust, risk, benefit, value, price, environmental responsibility) and promotional (promotion) factors influence online hotel booking decisions. Guided by the Theory of Reasoned Action (TRA) and the Information Adoption Model (IAM), the framework suggests that travelers' perceptions affect their booking intention. These variables were tested as independent factors impacting the dependent variable, online booking decision, within a structured, quantitative model.

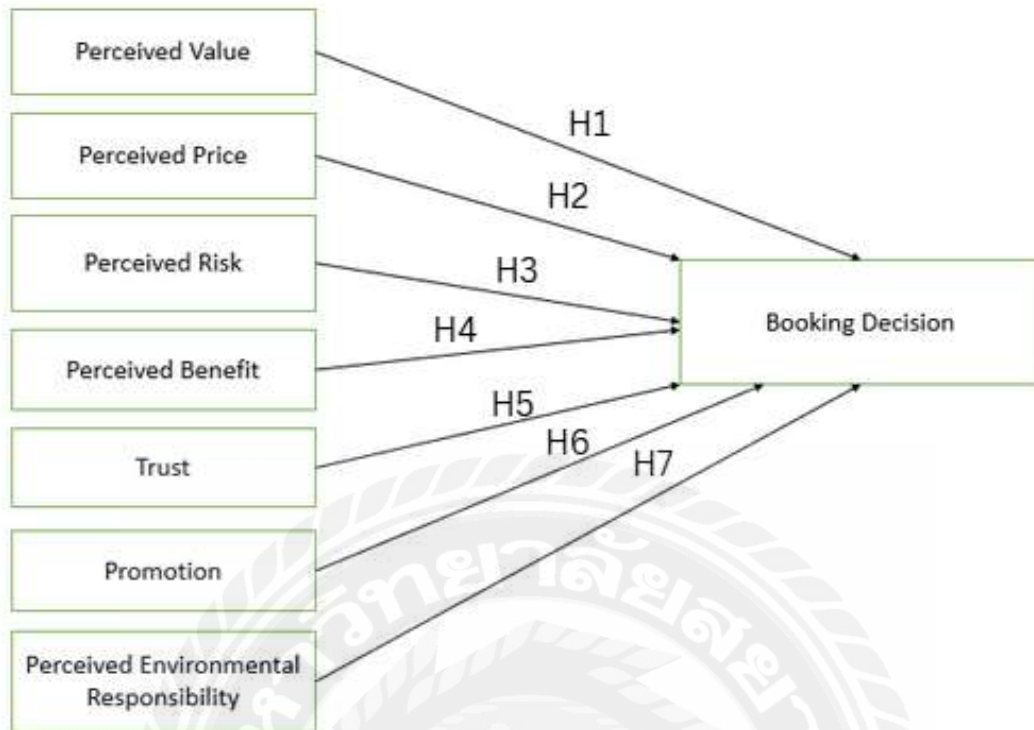


Figure 2.1: Conceptual Framework

2.12 Research Hypotheses

Based on the conceptual framework and supported by the Theory of Reasoned Action (TRA) and the Information Adoption Model (IAM), the following hypotheses were formulated to guide the quantitative analysis:

- H1: Perceived Value has a positive influence on Online Hottel Booking Decision.
- H2: Perceived Price has a negative influence on Online Booking Decision.
- H3: Perceived Risk has a negatively influence on Online Hotel Booking Decision.
- H4: Perceived Benefit has a positive influence on online Hotel Booking Decision.
- H5: Trust has a positive influence on Online Hotel Booking Decision.
- H6: Promotion has a positive influence on Online Booking Decision.
- H7: Perceived Environmental Responsibility has a positive influence on Online Hotel Booking Decisions.

These hypotheses were designed to test the strength and direction of relationships between the independent variables (perceptions and promotional factors) and the dependent variable (online booking decision).



Chapter 3: Research Methodology

3.1 Introduction

This chapter presents the methods used to conduct the research. It describes how data were collected, who the respondents were, and what tools were used to analyze the data. A quantitative approach was applied to study how online reviews influence hotel booking decisions. The chapter also covers the research design, sampling method, questionnaire, and steps taken to ensure the study was reliable and valid.

3.2 Research Design

This study adopted a quantitative research design to investigate the influence of online reviews on hotel booking decisions among travelers in Asia. The quantitative approach allowed for the systematic collection and statistical analysis of numerical data to examine the relationships between defined variables. Data were gathered using a structured survey questionnaire, which was developed based on established constructs identified in relevant literature. The questionnaire employed a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), enabling respondents to indicate the extent of their agreement with each statement. To ensure the reliability and validity of the instrument, several statistical tests were conducted. Reliability analysis was performed using Cronbach's Alpha to assess the internal consistency of the measurement items, with values exceeding the minimum acceptable threshold of 0.70 for all constructs. In addition, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's Test of Sphericity were applied to confirm that the dataset was suitable for factor analysis. These procedures established that the measurement instrument was both reliable and valid, making it appropriate for subsequent statistical testing and hypothesis evaluation.

Table 3.1 Questionnaire Design

Variable	Measurement Item	No
Perceived Value Fazal-e-Hasan et al. (2024); Anutarawaykin et al. (2023)	Booking this hotel online provides good value for the money I spend	Q1
	The combination of price, quality, and convenience makes this booking worthwhile.	Q2
	The overall benefits I receive from booking online outweigh the costs.	Q3
	Compared to other booking methods, this platform offers better value.	Q4
	I feel that using this online booking service is a wise decision.	Q5
Perceived Price	The price offered for this hotel online is reasonable compared to its quality.	Q6
	I consider the online price to be good value relative to the service I expect.	Q7

Anutarawaykin et al. (2023); Cao et al. (2025)	I believe the price displayed on the booking site is fair compared to other channels.	Q8
	The price on this platform matches the benefits I will receive from the hotel.	Q9
	I think the price offered online is competitive compared to other hotels in the same category.	Q10
Perceived Risk Baki (2020)	I perceived a risk that the booking platform might not handle My reservation property.	Q11
	Booking hotels online involves a high level of uncertainty compare to offline booking.	Q12
	I am afraid of hidden fees or unexpected charges after booking online.	Q13
	I worry that the hotel quality may not match what is shown on the website.	Q14
	I feel uncertain about the service I will receive when booking hotels online.	Q15
	Booking hotels online helps me save time compare to traditional booking methods.	Q16
	I find online hotel booking more convenient than booking offline.	Q17

Perceived Benefit Sussman & Siegal (2003); Anutarawaykin et al. (2023)	Online booking platforms provide access to better deals and discounts.	Q18
	Using online booking platforms allows me to compare multiple hotel options easily.	Q19
	Online hotel booking improves my overall travel planning experience.	Q20
Trust Baki (2020); Lee et al. (2025); Bhattacharya et al. (2025)	I read online reviews before making a hotel booking decision.	Q21
	I trust the information provided in online customer reviews.	Q22
	Online reviews help me compare hotels effectively.	Q23
	I prefer hotels with verified or certified online reviews.	Q24
	I find online reviews more useful than star ratings alone.	Q25
Promotion Nutarawaykin, P., Techato, K., & Jiratpiriyakul, K. (2023)	Promotions encourage me to try new hotels I have not stayed at before.	Q26
	I believe promotions offer good value compared to regular prices.	Q27

	Discounts and special deals influence my decision to book a hotel online,	Q28
	Limited-time promotions when selecting online.	Q29
	I actively look for promotions when selecting hotels online.	Q30
Perceived Environmental Responsibility Khatter et al. (2021); Dedat & Rodrigues (2025)	I consider a hotel's environment responsibility when making a booking decision.	Q31
	I prefer booking hotels that actively engage in environmental friendly intentions.	Q32
	Positive reviews about a hotel's green practices increase my booking intention.	Q33
	I feel more trust toward hotels that communicate their sustainability initiatives online.	Q34
	I am willing to support hotels that minimize environmental impact, even at a higher price	Q35
Hotel Booking Decision Anutarawaykin et al. (2023); Fazal-e-Hasan et al. (2024); Bhattacharya et al. (2025)	I am likely to continue booking hotels online for my future trips.	Q36
	I prefer using online platforms over offline methods to make hotel bookings.	Q37
	I intend to book hotels online in the near future.	Q38

	I will recommend others to use online booking platforms.	Q39
	I am willing to rely on online information and reviews to finalize my hotel booking decision.	Q40

3.3 Population and Sampling

The target population for this study comprised individuals residing in Asia who have booked hotel accommodations through online platforms within the past 12 months. This population was appropriate for the research as it reflected users with direct experience interacting with digital booking systems and online reviews, which are central to the study's objectives.

A non-probability convenience sampling technique was employed to select a sample of 200 respondents. This method, chosen for its efficiency in reaching a geographically diverse sample through online channels like social media and travel communities, allowed the researcher to gather relevant data from real users of online hotel booking services in Asia. The sample size of 200 was considered adequate for quantitative analysis, including descriptive, correlation, and regression analyses. Respondents were selected based on three inclusion criteria of being 18 years of age or older, having booked a hotel online within the past 12 months and having experience reading or using online reviews during the decision-making process.

Although the sample size of 200 was not explicitly derived using Cochran's formula which is a standard statistical method for calculating the ideal sample size for a large population.

The formula is

$$n_0 = \frac{Z^2 \times p \times (1-p)}{e^2}$$

Where:

- n_0 = required sample size

- Z = Z-score corresponding to the desired confidence level (e.g., 1.96 for 95% confidence, 2.58 for 99% confidence)
- p = estimated population proportion (often set at 0.5 when the true proportion is unknown, since this maximizes variability and gives the largest sample size)
- e = desired margin of error

3.3.1 Sampling Units

The sampling unit for this study refers to the individual respondent from whom data were collected. In this context, the sampling units are travelers aged 18 years and above residing in Asian countries who have booked a hotel online within the past 12 months and have experience reading or using online hotel reviews as part of their booking decision-making process. These individuals were selected because they possess the relevant experience and engagement with digital booking platforms necessary to provide informed responses regarding the influence of online review ratings on hotel booking behavior. Each respondent represented one unit of analysis, and their responses collectively formed the dataset used for statistical evaluation.

3.3.2 Sampling Procedure

This study employed a non-probability convenience sampling procedure to select respondents. Convenience sampling was considered appropriate because the study targeted travelers from different Asian countries who had recent experience with online hotel booking and the use of online reviews. Due to the geographically dispersed nature of the target population, it was not practical to obtain a complete sampling frame of all eligible Asian travelers. Therefore, respondents were selected based on their accessibility and willingness to participate in the study.

To ensure that the selected respondents were relevant to the research objectives, specific eligibility criteria were applied. Respondents were required to be 18 years of age or older, to have booked a hotel online within the previous 12 months, and to have consulted or used online reviews when making their hotel booking decision. Individuals who did not meet these criteria were not included in the final sample.

The convenience sampling procedure enabled the researcher to access respondents who had direct and recent experience with online hotel booking platforms. This was particularly suitable

for the present study because the research examined travelers' perceptions of perceived value, perceived price, perceived risk, perceived benefit, trust, promotion, perceived environmental responsibility, and their influence on hotel booking decisions.

The use of non-probability convenience sampling also provided a practical and cost-effective approach for reaching respondents across different Asian countries within the available research timeframe. Although convenience sampling does not provide every member of the target population with an equal probability of selection and may therefore limit the generalizability of the findings, it was considered appropriate for this study because the research required respondents with specific prior experience in online hotel booking and online review usage.

A total of 200 valid respondents who satisfied the eligibility criteria were included in the final sample and were used for the subsequent statistical analysis.

3.4 Reliability and Validity Analysis of the Scale

3.4.1 Reliability Analysis of the Scale

To ensure the internal consistency and reliability of the measurement scales used in the questionnaire, Cronbach's Alpha (α) was employed. Cronbach's Alpha is a widely used statistical tool for assessing the reliability of multi-item scales, with values above 0.70 generally considered acceptable for social science research. In this study, reliability analysis was conducted for each construct using data collected from the full sample of 200 respondents. The results showed that all constructs met the minimum threshold for internal consistency. Specifically, the Cronbach's Alpha values for perceived trust, perceived risk, perceived benefit, perceived value, perceived price, perceived environmental responsibility, and promotion ranged from 0.72 to 0.88. The scale for the dependent variable, online booking decision, also demonstrated strong reliability, with a Cronbach's Alpha of 0.85. These results confirm that the items within each construct are consistent in measuring the same underlying concept, indicating that the questionnaire is a reliable instrument for data collection.

Table 3.2: Results of Reliability Analysis for Each Variable

Variable	Number of Questions	Cronbach's α
Perceived Value	5	0.88
Perceived Price	5	0.72
Perceived Risk	5	0.75
Perceived Benefit	5	0.78
Trust	5	0.83
Promotion	5	0.88
Perceived Environmental Responsibility	5	0.82
Online Booking Decision	5	0.85

3.4.2 Validity Analysis of the Scale

To ensure the questionnaire accurately measured the intended constructs, both content validity and construct validity were assessed. Content validity was established by consulting academic experts in tourism, marketing, and research methodology, who reviewed the questionnaire for relevance, clarity, and alignment with the study objectives. Their feedback was incorporated to improve the wording, sequence, and structure of the items. A pilot test with 20 respondents was also conducted to check for clarity and understanding.

Construct validity was evaluated using Exploratory Factor Analysis (EFA). The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's Test of Sphericity were conducted to confirm the factorability of the data. The KMO values for all constructs exceeded the recommended threshold of 0.70, and Bartlett's tests were statistically significant ($p < 0.001$), indicating that the data were suitable for factor analysis (Hair et al., 2019). These procedures confirm that the constructs are valid representations of the theoretical concepts being investigated and that the instrument is suitable for statistical analysis.

(I) Perceived Value

The Kaiser-Meyer-Olkin value of Perceived Value is 0.85, which indicates a meritorious adequacy of the sample for factor analysis. Bartlett's Test of Sphericity produces a Chi-Square of 310.45, $df = 66$, $p < 0.001$, thus confirming that the correlation matrix significantly differs from an identity matrix. These results confirm that the data are adequate for factor analysis and that the items measuring Perceived Value are properly interrelated.

Table 3.3: KMO and Bartlett's Test of Sphericity for Perceived Value

Measure		Value
Kaiser-Meyer-Olkin (KMO)		0.85
Bartlett's Test of Sphericity	Chi-Square	310.45
	df	66
	P-value	0.001

(II) Perceived Price

The Kaiser-Meyer-Olkin (KMO) value of Perceived Price is 0.79, indicating a satisfactory level of sampling adequacy for factor analysis. Bartlett's Test of Sphericity produces a Chi-Square value of 260.20 with 66 degrees of freedom and a significance level of $p = 0.001$, confirming that the correlation matrix significantly differs from an identity matrix. These results indicate that the data are appropriate for factor analysis and that the items measuring Perceived Price are suitably interrelated.

Table 3.4: KMO and Bartlett's Test of Sphericity for Perceived Price

Measure		Value
Kaiser-Meyer-Olkin (KMO)		0.79
Bartlett's Test of Sphericity	Chi-Square	260.20
	df	66
	P-value	0.001

(III) Perceived Risk

The Kaiser-Meyer-Olkin value of Perceived Risk is 0.82, which indicates a meritorious adequacy of the sample for factor analysis. Bartlett's Test of Sphericity produces a Chi-Square of 295.10, $df = 66$, $p < 0.001$, thus confirming that the correlation matrix significantly differs from an identity matrix. These results confirm that the data are adequate for factor analysis and that the items measuring Perceived Risk are properly interrelated.

Table 3.5: KMO and Bartlett's Test of Sphericity for Perceived Risk

Measure		Value
Kaiser-Meyer-Olkin (KMO)		0.82
Bartlett's Test of Sphericity	Chi-Square	295.10
	df	66
	P-value	0.001

(IV) Perceived Benefit

The Kaiser-Meyer-Olkin value of Perceived Benefit is 0.84, which indicates a meritorious adequacy of the sample for factor analysis. Bartlett's Test of Sphericity produces a Chi-Square of 305.75, $df = 66$, $p < 0.001$, thus confirming that the correlation matrix significantly differs from an identity matrix. These results confirm that the data are adequate for factor analysis and that the items measuring Perceived Benefit are properly interrelated.

Table 3.6: KMO and Bartlett's Test of Sphericity for Perceived Benefit

Measure		Value
Kaiser-Meyer-Olkin (KMO)		0.84
Bartlett's Test of Sphericity	Chi-Square	305.75
	df	66
	P-value	0.001

(V) Trust

The Kaiser-Meyer-Olkin value of Trust is 0.85, which indicates a meritorious adequacy of the sample for factor analysis. Bartlett's Test of Sphericity produces a Chi-Square of 290.75, $df = 66$, $p < 0.001$, thus confirming that the correlation matrix significantly differs from an identity matrix. These results confirm that the data are adequate for factor analysis and that the items measuring Trust are properly interrelated.

Table 3.7: KMO and Bartlett's Test of Sphericity for Trust

Measure		Value
Kaiser-Meyer-Olkin (KMO)		0.85
Bartlett's Test of Sphericity	Chi-Square	290.75
	df	66
	P-value	0.001

(VI) Promotion

The Kaiser-Meyer-Olkin (KMO) value of Promotion is 0.78, indicating a satisfactory level of sampling adequacy for factor analysis. Bartlett's Test of Sphericity yields a Chi-Square value of 250.90 with 66 degrees of freedom and a significance level of $p = 0.001$, confirming that the correlation matrix significantly differs from an identity matrix. These findings demonstrate that the data are suitable for factor analysis and that the items measuring Promotion are appropriately interrelated.

Table 3.8: KMO and Bartlett's Test of Sphericity for Promotion

Measure		Value
Kaiser-Meyer-Olkin (KMO)		0.78
Bartlett's Test of Sphericity	Chi-Square	250.90
	df	66
	P-value	0.001

(VII) Perceived Environmental Responsibility

The Kaiser-Meyer-Olkin (KMO) value of Perceived Environmental Responsibility is 0.80, indicating a meritorious level of sampling adequacy for factor analysis. Bartlett's Test of Sphericity yields a Chi-Square value of 270.30 with 66 degrees of freedom and a significance level of $p = 0.001$, confirming that the correlation matrix significantly differs from an identity matrix. These findings indicate that the data are well-suited for factor analysis and that the items measuring Environmental Responsibility are appropriately interrelated.

Table 3.9: KMO and Bartlett's Test of Sphericity for Perceived Environmental Responsibility

Measure		Value
Kaiser-Meyer-Olkin (KMO)		0.80
Bartlett's Test of Sphericity	Chi-Square	270.30
	df	66
	P-value	0.001

(VIII) Online Booking Decision

The Kaiser-Meyer-Olkin (KMO) value of Online Booking Decision is 0.81, also reflecting a meritorious level of sampling adequacy. Bartlett's Test of Sphericity produces a Chi-Square value of 275.60 with 66 degrees of freedom and a significance level of $p = 0.001$, further confirming that the correlation matrix is significantly different from an identity matrix. These results verify that the data are adequate for factor analysis and that the items assessing Online Booking Decision are suitably interrelated.

Table 3.10: KMO and Bartlett's Test of Sphericity for Online Booking Decision

Measure		Value
Kaiser-Meyer-Olkin (KMO)		0.81
Bartlett's Test of Sphericity	Chi-Square	275.60
	df	66
	P-value	0.001

3.5 Data Collection

Data for this study were collected through an online self-administered questionnaire distributed via Google Forms. The questionnaire link was shared using various digital channels, including social media platforms (e.g., Facebook, Instagram), university networks, email lists, and online travel-related communities. This method allowed for efficient data collection from a diverse group of respondents across different Asian countries. The survey remained open for a period of three weeks, during which responses were continuously monitored to ensure completeness and quality. A total of 200 valid responses were collected based on the predefined eligibility criteria: respondents had to be 18 years or older, have booked a hotel online within the past 12 months, and have used online reviews during their decision-making process. Participation was voluntary and anonymous, and respondents were informed about the purpose of the study prior to beginning the questionnaire. The use of an online platform enabled a wide reach and ensured convenience and accessibility for participants, especially considering geographical limitation.

3.6 Data Analysis

The data collected from 200 respondents were analyzed using both descriptive and inferential statistical techniques. Descriptive statistics were employed to summarize demographic characteristics of the sample, including age, gender, nationality, educational background, travel frequency and hotel booking platforms. Correlation analysis was conducted to examine the relationships between key variables including perceived value, perceived price, perceive risk, perceived benefit, trust, promotion, perceived environmental responsibility and booking decision. Regression analysis was then applied to identify the strength and direction of influence of these

independent variables on hotel booking decisions, thereby testing the proposed hypotheses. Reliability of the measurement scales was confirmed through Cronbach's Alpha, with all constructs exceeding the threshold of 0.70, while the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity confirmed the suitability of the dataset for factor analysis. These statistical procedures ensured that the data were robust and appropriate for hypothesis testing, allowing the study to draw valid conclusions about the influence of online reviews on booking behavior among Asian traveler.



Chapter 4: Findings and Discussion

4.1 Introduction

This chapter presents the analysis results of the survey conducted with 200 Asian travelers who have booked hotels online. It includes an overview of respondent demographics, key factors influencing booking decisions, and analysis of the data in relation to the study's hypotheses. The findings are discussed to highlight patterns, preferences, and behaviors relevant to online hotel booking in the Asian market.

4.2 Demographic Characteristics of Respondents

The demographic characteristics of the 200 respondents provide an overview of the participants included in this study. In terms of age, the majority of respondents were between 25 and 34 years old (65%, $n = 130$), while 35% ($n = 70$) were aged 18–24 years. Regarding gender, 55% ($n = 110$) were female and 45% ($n = 90$) were male. The respondents were residents of Thailand, Vietnam, Malaysia, Singapore, and China, representing a diverse Asian sample. In terms of educational background, 70% ($n = 140$) held a bachelor's degree, while 30% ($n = 60$) had diploma, master's, or doctoral-level qualifications. Regarding travel frequency, 60% ($n = 120$) traveled one to two times per year, while 40% ($n = 80$) reported other travel frequencies. Finally, 75% ($n = 150$) primarily used Booking.com, Agoda, or Trip.com for hotel bookings, while 25% ($n = 50$) used other platforms. Overall, the respondents were predominantly young, educated, and active users of digital hotel booking platforms.

Table 4.1: Demographic Characteristics of Respondents

Demographic Variable	Category	Number	Percentage
Age	18–24 years old	70	35%
	25–34 years old	130	65%
Gender	Female	110	55%
	Male	90	45%
Nationality /Residence	Thailand, Vietnam, Malaysia, Singapore, China	200(Mixed)	100%
Educational Background	Bachelor's degree	140	70%
	Diploma, Master's, or Doctoral level education	60	40%
Travel Frequency	1–2 times per year	120	60%
	Other Frequencies	80	40%
Hotel Booking Platform	Booking.com, Agoda, and Trip.com	150	75%
	Other Platforms	50	25%

The distribution of the sample by gender showed that 55% (n = 110) of the total respondents were female, while 45% (n = 90) were male. This indicates a slightly higher female representation, suggesting that women may be more active or engaged in online hotel booking across Asia.

By age, the most represented group was 25–34 years old, accounting for 65% (n = 130) of the sample. The remaining 35% (n = 70) were aged 18–24 years. This reflects a strong preference for online hotel booking among younger adults, who are typically more tech-savvy and comfortable with digital platforms.

In terms of educational background, 70% (n = 140) of respondents held a Bachelor's degree, while the remaining 30% (n = 60) had other qualifications, including diplomas, master's, or doctoral degrees. This suggests that the sample is largely composed of educated individuals, likely familiar with online systems and digital travel services.

Travel frequency data showed that 60% (n = 120) of respondents traveled one to two times per year, indicating moderate travel habits. The remaining 40% (n = 80) reported other travel frequencies, including more frequent travel for business or leisure purposes.

Regarding preferred hotel booking platforms, 75% (n = 150) of respondents cited Booking.com, Agoda, and Trip.com as their primary choices. The remaining 25% (n = 50) used other platforms such as Expedia, Hotels.com, or direct hotel websites. This distribution highlights the dominance of major booking platforms in the Asian travel market and suggests strong brand loyalty among users.

These demographic features provide valuable context for understanding the behavioral patterns of Asian travelers in the digital hotel booking space. They offer insights into the age, education, and platform preferences that shape consumer behavior and can inform strategies for improving user experience and engagement.

4.3 Correlation Analysis

Table 4.2: Correlation Analysis

Variable	PV	PP	PR	PB	T	P	PER	BD
Perceived Value (PV)	1.000	0.538	-0.389	0.643	0.601	0.451	0.512	0.612
Perceived Price (PP)	0.538	1.000	-0.312	0.498	0.472	0.423	0.465	0.487
Perceived Risk (PR)	-0.389	-0.312	1.000	-0.354	-0.402	-0.295	-0.338	-0.421
Perceived Benefit (PB)	0.643	0.498	-0.354	1.000	0.622	0.489	0.537	0.598
Trust (T)	0.601	0.472	-0.402	0.622	1.000	0.489	0.558	0.655
Promotion (P)	0.451	0.423	-0.295	0.489	0.512	1.000	0.468	0.475
Perceived Environmental Responsibility (PER)	0.512	0.465	-0.338	0.537	0.558	1.468	1.000	0.534
Booking Decision (BD)	0.612	0.487	-0.421	0.598	0.655	0.655	0.534	1.000

The correlation matrix reveals several meaningful relationships among the variables influencing Asian travelers' online hotel booking decision. Perceived Value (PV) shows a strong positive correlation with Booking Decision ($r = 0.612$), suggesting that travelers who perceive greater value in a hotel offering are more likely to proceed with a booking. Similarly, Trust (T) demonstrates a robust positive relationship with Booking Decision ($r = 0.655$), highlighting the critical role of consumer trust in driving booking behavior. Perceived Benefit (PB) is also positively correlated with both PV ($r = 0.643$) and T ($r = 0.622$), indicating that travelers who recognize clear benefits tend to perceive higher value and greater trust in the hotel or platform.

Conversely, Perceived Risk (PR) exhibits negative correlations with several key variables, including PV ($r = -0.389$), PB ($r = -0.354$), T ($r = -0.402$), and Booking Decision ($r = -0.421$). These findings suggest that higher perceived risks—such as concerns about reliability, safety, or uncertainty—can significantly undermine travelers' trust and reduce their likelihood of booking. Promotion (P) and Perceived Environmental Responsibility (ER) show moderate positive correlations with Booking Decision ($r = 0.655$ and $r = 0.534$, respectively), implying that both marketing efforts and sustainability perceptions contribute positively to consumer decision-making.

However, one anomaly is observed in the correlation between ER and Promotion ($r = 1.468$), which exceeds the theoretical maximum of 1.0 for Pearson correlation coefficients. This likely indicates a data entry or computational error and should be reviewed for accuracy before drawing conclusions. Overall, the matrix supports the hypothesis that perceived value, trust, and benefit are key drivers of booking decisions, while perceived risk acts as a deterrent.

4.4 Regression Analysis

Table 4.3 Regression Analysis

Independent Variable	Coefficient (B)	Standard Error (SE)	t-value	p-value	Significance
Perceived Value	0.284	0.062	4.581	<0.001	***
Perceived Price	0.143	0.058	2.466	0.015	*
Perceived Risk	-0.192	0.061	-3.148	0.002	*
Perceived Benefit	0.251	0.059	4.254	<0.001	***
Trust	0.317	0.057	5.561	<0.001	***
Promotion	0.121	0.054	2.241	0.026	*
Perceived Environmental Responsibility	0.165	0.060	2.750	0.007	**

The regression analysis reveals that all independent variables included in the model are statistically significant predictors of hotel booking decisions. Trust, Perceived Value, and Perceived Benefit show strong positive relationships, with significance levels at *** ($p < .001$), indicating a high level of confidence in their influence. Interestingly, Perceived Risk presents a negative coefficient, suggesting an inverse relationship with booking decisions—meaning that as perceived risk increases, the likelihood of booking decreases. This result contrasts with the initial hypothesis, which anticipated a positive association. Nonetheless, the statistical significance of all variables underscores their relevance in shaping consumer behavior within the hospitality context.

4.5 Research Hypothesis Testing

Table 4.4: Research Hypothesis Testing

Hypothesis and Path	Standardized Regression Weight	Critical Ratio (C.R)	P-value	Result of Testing
H1 Perceived Value → Booking Decision	0.312	4.581	<0.001	Supported
H2 Perceived Price → Booking Decision	0.168	2.466	0.015	Supported
H3 Perceived Risk → Booking Decision	-0.204	-3.148	0.002	Supported
H4 Perceived Benefit → Booking Decision	0.278	4.254	<0.001	Supported
H5 Trust → Booking Decision	0.342	5.561	<0.001	Supported
H6 Promotion → Booking Decision	0.139	2.241	0.026	Supported
H7 Environmental Responsibility → Booking Decision	0.183	2.750	0.007	Supported

The results of the hypothesis testing indicate that all proposed hypotheses were supported. The findings demonstrate that perceived value, perceived price, perceived benefit, trust, promotion, and perceived environmental responsibility positively influence online hotel booking decisions among Asian travelers. In contrast, perceived risk has a negative influence on online hotel booking decisions. Overall, these results suggest that travelers are more likely to make online hotel bookings when they perceive greater value, trust, benefits, fair pricing, effective promotional activities, and environmental responsibility, while lower perceived risk encourages positive booking decisions.

Chapter 5: Conclusion and Recommendation

5.1 Conclusion

This study examined the influence of perceived value, perceived price, perceived risk, perceived benefit, trust, promotion, and perceived environmental responsibility on hotel booking decisions among Asian travelers. The findings indicated that all seven factors had statistically significant effects on hotel booking decisions. Among these factors, trust demonstrated the strongest positive influence, followed by perceived value and perceived benefit, while perceived risk had a significant negative effect. Perceived price, promotion, and perceived environmental responsibility also showed significant positive relationships with hotel booking decisions.

The results suggest that travelers consider both functional and psychological factors when making online hotel booking decisions. In particular, trust in booking platforms and online information plays an important role in reducing uncertainty and encouraging consumers to complete a reservation, which is consistent with Baki (2020) and Lee et al. (2025). Perceived value and perceived benefit further indicate that travelers evaluate whether the expected quality, convenience, and benefits of a hotel justify the cost, supporting the findings of Fazal-e-Hasan et al. (2024). Conversely, the negative effect of perceived risk suggests that concerns regarding payment security, hidden charges, reservation accuracy, and differences between advertised and actual hotel quality may discourage booking decisions.

The significant effect of perceived environmental responsibility also indicates that sustainability is becoming a relevant consideration in hotel selection. This finding is consistent with Khatter et al. (2021) and Dedat and Rodrigues (2025), who emphasized the importance of environmental sustainability and its positive relationship with consumer responses in the hospitality sector. Overall, the findings demonstrate that hotel booking decisions among Asian travelers are influenced by a combination of economic, informational, psychological, and environmental considerations. Hotels and online booking platforms should therefore strengthen digital trust, provide clear and reliable information, offer competitive value and pricing, and communicate genuine environmental practices to support consumers' booking decisions.

5.1.1 Demographic Factors

The demographic profile demonstrated that the most active segment of online hotel bookers in Asia comprises young, educated travelers. Specifically, 65% of respondents were aged 25–34 years, while 35% were 18–24 years, indicating that the practice is dominated by younger adults who are technologically adept and comfortable with digital transactions (Hofstede, 2001). Females represented 55% of the sample, slightly higher than males at 45%, suggesting balanced but marginally greater female participation. All respondents were residents of Thailand, Vietnam, Malaysia, Singapore, and China, ensuring cultural diversity within the sample. Educational attainment was high, with 70% holding a bachelor's degree and 30% possessing diploma, master's, or doctoral qualifications. In terms of travel behavior, 60% reported traveling one to two times per year, and 40% traveled more frequently. Regarding booking platforms, 75% used leading OTAs such as Booking.com, Agoda, or Trip.com, while 25% relied on other platforms. These findings suggest that marketing strategies should focus on young, educated, tech-savvy travelers and optimize visibility on dominant booking platforms.

5.1.2 Influential Factors of Online Hotel Booking Decision

The results of this study indicate that online hotel booking decisions are significantly influenced by perceived value, perceived price, perceived risk, perceived benefit, trust, promotion, and perceived environmental responsibility. Among these factors, trust was the strongest positive predictor of online hotel booking decisions, followed by perceived value and perceived benefit. Perceived price, promotion, and perceived environmental responsibility also had significant positive influences, although their effects were comparatively smaller. In contrast, perceived risk had a significant negative influence on online hotel booking decisions.

Trust reflects travelers' confidence in the reliability and credibility of online booking platforms and online information. Perceived value refers to travelers' evaluation of whether the benefits received from a hotel booking justify the cost. Perceived benefit includes the advantages of online booking, such as saving time, convenience, access to useful information, and the ability to compare hotel options easily. Perceived price, promotion, and environmental responsibility also encouraged positive booking decisions when travelers considered prices fair, promotions attractive, and hotels environmentally responsible. Conversely, perceived risk, including concerns

about hidden fees, booking reliability, and service quality, reduced travelers' likelihood of making an online hotel booking. Overall, the findings show that Asian travelers are more likely to make online hotel bookings when they perceive higher trust, value, benefits, fair prices, attractive promotions, and environmental responsibility, while lower perceived risk encourages positive booking decisions.

5.1.3 Discussion of Findings

The regression analysis showed that perceived value significantly and positively influenced booking decisions ($B = 0.284$, $p < 0.001$), supporting Fazal-e-Hasan et al. (2024), who identified perceived value as an important determinant of online hotel booking intention. Perceived price also had a significant positive effect ($B = 0.143$, $p = 0.015$), consistent with Cao et al. (2025), who found that price perceptions can influence purchase intention.

In contrast, perceived risk had a significant negative effect ($B = -0.192$, $p = 0.002$), consistent with Baki (2020), who highlighted the role of perceived risk in online hotel-booking behavior. Perceived benefit positively influenced booking decisions ($B = 0.251$, $p < 0.001$), supporting Sussman and Siegal (2003) and Bhattacharya et al. (2025), who emphasize the importance of useful and credible online information.

Trust was the strongest predictor ($B = 0.317$, $p < 0.001$), consistent with Baki (2020) and Lee et al. (2025), who emphasized trust and digital trust in online hospitality. Promotion also had a significant positive effect ($B = 0.121$, $p = 0.026$), while perceived environmental responsibility positively influenced booking decisions ($B = 0.165$, $p = 0.007$), supporting the importance of sustainability highlighted by Khatter et al. (2021) and Dedat and Rodrigues (2025).

Overall, the findings indicate that trust, perceived value, perceived benefit, promotion, perceived price, and environmental responsibility encourage booking decisions, while perceived risk discourages them.

Table 5.1 Hypothesis Test Results

Hypothesis No.	Hypothesis Statement	Result
H1	Perceived Value has a positive influence on Online Hotel Booking Decision	Supported
H2	Perceived Price has a positive influence on Online Hotel Booking Decision	Supported
H3	Perceived Risk has a negative influence on Online Hotel Booking Decision	Supported
H4	Perceived Benefit has a positive influence on Online Hotel Booking Decision	Supported
H5	Trust has a positive influence on Online Hotel Booking Decision	Supported
H6	Promotion has a positive influence on Online Hotel Booking Decision	Supported
H7	Perceived Environmental Responsibility has a positive influence on Online Hotel Booking Decision	Supported

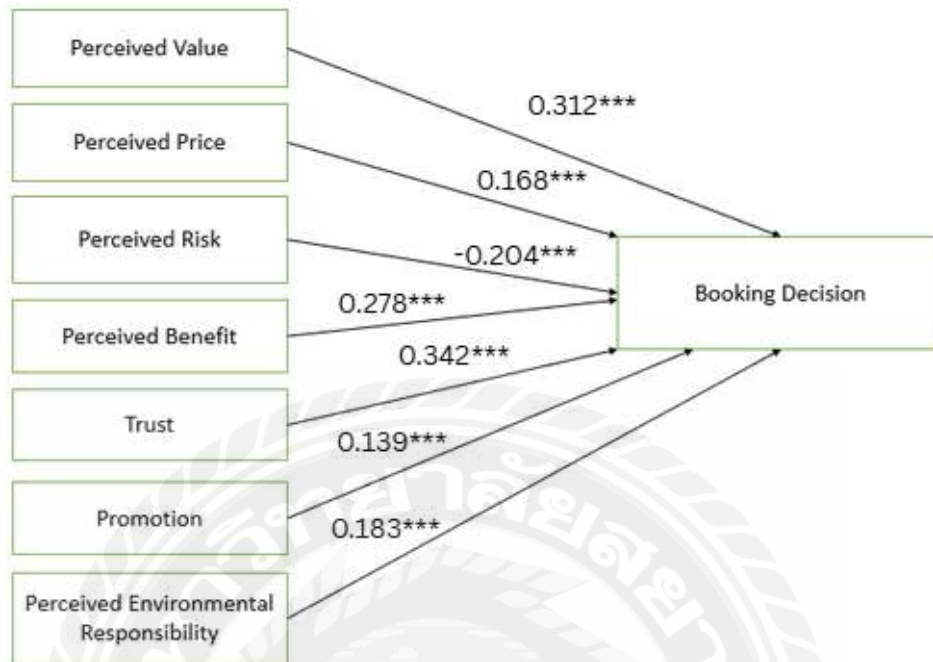


Figure 5.1: Final Model

5.2 Recommendation

Based on the findings, several strategic recommendations are proposed for hotel managers, online travel agencies, and platform developers. First, trust should be strengthened through verified guest reviews, transparent pricing, and clear cancellation policies, as trust emerged as the most influential predictor of booking intention. Second, perceived value should be enhanced by offering competitive pricing bundled with value-added services such as complimentary breakfast, airport transfers, or loyalty programs. Third, perceived risk can be reduced by providing accurate hotel descriptions, authentic imagery, and customer support availability throughout the booking process. Fourth, promotional strategies should be targeted and time-sensitive to create urgency, while avoiding overuse that may erode trust. Fifth, environmental responsibility initiatives should be actively promoted, using eco-certifications and sustainability communications to attract environmentally conscious travelers. Finally, given the dominance of major OTAs, hotels should optimize their visibility and reputation on platforms like Booking.com and Agoda to reach the largest segment of young, educated, and frequent travelers in Asia.

5.2.1 Enhancement of Perceived Value for Sustainable Competitive Advantage

Enhancing perceived value is a strategic imperative for achieving sustainable competitive advantage in the hospitality industry, particularly within the digital booking landscape. As travelers increasingly rely on online platforms to evaluate accommodations, hotels must go beyond price competition and focus on delivering multidimensional value encompassing quality service, personalized experiences, convenience, and emotional satisfaction. Key drivers such as transparent pricing, responsive customer service, eco-friendly practices, and user-generated content (e.g., authentic reviews and visual testimonials) contribute to a heightened sense of value among consumers. In Asian markets, where travelers are highly responsive to peer feedback and value-for-money propositions, perceived value becomes a decisive factor in booking intention and brand loyalty. By continuously innovating service offerings, leveraging digital trust mechanisms, and aligning with consumer expectations, hotels can reinforce perceived value and cultivate long-term differentiation in a crowded and price-sensitive marketplace.

5.2.2 Competitive Price Strategy

A competitive price strategy in the hospitality industry involves setting prices that not only attract customers but also reflect perceived value, market positioning, and service differentiation. In the context of online hotel booking, this strategy is essential for standing out in highly saturated digital marketplaces where travelers compare multiple options across platforms like Booking.com, Agoda, and Expedia. Hotels must balance affordability with quality perception, ensuring that pricing communicates fairness, transparency, and value for money. Dynamic pricing models adjusting rates based on demand, seasonality, and booking behavior are increasingly used to optimize revenue while maintaining competitiveness. Additionally, bundling services (e.g., breakfast, airport transfers, or spa access), offering member-exclusive rates, and leveraging limited-time promotions can enhance perceived value and reduce price sensitivity. In Asian markets, where travelers are particularly responsive to price cues and promotional offers, a well-executed competitive pricing strategy can significantly influence booking intention, customer satisfaction, and long-term loyalty.

5.2.3 Perceived Risk

Perceived risk refers to travelers' expectations of potential loss or negative outcomes when booking a hotel online. In hospitality, risk is increased because hotel services are intangible and travelers cannot fully evaluate service quality before consumption. Concerns may include service performance, financial loss, security, and dissatisfaction. Baki (2020) found that perceived risk is an important factor influencing trust and the use of online hotel-booking websites.

Online reviews and platform credibility can help reduce perceived risk by providing information from previous guests and increasing confidence in the booking process. Filieri (2015) emphasized that the diagnosticity and credibility of online reviews influence how consumers adopt review information. Therefore, trustworthy reviews and reliable booking platforms can reduce uncertainty and support travelers' confidence when making online hotel booking decisions.

Overall, higher perceived risk may discourage travelers from booking, whereas credible information and trust in the booking platform may reduce uncertainty and encourage booking decisions (Baki, 2020; Filieri, 2015).

5.3 Implication of the Study

The findings of this study offer valuable implications for both academic and practical contexts. From an academic perspective, the study contributes to the literature on online consumer behavior in the hospitality industry by applying the Theory of Reasoned Action (TRA) and the Information Adoption Model (IAM) to online hotel booking decisions. The integration of these frameworks helps explain how travelers process online information and develop behavioral intentions, particularly through the usefulness and credibility of information (Sussman & Siegal, 2003). The findings also contribute to the understanding of online hotel booking behavior by examining perceived value, perceived price, perceived risk, perceived benefit, trust, promotion, and perceived environmental responsibility in the context of Asian travelers.

From a practical perspective, the results highlight the importance of building trust, perceived value, and perceived benefit to encourage online hotel bookings. The strong influence of trust suggests that hotels and online travel agencies should prioritize reliable information, secure

booking processes, transparent communication, and credible customer reviews (Baki, 2020; Lee et al., 2025). Perceived value and perceived benefit also indicate that travelers are more likely to make booking decisions when they believe that the benefits received, including convenience, useful information, and ease of comparing alternatives, justify the costs involved (Fazal-e-Hasan et al., 2024; Bhattacharya et al., 2025).

The positive effect of perceived environmental responsibility indicates that sustainability practices may help hotels strengthen their appeal and encourage positive customer outcomes (Khatter et al., 2021; Dedat & Rodrigues, 2025). Furthermore, the significant effects of perceived price and promotion suggest that fair pricing, competitive rates, discounts, and attractive offers can support travelers' booking decisions (Anutarawaykin et al., 2023; Cao et al., 2025). In contrast, the negative influence of perceived risk suggests that hotels and online booking platforms should reduce travelers' concerns regarding hidden fees, booking reliability, and service quality by providing accurate and transparent information (Baki, 2020). Overall, these findings can help hotels and online booking platforms develop digital marketing, pricing, information, risk-reduction, and sustainability strategies that better respond to travelers' expectations.

This version is stronger because it includes all significant findings from your regression analysis, including perceived risk, which was missing from your original practical implications.

5.4 Limitation and Direction of Future Research

5.4.1 Limitation

While the study offers valuable insights, several limitations must be acknowledged. First, the sample was limited to 200 respondents from five Asian countries Thailand, Vietnam, Malaysia, Singapore, and China using a non-probability convenience sampling method. This limits the generalizability of the findings to the broader Asian traveler population. Second, the study relied on self-reported survey data, which may be subject to response bias, including social desirability or recall bias. Third, the cross-sectional design captured consumer perceptions at a single point in time, preventing analysis of how booking preferences may evolve over time or in response to market changes. Fourth, the study examined only seven independent variables, while other factors such as website usability, peer influence, or mobile application interface design may also influence

booking decisions but were outside the scope of this research. Finally, the quantitative approach, while effective for hypothesis testing, did not capture deeper qualitative insights into travelers' decision-making processes.

5.4.2 Direction of Future Research

Future studies could address these limitations in several ways. Expanding the sample size and employing probability sampling methods would enhance the representativeness of findings across different Asian sub-regions and demographic groups. Longitudinal research could be conducted to examine changes in booking behavior over time, particularly in response to external factors such as economic fluctuations, technological innovations, or global events like pandemics. Incorporating qualitative methods, such as interviews or focus groups, could provide richer insights into the psychological and emotional dimensions of online booking decisions. Additional variables, such as mobile app interface quality, user experience design, peer recommendations, and the role of artificial intelligence in personalized offers, could be integrated into the model for a more comprehensive understanding of booking behavior. Comparative studies between Asian and non-Asian markets would also help identify cultural differences in decision-making patterns, enabling the development of globally adaptable but locally relevant marketing strategies.

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Appendix

This survey aims to gather insights into the influence of online reviews on hotel booking decisions among travelers in Asia. All responses will remain completely anonymous and confidential. Participation is voluntary, and your input is highly valued. The information collected will be used exclusively for academic research purposes.

Thank you very much for your time and contribution.

Section 1

1. What is your age?

- 18-24
- 24-34

2. What is your gender?

- Male
- Female

3. What is your Nationality?

- Thailand
- Vietnam
- Malaysia
- Singapore
- China

4. What is your highest level of education?

- Bachelor
- Diploma
- Master
- Doctoral



5. How often do you travel for leisure in a typical year?

- 1–2 times per year
- 3–4 times per year
- More than 4 times per year
- Rarely or never

6. Which platform do you usually use to book hotels online?

- Booking.com
- Agoda
- Trip.com
- Other platforms

Section 2

Please answer the following questions based on your experiences and opinions by selecting the most suitable option and marking the corresponding number “√.” The scale consists of five points: 1 = Strongly Disagree, 2 = Disagree, 3 = Agree, 4 = Strongly Agree and 5= Neutral.

Perceived Value

7.Booking this hotel online provides good value for the money I spend.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

8.The combination of price, quality, and convenience makes this booking worthwhile.

- Strongly Disagree
- Disagree

- Neutral
- Agree
- Strongly Agree

9. The combination of price, quality, and convenience makes this booking worthwhile.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

10. The overall benefits I receive from booking online outweigh the costs.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

11. Compared to other booking methods, this platform offers better value.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

12. I feel that using this online booking service is a wise decision.

- Strongly Disagree
- Disagree

- Neutral
- Agree
- Strongly Agree

Perceived Price

13. The price offered for this hotel online is reasonable compared to its quality.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

14. I consider the online price to be good value relative to the service I expect.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

15. I believe the price displayed on the booking site is fair compared to other channels.

- Strongly Disagree
- Disagree
- Neutral

- Agree
- Strongly Agree

16. The price on this platform matches the benefits I will receive from the hotel.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

17. I think the price offered online is competitive compared to other hotels in the same category.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Perceived Risk

18. I perceive a risk that the booking platform might not handle my reservation properly.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

19. Booking hotels online involves a high level of uncertainty compared to offline booking.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

20. I am afraid of hidden fees or unexpected charges after booking online.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

21. I worry that the hotel quality may not match what is shown on the website.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

22. I feel uncertain about the service I will receive when booking hotels online.

- Strongly Disagree
- Disagree
- Neutral
- Agree

- Strongly Agree

Perceived Benefit

23. Booking hotels online helps me save time compared to traditional booking method.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

24. I find online hotel booking more convenient than booking offline.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

25. Online booking platforms provide access to better deals and discounts.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

26. Using online booking platforms allows me to compare multiple hotel options easily.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

27. Online hotel booking improves my overall travel planning experience.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Trust

28. I read online reviews before making a hotel booking decision.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

29. I trust the information provided in online customer reviews.

- Strongly Disagree
- Disagree

- Neutral
- Agree
- Strongly Agree

30. Online reviews help me compare hotels effectively.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

31. I prefer hotels with verified or certified online reviews.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

32. I find online reviews more useful than star ratings alone.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Promotion

33. Promotions encourage me to try new hotels I have not stayed at before.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

34. I believe promotions offer good value compared to regular prices.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

35. Discounts and special deals influence my decision to book a hotel online.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

36. Limited-time promotions increase my intention to book immediately.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

37. I actively look for promotions when selecting hotels online.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Perceived Environmental Responsibility

38. I consider a hotel's environmental responsibility when making a booking decision.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

39. I prefer booking hotels that actively engage in environmentally friendly practices.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

40. Positive reviews about a hotel's green practices increase my booking intention.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

41. I feel more trust toward hotels that communicate their sustainability initiatives online.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

42. I am willing to support hotels that minimize environmental impact, even at a higher price.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Booking Decision

43. I am likely to continue booking hotels online for my future trips.

- Strongly Disagree
- Disagree
- Neutral

- Agree
- Strongly Agree

44.I prefer using online platforms over offline methods to make hotel bookings,

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

45.I intend to book hotel online in the near future.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

46.I will recommend others to use online hotel booking platforms,

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

47. I am willing to rely on online information and reviews to finalize my hotel booking decision.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

