

THE INFLUENCE OF ONLINE GUEST REVIEWS AND BRAND IMAGE ON THE TRIPADVISOR PLATFORM ON GUESTS' DECISIONS TO STAY AT THE TRANS RESORT BALI

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Abstract

This study aims to analyze the influence of Online Guest Reviews and Brand Image on the Tripadvisor platform on guests' Stay Decisions at The Trans Resort Bali. This research employed a quantitative approach using a purposive sampling technique involving 100 respondents who had read reviews on Tripadvisor and stayed at The Trans Resort Bali. Data were collected through a questionnaire and analyzed using multiple linear regression with IBM SPSS Statistics version 27. The results indicate that, partially, Online Guest Reviews do not have a significant effect on Stay Decisions, with a significance value of 0.062 (>0.05). In contrast, Brand Image has a positive and significant effect on Stay Decisions, with a significance value of <0.001 (<0.05). Simultaneously, Online Guest Reviews and Brand Image have a significant effect on Stay Decisions, with a significance value of <0.001 (<0.05). The Adjusted R Square value of 0.209 indicates that these two variables explain 20.9% of the variance in Stay Decisions, while the remaining 79.1% is explained by other factors beyond the scope of this study. This study recommends that The Trans Resort Bali continue strengthening its Brand Image while optimizing the management of Online Guest Reviews as part of its marketing strategy.

Keywords: *Online Guest Review, Brand Image, Stay Decision.*

INTRODUCTION

The rapid advancement of digital technology in recent years has significantly transformed the way travelers search for and evaluate information before selecting accommodation. Whereas prospective guests previously relied primarily on official hotel promotions or recommendations from relatives and acquaintances, today's travelers tend to seek references through online guest review platforms. Such reviews are considered more credible because they are based on the actual experiences of previous guests and provide more detailed evaluations of hotel service quality (Ariansyah et al., 2025).

Online guest reviews constitute a form of electronic word of mouth (e-WOM), which refers to consumer-to-consumer communication conducted through electronic media. Numerous studies published over the past five years have demonstrated that e-WOM significantly influences consumers' perceptions, trust, and purchase intentions within the hospitality industry (Juniarta et al., 2023). The findings of Nguyen and Nguyen (2024) revealed that online customer reviews positively influence hotel room booking decisions through online travel agents (OTAs), indicating that consumers' responses to online reviews represent an important factor in the hotel reservation process. Similarly, Listyorini and Ridanata (2024) found that reviews on digital platforms shape travelers' hotel selection decisions by influencing their perceptions of service quality.

Furthermore, online reviews can be qualitatively analyzed to understand consumer sentiment toward hotel services and guest experiences. Cahyadi et al. (2025) reported that the majority of online reviews on Tripadvisor reflect positive sentiment, which, when systematically analyzed, can assist hotel management in improving service quality and enhancing overall guest satisfaction.

One of the most widely used review platforms by travelers worldwide is Tripadvisor. The platform provides a rating system consisting of numerical scores, written reviews, and hotel rankings based on specific locations. Most travelers read several reviews before making a reservation because such information increases their confidence in the quality of the hotel they intend to book (Tripadvisor Insights, 2023). Therefore, Tripadvisor serves not only as an information source but also as a factor that has the potential to influence travelers' stay decisions. This phenomenon is also evident at The Trans Resort Bali, a five-star hotel located in the Seminyak area of Badung Regency, Bali. Based on data available on the Tripadvisor platform as of February 2026, The Trans Resort Bali had received an overall rating of 4.8 from a total of 4,319 reviews and was ranked sixth among 64 hotels in Kerobokan Kelod (Tripadvisor, 2026). Specifically, the Rooms, Cleanliness, and Service categories each received a score of 4.9, while Sleep Quality received 4.8 and Value received 4.7. The substantial number of reviews and the exceptionally high ratings indicate that the hotel has established a strong digital reputation among travelers, which may influence prospective guests' perceptions.

Figure 1. The Trans Resort Bali's Rating and Number of Reviews on the Tripadvisor Platform



Although the hotel's digital reputation, as reflected on the Tripadvisor platform, demonstrates outstanding performance, it does not necessarily represent the hotel's overall operational performance. Therefore, to obtain a more comprehensive assessment of hotel performance, the room occupancy rate is also an important indicator of operational performance.

Table 1. The Trans Resort Bali Occupancy Rate, 2023–2025

No	Year	Occupancy Rate (%)
1	2023	71%
2	2024	76%
3	2025	71%

Source: Internal Data of The Trans Resort Bali (2026)

Based on The Trans Resort Bali's room occupancy rate over the past three years, fluctuations in hotel occupancy performance can be observed. In 2023, the occupancy rate was recorded at 71%, increasing to 76% in 2024. However, in 2025, the occupancy rate declined again to 71%.

These fluctuations indicate that although The Trans Resort Bali has maintained an excellent reputation on the Tripadvisor platform, this has not consistently been accompanied by stable room occupancy levels. In other words, a high volume of positive online guest reviews does not necessarily correspond directly to guests' stay decisions. This condition suggests that other factors also influence travelers' decisions when selecting a hotel.

In addition to online guest reviews, another factor influencing guests' stay decisions is brand image. According to Kotler and Keller (2016), "Brand image describes the perceptions and beliefs held by consumers, as reflected in the associations held in consumer memory." This definition suggests that brand image comprises consumers' perceptions and beliefs regarding a brand, which are formed through experience, marketing communications, reputation, and information obtained from various sources. Within the hospitality industry, brand image reflects how guests perceive a hotel's service quality, facilities, credibility, and value relative to its

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competitors. A positive brand image can foster trust and confidence among prospective guests before making a reservation while reducing perceived risk during the decision-making process. Conversely, a weaker brand image may create uncertainty, even when a hotel has received high ratings on online review platforms. As a five-star hotel positioned within the premium segment, The Trans Resort Bali has established an image as a hotel offering comprehensive facilities and high-quality services. This perception shapes the hotel's brand image in consumers' minds, which may subsequently influence their stay decisions. Therefore, guests' stay decisions are influenced not only by external information in the form of online guest reviews but also by consumers' internal perceptions of the hotel's brand image.

Although numerous studies have examined the influence of e-WOM and brand image on purchase decisions in the service sector, particularly within tourism and hospitality, studies specifically investigating the influence of online guest reviews and brand image on the Tripadvisor platform on guests' stay decisions at The Trans Resort Bali remain limited. Based on this research gap, the present study was conducted to empirically examine the relationships between online guest reviews, brand image on Tripadvisor, and guests' stay decisions at The Trans Resort Bali.

Accordingly, the researchers conducted a study entitled "The Influence of Online Guest Reviews and Brand Image on the Tripadvisor Platform on Guests' Stay Decisions at The Trans Resort Bali."

METHOD

This study employed a quantitative approach with a causal associative research design to analyze the influence of online guest reviews and brand image on guests' stay decisions at The Trans Resort Bali, Seminyak, Badung Regency. The study population comprised 98,358 guests who stayed at the hotel in 2025. A sample of 100 respondents was determined using the Slovin formula and selected through a purposive sampling technique. Respondents were required to meet the following criteria: (1) having stayed at The Trans Resort Bali, (2) having read online guest reviews on the Tripadvisor platform before making a reservation, (3) being at least 17 years of age, and (4) being willing to complete the questionnaire in its entirety. The independent variables consisted of online guest review (X_1) and brand image (X_2), while the dependent variable was guests' stay decision (Y), measured using indicators relevant to the objectives of the study (Sekaran & Bougie, 2016; Creswell, 2021; Etikan & Bala, 2020).

The study utilized both primary and secondary data. Primary data were collected through a Google Forms-based questionnaire employing a five-point Likert scale, which was distributed to respondents who met the established sampling criteria. Secondary data were obtained from scientific journals, books, the official Tripadvisor website, and the official website of The Trans Resort Bali. In addition to the questionnaire as the primary research instrument, the study was supported by observational activities conducted within the Marketing Communication Department and documentation to obtain information regarding the company's profile and its online guest review management practices. The use of multiple data sources and collection techniques was intended to enhance the validity of the information and support a comprehensive research analysis (Malhotra, 2020; Martono, 2020; Creswell, 2020; Creswell, 2023).

Data analysis was conducted using descriptive statistics, validity testing, reliability testing, classical assumption tests, multiple linear regression analysis, hypothesis testing (t-test and F-test), and the coefficient of determination (R^2). Validity was assessed using the Pearson Product-Moment correlation, while reliability was evaluated using Cronbach's Alpha. Furthermore, the regression model was tested for normality, multicollinearity, and heteroscedasticity before examining the partial and simultaneous effects of online guest reviews and brand image on guests' stay decisions. This series of analyses was performed to ensure that the research model satisfied the required statistical assumptions and produced findings that are valid, reliable, and scientifically justifiable (Ghozali, 2021; Hair et al., 2022).

RESULTS AND DISCUSSION

Research Results and Discussion

Instrument Testing

a. Validity Test

The validity test was conducted to determine whether each questionnaire item was capable of accurately measuring the research variables. In this study, the research instrument consisted of 12 items for the Online Guest Review variable (X_1), 12 items for the Brand Image variable (X_2), and 12 items for the Stay Decision variable (Y). The validity test results for each variable are presented in the following tables:

Table 2. Validity Test Results for the Online Guest Review Variable (X_1)

Variable	Item Code	r-value	r-table	p-value	Result
Online Guest Review (X_1)	X1.1.1	0.786	0.361	<0.001	Valid
	X1.1.2	0.781	0.361	<0.001	Valid
	X1.1.3	0.741	0.361	<0.001	Valid
	X1.2.1	0.524	0.361	0.003	Valid
	X1.2.2	0.553	0.361	0.002	Valid
	X1.2.3	0.851	0.361	<0.001	Valid
	X1.3.1	0.615	0.361	<0.001	Valid
	X1.3.2	0.812	0.361	<0.001	Valid
	X1.3.3	0.510	0.361	0.004	Valid
	X1.4.1	0.838	0.361	<0.001	Valid
	X1.4.2	0.568	0.361	0.001	Valid
	X1.4.3	0.863	0.361	<0.001	Valid

Source: Processed Data (2026), SPSS 27

Based on Table 2, the validity test results for the Online Guest Review variable (X_1) indicate that all questionnaire items have calculated correlation coefficients (r-calculated) greater than the r-table value of 0.361. In addition, all items have significance values of less than 0.05. Therefore, all items measuring the Online Guest Review variable (X_1) are considered valid and appropriate for use as research instruments.

Table 3. Validity Test Results for the Brand Image Variable (X_2)

Variable	Item Code	r-value	r-table	p-value	Result
Brand Image (X_2)	X2.1.1	0.764	0.361	<0.001	Valid
	X2.1.2	0.880	0.361	<0.001	Valid
	X2.1.3	0.813	0.361	<0.001	Valid
	X2.2.1	0.826	0.361	<0.001	Valid
	X2.2.2	0.829	0.361	<0.001	Valid
	X2.2.3	0.822	0.361	<0.001	Valid
	X2.3.1	0.608	0.361	<0.001	Valid
	X2.3.2	0.791	0.361	<0.001	Valid
	X2.3.3	0.790	0.361	<0.001	Valid
	X2.4.1	0.793	0.361	<0.001	Valid
	X2.4.2	0.836	0.361	<0.001	Valid
	X2.4.3	0.767	0.361	<0.001	Valid

Source: Processed Data (2026), SPSS 27

Based on the validity test results presented in Table 3, all questionnaire items for the Brand Image variable (X_2) have r-calculated values exceeding the r-table value of 0.361 and significance values below 0.05. Accordingly, all items measuring the Brand Image variable (X_2) are declared valid and suitable for measuring the research variable.

Table 4. Validity Test Results for the Stay Decision Variable (Y)

Variable	Item Code	r-value	r-table	p-value	Result
Stay Decision (Y)	Y1.1.1	0.872	0.361	<0.001	Valid
	Y1.1.2	0.878	0.361	<0.001	Valid
	Y1.1.3	0.794	0.361	<0.001	Valid
	Y1.2.1	0.790	0.361	<0.001	Valid
	Y1.2.2	0.869	0.361	<0.001	Valid
	Y1.2.3	0.867	0.361	<0.001	Valid
	Y1.3.1	0.813	0.361	<0.001	Valid
	Y1.3.2	0.890	0.361	<0.001	Valid
	Y1.3.3	0.764	0.361	<0.001	Valid
	Y1.4.1	0.798	0.361	<0.001	Valid
	Y1.4.2	0.849	0.361	<0.001	Valid
	Y1.4.3	0.750	0.361	<0.001	Valid

Source: Processed Data (2026), SPSS 27

Based on Table 4, the validity test results for the Stay Decision variable (Y) indicate that all questionnaire items have r-calculated values greater than the r-table value of 0.361, with significance values below 0.05. Therefore, all items measuring the Stay Decision variable (Y) are considered valid and suitable for use as research instruments.

b. Reliability Test

The reliability test was conducted to determine the consistency of the research instrument in measuring the variables under investigation. Reliability was assessed using Cronbach's Alpha coefficient. According to Ghazali (2021), a research instrument is considered reliable if it has a Cronbach's Alpha value of 0.60 or higher. The reliability test results for the Online Guest Review (X_1), Brand Image (X_2), and Stay Decision (Y) variables are presented in Table 5:

Table 5. Reliability Test Results

Research Variable	Research Variable	Research Variable	Research Variable
Online Guest Review (X_1)	0,902	12	Reliabel
Brand Image (X_2)	0,947	12	Reliabel
Stay Decision (Y)	0,958	12	Reliabel

Source: Processed Data (2026), SPSS 27

Based on Table 5, the reliability test results indicate that the Online Guest Review variable (X_1) achieved a Cronbach's Alpha value of 0.902, the Brand Image variable (X_2) obtained a value of 0.947, and the Stay Decision variable (Y) obtained a value of 0.958. All variables have Cronbach's Alpha values exceeding the threshold of 0.60, indicating that they are reliable. Furthermore, based on the validity test results presented earlier, all questionnaire items for each variable have r-calculated values greater than the r-table value of 0.361, with significance values below 0.05. Therefore, all research instruments satisfy the criteria for validity and reliability and are considered appropriate for use as data collection instruments in this study.

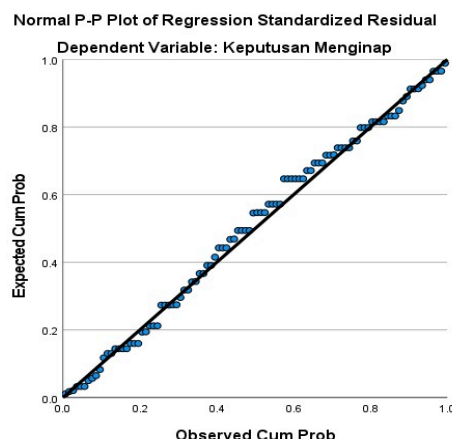
Classical Assumption Tests

Prior to conducting the multiple linear regression analysis, classical assumption tests were performed to ensure that the research data satisfied the assumptions required for regression analysis. In this study, the classical assumption tests consisted of the normality test, multicollinearity test, and heteroscedasticity test. These tests were conducted on the independent variables, namely Online Guest Review (X_1) and Brand Image (X_2), and the dependent variable, Stay Decision (Y). The results of each classical assumption test are presented in the following sections:

a. Normality Test

The normality test was conducted to determine whether the regression residuals were normally distributed. In this study, normality was assessed using graphical analysis through the Normal Probability Plot (P–P Plot) and the One-Sample Kolmogorov–Smirnov test. The regression model is considered to satisfy the normality assumption when the residuals are distributed along the diagonal line in the P–P Plot and the significance value of the Kolmogorov–Smirnov test exceeds 0.05.

Figure 2. Normality Test Results Using the P–P Plot



Source: Processed by the Authors Using SPSS 27 (2026)

Based on Figure 2, the residual data points are distributed around the diagonal line and closely follow its direction. This indicates that the residuals are normally distributed, confirming that the regression model satisfies the normality assumption.

Table 6. Normality Test Results Using the Kolmogorov–Smirnov Test

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			100
Normal Parameters ^{a, b}	Mean		.0000000
	Std. Deviation		1.01014218
Most Extreme Differences	Absolute		.078
	Positive		.043
	Negative		-.078
Test Statistic			.078
Asymp. Sig. (2-tailed) ^c			.133
Monte Carlo Sig. (2-tailed) ^d	Sig.		.131
	99% Confidence Interval	Lower Bound	.122
		Upper Bound	.139

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 112562564.

Source: Processed by the Authors Using SPSS 27 (2026)

Based on the One-Sample Kolmogorov–Smirnov test, the Asymp. Sig. (2-tailed) value was 0.133. Since this value is greater than 0.05, it can be concluded that the residuals are normally distributed. Therefore, the regression model in this study satisfies the normality assumption.

b. Multicollinearity Test

The multicollinearity test was conducted to determine whether a high degree of correlation existed among the independent variables in the regression model. A regression model is considered free from multicollinearity when it has a Tolerance value greater than 0.10 and a Variance Inflation Factor (VIF) value less than 10.

Table 7. Multicollinearity Test Results

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	39.894	6.891		5.790	<.001		
	Online Guest Review	-.200	.106	-.171	-1.886	.062	.970	1.031
	Brand Image	.468	.090	.473	5.213	<.001	.970	1.031

a. Dependent Variable: Keputusan Menginap

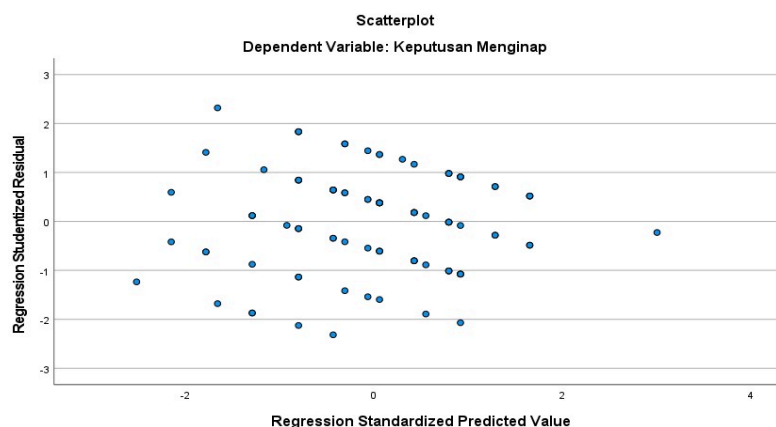
Source:

Based on the multicollinearity test results, both the Online Guest Review and Brand Image variables have a Tolerance value of 0.970 and a VIF value of 1.031. These values satisfy the required criteria, namely Tolerance > 0.10 and VIF < 10, indicating that the regression model is free from multicollinearity.

c. Heteroscedasticity Test

The heteroscedasticity test was conducted to determine whether the residual variance was constant across observations in the regression model. In this study, heteroscedasticity was assessed using both the scatterplot and the Glejser test. The regression model is considered free from heteroscedasticity when the residuals are randomly dispersed on the scatterplot without forming a specific pattern and when the significance values of each independent variable in the Glejser test exceed 0.05.

Figure 3. Heteroscedasticity Test Results Using the Scatterplot



Source: Processed by the Authors Using SPSS 27 (2026)

Based on Figure 3, the scatterplot shows that the residuals are randomly distributed above and below the horizontal line at zero and do not form any discernible pattern, such as a wave-like, widening, or narrowing pattern. Visually, the random distribution of the residuals suggests the absence of a clear heteroscedasticity pattern.

Table 8. Heteroscedasticity Test Results Using the Glejser Test

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.728	3.778		-.722	.472
	Online Guest Review	.160	.058	.270	2.746	.007
	Brand Image	-.094	.049	-.187	-1.906	.060

a. Dependent Variable: ABS_Res

Source: Processed by the Authors Using SPSS 27 (2026)

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Based on the Glejser test, the Online Guest Review variable has a significance value of 0.007 (< 0.05), indicating the presence of heteroscedasticity. In contrast, the Brand Image variable has a significance value of 0.060 (> 0.05), indicating that no heteroscedasticity is present for this variable. Therefore, because one independent variable has a significance value below 0.05, it can be concluded that the regression model still indicates the presence of heteroscedasticity.

Research Data Description

To examine respondents' perceptions of the influence of Online Guest Reviews and Brand Image on the Tripadvisor platform on guests' Stay Decisions at The Trans Resort Bali, questionnaires were distributed to guests who had previously stayed at The Trans Resort Bali and had used Tripadvisor as one of their information sources before deciding to stay. The questionnaire was developed based on the indicators of each research variable, namely Online Guest Review (X_1), Brand Image (X_2), and Guests' Stay Decision (Y). A total of 100 respondents participated in this study, selected according to the predefined sampling criteria. Each research variable consisted of several statements measured using a five-point Likert scale, ranging from Strongly Disagree (SD) to Strongly Agree (SA). The respondents' responses were subsequently tabulated to facilitate data analysis and to provide an overview of response characteristics before conducting further statistical analyses.

a. Respondent Characteristics

Descriptive analysis was employed to describe the characteristics of the respondents who constituted the research sample. The study population comprised guests who had stayed at The Trans Resort Bali and had used Tripadvisor as one of their information sources before deciding to stay. The sampling technique employed was purposive sampling, a non-probability sampling technique in which respondents are selected based on predetermined criteria established by the researcher. Based on the Slovin formula, the required sample size was calculated as 99.89, which was subsequently rounded to 100 respondents. The respondents' characteristics were categorized according to gender, age, and nationality, as presented below:

Table 9. Respondent Characteristics

No	Characteristic	Category	Frequency (Respondents)	Percentage %
1	Gender	Laki-laki	56	56%
		Perempuan	44	44%
	Total		100	100%
2	Age	17 - 20 tahun	8	8%
		21 - 30 tahun	33	33%
		31 - 40 tahun	17	17%
		40 - 50 tahun	29	29%
		50 - 60 tahun	13	13%
	Total		100	100%
3	Nationality	Indonesia	71	71%
		Australia	18	18%
		Italy	1	1%
		Japan	1	1%
		New Zealand	1	1%
		Singapore	1	1%
		United Kingdom	3	3%
		United States	3	3%
		France	1	1%
	Total		100	100%

Source: Processed Data (2026)

Based on Table 9, the respondents in this study consisted of 100 guests who had previously stayed at The Trans Resort Bali and had used Tripadvisor as one of their information sources before deciding to stay. In terms of gender, the respondents were predominantly male, comprising 56 respondents (56%), while 44 respondents (44%)

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were female. This indicates that male respondents constituted a slightly larger proportion of the sample than female respondents.

Regarding age, the majority of respondents were between 21 and 30 years old, accounting for 33 respondents (33%). This was followed by respondents aged 40–50 years (29 respondents; 29%), 31–40 years (17 respondents; 17%), 50–60 years (13 respondents; 13%), and 17–20 years (8 respondents; 8%). These findings indicate that most respondents were within the productive age group, which is generally more active in utilizing digital platforms, including Tripadvisor, to search for information and evaluate accommodation options before making a stay decision.

Based on nationality, the majority of respondents were Indonesian nationals, totaling 71 respondents (71%), followed by Australian nationals, with 18 respondents (18%). Meanwhile, respondents from the United Kingdom and the United States each accounted for 3 respondents (3%), whereas respondents from France, Italy, Japan, New Zealand, and Singapore each represented 1 respondent (1%). These findings indicate that although the sample was dominated by domestic tourists, it also included international visitors. Consequently, the data provide insights into the perceptions of respondents from diverse national backgrounds regarding Online Guest Reviews, Brand Image, and Stay Decisions at The Trans Resort Bali.

b. Descriptive Statistical Analysis

Descriptive statistical analysis was conducted to describe respondents' perceptions of the Online Guest Review (X_1), Brand Image (X_2), and Stay Decision (Y) variables based on their responses to each questionnaire item. The analysis involved calculating the mean score for each statement, which was subsequently interpreted according to the measurement criteria established in Chapter III. The descriptive statistical results for each variable are presented below:

Table 10. Respondents' Responses to the Online Guest Review Variable X_1

No	Indikator	Pernyataan	Score					Total Score	Mean	Description
			1	2	3	4	5			
1	Information Quality	Online guest reviews provide comprehensive information about the hotel.hotel.			6	44	50	444	4,44	Very Good
		Online guest reviews provide clear explanations regarding the hotel's facilities and services.			1	35	64	466	4,66	Very Good
		The information contained in online guest reviews helps me understand the hotel's conditions before making a reservation or staying at the hotel.			4	34	62	458	4,58	Very Good
2	Review Credibility	I have a high level of trust in reviews written by previous guests.			4	32	64	460	4,60	Very Good
		The information provided in online guest reviews on Tripadvisor can be trusted as a reliable source of information about the hotel..			2	31	67	465	4,65	Very Good
		I believe that most online guest reviews on Tripadvisor are written based on genuine stay experiences.				38	62	462	4,62	Very Good
3	Review Valence	The content of the reviews I read influences my evaluation of the hotel.			2	33	65	463	4,63	Very Good
		Positive reviews improve my perception of the hotel.			3	35	62	459	4,59	Very Good
		Negative reviews influence my consideration when selecting a hotel.			4	31	65	461	4,61	Very Good
4	Review Quantity	The number of available reviews influences my confidence in selecting a hotel.				43	56	452	4,52	Very Good
		The more reviews available, the greater my trust in the hotel.			2	39	59	457	4,57	Very Good
		The number of reviews is an important factor in my hotel selection decision.			3	34	63	460	4,60	Very Good
Total							5.507	4,59	Very Good	

Source: Processed by the Authors (2026)

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Based on Table 10, the Online Guest Review variable obtained an overall mean score of 4.59, which falls within the interval of 4.21–5.00, indicating a Very Good category. This finding suggests that respondents have a highly favorable perception of Online Guest Reviews on Tripadvisor as a source of information before deciding to stay at The Trans Resort Bali.

Among the four indicators, Review Credibility achieved the highest mean score, indicating that respondents place a high level of trust in guest reviews available on Tripadvisor. Meanwhile, the Information Quality indicator also obtained a mean score within the Very Good category, suggesting that respondents perceive the information provided in guest reviews as comprehensive, clear, and helpful for understanding the hotel's conditions before making a reservation. Furthermore, the Review Valence and Review Quantity indicators were likewise rated as Very Good, indicating that both the content and the number of available reviews influence respondents' perceptions of the hotel.

Table 11. Respondents' Responses to the Brand Image Variable (X₂)

No	Indicator	Statement	Score					Total Skor	Mean	Description
			1	2	3	4	5			
1	Hotel Reputation	I consider The Trans Resort Bali to be a hotel with a good public reputation.				50	50	450	4,50	Very Good
		The hotel's reputation is one of the factors I consider when deciding to stay there.			1	34	65	457	4,57	Very Good
		The hotel's reputation increases my confidence in the quality of its services.			2	29	69	467	4,67	Very Good
2	Brand-Associated Quality	I associate The Trans Resort Bali with high service quality.			2	32	66	464	4,64	Very Good
		The brand image of The Trans Resort Bali leads me to expect excellent service quality.			1	48	51	450	4,50	Very Good
		I believe that The Trans Resort Bali maintains high service standards.			1	48	51	450	4,50	Very Good
3	Brand Uniqueness	I believe that The Trans Resort Bali possesses unique characteristics compared to other hotels			2	37	61	459	4,59	Very Good
		The hotel's uniqueness influences my interest in staying there.				33	67	467	4,67	Very Good
		The Trans Resort Bali has distinctive characteristics that are easily recognizable compared with competing hotels.			2	31	67	465	4,65	Very Good
4	Positive Hotel Image	I perceive The Trans Resort Bali as a hotel with a positive image.			1	34	65	464	4,64	Very Good
		My positive perception of this hotel is one of the factors influencing my decision to stay there.				29	71	471	4,71	Very Good
		The positive image of The Trans Resort Bali influences my decision to choose this hotel.			1	33	66	465	4,65	Very Good
Total								5.529	4.61	Very Good

Source: Processed by the Authors (2026)

Based on Table 11, the Brand Image variable obtained a total score of 5,529 and a mean score of 4.61, which falls within the interval of 4.21–5.00, indicating a Very Good category. These results demonstrate that respondents have a highly favorable perception of The Trans Resort Bali's Brand Image.

All statements related to the Brand Image variable received mean scores within the Very Good category. The highest mean score (4.71) was obtained for the statement, "My positive perception of this hotel is one of the

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factors influencing my decision to stay there." Meanwhile, the lowest mean score (4.50) was shared by three statements: "I consider The Trans Resort Bali to be a hotel with a good public reputation," "The brand image of The Trans Resort Bali leads me to expect excellent service quality," and "I believe that The Trans Resort Bali maintains high service standards." Nevertheless, these statements also fall within the Very Good category, indicating that respondents generally hold a highly positive perception of The Trans Resort Bali's Brand Image.

Table 12. Respondents' Responses to the Stay Decision Variable (Y)

No	Indicator	Statement	Score					Total Score	Mean	Description
			1	2	3	4	5			
1	Hotel Preference	Online guest reviews influence me to prefer The Trans Resort Bali over other hotels.			3	35	62	459	4,59	Very Good
		Online guest reviews help me determine my hotel choice.			2	51	47	445	4,45	Very Good
		Online guest reviews on Tripadvisor increase my interest in choosing The Trans Resort Bali as my accommodation.			5	38	57	452	4,52	Very Good
2	Confidence in Hotel Selection	I am confident in my decision to choose The Trans Resort Bali as my accommodation.			1	38	61	460	4,60	Very Good
		The information provided in online guest reviews strengthens my confidence before making a reservation.				36	64	464	4,64	Very Good
		I have no hesitation about my decision to stay at The Trans Resort Bali.			1	34	65	464	4,64	Very Good
3	Reservation Decision	Online guest reviews influence my decision to make a reservation at The Trans Resort Bali.			3	35	62	459	4,59	Very Good
		The information contained in online guest reviews is an important consideration before I make a reservation at The Trans Resort Bali.				43	57	457	4,57	Very Good
		The online guest reviews I read increase my intention to make a reservation at The Trans Resort Bali.			2	39	59	457	4,57	Very Good
4	Satisfaction with the Decision	I believe that choosing The Trans Resort Bali as my accommodation was the right decision.			2	37	61	459	4,59	Very Good
		My decision to stay at The Trans Resort Bali met my expectations after reading online guest reviews.				31	69	469	4,69	Very Good
		I believe that my decision to choose The Trans Resort Bali was appropriate based on the information provided in online guest reviews.			2	37	61	459	4,59	Very Good
Total								5,504	4,59	Very Good

Source: Processed by the Authors (2026)

Based on Table 12, the Stay Decision variable obtained a total score of 5,504 and a mean score of 4.59, which falls within the interval of 4.21–5.00, indicating a Very Good category. These findings suggest that respondents demonstrated a very favorable level of Stay Decision regarding The Trans Resort Bali. All statements related to the Stay Decision variable received mean scores within the Very Good category. The highest mean score (4.69) was obtained for the statement, "My decision to stay at The Trans Resort Bali met my expectations after

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reading online guest reviews." Conversely, the statement "Online guest reviews help me determine my hotel choice" received the lowest mean score (4.45). Nevertheless, this score still falls within the Very Good category, indicating that respondents generally made highly favorable stay decisions after considering the information obtained from online guest reviews.

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to determine the direction and magnitude of the effects of Online Guest Review (X_1) and Brand Image (X_2) on Stay Decision (Y). The results of the multiple linear regression analysis are presented in Table 13:

Table 13. Results of the Multiple Linear Regression Analysis

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	39.894	6.891		5.790
	Online Guest Review	-.200	.106	-.171	-1.886
	Brand Image	.468	.090	.473	5.213
					Sig.
					<.001
					.062
					<.001

a. Dependent Variable: Keputusan Menginap

SOURCE: PROCESSED BY THE AUTHORS USING SPSS 27 (2020)

Based on the results of the multiple linear regression analysis, the following regression equation was obtained:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = 39,894 - 0,200X_1 + 0,468X_2$$

Based on the regression equation above, the constant value of 39.894 represents the predicted Stay Decision when the Online Guest Review and Brand Image variables are assumed to remain constant. The regression coefficient for the Online Guest Review variable is -0.200 , indicating that, holding Brand Image constant, every one-unit increase in Online Guest Review is associated with a 0.200-unit decrease in Stay Decision. Meanwhile, the regression coefficient for the Brand Image variable is 0.468 , indicating that, holding Online Guest Review constant, every one-unit increase in Brand Image is associated with a 0.468-unit increase in Stay Decision.

Coefficient of Determination (R^2) Analysis

The coefficient of determination (R^2) was used to assess the extent to which the independent variables, Online Guest Review (X_1) and Brand Image (X_2), explain the variation in the dependent variable, Stay Decision (Y). The results of the coefficient of determination analysis are presented in Table 14:

Table 14. Results of the Coefficient of Determination (R^2) Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.474 ^a	.225	.209	1.021

a. Predictors: (Constant), Brand Image, Online Guest Review

SOURCE: PROCESSED BY THE AUTHORS USING SPSS 27 (2020)

Based on Table 14, the R value is 0.474 , indicating a moderate relationship between the Online Guest Review and Brand Image variables and Stay Decision. The R Square value of 0.225 indicates that Online Guest Review and Brand Image collectively explain 22.5% of the variance in Stay Decision, while the remaining 77.5% is explained by other variables not included in this study. Furthermore, the Adjusted R Square value of 0.209 indicates that, after adjusting for the number of independent variables included in the regression model, Online Guest Review and Brand Image explain 20.9% of the variance in Stay Decision.

Hypothesis Testing

a. t-Test (Partial Test)

The t-test was conducted to examine the partial effect of each independent variable, namely Online Guest Review (X_1) and Brand Image (X_2), on the dependent variable, Stay Decision (Y). The decision criteria were based on a comparison between the calculated t-value (t-calculated) and the critical t-value (t-table), as well as the significance (Sig.) value. A hypothesis is accepted when the t-calculated value is greater than the t-table value and the significance value is less than 0.05. Conversely, a hypothesis is rejected when the t-calculated value is smaller than the t-table value and the significance value exceeds 0.05.

In this study, the t-table value was determined using a significance level of 5% ($\alpha = 0.05$) with degrees of freedom (df) = $n - k - 1$, where n represents the sample size and k denotes the number of independent variables. With a sample of 100 respondents and two independent variables, the degrees of freedom were 97, resulting in a t-table value of 1.985. The results of the t-test are presented in Table 15:

Table 15. Results of the t-Test (Partial Test)

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	39.894	6.891		5.790
	Online Guest Review	-.200	.106	-.171	-1.886
	Brand Image	.468	.090	.473	5.213
					Sig.

a. Dependent Variable: Keputusan Menginap

SOURCE: PROCESSED BY THE AUTHORS USING SPSS 27 (2020)

- 1) Based on Table 15, the Online Guest Review variable obtained a t-calculated value of -1.886 with a significance value of 0.062 . Since the significance value is greater than 0.05 and the t-calculated value (-1.886) is smaller than the t-table value (1.985), Online Guest Review does not have a significant effect on Stay Decision at The Trans Resort Bali. Therefore, the first hypothesis (H_1), which states that Online Guest Review influences Stay Decision, is rejected.
- 2) Based on Table 15, the Brand Image variable obtained a t-calculated value of 5.213 with a significance value of < 0.001 . Since the significance value is less than 0.05 and the t-calculated value (5.213) is greater than the t-table value (1.985), Brand Image has a positive and significant effect on Stay Decision at The Trans Resort Bali. Therefore, the second hypothesis (H_2), which states that Brand Image influences Stay Decision, is accepted.

b. F-Test

The F-test was conducted to examine the simultaneous effect of the independent variables, namely Online Guest Review (X_1) and Brand Image (X_2), on the dependent variable, Stay Decision (Y). The decision criteria were based on comparing the calculated F-value (F-calculated) with the critical F-value (F-table), as well as the significance (Sig.) value. A hypothesis is accepted when the F-calculated value is greater than the F-table value and the significance value is less than 0.05 . Conversely, a hypothesis is rejected when the F-calculated value is smaller than the F-table value and the significance value exceeds 0.05 .

In this study, the F-table value was determined using a significance level of 5% ($\alpha = 0.05$) with $df_1 = k$ and $df_2 = n - k - 1$, where k is the number of independent variables and n is the sample size. With 100 respondents and two independent variables, $df_1 = 2$ and $df_2 = 97$, resulting in an F-table value of 3.09 . The results of the F-test are presented in Table 16:

Table 16. Results of the F-Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.342	2	14.671	14.087	<.001 ^b
	Residual	101.018	97	1.041		
	Total	130.360	99			

a. Dependent Variable: Keputusan Menginap

b. Predictors: (Constant), Brand Image, Online Guest Review

Source: Processed by the Authors Using SPSS 27 (2020)

Based on Table 16, the F-calculated value is 14.087, with a significance value of < 0.001 . Since the F-calculated value is greater than the F-table value ($14.087 > 3.09$) and the significance value is less than 0.05, Online Guest Review and Brand Image simultaneously have a significant effect on Stay Decision at The Trans Resort Bali. Therefore, the third hypothesis (H_3), which states that Online Guest Review and Brand Image simultaneously influence Stay Decision, is accepted.

Discussion

The discussion in this study aims to interpret the findings regarding the influence of Online Guest Review and Brand Image on the Tripadvisor platform on Guests' Stay Decisions at The Trans Resort Bali. The findings are discussed based on the hypothesis testing results and are compared with relevant previous studies to provide a more comprehensive understanding of the research outcomes.

- Based on the results of the t-test, the Online Guest Review variable obtained a t-calculated value of -1.886 with a significance value of 0.062. Since the significance value is greater than 0.05, Online Guest Review does not have a significant effect on Stay Decision at The Trans Resort Bali. Therefore, the first hypothesis (H_1) is rejected. These findings indicate that Online Guest Reviews on the Tripadvisor platform are not the primary factor influencing guests' decisions to stay at The Trans Resort Bali. Although respondents rated the quality of information, review credibility, review valence, and review quantity very highly, their stay decisions are likely to be influenced more by other factors, such as the hotel's brand image, service quality, facilities, location, and previous stay experiences. These findings are inconsistent with those reported by Babić Rosario et al. (2016), Filieri et al. (2021), Zhang et al. (2021), Setiawan and Putri (2022), Triloka et al. (2024), and Putri et al. (2024), all of whom concluded that online reviews have a significant influence on consumers' decisions to select or stay at a hotel. This discrepancy suggests that, in the context of The Trans Resort Bali, guests' stay decisions are influenced not only by online guest reviews but also by other factors considered more important in the hotel selection process.
- Based on the results of the t-test, the Brand Image variable obtained a t-calculated value of 5.213 with a significance value of < 0.001 . Since the significance value is less than 0.05, Brand Image has a positive and significant effect on Stay Decision at The Trans Resort Bali. Therefore, the second hypothesis (H_2) is accepted. These findings indicate that the stronger the Brand Image of The Trans Resort Bali, the greater the likelihood that guests will decide to stay at the hotel. The hotel's reputation, the perceived service quality associated with its brand, its uniqueness, and its positive image enhance guests' confidence in selecting the hotel as their accommodation. These findings are consistent with those reported by Yurlandi and Iskandar (2023) and Maheswari, Pitranatri, and Adinda (2024), who found that Brand Image has a positive and significant effect on stay decisions. This demonstrates that Brand Image is one of the key factors considered by guests when selecting a hotel.
- Based on the results of the F-test, the F-calculated value was 14.087 with a significance value of < 0.001 . These results indicate that Online Guest Review and Brand Image simultaneously have a significant effect on Stay Decision at The Trans Resort Bali. Therefore, the third hypothesis (H_3) is accepted. These findings suggest that although Online Guest Review does not have a significant partial effect, when considered together with Brand Image, both variables significantly influence guests' stay decisions. This indicates that guests' stay decisions result from multiple complementary considerations. Furthermore, the coefficient of determination analysis revealed that the two variables jointly explain 22.5% of the variance in Stay Decision, while the remaining 77.5% is explained by other factors beyond the scope of this study.

CONCLUSION

Based on the results of the data analysis and discussion concerning the influence of Online Guest Review and Brand Image on the Tripadvisor platform on Stay Decision at The Trans Resort Bali, the following conclusions can be drawn:

1. Online Guest Review on the Tripadvisor platform does not have a significant effect on Stay Decision at The Trans Resort Bali. This finding indicates that online guest reviews are not the primary factor influencing guests' decisions to stay at The Trans Resort Bali.
2. Brand Image has a positive and significant effect on Stay Decision at The Trans Resort Bali. The stronger the Brand Image of The Trans Resort Bali, the greater the likelihood that guests will decide to stay at the hotel.
3. Online Guest Review and Brand Image simultaneously have a significant effect on Stay Decision at The Trans Resort Bali. This finding demonstrates that both variables collectively influence guests' decisions to choose The Trans Resort Bali as their accommodation.

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