

ABSTRACT

The growth of the internet in today's world has seen a shift from more advanced technology to online media. This shift has made e-commerce business customers critical of product offerings; they have become sensitive to price and quality; they need product guarantees or warranties; and they need cognitive web page marketing techniques. With a more comprehensive use of the internet, it is proven to facilitate business processes in various fields, including hospitality. However, now people who want to book a hotel room can do it easily and get benefits by using an Online Travel Agent (OTA).

This study was conducted with the aim of knowing how much influence is given by the Online Customer Review variable on Hotel Booking Intention at Traveloka in Indonesia which is moderated by Brand Image, Price Importance and Star Category. The population used in this study are consumers who are users and have ordered through the Traveloka application using quantitative methods with 500 respondents who participated in filling out questionnaires through online media selected through simple random sampling or probability sampling.

This research uses the help of SMART PLS Ver 4.0.9.6 software. Based on the results of descriptive analysis of the variables Online Customer Review, Brand Image, Price Importance, Star Category and Hotel Booking Intention as a whole in the very good category. The magnitude of the influence of Online Customer Review, Brand Image, Price Importance, Star Category on Hotel Booking Intention is 61.7% and the remaining 38.3% is influenced by other variables not examined in this study.

Keywords: *Online Customer Reviews, Brand Image, Price Importance, Star Category and Hotel Booking Intention*