

**TRUST IN ONLINE HOTEL REVIEWS ACROSS REVIEW CONTENT AND
HOTEL CATEGORY**

**BY
CHIN KAH MUN**

A REPORT

SUBMITTED TO

Universiti Tunku Abdul Rahman

in partial fulfillment of the requirements

for the degree of

BACHELOR OF INFORMATION SYSTEM (HONS)

INFORMATION SYSTEM ENGINEERING

**Faculty of Information and Communication Technology
(Kampar Campus)**

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CHIN

(Author's signature)

(Supervisor's signature)

Address:

1, JLN PP3/11,
TAMAN PUTRA PERDANA,
47130 PUCHONG, SELANGOR.

NUR SYADHILA BT CHE
LAH

Supervisor's name

Date: 20/04/2020

Date: 23/04/2020

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DECLARATION OF ORIGINALITY

I declare that this report entitled “**TRUST IN ONLINE HOTEL REVIEWS ACROSS REVIEW CONTENT AND HOTEL CATEGORY**” is my own work except as cited in the references. The report has not been accepted for any degree and is not being submitted concurrently in candidature for any degree or other award.

Signature : CHIN

Name : CHIN KAH MUN

Date : 20/04/2020

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ABSTRACT

This research study how consumers' view towards online hotel reviews is associated with users' trust across review content and hotel category. Consumers' view for the three review contents which are review date, review length, and review attachment across with the hotel category that classified by budget hotel and luxury hotel was study in the research. Data collection was originated from a simulation website where created for the consumers to check out when they are planning to go on a trip. The simulation website consists of the reviews for luxury hotel and budget hotel which included all the review contents study in this paper. One hundred respondents had been invited to answer the survey questions based on the reviews in the simulate website. The Statistical Package for Social Science (SPSS) is applied to analyze the data which have been collected.

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LIST OF ABBREVIATIONS

<i>eWOM</i>	Electronic word-of-mouth
<i>WOM</i>	Word-of-mouth
<i>PLS</i>	Partial Least Square Structural Equation Modeling
<i>SPSS</i>	Statistical Package for Social Science

CHAPTER 1

INTRODUCTION

1.1 Problem Statement

Online product and service reviews are one of the most precious sources of data to help consumers to make purchase decision (Chua & Banerjee, 2015). In the hotel sector, research shows that 81% of potential travelers found reviews were significant when making hotel reservations and nearly 50% of the travelers refuse to book a hotel if they have not read any reviews about the hotel (Chua & Banerjee, 2019). Photography also plays an essential part in the travel experience, especially in hospitality and tourism sector because photo and video-sharing help in archiving, reviving and sharing the reviewers' experience (Ma, Zheng, Du & Fan, 2018).

When reviewers attach a photo or video together with their hotel reviews, the review can provide specific information of the hotel from one's real experience. Besides, this also proves the reviewer has physically visited or stayed at the hotel and thus generate trust for the review he/she posted on online website (Ma, Zheng, Du & Fan, 2018). A single product or service with high popularity can draw enormous volume of reviews. Therefore, it become a challenge for customer to distinguish a helpful review from those that were either pointless or biased reviews. This problem become worsen when the reviewers tend to give a positive rating on a negative review and vice versa.

Other than that, Chua and Banerjee (2015) acknowledge that the prevalence of the product and service reviews on the Internet has become one of the most useful data sources to help consumers with their purchase decisions. However, the content of the reviews are unverifiable as customer can write negative review of the hotel even when the hotel provides the best services for the customer. Due to this reason, the trustfulness of online hotel reviews is unreliable. Thus, customers will have no idea about the hotel aspects from the overall hotel's ratings.

1.2 Background and Motivation

Due to the development of information technology, most of the hotels can quickly change their ways of business operations nowadays. Today, there is no doubt that lots of hotels are increasing the integration of information technology into their overall operation. The third party online hotel booking platform will be a perfect example of merging IT and company operations in the hospitality industry. Those third party online hotel booking platform are refer to Booking.com, Hotels.com, Agoda.com and TripAdvisor. Prior to the existence of third party online hotel booking platform, customers are calling the hotel directly to book for their preference hotel (Kim, Kim & Park, 2017).

Despite the influence and interest in ratings, few studies have yet analyzed the effect of anonymity and non-expert raters on customers' purchase decisions. However, when making online purchasing decisions, people generally receive two types of information at the same time which are a general numerical rating and an example of an individual verbal reviews. Both of the information can bring a strong impact towards a consumer, and their connection in particular is important. However, no research to our knowledge has examined the relationship between the impact of ratings and the number of reviews on customers' purchasing decision (Gavilan, Avello, Martinez-Navarro, 2017).

The hospitality industry is the most heavily affected by eWOM. In view of the increasing ease of access to internet and the ability to create online content, lots of the consumer are now depends on the online reviews provided by other consumers to shape an opinions for their hotels and destinations. The acknowledgement of the significance of online reviews has contributed to an growing popularity among the travelers. A variety of online hotel booking website such as Booking.com, Trivago.com and Agoda.com allows consumers to exchange information, perspectives or suggestion on certain hotels, locations and tourist services. These online platforms offer a review section for the visitors to record and express their travel experience such as their level of satisfaction with the hotel they stayed for their trip (Ladhari & Michaud, 2015).

A review is distinguished as helpful when the consumer has really read the review and recognizes it as helpful after evaluation. On top of that, the review can give useful information and further influence a consumer's choice. In light of these supposition, reviews which get a higher number of helpful votes are bound to be read by the consumers, thorough and insightful reviews have a major effect on the decision making process of consumers, and the helpfulness of the reviews has significantly affect consumers when they are searching information about the hotel (Lee, Hu, & Lu, 2018).

Hwang, Lai, Chang, and Jiang (2015) also said that within the hotel sector, numerous hotel staff individuals presently play a functioning job online by presenting their responses on online hotel reviews posted by the consumer. As indicated by an ongoing study, just 7% of all hotels in the third party online website are answering to the customers' reviews even though 71% of consumers believe that management responses to the reviews can make a huge impact towards the hotel reputation. Furthermore, negative reviews on the website may effectively harm the image of the hotels, so the hotel staffs need to react to these reviews in order to balance the negative feelings of these consumers in the hope to reestablish the publicity of hotel. With legitimate online hotel review management, hotel suppliers can share the information related to travel in the local place to attract travelers. Hence, the tourism industry might increase their contribution to the country's economic.

The motivations behind this research is to shorten the time for consumers to search for the hotel based on the reviews content which can consider as trust. This can be achieved by filter out the trusted reviews through the length of the review, the date where the review posted, and if they have any attachment paste along with the review. As such, customers can save a lot of time as they do not need to read a long paragraph of reviews which have no main points or was posted long way ago when finding their desired hotel for their trip.

1.3 Project Objectives

A research propose that online reviews have become one of the key factors when purchasing online. Studies show that companies not only frequently post their product information on online platform, but also proactively encourage their customers to write a review about their product on the online platform (Tasin, 2017). Moreover, another study concludes that in terms of hotel types, luxury hotel consumers are believed to have more positive ratings reviews compared to a budget and mid-range hotel. (Gunasekar & Sudhakar, 2019).

On top of that, this research paper is to help users to generate helpful review which represent trust. In the past research, variables linked to review helpfulness and trustworthiness were frequently regarded when evaluating the effect of electronic word of mouth from both customer and organization perspectives (Hu, Chen & Chou, 2016).

The objective of this study is to analyze consumer's behavior on booking hotel through online hotel booking website based on the review content and hotel category. For the online reviews posted by the consumers, we believe that attributes of review content such as review length, review date, and review attachment provide good information for the consumers to distinguish a good and bad reviews and making their decision in booking hotel. There are 3 objectives propose in this research paper which are :

- i. To investigate the influence factors of review content towards consumer's trust.
- ii. To investigate the relationship between review content across hotel category.
- iii. To propose a model of users' trust on online hotel review.

1.4 Proposed Approach / Study

In this paper, several factors that influence the online hotel review trustfulness are identified in order to investigate the relationship between the review contents and consumers' trust in online hotel reviews across hotel category. This will enrich the understanding on the role of review contents in determining the consumers' trust across hotel category. Hence, both the travelers and hoteliers able to get the real feedback that are consider as 'trustable'.

Other than that, this research paper aims to explore how the consumers impression on online hotel reviews (length, date, and attachment) is linked with trust across the hotel category. This paper explicitly considers three attributes of review content which are review length, review date, and review attachment and two kinds of hotel categories which are luxury hotel and budget hotel.

In this way, online reviews play crucial role in hotel sector as both purchasers need reviews to make their choices while hotel managers depend on reviews to manufacture their associations' reputation. The text reviews obtained from the hotels on TripAdvisor's website are used in this paper to comprehend the factors that affect consumers satisfaction and dissatisfaction along with the hotel category (Gunasekar & Sudhakar, 2019). Previous study show that the reviews of online hotel across polarity and hotel classification had been analyzed with partial least squares (PLS) modeling method and the results show that multi-group demonstrated the connection between the users' view and trust in reviews over the four tests conditions of review polarity and hotel classification (Chua & Banerjee, 2019).

1.5 Report Organization

Chapter 1: Introduction

Chapter 1 gives an introduction of what is being study in this paper. Background and motivation as well as the project objective are being discussed in this chapter. There are total of five chapter for this paper.

Chapter 2: Literature Review

Chapter 2 discussed about the variables and presents a theoretical context for the analysis of the research. In addition, hypotheses of this research paper is introduced in this chapter.

Chapter 3: Research Methodology

The structural model for this study is mentioned in this chapter. Moreover, the data collection procedures, research design, questionnaire development also discussed in Chapter 3. The target respondents is also defined by sampling design, and the data collected is analyzed by SSPS software to get the final result. This chapter concluded with a pilot test to support the data collected to improve the credibility of this study.

Chapter 4: Result

This chapter is to interpret the result that has been tested with SPSS. Multiple tests will be run and all the results will be shown in this chapter with further explanation. Chapter 4 also discussed about the cause-effect relationship between the variables that been study in the research.

Chapter 5: Conclusion

This is the final chapter and the recommendation, limitations, and a conclusion for this research will be discussed in this chapter.

CHAPTER 2

LITERATURE REVIEW

2.1 Online Review

As with the emergence of online hotel booking services, electronic word-of-mouth (eWOM) heavily affects the hotel sector (Hu, Chen, & Chou, 2017). eWOM enables customers to exchange insights and opinions that direct and influence other buyers in making decision of the goods or services. eWOM can be seen as a credible and impartial source of facts. It is argued that eWOM forms customer expectations, influences their desires and behaviors, and affects buying decisions and perceptions after using the product or service. The effect of eWOM on hotel choice may be more stronger than WOM. eWOM may be published through information forums, online communities, protest websites or other websites that allow interaction between consumers (Ladhari & Michaud, 2015). Although eWOM provides consumers a simple and quick way to avoid of buying a blemish products or services, there is also another side of the argument. A study shows that only about 10% of all users of the online community contribute to the content. In addition, consumers who write a review are usually extremely pleased or extremely displeased with the product or service (Gellerstedt & Arvemo, 2019).

Moreover, consumers read online reviews is to reduce the potential risks when purchasing a product or service in general. For travelling, all the decisions make by consumers involve a pretty large amounts of money, so if making a wrong decision may bring a significant negative impact on the individual finances as well as valuable vacation time. Consumers who post online hotel reviews are mostly inspired by concern for other potential consumers, trying to help the hotel, and the need for agreeableness and positive self-improvement. With online reviews, customers have chance to monitor the information on certain products and services, it also can shape a perspective from consumer own personal experiences versus the description of marketer. Other consumers who are going to try or to buy the product or service appreciates the reviews provided by these consumers who already experienced. The study also mentioned that the reviews from those consumers have been found to affect consumer choice more than the reviews from experts (Lee & W, 2014).

Other than that, factors affecting online booking and re-booking of hotel accommodation and the choice of choosing hotel online have been examined. Generally, few studies evaluated the effect of online reviews from corporate point of view. Most of these research discussed problems related to usefulness, valence, timeliness, and volume of online reviews (Wee, Tan, Yeo, & Soh, 2018). In the past research, factors identified with review helpfulness and trustworthiness were being considered when researching the effect of online reviews from both consumer and organization perspective. For instance, a study showed that one of the factor that influence of online hotel reviews is the date of review. The research stated that the latest reviews generally provide more precise information about the hotel which can generate trustworthy for consumers (Hu, Chen, & Chou, 2017).

Furthermore, many critical factors have been recognized that affect the trustfulness of the online reviews. According to Hwang, Lai, Jiang, and Chang (2014), considered 3 types of review features from the online hotel review to determine the review trustfulness, which included content features, sentiment features, and quality features. A complete sets of reviews were retrieve-*ted* from 7 cities of Taiwan which included Taipei, Kaohsiung, Taichung, New Taipei City, Ilan, Hualien, and Nantou through Tripadvisor.com. At the end, the results show that all the three types of factors significant in anticipating the noteworthy hotel reviews.

Apart from that, based on the online review, we usually believe that the quantity of reviews, valence of reviews, and quality of the reviews which are related with the information in the reviews have a specific significance. Quantity of reviews relates to the complete amount of reviews for a certain product or service have been posted in online. While review valence refers to the positive or negative attitude of consumers' towards the product or service, and review quality is to express poor or good information through the phrase of review content. This research also propose that the word count which means the length of review has a important impacts which can help in the calculation of the review trustfulness (Dai & Jiang, 2016). Therefore, it shows that the review contents are important for consumers as the review contents help them to evaluate the hotels reputation.

In addition to this, sharing photos and videos on online has turned into a typical activity that encourages individuals' to share or exchange their experiences and opinions to other people. While the sharing of photos may fill someone needs, consumer shares photos on the internet are ending up progressively significant with regards to product evaluation. For instance, numerous online review website such as TripAdvisor enable consumers to post pictures along with the hotel reviews, which in tandem can have a greater effect on users' view of the hotel during the decision making phase. Thus, understanding the impacts of consumer sharing photos on online can be extraordinary enthusiasm to both research and practice in hospitality and the travel industry (Ma, Zheng, Du & Fan, 2018).

2.1.1 Review Date

Hu, Chen, and Chou (2017) stated that the review time is one of the useful data that could be retrieved from online review where this means that the latest reviews usually give more up-to-date information for consumers when making decision process. It is because when a consumers had been to the hotel in recent time can give a more precise information rather than a consumer went there one year ago as the facilities, service, and staff might be change within that time. On top of this, another research also said that the review date may affect the trustfulness of the review as the older hotel reviews in the online website might have more helpful votes than the recent one, so if the consumer is reading the reviews based on helpfulness votes, this might made them doing a wrong decision (Lee, Hu, & Lu, 2018). Furthermore, Prateek, Dr.Navdeep and Dr.Tejinderpal (2016) claimed that consumers believe the quality of reviews is an significant factor in increasing consumers buying behavior through online platform. Consumers are more believe in the reviews which has width and depth of updated information that posted recently from the online websites as they seen the online website as a transaction-oriented platform rather than an entertainment-based platform.

2.1.2 Review Length

According to Chua and Banerjee (2015) stated that factors such as review rating and review depth may affect consumer perception of review helpfulness. Review depth also known as the length of a review. The literature stated that reviews that are long and laden with solid clarifications could motivate certainty, and consequently lead to helpful review. Review length is a measure of the quantity of open text content provided by reviewers to legitimize the review helpfulness. At the point when the length of the reviews text matches the expectations of consumers and methods for processing data, a cognitive fit occurs. In turn, such a fit encourages the perception of helpfulness by consumers, leading in a more enlightened decision making process. In particular, the longer for the length of a review tends to improve the apparent worth a review offers to consumers in decision making.

2.1.3 Review Attachment

Companies integrate video sharing platform into the framework of day-to-day business activities by using video sharing websites to share product impressions quickly and also inspiring their consumers to do so on the websites for other consumers to review. For instance, YouTube is the world's most bigger video sharing website. The content of the review is presented in the form of video, followed by a title in the form of written text, in particular indicating that the content of the video is a review for a specific product. (Holleschovsky & Constantinides, 2016). Moreover, review attachment also consider as photos and videos that posted along with the review and known as visual contents, represent to the next limit for us to investigate with cutting-edge technological tools. Photos and videos can give wealthy and strong messages in conveying different elements of a tourism product or for the hotel itself. Consumer posts the photos along with the review will give visual indications for showing information from one's genuine encounter. On top of this, the photo or video posted also effectively verify that the reviewer has physically visited or lived in that hotel (Ma, Zheng, Du & Fan, 2018). Therefore, the review attachment can assist the consumers by adding their trust on the reviews as the photo or video is the best evidence for them to evaluate the review and making decision based on the review.

2.2 Trust

A universal explanation has so far been resisted by the notion of trust. This may be because from a multitude of disciplinary angles it has been conceptualized differently. For instance, trust is considered as an individual contrast by personality theorists, an institutional develop by sociologists or financial specialists, and an ability to be defenseless by social analyst. Despite the distinct conceptualizations, academics usually agree that trust involve in cases of uncertainty is essential to study. Obviously, trust is generally examined with regards to online reviews that make consumers uncertain. In that case, consumers have generally little chance to assess the uprightness of reviews because of the requirements imposed by the internet setting. This extent to which reviews provide credible data continues to be guessed by the consumers. (Chua & Banerjee, 2019).

According to Tasin (2017) indicated that trust is the fundamental for the achievement of e-commerce activities and trust in online shopping is closely connected to e-commerce. It also discovered that when a consumer trust in online shopping is poor, there is no major difference in consumer purchase intentions. However, when the level of consumer trust is strong, the reviews given on the online websites are useful and may affects consumer purchase intentions. The purchase intention of consumers is one of the common behavioral scales resulting from their trust in the reviews. The research also stated that when a consumers own a high level of trust on the reviews, they are more ready to rely on the online seller and make online transactions.

In the midst of this vulnerability, consumers choose whether they want to rely upon online reviews. From one perspective, they may neglect the reviews because of suspecting the accuracy of the data given. On the other side, they may accept the online reviews to the extent that they are exposed to the sections. Consequently, this paper characterizes trust as consumers' readiness to rely upon online reviews with a feeling of relative security that they will get solid data. This means that is compatible with the emotional dimension of trust, which is significant with regards to the paper since consumers are known to evaluate their online practices effectively (Chua & Banerjee, 2019).

2.3 Combination of Review Content and Hotel Category

Consumers regularly read reviews after their desire for a hotel of intrigue is shaped. Depending on the self-affirmation heuristics, they sub-intentionally lean toward reviews that adjust as opposed to negate their desire. A possible way to gain an insight into the dependence of consumers on such a heuristics approach is to explore the impact of reviewing review content which are date, length, and attachment in conjunction with the hotel category which are luxury and budget. After that, review content and hotel category are recognizable effectively through the contents of review and hotels' description respectively without paying attention on the rating of review. As a sign of vertical separation on hotel classification, consumers tend to have elevated standard for luxury hotels and moderately small expectation for budget hotels. This sign indicates that elevated expectations for luxury hotel can facilitate the cognitive processing of favorable reviews compared to negative reviews. On the other hand, negative reviews can be handled more easily for budget hotels compared with positive reviews (Chua & Banerjee, 2019).

2.4 Literature Review Summary Table

Author	Objective	Number of studied factors	Methodology	Sample Domain
Hu,Y.H. , Chen,Y.L. & Chou,H.L. (2016)	Proposes a novel multi-text summarization technique for identifying the top-k most informative sentences of hotel reviews.	4 factors: -Author reliability -Review time -Review usefulness -Conflicting opinion	-Hotel review collection - Review preprocessing - Sentence importance calculation - Sentence similarity calculation - Top- k sentence recommendations	20 graduate understudies studied data frameworks and was involved on reading hotel review in TripAdvisor.com.

Alton Y.K. Chua and Snehasish Banerjee (2015)	This paper examines review helpfulness as a function of reviewer reputation, review rating, and review depth.	3 factors : -Review reputation -Review rating -Review depth	- Choice of data set, Operationalization	
Lee,P.J. , Hu, Y.H. &Lu, K.T. (2018)	In this study, online hotel reviews were collected from TripAdvisor.com, and the helpfulness of these reviews was comprehensively investigated from the aspects of review quality, review sentiment, and reviewer characteristics.	3 factors : - Review quality - Review Sentiment - Reviewer characteristics	-Classification techniques	
Yisheng Dai and Yumin Jiang (2016)	This article studies the effect of online reviews on customer buying choices towards four-dimensional of online reviews number, review valance, review quality and management response.	4 factors: -Review number -Review valance -Review quality -Management responses	-Questionnaire survey -Experimental study	College students with online shopping experience include students as well as educators and staff.

Stany Wee Lian Fong, Tan Pei Kian, Yeo Sook Fern, and Soh Long Quan (2018)	This research seeks to investigate the causal relationship between the characteristics of online customer reviews and the intention of online hotel booking specifically in the context of Malaysia.	4 factors : Usefulness Valence Timeliness Volume	Quantitative approach	200 local travellers
Xinyuan (Roy) Zhao, Liang Wang, Xiao Guo, and Rob Law (2015)	This research seeks to explore the effects of online review and source characteristics on the intentions of travelers to book hotels online	6 factors: -Usefulness of online reviews -Reviewer expertise -Timeliness of online reviews -Volume of online reviews -Valence of online reviews -Comprehensiveness of online reviews	-Empirical research - Survey	313 people
Ya-Han Hu and Kuanchin Chen (2016)	This present study discusses three hidden assumptions that are common in internet review research: all reviews are noticeable to internet customers equally, review score and hotel star class influence review helpfulness independently without interaction, and review and review status features remain continuous.	4 factors : - Review content - Sentiment - Author - Visibility	- linear progression - model tree - support vector regression	

San-Yih Hwang, Chia-Yu Lai, Jia-Jhe Jiang, and Shanlin Chang (2014)	This paper contend that notable reviews for hotel management are critical to the achievement of hotels in the competitive travel industry.	3 factors: -Content feature -Quality of reviews -Sentiment Analysis	A two-phase process, namely building and evaluating, is adopted.	
Snehasish Banerjee and Alton Y.K. Chua (2019)	This article examines how consumers' perceptions of online hotel reviews relate to trust across polarity reviews and hotel categories	4 factors : -Attractiveness of titles -Conciseness of titles -Credibility of descriptions-Informativeness of descriptions	- stimulation - survey	100 people
Yufeng Ma, Zheng Xiang, Qianzhou Du, and Weiguo Fan (2018)	The purpose of this research is to implement computer vision deep learning to know the importance of internet hotel reviews in data.	1 factor : -Review photo	- Deep learning techniques. - NLP procedures such as tokenization and stemming.	

Table 2.4

Table 2.4 shows the summary of literature review which are related with our research factors which are review length, review date, and review attachment.

2.5 Critical Remarks of Previous Works

Based on the previous works of Hu, Chen, and Chou (2017), they stated that there may also be useful data on the online reviews that were labeled as non helpful reviews. Unfortunately, those non helpful reviews will be dismissed by the document level approaches, and bringing about data misfortune. Rather than utilizing with report based methodologies, the study prefer information filtering strategy based on phrases to recognize informative sentences from online hotel reviews. Alongside this, although content sentiment has been regarded in the literature, clashing contents that posted by different reviewers in the review section were disregarded. Since the previously mentioned that information can be the basic elements to use for producing representative summarizations, they thought about most of the elements such as review time, helpfulness of reviews, and conflicting opinions, to build up a review summarization technique. Therefore, this paper proposed a way to filter out all the useful reviews based on the three factors of review content.

Distinct from that, posting photo on online review is a normal phenomenon nowadays which can enhance the credibility of the reviews based on the photo. Despite that, likely because of technical difficulties in gathering and examining visual data in big amounts, the effect of consumers posted photos embedded in online reviews have not yet been analyzed and fully understood. Besides, the limitations for this study is the so-called “black box” issue in that it is hard to trace and approve every progression in the input or output process, although they generally comprehend the learning process. In this practice, difficulties remain regarding what particular elements of hotel products reflected in the pictures that posted by the user, and led to a favourable assessment of hotel reviews. Furthermore, the study did not take into consideration of probable relationships between review photos and text review with the presumption that they particularly affect consumers’ responses to the online reviews (Ma, Zheng, Du & Fan, 2018). As such, this paper will help the users to filter out the reviews that attach with photos which is in accordance with user description, then the reviews only can be considered as trust.

Different from the above, according to Lee, Hu and Lu (2018), said that tourism and financial circumstances vary across nations and towns, so there might be geological contrasts among reviews and the findings of this research may subsequently not be appropriate to all areas. Next, distinguishing review trustfulness is extremely subjective as the fact that various readers have different inclinations and distinctive feedback preferences depending on the writing style of the author or different elements that affect consumers in trusting the reviews.

Apart from that, concerning the practicality of online review, it is exactly demonstrated with constructive outcomes on the online hotel booking in Malaysia. As in the discussed, the online hotel booking website is in a circumstance of data overload where the online review of hotel perhaps overwhelmed with obsolete, irrelevant, and redundant reviews which may prompt consumers' confusion. Besides, the findings of this research shows that there is no critical relation between quantity of online review and the online hotel reservation in Malaysia. Given that the quantity of online reviews does not affect the customers intention to make a online hotel booking, it is recommended that hoteliers do not increase the volume of reviews in their online review (Wee, Tan, Yeo & Soh, 2018). According to the problem stated above, this research paper will only focus on the contents of the reviews rather than the quantity of the reviews on the online hotel booking websites.

2.6 Hypotheses of the Study

There are 4 hypotheses to examine in this study, below are the hypothesis:

Hypothesis One : Review Length

H1 : There is a positive relationship between review length and users' trust on online review.

Hypothesis Two : Review Date

H2 : There is a positive relationship between review date and users' trust on online review.

Hypothesis Three : Review Attachment

H3 : There is a positive relationship between review attachment and users' trust on online review.

Hypothesis Four : Review Content and Users' Trust on Online Review

H4 : There is a positive relationship between the three independent variables (review length, review date, review attachment) and dependent variable (users' trust on online review).

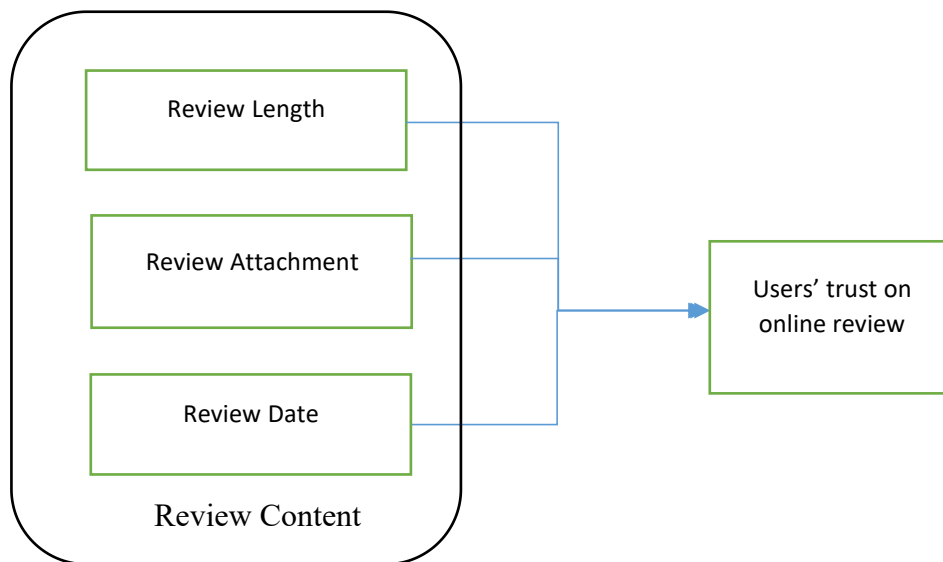
CHAPTER 3**RESEARCH METHODOLOGY****3.1 Design Specification**

Figure 1: Structural Model of Review Content Affect Users' Trust On Online Review

From figure 1, there are three factors of review content - review length, review attachment, and review date that lead to user's trust on a review on the online hotel booking website. To allow the structural model works, some reviews are collected from TripAdvisor.com, then a website consist of the hotel review is simulated and people with specific criteria are recruited to review the simulate website. After they review the website, they are requested to answer a questionnaire that consists of 20 questions based on the reviews on the simulated website with two types of hotel category which are luxury hotel and budget hotel.

3.2 Research Design

First of all, there will be a simulated trip planning website created, and inside the website, it will focus on the reviews of the hotel which collected from TripAdvisor.com for budget hotel and luxury hotel for the respondent to answer the survey questions. A fictional name was created for the website which is “PlanTrip” and a fictional hotel name for luxury hotel is “Luxury Hotel A” and budget hotel is “Budget Hotel B”. To regulate the familiarity, preferences, earlier exposure and prospective brand impact of the respondents, a genuine website name and a genuine hotel name were prevented. Constant with the plan of contemporary review websites, the review date, review length with short, long, and average, and review attachment such as photo were displayed more prominently than the text content.

After that, five reviews were provided on each of the two webpages of luxury hotel and budget hotel. In order to continue, 100 respondents were invited and they are required to read the five reviews to form an impression. Therefore, this collect total of ten reviews (2 simulate webpages x 5 reviews) for the analysis. All these ten reviews will be based following from TripAdvisor.com for the purpose of this research paper. After the respondent read the ten reviews, they will require to answer some questions based on the factors which are review date, review length, and review attachment. The questions will be separated into three parts where each part is belongs to one factor. Then, the answer will be analyzed with how the answer of the respondents can help user to gain trust on the reviews based on those three factors.

3.3 Stimuli Pre-test

A total of 30 undergraduate students who will read the online reviews before booking their desired hotel were invited to do the pre-test of the questionnaire. This pre-test was conducted through face-to-face method. During the pre-test, they were introduced to the two webpages which are luxury hotel and budget hotel, and for each webpage, the respondents were required to read all the reviews in the webpages and identified the length, date, and attachment of the review. After they read and identified the factors of the review, they were required to answer a questionnaire based on the reviews they had read on the webpages with the two categories of hotel which are luxury hotel and budget hotel.

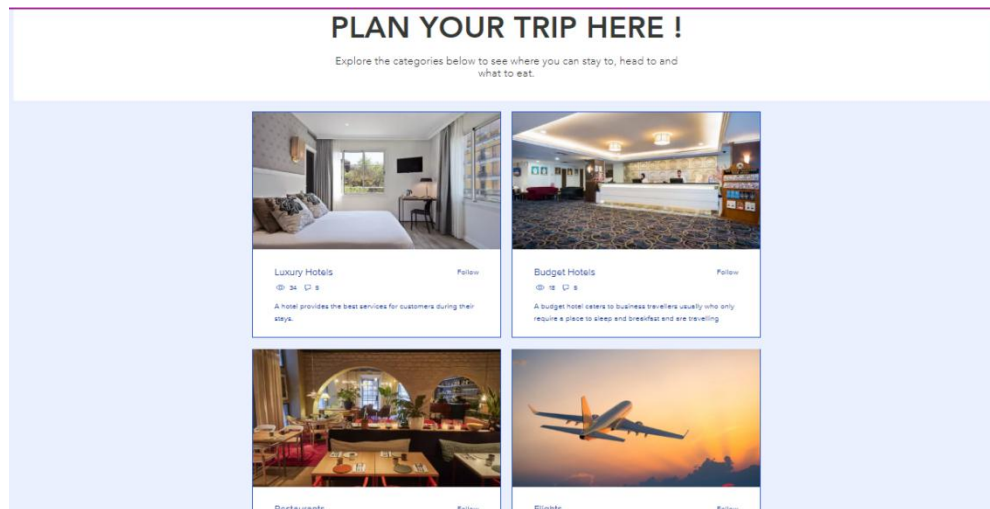


Figure 3.3.1: Main page for luxury hotel and budget hotel reviews

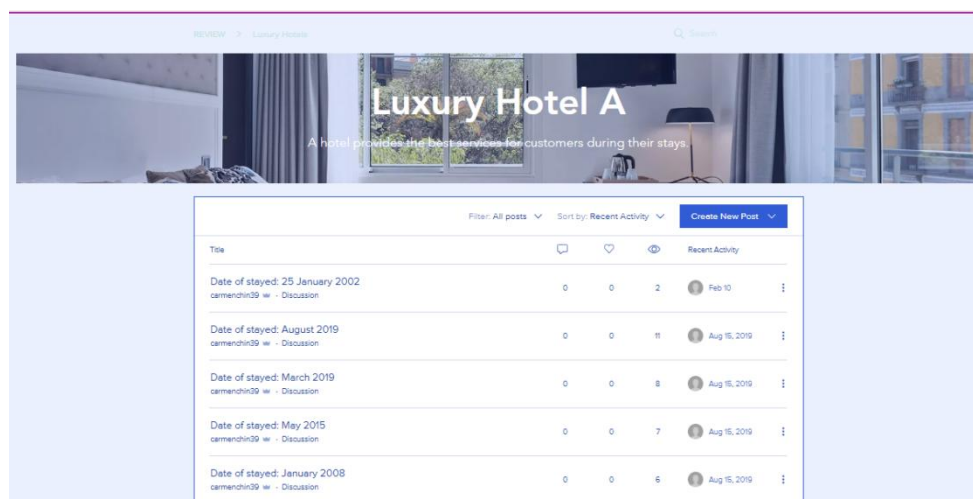


Figure 3.3.2: Webpage for Luxury Hotel A

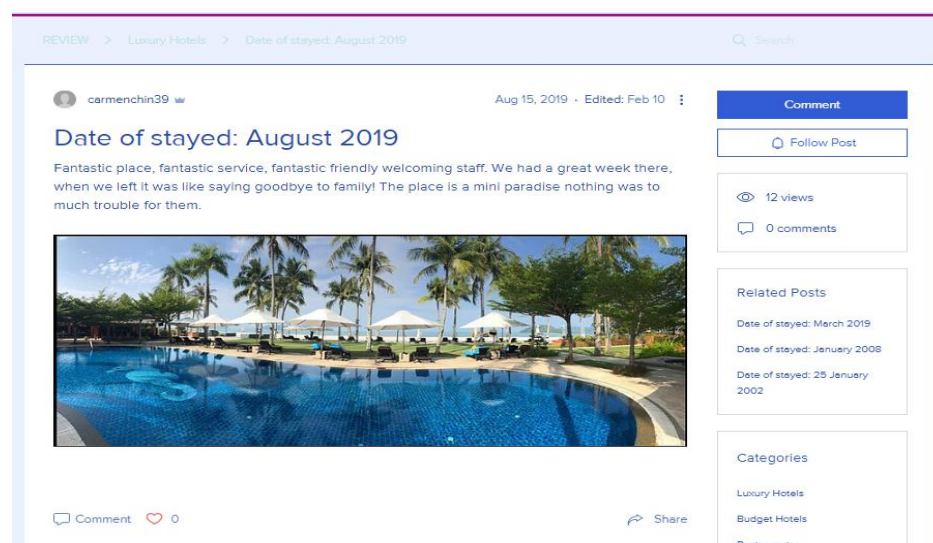


Figure 3.3.3: Example of review for luxury hotel

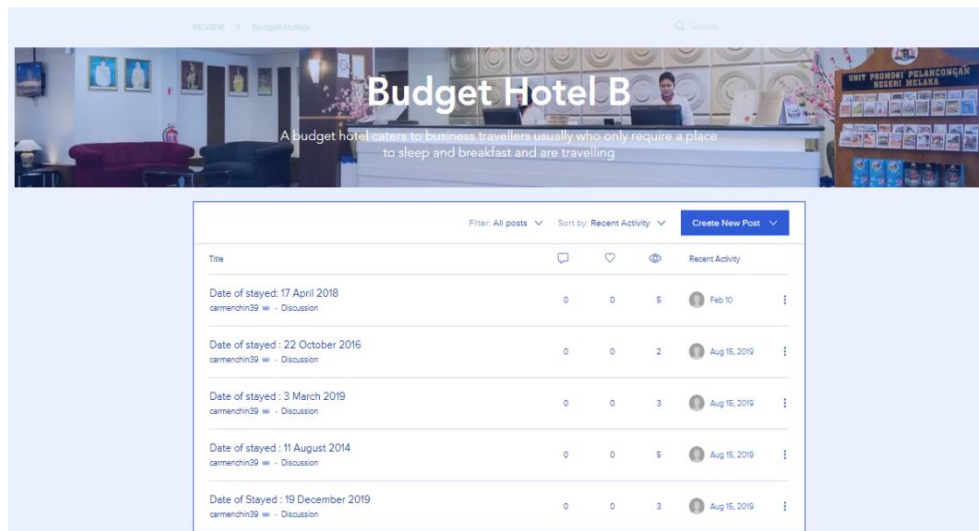


Figure 3.3.4: Webpage for Budget Hotel B

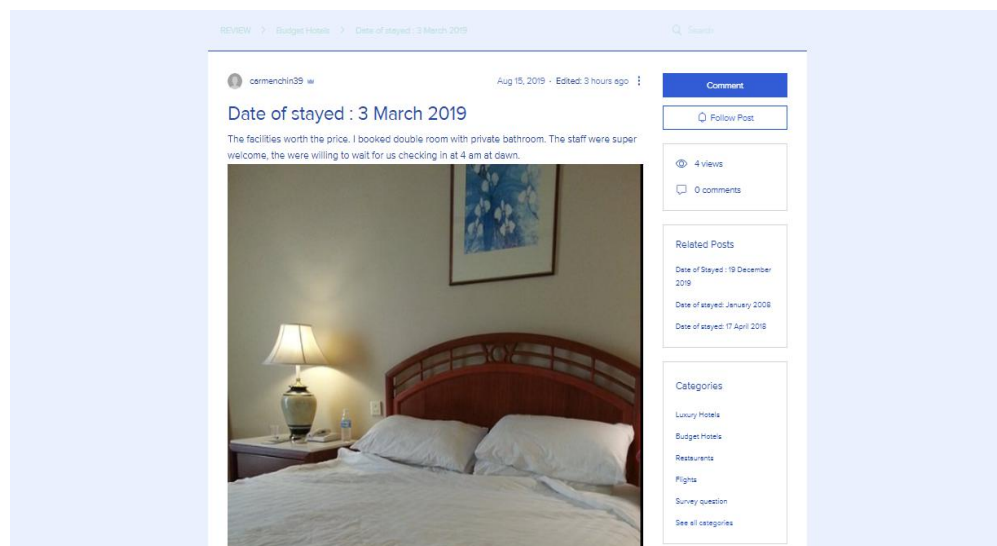


Figure 3.3.5: Example of review for budget hotel

3.4 Questionnaire Development

According to Farooq (2018), questionnaires are one of the most commonly used methods of data collection and questionnaire can gather data from a huge number of respondents. Next, questionnaire is a form of document that contains a range of questions, involving open and closed questions, rating questions, multiple choice question or scale, and the respondents are required to answer all the questions in questionnaire. There are usually two types of questionnaires, one is self-administered questionnaire and another type is interviewers. Self-administered questionnaires normally answered by the respondent themselves, and typically delivered and returned through internet and this type of method is known as online questionnaire which is also used in this research paper. Google Form play a key role in developing online questionnaires and helping in reducing time and resources such as money and energy.

This research paper talks about the relationship between online reviews based on the review content and hotel category that affect customers' trust on the online review. Therefore, the primary research objective are customers who always go on a trip and read the online hotel review before booking the hotel through online website. According to Wee, Tan, Yeo and Soh (2018) stated that the pertinent literature, a few qualities of online buyer review were recognized to analyze the effect upon the consumers' trust on the online review while making decision in booking a hotel for their trip.

For the outcome, three factors of how online reviews affect users' trust on it were settled for this research which include review date, review length, and review attachment. In this research, quantitative research methodology was utilized to gather the information required for the examination. According to Apuke (2017) stated that quantitative study approach deals with the quantification and analysis of variables in order to obtain the final results. It includes analysis of numerical data using different statistical methods to address question such as who, what, when, where, and how. Quantitative research also begins with the identification of problem, formulation of hypothesis or research questions, the examination of relevant literature, and the quantitative interpretation of data.

Other than that, there are four types of quantitative research methods which are survey research, cor-relational research, experimental research and casual-comparative research. For this research paper, survey method was applied to conduct the research. Survey is a method of quantitative research involving with sampling questionnaire, questionnaire design, questionnaire organization in order to collect data from a group or population for the research. Then, analysis the data collected from the questionnaire for a better understanding of the people behavior or characteristics (Apuke, 2017). For this paper, questionnaire as the instrument to gather data from 100 people who are adults or undergraduate student. Each of them must meet the criteria which are read online hotel review before booking for their desired hotel and went for at least one trip per year in order to answer the questionnaire.

Factors	Questions that were used for data collection
Review Length (Chua & Banerjee, 2019)	<ol style="list-style-type: none"> 1. I think the moderate length of reviews that covers pros and cons of the hotel is more trustable. 2. I would prefer read on the reviews with a longer description of detail information about the hotel. 3. I think that the short reviews with only simple word such as nice, good, and clean cannot help me much to make decision in booking a hotel.
Review Date (Zhao, Wang, Guo & Law, 2015)	<ol style="list-style-type: none"> 1. The older reviews can help consumer on booking a hotel as the older reviews receive more helpfulness vote. 2. I would more prefer the reviews that are published recently and describing the travel locations which are nearby or around the hotel. 3. I think the latest date of the reviews could represent the most up-to-date information about the hotel.
Review Attachment (Zhao, Wang, Guo & Law, 2015)	<ol style="list-style-type: none"> 1. The reviews that attach with the photos which is in accordance with the user description is more helpful for me to book a hotel. 2. The reviews with a video that record the environment in the room of the hotel is helpful for me in booking a hotel. 3. I believe that the reviews that having the attachment which include the photos of the hotel such as lobby, room, and breakfast will make the review more trustable.
User's trust on online review (Elwalda, A., & Lu, K., 2014)	<ol style="list-style-type: none"> 1. I trust the online reviews without a doubt when reading the reviews of the hotel. 2. I trust in online reviews pleasantly as it help me when comparing the differences between the hotel. 3. I trust the online reviews with a sense of secure because the review are posted by the user who had been stay in the hotel.

Table 3.4: Survey questions for questionnaire

3.5 Measuring Scale

The method to calculate the variable is known as the scale of measurement. The measurement in science were seen using four different scaling groups, which are nominal scale, interval scale, ordinal scale and ratio (Bay, 2018). The measuring scale used for this research paper are nominal scale, ordinal scale, and likert scale. In the final questionnaire, there are separated into 3 parts with the total of 20 survey questions, which are 8 demographic question as part A of the questionnaire, 9 independent variable questions as part B of the questionnaire, and 3 dependent variable questions as part C of the questionnaire.

3.5.1 Nominal Scale

According to Dalati (2018), nominal scale is a simplistic type of scale, because the numbers and the labels given to the items serve as labels for recognition or classification. Nominal data includes the compilation of variable information that can be classified into two or more groups that are mutually exclusive and comprehensive. Classifications of the nominal data that used in this research paper are as follow :

1. Race
2. Gender
3. Occupation
4. Would you read hotel reviews before booking the hotel ?
5. Do you believe on the online hotel reviews ?

3.5.2 Ordinal Scale

The ordinal scale organizes and categorizes objects according to their level of degree in the structured relationship. A standard ordinal scale used in market research will ask respondents to rate a specific brand according to outstanding, nice, decent, and bad, for example. The use of an ordinal scale means a remark higher than or lower than without defined a range of how much high or low (Dalati, 2018). Classifications of the ordinal data that used in this research paper are as follow :

1. Age
2. Monthly Earning
3. How often do you go on a trip within a year?

3.5.3 Likert Scale

Likert scale is one of the most commonly used itemized scales. Likert scale's data sets are usually a five-point scale which is (1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree nor Disagree, 4 = Agree, 5 = Strongly Agree). Respondents are required to reflect their degree of agreement by selecting one of the five answer in the categories. Likert scale has a range of advantages which are easy for the researcher to develop and maintain this scale, and it is easy for respondents to grasp it (Malhotra, 2006). For this research paper, likert scale is used in part B and part C survey questions which are independent variables and dependent variable.

3.6 Survey Validity and Reliability

Validity is characterized as the degree to which the argument is precisely tested in a quantitative research. For instance, a survey intended to examine depression, but which instead tests anxiety, may not be considered as valid test. The second indicator of value in quantitative research is reliability or accuracy of the test. On the other words, the degree to which the research tool reliably generates the same outcomes if it is used frequently in the same condition (Heale & Twycross 2015).

According to Heale and Twycross (2015) claimed that reliability is related to the accuracy of the test. A respondent who finishes an instrument designed to assess motivation will have roughly the same results each time the test is conducted. Although it is not possible to determine the precision of the reliability, an estimation of the reliability result can be obtained through a variety of tests.

For this paper, 30 sets of pilot test had been done to examine the validity as well as the reliability for the questionnaire which had been conducted with face-to-face survey method with the 30 undergraduate students. In the pilot test, Cronbach's Alpha reliability test had been conducted to test the validity and reliability of the questionnaire. Other than that, for the whole research which is total 100 sets of questionnaire will be test with Cronbach's Alpha reliability test, Pearson correlation coefficient test, and Multiple Linear Regression test. The Statistical Package for Social Science (SPSS) Version 22 software was used in this research to analysis the available data collected from the questionnaire.

Reliability Statistics: Review Length

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.843	.844	3

Table 3.6.1 : Reliability test for review length

Reliability Statistics: Review Date

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.875	.877	3

Table 3.6.2 : Reliability test for review date

Reliability Statistics: Review Attachment

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.854	.862	3

Table 3.6.3 : Reliability test for review attachment

Reliability Statistics: Users' trust on online review

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.872	.872	3

Table 3.6.4 : Reliability test for users' trust on online review

According to Taber (2017) mentioned that Cronbach's Alpha is used to measure the internal consistency, that is, how closely related a set of items are as a group. Moreover, the range of alpha values generally is between 0 and 1. The value of Cronbach's Alpha can have a negative value if there is a negative inter-item co-variance with a high absolute value. The nearest Cronbach's Alpha coefficient is 1.0, which is the greatest internal consistency of the items in the scaled value. There is also a range of value to define the internal consistency of the alpha. If the alpha value is greater than 0.9 = GREAT, greater than 0.8 = GOOD, greater than 0.7 = ACCEPTABLE, greater than 0.6 = DOUBTFUL, greater than 0.5 = BAD, and lower than 0.5 = UNACCEPTABLE (Surya & Sushil, 2016).

In the pilot test, the Cronbach's Alpha test results are shown on the table above and they were tested separately for each of the factor. From the results of the pilot test, it shows that all the Cronbach's alpha value is more than 0.8, which means all the answers in the questionnaire are reliable and internal consistent as 0.8 is consider as good in the range of alpha values.

In conclusion, chapter 3 system design discussed about the design specification, research design, stimuli pre-test as well as questionnaire development. Other than that, the measuring scale used in the questionnaire, methods and software to analysis the data, and the validity of the questionnaire also have been discussed. Therefore, next chapter will be analyze the results of the questionnaire that run with SPSS software.

CHAPTER 4

RESULTS

4.1 Result and Analyzes

For a research project, the final results or outcome is the most important as it needs to explain what has been find out through the data analysis process. In this study, a total of 100 respondents were invited to do the online survey through Google Form, and the answers were collected to do data analyzing in SPSS software. In the final result, Cronbach's alpha reliability test, Pearson correlations test, multiple linear regression test, and descriptive test are all tested by SPSS.

4.2 Descriptive Analysis

Descriptive analysis is the fundamental to almost all of the research project. If the research objective is to define and explain behaviors and differences in populations, to establish new measures of key events, or simply to explain samples in the research aimed at identifying quantitative measurements, descriptive analysis is part of almost every scientific paper and study (Loeb, Dynarsld, McFariand, Morris, Reardon & Reber, 2017).

For this research paper, there are total of 8 questions are tested with descriptive test. As per mentioned above, the questionnaires had been answered by 100 respondents. In this 100 respondents, 31 to 35 years old adult occupied the most percentage which is 29% out of 100, and then followed by 26 to 30 years old occupied 27%. The third highest is age between 21 to 25 years old that occupy 25%, while 36 to 40 years old and 41 or above occupied 14% and 5% separately. Therefore, age between 31 to 35 years old adults compute most of the questionnaire in this research paper. Below is the table shows the frequency for age.

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 21 - 25 years old	25	25.0	25.0	25.0
26 - 30	27	27.0	27.0	52.0
31 - 35	29	29.0	29.0	81.0
36 - 40	14	14.0	14.0	95.0
41 or above	5	5.0	5.0	100.0
Total	100	100.0	100.0	

Table 4.2.1: Frequency table for age

Next, race was tested with with descriptive analysis and the results shows that there are 40 Chinese, 36 Indian and 24 Malay participated in the questionnaire. Therefore, Chinese occupied the most highest rate in this section which are 40% out of 100%. The table below shows that frequency for race.

Race

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Malay	24	24.0	24.0	24.0
Chinese	40	40.0	40.0	64.0
Indian	36	36.0	36.0	100.0
Total	100	100.0	100.0	

Table 4.2.2: Frequency table for race

Furthermore, gender is the third demographic question to be analyze with descriptive analysis. The result shows there are 55 male and 45 female which contribute total of 100 respondents participated in this study. The table below shows the frequency for gender.

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	55	55.0	55.0	55.0
	Female	45	45.0	45.0	100.0
	Total	100	100.0	100.0	

Table 4.2.3: Frequency table for gender

Moreover, occupation of the respondents are classified into 3 groups which are self-employed, employed, and others. The final result shows that most of the respondents are employed which contribute 57% in the study, which followed by self-employed is 27% and others consists of 19%. All of the description for others in the survey question is stated that there are undergraduate students in university. Table below shows the frequency for occupation.

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Self-employed	27	27.0	27.0	27.0
	Employed	54	54.0	54.0	81.0
	Others	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

Table 4.2.4: Frequency table for occupation

The fifth demographic question to be analyze by descriptive test is monthly earning. In the result, who earn less than or equal to RM2000.00 got 19% out of 100% where all of them are also students. Then, it is RM2001 - RM3000 has 15%, RM3001 - RM4000 got 31%, and the highest percentage is 35% where each of them earns RM4001 or above per month. This result shows that many of them have a high

income, so they may go for a trip frequently. The table below shows the frequency for monthly earning.

Monthly earning

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < or = RM2000	19	19.0	19.0	19.0
RM2001 - 3000	15	15.0	15.0	34.0
RM3001 - 4000	31	31.0	31.0	65.0
RM4001 or above	35	35.0	35.0	100.0
Total	100	100.0	100.0	

Table 4.2.5: Frequency table for monthly earning

Next, it is the question “How often do you go on a trip within a year?” to be analyze with descriptive test. This answer also classified into three group which are 1 - 5 times got the highest percentage with 48% followed by 6 - 10 times is 36%, and lastly 11 times or above got 16% only from the total of 100 respondents. The table below shows the frequency for question “How often do you go on a trip within a year?”

How often do you go on a trip within a year?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 - 5 times	48	48.0	48.0	48.0
6 - 10	36	36.0	36.0	84.0
11 or above	16	16.0	16.0	100.0
Total	100	100.0	100.0	

Table 4.2.6: Frequency table for how often respondents go on a trip

Other than that, the last two questions in part A are to make sure the respondents meet the criteria to answer the questionnaire. It must be 100% of yes in order to continue answers the questionnaire. In the final results, it shows that all the respondents answers meet the criteria to answer the questionnaire in part B. The table below shows the frequency of the two criteria.

Would you read hotel reviews before booking the hotel ?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	100	100.0	100.0	100.0

Table 4.2.7: Frequency table for respondents to read online hotel reviews before booking the hotel

Do you believe on the online hotel reviews ?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	100	100.0	100.0	100.0

Table 4.2.8: Frequency table for respondents to believe on online hotel reviews

4.3 Reliability Test

Cronbach's alpha is one of the most commonly used reliability tests in social sciences. Cronbach's alpha defines the reliability of the total of a research measurements where it could be times, alternative types, raters, questionnaire or testing object. Cronbach's alpha is to test the internal consistency and reliability of the items. When the tests are "parallel", they would have the same variance and same co-variance (Bonett & Wright, 2014). The alpha value only can be accept when it is greater than 0.7, other else it consider as not acceptable or reliable for the data that had been tested (Surya & Sushil, 2016).

In this research paper, the independent variables and dependent variable which are review length, review date, and review attachment and users' trust on online review were analyze with Cronbach's alpha reliability test separately. It is because to make sure each variable are closely related to each other for this study.

The alpha value for review length, review date, review attachment, and users' trust on online review are 0.838, 0.867, 0.855, and 0.895 which are acceptable and consider as good for this research paper. These results also means that the questionnaire answers are reliable to further analyze the questionnaire.

Reliability Statistics: Review Length

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.838	.838	3

Table 4.3.1: Reliability test for review length

Reliability Statistics: Review Date

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.867	.867	3

Table 4.3.2: Reliability test for review date

Reliability Statistics: Review Attachment

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.855	.858	3

Table 4.3.3: Reliability test for review attachment

Reliability Statistics: Users' Trust on Online Review

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.895	.900	3

Table 4.3.4: Reliability test for users' trust on online review

4.4 Pearson Correlation

The correlation coefficient is a single value or number that establishes a correlation between variables which being studied in the paper. The Pearson's correlation coefficient shall define a relationship between the factors on the basis of three assumptions which are the relationship is linear, variables are isolated from each other, and variables are commonly distributed. The final result of correlation test is correlation coefficient with values ranging from -1 to +1. A correlation coefficient of +1 means that the factors are exactly correlated in a positive way, and a correlation coefficient of -1 means that the factors are exactly correlated in a negative way. Whereas a correlation coefficient of zero means that there is no cause and effect relationship between the factors that being analyzes (Gogtay & Thatte, 2017). According to Connelly (2012), the correlation value between 0 - 0.19 is consider as very weak, 0.2 - 0.39 is weak, 0.4 - 0.59 is moderate correlation, 0.6 - 0.79 is strong, and finally 0.8 - 1.0 is very strong correlation.

This research paper is to study the users' trust on online reviews based on the review content, so the Pearson correlation coefficient of this research was analyzed and the results showed that the highest correlation between the review content and users' trust is review date which is $r = 0.831$. From the result, it can be interpret that the latest of the reviews on online website will affect a highest number of users' trust on the online hotel review. Therefore, the hypothesis two H2 will be accepted which is there is a positive relationship between review date and users' trust on online review.

Besides, the second highest correlation relationship is between review attachment and users' trust on online hotel reviews where the value of $r = 0.787$ which is strong correlation. This result can be interpret as the users will trust more on the online review when the review is attach with a photo or video to support the description of the review. Therefore, hypothesis three H3 is supported which is there is a positive relationship between review attachment and users' trust on online review.

Furthermore, the lowest correlation of the variable got the value of $r = 0.744$ which is also consider as strong correlation. Based on this result, it can conclude that the length of the review will also affect users' trust on online review. Therefore, hypothesis one H₁ which is there is a positive relationship between review length and users' trust on online hotel reviews is supported based on this result.

In conclusion, all the Pearson correlation coefficient in this study have a strong and positive relationship between the independent variables and dependent variable. The table below shows the result of Person correlation for this study.

Correlations

		Review Length	Review Date	Review Attachment	Users' Trust
Review Length	Pearson Correlation	1	.708**	.637**	.744**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Review Date	Pearson Correlation	.708**	1	.817**	.831**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Review Attachment	Pearson Correlation	.637**	.817**	1	.787**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Users' Trust	Pearson Correlation	.744**	.831**	.787**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Table 4.4.1: Person Correlation Coefficient Result

4.5 Multiple Linear Regression

Multiple linear regression is carried out in order to evaluate the relationships between one dependent variable and two or more independent variables having a cause-effect relationship and to predict a outcome for the object using the result that had been tested.(Uyanik & Guler, 2013).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.874 ^a	.764	.756	.55529

a. Predictors: (Constant), Review Attachment, Review Length, Review Date

Table 4.5.1: Model summary for Multiple Linear Regression

Based on table 4.5.1, the value of R square is 0.764 which means that in this study, the result verified that the independent variables which are review length, review date, and review attachment) could explain 76.4% of the variations on dependent variable which is users' trust on online review. However, this also can interpret that the study still has 23.6% is unexplained. Therefore, the other variables that are important to describe users' trust on online review are not involved in this analysis.

Other than that, the value of correlation coefficient (R value) is 0.874 for this research paper. This result shows that it is a positive and strong correlation between the independent variables (review length, review date, and review attachment) and dependent variable (users' trust on online review). Thus, the hypothesis four H4 is supported based on this result where there is a positive relationship between the three independent variables (review length, review date, review attachment) and dependent variable (users' trust on online review).

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.593	3	31.864	103.339	.000 ^b
	Residual	29.601	96	.308		
	Total	125.194	99			

a. Dependent Variable: Users' Trust on Online Review

b. Predictors: (Constant), Review Attachment, Review Length, Review Date

Table 4.5.2: ANOVA table

Based on the result showed in the ANOVA table above, the F statistics value is 103.339 which is significant as the p-value = 0.000 is less than the alpha value of 0.01. The structural model for this research paper is a well descriptor of the relationship between the predictor variables and dependent variable. Hence, the predictor variables which are review length, review date, review attachment are significant describe the difference in dependent variable which is users' trust on online review.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.012	.224		-.055	.956
	Review Length	.288	.073	.280	3.942	.000
	Review Date	.422	.099	.406	4.282	.000
	Review Attachment	.306	.096	.277	3.185	.002

a. Dependent Variable: Users' Trust on Online Review

Table 4.5.3: Coefficients table

Based on the coefficients table, a regression equation can be compute for this study as :

$$Y = -0.012 + 0.288 (RL) + 0.422 (RD) + 0.306 (RA)$$

Y = User's Trust on Online Review

RL = Review Length

RD = Review Date

RA = Review Attachment

The highest coefficient value show in table 4.5.3 is review date which contribute 0.422 toward the variation of dependent variable (users' trust on online review). This also means that review date is the most significant predictor compared to other variables (review length and review attachment) in this research to find out the relationship between independent variables and dependent variable. Hence, review date become the strongest factor to explain the variation in users' trust on online review.

Besides, the second highest value of coefficients is review attachment which is 0.306 contribute toward the variation of dependent variable (users' trust on online review). This also means that review attachment is the second most significant predictor in this study to determine the relationship between independent variables (review length, review date and review attachment) and dependent variable (users' trust on online review). Hence, review attachment become the second strongest factor to explain the variation in users' trust on online review.

Furthermore, the smallest value of coefficients in table 4.5.3 is review length that contribute 0.288 toward the variation of dependent variable (users' trust on online review). In other words, it means that review length is the least significant predictor in this study to determine the relationship between independent variables (review length, review date and review attachment) and dependent variable (users' trust on online

review). Therefore, review length become the third strongest factor to explain the variation in users' trust on online review.

4.6 Conclusion

In conclusion, different kinds of tests had been done in testing the relationship between independent variables and dependent variable in this research paper contribute a substantial relationship that might influence users' trust on online review.

The final outcome of the tests will be used as a guide for researchers to perform related research in future which will be further explained in chapter 5 on how the findings of this study can be useful and helpful for online users to book for their desired hotel when they are planning to have a trip abroad.

CHAPTER 5

CONCLUSION

5.1 Introduction

This chapter is discussed about the final outcome, the practical effects, the theoretical consequences of the hypothesis examined, limitations as well as recommendation for this research paper. Besides, chapter 5 will concentrate on the drawbacks of this study and recommendations for the future research. The main objective of this research paper is to analyze the effects of review content on users' trust on online review for those who will read online hotel review before booking for their hotel.

5.2 Discussion

NO	HYPOTHESIS	RESULT
H1	There is a positive relationship between review length and users' trust on online review.	SUPPORTED
H2	There is a positive relationship between review date and users' trust on online review.	SUPPORTED
H3	There is a positive relationship between review attachment and users' trust on online review.	SUPPORTED
H4	There is a positive relationship between the three independent variables (review length, review date, review attachment) and dependent variable (users' trust on online review).	SUPPORTED

Table 5.2: Summary of hypothesis

The findings of this research are compatible with the past studies indicating that users' trust on online hotel review has a strong effect in booking hotel through online websites by reading the review content. The impact of positive relationship between review content (review length, review date, and review attachment) and dependent variable (users' trust on online review) can be widely recommended to the public.

For hypothesis H1, the review length and users' trust on online review are significantly and positively correlated which means the hypothesis is supported from the result. From the result of this research, review length is the third most important element with 74.4% that could affect users' trust on online review and leading to the impact of customers intention in booking hotel through third-party websites. Hence, it can be concluded that most of the users will based on the length of the review to decide whether they want to read the reviews, and they might more prefer on the review with moderate length of that covers pros and cons of the hotel.

Moreover, there is a positive relationship between review date and users' trust on online review from H2 is also proved from the results. Review date is the the most significant and positively related with users' trust on online review where the percentage of r value is as high as 83.1% in this research. Therefore, a small conclusion can be made from the result is the latest the reviews posted on the online websites, users' trustworthiness towards the reviews will be more high compared to the oldest review.

Furthermore, hypothesis H3 indicates that there is a positive relationship between review attachment and users' trust on online review, and this hypothesis also supported by the result in chapter 4. Review attachment is the second most significant and positively related with users' trust on online review where the percentage of r value is 78.7% in this study. Thus, it means that the users will be more trusted on the online review when the review has a single video or photo posted along with the review description. This will make the reviews become more trustworthiness as picture or video of the real situation would not lie to the users.

Last but not least, the hypothesis H4 also is being supported in this research paper where there is a positive relationship between the three independent variables (review length, review date, review attachment) and dependent variable (users' trust on online review). From the result of this research, the coefficient of r value is 87.4% which is a strong correlation between review content and users' trust on online review. Therefore, review content is important in affecting users' trust on online review and thus leading to consumers behaviour in booking hotel through online websites.

5.3 Recommendations

On the basis of the above findings and discussion, I have made a handful of recommendations, especially for the hospitality sector. Reviews that posted includes bad service in the physical service environment of certain hotel has shown to push away both current customers and future customers. Past research have also shown that when a customers encounter a bad services, 48% of customers would share their experiences with minimum of 10 people around them. This proves that the high standard of service is critical in the creation of eWOM and the sustained activity of the company. Therefore, an organization can attract customers by offering high standard of services that aim to generate positive reviews and minimize negative reviews posted on the online website (Tsao, Hsieh, Shih & Lin, 2015).

In addition, according to Tsao, Hsieh, Shih & Lin (2015) stated that a crucial skill in managing feedback and issues is the way of maintaining concerns and opinions of disgruntled consumers within the organization instead of being passed beyond the organization. This includes the transparency of the organization's feedback channels and how they reasonably allow consumers to make complaints through online or offline about the quality of their service. Hence, hotel must have a range of contact channels such as discussion forum, e-mail of customer service, hotline, and feedback from official website for customers to make their feedback. These actions are to prevent consumers from publishing their grievances and critiques on third-party websites such as Booking.com, TripAdvisor, and Agoda.com that could bring negative image of the hotel.

Moreover, this research paper points out that the customers' desire to book hotel is associated with the users' trust on online review and online booking websites. Thus, hotels and online booking websites should make greater efforts to make the customers to establish trust in the third-party booking websites. As a result, it is also possible to generate the hotel reputation by improving and promoting the online reviews on the third-party website. This is because customers tend to rely on online reviews before they make a decision in purchasing the product or service (Kim, Kim & Park, 2017).

5.4 Limitations

Some limitations are found during this research conducted. First of all, the reviews used in this study was obtained from TripAdvisor.com. Even though TripAdvisor.com is one of the most popular and biggest traveling websites, a variety of other traveling websites such as Booking.com, Expedia.com, and Agoda.com also offer much more similar services for tourists to review. Hence, the generalizability of this research could be constrained by only using the reviews obtained from TripAdvisor.com (Hu & Chen, 2016).

Next, due to the cost limitations, this research was carried out by using online platform which is Google Form to collect data from the respondents. Despite providing a clear guidance and directions, it cannot promise that every respondents would have followed the instruction of the test or reacted properly to the test. This research was limited to the aspects of review length, review date, and review attachment.

Apart from that, factors influencing customers' buying behaviour should be further discussed and overlooked in this research after they have read the online hotel reviews. Besides, for the questionnaire design, no technical methods or more valuable and additional rewards for the gathering of results were available. The questionnaire was created by personally and the writer's concepts may therefore have been misunderstood. Moreover, not all respondents for the survey were native English speaker (Holleschovsky & Constantinides, 2016).

5.5 Conclusion

In this vein, people from tourism industries (not restricted to hotel sector) are benefits from this study as most of the tourism organizations provide platform for public to review their services. Due to the similarity in term of servicing people, the factors and the relationship between the review content and users' trust on online review are act as references for studies on other sectors of tourism.

Lastly, this paper also provides an opportunity for future researchers to expand this study into other domains. The theoretical evidences from this paper will give some insight on helpfulness factors of other online reviews and the possible relationship between the factors and trust on the reviews.

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APPENDIX

A.1 Survey Question

Dear respondents,

I am a student who is studying Bachelor of Information Systems (Hons) Information Systems Engineering from Universiti Tunku Abdul Rahman (UTAR). I am currently doing my UCCD3596 PROJECT II which is my final year project with title “TRUST IN ONLINE HOTEL REVIEWS ACROSS REVIEW CONTENT AND HOTEL CATEGORY” organizational commitment in who always read the reviews of hotels before booking a hotel for their trip. The purpose of this research is to analyze consumer’s behavior on booking hotel through online website based on the review content and hotel category. This questionnaire consists of 3 parts. Part A is related general information, part B is about independent variables (Review length, Review date and Review attachment) and Part C is related is dependent variable. Part A consists of 8 questions and you should answer the question appropriate while Part B consists of 9 questions and Part C with 3 dependent variable questions. Part A is about personal demographic background, but your name does not appear anywhere on the questionnaire form. Finally, please read the instructions carefully before answer all the questions. Thank you for your cooperation and willingness to answer the questionnaires. Your response will be kept strictly confidential and will be only accessible to analysts for the academic purpose.

Section A: Demographic Question (S, Sreejesh & Mohapatra, Sanjay & M.R, Dr. , 2014)

Please tick where the relevant answers provided.

1. Age

- ☐ ≤ 20 years
- ☐ 21-25 years
- ☐ 26-30 years
- ☐ 31-35 years
- ☐ 36-40 years
- ☐ 41 or above

2. Race

- ☐ Malay
- ☐ Chinese
- ☐ Indian

3. Gender

- ☐ Male
- ☐ Female

4. Occupation

- ☐ Self-employed
- ☐ Employed
- ☐ Others

5. Monthly Earning

- ☐ ≤ RM 2000
- ☐ RM 2001 to RM 3000
- ☐ RM 3001 to RM 4000
- ☐ RM4001 or above

6. How often do you go on a trip within a year?

- ☐ 1 - 5 times
- ☐ 5 - 10 times
- ☐ 11 times or above

7. Would you read hotel reviews before booking the hotel ?

- ☐ Yes
- ☐ No

8. Do you believe on the online hotel reviews ?

- ☐ Yes
- ☐ No

Section B: Independent Variables

Please circle your answer for each statement.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Independent variable: Review Length (Chua & Banerjee,2019)

4. I think the moderate length of reviews that covers pros and cons of the hotel is more trustable.	1	2	3	4	5
5. I would prefer read on the reviews with a longer description of detail information about the hotel.	1	2	3	4	5
6. I think that the short reviews with only simple word such as nice, good, and clean cannot help me much to make decision in booking a hotel.	1	2	3	4	5

Independent variable: Review Date (Zhao, Wang, Guo & Law, 2015)

4. The older reviews can help consumer on booking a hotel as the older reviews receive more helpfulness vote.	1	2	3	4	5
5. I would more prefer the reviews that are published recently and describing the travel locations which are nearby or around the hotel.	1	2	3	4	5
6. I think the latest date of the reviews could represent the most up-to-date information about the hotel.	1	2	3	4	5

Independent variable: Review Attachment (Zhao, Wang, Guo & Law, 2015)

4. The reviews that attach with the photos which is in accordance with the user description is more helpful for me to book a hotel.	1	2	3	4	5
5. The reviews with a video that record the environment in the room of the hotel is helpful for me in booking a hotel.	1	2	3	4	5
6. I believe that the reviews that having the attachment which include the photos of the hotel such as lobby, room, and breakfast will make the review more trustable.	1	2	3	4	5

Section C: Dependent Variables

Please circle your answer for each statement.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Dependent variable: User's trust on online review (Elwalda, A., & Lu, K., 2014)

4. I trust the online reviews without a doubt when reading the reviews of the hotel.	1	2	3	4	5
5. I trust in online reviews pleasantly as it help me when comparing the differences between the hotel.	1	2	3	4	5
6. I trust the online reviews with a sense of secure because the review are posted by the user who had been stay in the hotel.	1	2	3	4	5

A.2 SPSS Analysis Results

Reliability

Scale: Review Length

Case Processing Summary

	N	%
Cases Valid	100	100.0
Excluded ^a	0	.0
Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.838	.838	3

Item Statistics

	Mean	Std. Deviation	N
I think the moderate length of reviews that covers pros and cons of the hotel is more trustable.	3.3000	1.24316	100
I would prefer read on the reviews with a longer description of detail information about the hotel.	3.4100	1.26407	100
I think that the short reviews with only simple word such as nice, good, and clean cannot help me much to make decision in booking a hotel.	3.4200	1.26475	100

Inter-Item Correlation Matrix

	I think the moderate length of reviews that covers pros and cons of the hotel is more trustable.	I would prefer read on the reviews with a longer description of detail information about the hotel.	I think that the short reviews with only simple word such as nice, good, and clean cannot help me much to make decision in booking a hotel.
I think the moderate length of reviews that covers pros and cons of the hotel is more trustable.	1.000	.731	.561
I would prefer read on the reviews with a longer description of detail information about the hotel.	.731	1.000	.605
I think that the short reviews with only simple word such as nice, good, and clean cannot help me much to make decision in booking a hotel.	.561	.605	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.377	3.300	3.420	.120	1.036	.004	3
Inter-Item Correlations	.632	.561	.731	.169	1.302	.006	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I trust the online reviews without a doubt when reading the reviews of the hotel.	7.6000	4.545	.822	.690	.838
I trust in online reviews pleasantly as it help me when comparing the differences between the hotel.	7.2000	5.192	.839	.708	.811
I trust the online reviews with a sense of secure because the review are posted by the user who had been stay in the hotel.	6.7000	6.232	.753	.569	.893

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.1300	10.741	3.27727	3

Reliability

Scale: Review Date

Case Processing Summary

	N	%
Cases Valid	100	100.0
Excluded ^a	0	.0
Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.867	.867	3

Item Statistics

	Mean	Std. Deviation	N
The older reviews can help consumer on booking a hotel as the older reviews receive more helpfulness vote.	3.0300	1.22643	100
I would more prefer the reviews that are published recently and describing the travel locations which are nearby or around the hotel.	3.6400	1.19359	100
I think the latest date of the reviews could represent the most up-to-date information about the hotel.	3.5900	1.23169	100

Inter-Item Correlation Matrix

	The older reviews can help consumer on booking a hotel as the older reviews receive more helpfulness vote.	I would more prefer the reviews that are published recently and describing the travel locations which are nearby or around the hotel.	I think the latest date of the reviews could represent the most up-to-date information about the hotel.
The older reviews can help consumer on booking a hotel as the older reviews receive more helpfulness vote.	1.000	.615	.657
I would more prefer the reviews that are published recently and describing the travel locations which are nearby or around the hotel.	.615	1.000	.785
I think the latest date of the reviews could represent the most up-to-date information about the hotel.	.657	.785	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.420	3.030	3.640	.610	1.201	.115	3
Inter-Item Correlations	.685	.615	.785	.170	1.277	.006	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
The older reviews can help consumer on booking a hotel as the older reviews receive more helpfulness vote.	7.2300	5.250	.673	.457	.879
I would more prefer the reviews that are published recently and describing the travel locations which are nearby or around the hotel.	6.6200	5.006	.769	.633	.793
I think the latest date of the reviews could represent the most up-to-date information about the hotel.	6.6700	4.728	.801	.665	.761

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.2600	10.538	3.24619	3

Reliability

Scale: Review Attachment

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.855	.858	3

Item Statistics

	Mean	Std. Deviation	N
The reviews that attach with the photos which is in accordance with the user description is more helpful for me to book a hotel.	3.7200	1.27192	100
The reviews with a video that record the environment in the room of the hotel is helpful for me in booking a hotel.	3.8200	1.03845	100

I believe that the reviews that having the attachment which include the photos of the hotel such as lobby, room, and breakfast will make the review more trustable.	4.0300	1.14992	100
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Inter-Item Correlation Matrix

	The reviews that attach with the photos which is in accordance with the user description is more helpful for me to book a hotel.	The reviews with a video that record the environment in the room of the hotel is helpful for me in booking a hotel.	I believe that the reviews that having the attachment which include the photos of the hotel such as lobby, room, and breakfast will make the review more trustable.
The reviews that attach with the photos which is in accordance with the user description is more helpful for me to book a hotel.	1.000	.703	.648
The reviews with a video that record the environment in the room of the hotel is helpful for me in booking a hotel.	.703	1.000	.656
I believe that the reviews that having the attachment which include the photos of the hotel such as lobby, room, and breakfast will make the review more trustable.	.648	.656	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.857	3.720	4.030	.310	1.083	.025	3
Inter-Item Correlations	.669	.648	.703	.055	1.085	.001	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
The reviews that attach with the photos which is in accordance with the user description is more helpful for me to book a hotel.	7.8500	3.967	.741	.556	.790
The reviews with a video that record the environment in the room of the hotel is helpful for me in booking a hotel.	7.7500	4.836	.750	.564	.784
I believe that the reviews that having the attachment which include the photos of the hotel such as lobby, room, and breakfast will make the review more trustable.	7.5400	4.554	.705	.499	.816

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.5700	9.338	3.05589	3

Reliability

Scale: User's trust on online review

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.895	.900	3

Item Statistics

	Mean	Std. Deviation	N
I trust the online reviews without a doubt when reading the reviews of the hotel.	3.1500	1.39534	100
I trust in online reviews pleasantly as it help me when comparing the differences between the hotel.	3.5500	1.22578	100

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I trust the online reviews with a sense of secure because the review are posted by the user who had been stay in the hotel.	4.0500	1.06719	100
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Inter-Item Correlation Matrix

	I trust the online reviews without a doubt when reading the reviews of the hotel.	I trust in online reviews pleasantly as it help me when comparing the differences between the hotel.	I trust the online reviews with a sense of secure because the review are posted by the user who had been stay in the hotel.
I trust the online reviews without a doubt when reading the reviews of the hotel.	1.000	.814	.707
I trust in online reviews pleasantly as it help me when comparing the differences between the hotel.	.814	1.000	.728
I trust the online reviews with a sense of secure because the review are posted by the user who had been stay in the hotel.	.707	.728	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.583	3.150	4.050	.900	1.286	.203	3
Inter-Item Correlations	.749	.707	.814	.106	1.150	.003	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I trust the online reviews without a doubt when reading the reviews of the hotel.	7.6000	4.545	.822	.690	.838
I trust in online reviews pleasantly as it help me when comparing the differences between the hotel.	7.2000	5.192	.839	.708	.811
I trust the online reviews with a sense of secure because the review are posted by the user who had been stay in the hotel.	6.7000	6.232	.753	.569	.893

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.7500	11.381	3.37362	3

Correlations**Descriptive Statistics**

	Mean	Std. Deviation	N
ReviewLength	3.3767	1.09242	100
ReviewDate	3.4200	1.08206	100
ReviewAttachment	3.8567	1.01863	100
UsersTrust	3.5833	1.12454	100

Correlations

		ReviewLength	ReviewDate	ReviewAttachment	UsersTrust
ReviewLength	Pearson Correlation	1	.708**	.637**	.744**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
ReviewDate	Pearson Correlation	.708**	1	.817**	.831**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
ReviewAttachment	Pearson Correlation	.637**	.817**	1	.787**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
UsersTrust	Pearson Correlation	.744**	.831**	.787**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	ReviewAttachment, ReviewLength, ReviewDate ^b	.	Enter

a. Dependent Variable: UsersTrust

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.874 ^a	.764	.756	.55529

a. Predictors: (Constant), ReviewAttachment, ReviewLength, ReviewDate

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.593	3	31.864	103.339	.000 ^b
	Residual	29.601	96	.308		
	Total	125.194	99			

a. Dependent Variable: UsersTrust

b. Predictors: (Constant), ReviewAttachment, ReviewLength, ReviewDate

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.012	.224		-.055	.956
ReviewLength	.288	.073	.280	3.942	.000
ReviewDate	.422	.099	.406	4.282	.000
ReviewAttachment	.306	.096	.277	3.185	.002

a. Dependent Variable: UsersTrust

FINAL YEAR PROJECT WEEKLY REPORT

(Project I / Project II)

Trimester, Year: Trimester 3, Year 3	Study week no.: 4
Student Name & ID: Chin Kah Mun 1603058	
Supervisor: Nur Syadhila Bt Che Lah	
Project Title: Trust in Online Hotel Reviews Across Review Content and Hotel Category	

1. WORK DONE

[Please write the details of the work done in the last fortnight.]

Meet supervisor and discuss on the topic that proposed for the Final Year Project 1 to refresh what still left for the Final Year Project 2.

2. WORK TO BE DONE

Finalized Survey Questions and find the methods to distribute the questionnaire.

3. PROBLEMS ENCOUNTERED

Some questions are change for a few times to get a simple and quality questions where the respondents can understand easily

4. SELF EVALUATION OF THE PROGRESS

My progress is slow a bit as there is a Chinese New Year break before which cause me delay my works.



Supervisor's signature

CHIN

Student's signature

FINAL YEAR PROJECT WEEKLY REPORT

(Project I / Project II)

Trimester, Year: Trimester 3, Year 3	Study week no.: 5
Student Name & ID: Chin Kah Mun 1603058	
Supervisor: Nur Syadhila Bt Che Lah	
Project Title: Trust in Online Hotel Reviews Across Review Content and Hotel Category	

1. WORK DONE

[Please write the details of the work done in the last fortnight.]

Survey questions had been finalized and started to distribute the questionnaire to get 100 set of response.

2. WORK TO BE DONE

Continue work on the simulation website which is for respondents to review and answer the questionnaire based on the website.

3. PROBLEMS ENCOUNTERED

It is encouraging to reach the amount required for the target. It is a bit of challenging for me as I need to get 100 response in 2 weeks time.

4. SELF EVALUATION OF THE PROGRESS

The process is going a bit slow as I wanted to collect more of the questionnaire done. Even though this is a research based project but it is still challenging for me especially on following chapter that I am going to do .



Supervisor's signature

CHIN

Student's signature

FINAL YEAR PROJECT WEEKLY REPORT

(Project I / Project II)

Trimester, Year: Trimester 3, Year 3	Study week no.: 7
Student Name & ID: Chin Kah Mun 1603058	
Supervisor: Nur Syadhila Bt Che Lah	
Project Title: Trust in Online Hotel Reviews Across Review Content and Hotel Category	

1. WORK DONE

[Please write the details of the work done in the last fortnight.]

The simulation website is completed which can view by respondents to answer the questionnaire.

2. WORK TO BE DONE

Continue to work on process of collecting questionnaire from respondents and download SPSS software to run the data based on the questionnaire

3. PROBLEMS ENCOUNTERED

No sources for me to download the SPSS software and the online sources only is available for 14 days trial.

4. SELF EVALUATION OF THE PROGRESS

The process is going smooth for this moment, it is just need to wait the questionnaire to be done by the respondents then I can proceed to run the data.



Supervisor's signature

CHIN

Student's signature

FINAL YEAR PROJECT WEEKLY REPORT

(Project I / Project II)

Trimester, Year: Trimester 3, Year 3	Study week no.: 9
Student Name & ID: Chin Kah Mun 1603058	
Supervisor: Nur Syadhila Bt Che Lah	
Project Title: Trust in Online Hotel Reviews Across Review Content and Hotel Category	

1. WORK DONE

[Please write the details of the work done in the last fortnight.]

All the questionnaires is successfully collected from the respondents.

2. WORK TO BE DONE

To run the data in SPSS based on the data given by respondents.

3. PROBLEMS ENCOUNTERED

There are few analysis need to be test with SPSS, but this is my first time using this software so I need to search for some online tutorial, so I can understand how the test is run with SPSS software.

4. SELF EVALUATION OF THE PROGRESS

The process is going well and Chapter 1 and Chapter 2 is done, while Chapter 3 is in process and Chapter 4 and 5 only can be done when the results of this research is analyzed.



Supervisor's signature

CHIN

Student's signature

FINAL YEAR PROJECT WEEKLY REPORT

(Project I / Project II)

Trimester, Year: Trimester 3, Year 3	Study week no.: 10
Student Name & ID: Chin Kah Mun 1603058	
Supervisor: Nur Syadhila Bt Che Lah	
Project Title: Trust in Online Hotel Reviews Across Review Content and Hotel Category	

1. WORK DONE

[Please write the details of the work done in the last fortnight.]

All the analysis and test is done by SPSS.

2. WORK TO BE DONE

Started to analyzed the research results and work on Chapter 4.

3. PROBLEMS ENCOUNTERED

There are some meaning in the analysis results that I cannot understand, so I need to read more article about the test to interpret the results correctly.

4. SELF EVALUATION OF THE PROGRESS

Chapter 1, 2 and 3 is done.



Supervisor's signature

CHIN

Student's signature

FINAL YEAR PROJECT WEEKLY REPORT

(Project I / Project II)

Trimester, Year: Trimester 3, Year 3	Study week no.: 11
Student Name & ID: Chin Kah Mun 1603058	
Supervisor: Nur Syadhila Bt Che Lah	
Project Title: Trust in Online Hotel Reviews Across Review Content and Hotel Category	

1. WORK DONE

[Please write the details of the work done in the last fortnight.]

Chapter 4 is finished with analyzed all the results getting from the questionnaire and run by SPSS.

2. WORK TO BE DONE

Started to work on Chapter 5 recommendations and limitations of this research paper.

3. PROBLEMS ENCOUNTERED

The part to be done might be getting delayed as other subject is having assignment submission and midterm.

4. SELF EVALUATION OF THE PROGRESS

Feel the report actually is not that hard as long as keep follow up with supervisor and get the advice as more as I can. Besides, the time management shall handle better.



Supervisor's signature

CHIN

Student's signature

POSTER

TRUST IN ONLINE HOTEL REVIEWS ACROSS REVIEW CONTENT AND HOTEL CATEGORY

BY CHIN KAH MUN

INTRODUCTION

The objective of this study is to analyze consumer's behavior on booking hotel through online hotel booking website based on the review content (length, date, attachment) and hotel category (luxury and budget).

RESEARCH METHODOLOGY



RESULTS

Reliability Test : The test results of Cronbach's Alpha are all above 0.8 which is good and acceptable.

Pearson Correlation Test : The results show that all the r value is between 0.7 to 0.9 which is strong correlation between independent variables and dependent variable.

Multiple Linear Regression : R square value is 0.764 that means the independent variables could explain 76.4% of the variations on dependent variable.

DISCUSSION

All the 4 hypothesis examined in the study are supported :

H1 : There is a positive relationship between review length and users' trust on online review.

H2 : There is a positive relationship between review date and users' trust on online review.

H3 : There is a positive relationship between review attachment and users' trust on online review.

H4 : There is a positive relationship between the three independent variables (review length, review date, review attachment) and dependent variable (users' trust on online review).

CONCLUSION

In this vein, people from tourism industries (not restricted to hotel sector) are benefits from this study as most of the tourism organizations provide platform for public to review their services. Due to the similarity in term of servicing people, the factors and the relationship between the review content and users' trust on online review are act as references for studies on other sectors of tourism.



TURNITIN RESULT SUMMARY

TRUST IN ONLINE HOTEL REVIEWS ACROSS REVIEW CONTENT AND HOTEL CATEGORY

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CHAPTER 1 INTRODUCTION

Online product and service reviews are one of the most precious sources of data to help consumers to make purchase decision (Chua & Banerjee, 2015). In the hotel sector, research shows that 81% of potential travelers found reviews were significant when making hotel reservations and nearly 50% of the travelers refuse to book a hotel if they have not read any reviews about the hotel (Chua & Banerjee, 2019). Photography also plays an essential part in the travel experience, especially in hospitality and tourism sector because photo and video-sharing help in archiving, reviving and sharing the reviewers' experience (Ma, Zheng, Du & Fan, 2018).

When reviewers attach a photo or video together with their hotel reviews, the review can provide specific information of the hotel from one's real experience. Besides, this also proves the reviewer has physically visited or stayed at the hotel and thus generate trust for the review he/she posted on online website (Ma, Zheng, Du & Fan, 2018). A single product or service with high popularity can draw enormous volume of reviews. Therefore, it become a challenge for customer to distinguish a helpful review from those that were either pointless or biased reviews. This problem become worsen when the reviewers tend to give a positive rating on a negative review.

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FACULTY OF INFORMATION AND COMMUNICATION TECHNOLOGY

Full Name(s) of Candidate(s)	CHIN KAH MUN
ID Number(s)	16ACB03058
Programme / Course	INFORMATION SYSTEM ENGINEERING (IA)
Title of Final Year Project	TRUST IN ONLINE HOTEL REVIEWS ACROSS REVIEW CONTENT AND HOTEL CATEGORY

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Based on the above results, I hereby declare that I am satisfied with the originality of the Final Year Project Report submitted by my student(s) as named above.

Signature of Supervisor

Name: Nur Syadhila Bt Che Lah

Date: 23/04/2020

Signature of Co-Supervisor

Name: _____

Date: _____



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