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The Influence of Hotel Review Towards E-trust and Its Implication On Hotel Booking Intention

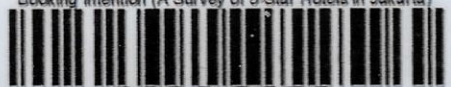
(A Survey of 5-Star Hotels In Jakarta)

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**THE INFLUENCE OF
HOTEL REVIEW TOWARDS
E-TRUST AND ITS IMPLICATION
ON HOTEL BOOKING INTENTION
(A Survey of 5-STAR HOTELS IN JAKARTA)**

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This study is written to give a clear picture for managers on how to increase the booking intention among new customers and existing one. Since the booking is conducted via online, it is a must for managers to build trust between the customers and the hotel. It is believed that higher trust will gain higher favor from the customers. To increase the trust, managers need to get a good review from existing customers. A review must not be made by the hoteliers, instead it should be from the customers. Because the trust of customers on other customers are higher compare to the management. Only customers would say the truth and hiding nothing when they convey their experiences. However, when the review comes from the management, no matter how truthful they are, still doubt is there. This study adopted survey method. The survey was conducted by spreading an online questionnaire to people who have experienced using an app/website of hotel review for booking a 5 star hotel to stay in Jakarta. This study found that the relationship between Hotel Review towards e-Trust and e-Trust towards Booking Intention are significantly influenced each other. However, on hypothesis, Hotel Review towards Booking Intention, was found not significantly influenced.

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