

ONLINE RESERVATION SYSTEM AND ONLINE CUSTOMER REVIEW: ITS IMPACT ON BRAND IMAGE, TRUST AND HOTEL BOOKING DECISION

Nurul Falihah¹⁾, Astuti Endang Siti²⁾, Rahardjo Kusdi³⁾, Kusumawati Andriani⁴⁾
Faculty of Administrative Sciences, Brawijaya university, Malang^{1,2,3,4}
E-mail: larifin@hotmail.com

Abstract: *Digital marketing is currently a new force in marketing strategy. The marketing mix in hotel digital marketing applies an online reservation system as a distribution channel and online customer review as a promotional tool. The use of the online reservation system will distribute hotel rooms throughout the world. The market potential will not be limited by time or distance. This technology is a mainstay for hotels to distribute rooms to customers. The use of online customer review as a promotional tool is carried out by asking customer's participation to express their review of the product to potential customers. This method is widely used as customer's words is more trusted than vendor's. The objective of the present study is to investigate the role of digital marketing strategies, especially the impact of the online reservation system and online customer review on brand image, trust, and hotel booking decision. This study utilizes a literature review from previous studies that are relevant to this study. Articles were taken digitally using google search engine with the keywords "online reservation system, online customer review, brand image, trust, and booking decision". The articles come from international and national journals. This review only uses 15 relevant articles. The literature review results show that the online reservation system and online customer review have a significant impact on trust, brand image, and hotel booking decision. Hotels utilize the online reservation system and online customer review in digital marketing strategies to attract customers worldwide. However, this literature review study has limitations where all articles used do not consider the Covid-19 outbreak. In addition, the study also does not distinguish between online reservation systems belonging to hotels and those belonging to online travel agents.*

Keywords: *online reservation system, online customer review, brand image, trust, booking decision*

1. Introduction

Advances in internet technology, which provides many conveniences for users, have an impact in a tremendous increase in the number of internet users. The survey submitted by "We are Social and Hootsuite" (2020) shows an increase in world internet users. In 2019, the world's internet users were 4.388 people and 4.540 billion people in 2020 where it increased by 152 million people or by 3.46%. Indonesian internet users in 2019 were 150 million people and there was an increase in 2020 by 25.4 million people. Thus, the current number of Indonesian internet users is 175.4 million people, increasing 16.9%.

The market potential of internet users is so significant that it directs hotel management to develop digital marketing strategies. (Kotler & Keller, 2008) suggested that strategic marketing planning pays attention to the best market opportunities to define the company's target market and the value proposition. One of the biggest market opportunities today is Internet users. According to (H Crnojevac et al., 2010), many tourist businesses, including as hotels, airlines, and travel agencies, have used internet technology into their marketing and communication strategies as a result of the popularity of online applications.

Technology application innovations for services used as digital marketing strategies in the hospitality industry are carried out by providing online reservation system facilities as distribution channels and online customer reviews as promotional tools. The online reservation system is part of the distribution channel (Armstrong et al., 2014), where customers get convenient, effective, and cost-efficient in booking rooms through this facility. The online reservation system (Ivanov, 2008) is one of the most effective tools to distribute hotel products to seize greater opportunities in the market. The online reservation system is the most interesting field of information technology in the hospitality sector. The main benefit of the online reservation system (Šimunić et al., n.d.) is to fill hotel rooms, increase sales and profits. According to (Khuong & Hanh, 2016), online booking is a natural approach for the hotel sector to boost bookings, expand market share, and attract new consumers. The use of online reservation systems and online customer review in the digital marketing strategy of the hospitality industry provides greater sales opportunities because sales targets can cover potential customers all over the world. The use of digital marketing has the ultimate goal of guiding customers in booking decisions and choosing the products or services offered. The application of digital marketing and providing global market coverage promises close vendor and customer relationships. (Nunthapirat, 2015) explained that online reservation systems and online marketing tools in digital marketing can build a stronger relationship with customers.

The conceptual framework is depicted in Figure 1. below. This study will analyze the effect of online reservation online and online customer review on trust, brand image and booking decision through literature review.

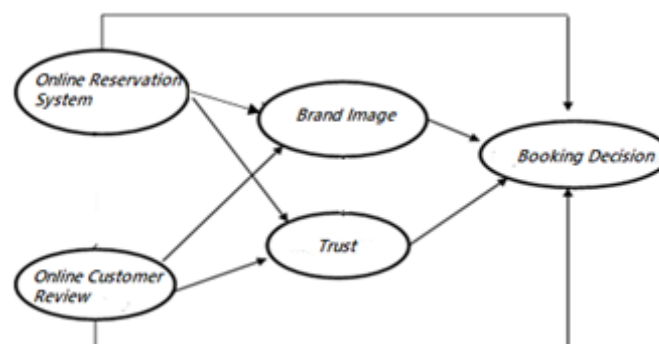


Figure 1. Conceptual Framework

The use of digital marketing in the hospitality industry, especially online reservation system and online customer review, is interesting to study. It is mainly about how these two components of the digital marketing mix affect customer decision in determining which hotel they will go to by making room reservations online.

2. Literature Classification

Online Reservation System

To win the competition in the hospitality business industry, the role of digital marketing is becoming a must. The ability of digital marketing to reach customers around the world has no boundaries of time as well as distance, provides the opportunity to get as many customers as possible. The role of the online reservation system and online customer review in the digital marketing of the hospitality industry is huge. Findings from several previous studies indicate that the impact of these two variables is significant on hotel booking decisions. (Chatchotitham, 2010) stated that, in general their research findings identify that the online reservation system is significantly accepted by Thai customers as a tool for hotel bookings and agree that the online reservation system is very effective. The available information can be used for making informed decisions. (Gozzali & Kristanti, 2013) stated that in making hotel reservations online, the factors of convenience, reliability, convenience, speed, information, price and reward, affect hotel booking decisions. The finding study of (Kim et al., 2017) proved that an online reservation system managed by a third party has a significant impact on hotel booking decisions. The research of (Syed & Suroso, 2018) found that the quality of the website used to make hotel bookings affects the decision to make a hotel booking.

Online Customer Review

The use of online customer reviews in digital marketing strategies is intended to provide an overview of a product or service to prospective customers from the point of view of customers who have used the product. TripAdvisor is one of the social media that customers widely use to choose a hotel or restaurant based on customer reviews. Gresez (2007) on (Gozzali & Kristanti, 2013) stated that 79% of TripAdvisor users confirm the importance of online customer reviews. The tourism planning process, especially in making choices and making decisions about where to stay, pays great attention to online customer reviews. Online customer review is a promotional media in digital marketing strategy. Today, organizational websites are designed in such a way that, apart from providing information and promotions, it also invites site visitors to engage in various information and organizational activities. This approach is a strategy to provide trust and comfort for site visitors. Visitor engagement increases the sense of belonging of site visitors. Furthermore, it is expected that it will provide input and positive statements to the organization.

Customer reviews affect product ratings. Negative and positive reviews have different effects on trust and hotel booking decisions. (Sparks & Browning, 2011) explore the role of four key factors that influence the perception of trust and customer choice of the hotel to be booked. A quantitative research approach with experimental methods finds that the overall set of hotel reviews influences customer evaluations. Willingness to book hotels online is higher when positive hotel reviews outnumber negative reviews. In addition, trust in the hotel becomes higher when the positive reviews of the hotel are more than the negative reviews. When overall reviews are presented as they are, hotel reviews that are presented negatively result in lower levels of willingness to book a hotel than when reviews are presented positively. Then, it also results in a lower level of trust in the hotel than when the reviews are presented positively. (Avant, 2013) conducted a study on hotel responses to negative online reviews. The three responses include: not providing feedback, providing feedback, and providing feedback for improvement. Research findings on hotels that do not provide feedback are the desire to stay again and the hotel's image is low. The hotel's image and the desire to stay again increased at hotels that responded to

negative customer reviews. There is a positive impact on the image as well as the desire to return to the hotel which provides feedback for improvement. (Charo et al., 2015) conducted a study on the effect of EWOM on purchase intention and brand image. The research findings show that the effect of electronic word of mouth on brand image is significant. The effect of electronic word of mouth on purchase intention is significant and can affect the recipient's perception of the product/service. In the research findings of (Kim et al., 2017), online customer reviews have a positive effect on trust in hotels. Research by (Luong et al., 2017) found that electronic word of mouth has a significant impact on brand image. (Zhao et al., 2015), in a study of six features of online review content, found that there was a positive relationship between usability, reviewer expertise, timeliness, volume and completeness on intention to book a hotel room. Negative online reviews have a significant negative impact on online booking intentions. Positive reviews have no statistically significant effect on hotel bookings (Danish et al., 2019). In realism research findings, review volume and positive reviews are the most influential dimensions of online customer reviews. (Aeknarajindawat, 2019) revealed that an online review can be considered an informant because it reviews a product or service from what was experienced so that the truth is believed to be more trusted. The information can be in the form of positive or negative information. His research found that online customer reviews play a significant role in hotel booking decisions. The research findings of (Nunthapirat, 2015) proved that online customer reviews has a significant effect on the formation of hotel brand image and trust. Potential customers trust reviews from previous customers who have used the hotel more than hotel's reviews. The customer believes that the review given by the hotel is only a positive review to influence the customer in making a hotel booking decision.

Trust

Trust in the hotel is one of the determining factors. According to Kotler and Keller (2008), one factor that influences customer behavior is psychological factors related to customer trust. (Urban et al., 2000) explained that trust is built on 3 elements; 1) trust in the web site, 2) trust in the information provided, and 3) trust in fulfilling orders and service delivery. (Saw et al., 2015) stated that trust has a significant effect on online hotel room reservations. (Augustine & Adnan, 2020) research findings (2020) proved that trust in hotel websites has a significant effect on the desire to book hotel rooms. (Yaylı & Bayram, 2010) state that trust plays an important role in online customer behavior. (Broutsou & Fitsilis, 2012) explain that the factors that influence trust and desire to buy online are: useful and will improve performance, easy to use, technological convenience and reliability, having privacy over customer information and having a reputation. According to (Chen & Chang, 2003) the online shopping process pays attention to the level of trust. They mentioned the 3 most important factors in their research which consisted of: 1) the level of trust in the company's reputation, 2) the reliability of the system's work, and 3) security in transactions. (Loh, 2011) stated that online customer trust has a significant impact on purchase intention.

Brand Image

According to Kotler and Keller (2008), brand image is how people perceive or value a product or organization in actuality. The impression of a brand will be stored in a person's mind for a long time. Creating a good brand image to buyers is one of the marketing strategies. This good image can form loyal customers so that the company may estimate the level of customer

demand. One strategy to win the competition is that the company tries to create a good brand image because it has an impact on booking decisions. The importance of brand image is also conveyed by (O'Neill & Mattila, 2010) where the value of a brand image allows a hotel to have a better net operating income than other hotels. In addition to good net operating income, hotels with good brand image have better room occupancy rates than others. The findings in this literature review still have a gap on the impact of brand image on booking decisions. Research by (Lien et al., 2015), (Semuel & Lianto, 2014), explained that brand image has a positive impact on booking decisions. In a study, Agustin (2018) also found that brand image has no significant impact on hotel booking decisions.

3. Research Method

This article is written by using the literature review method. It is an international and national literature search, using a google search engine with the keywords: "online reservation system, online customer review, trustworthiness, brand image and hotel booking decision". The analysis technique refers to the Systematic Literature Review (SLR) (Biolchini et al., 2005). The SLR identifies, interprets, and evaluates all available research relevant to the research question or topic domain. (Kitchenham & Charters, 2007) divided the guidelines for implementing SLR into 3 stages: (1) planning, (2) implementation, and (3) result analysis.

Planning is the stage of selecting the acquisition of literature. The selection is carried by quick reading. The selection at the initial stage obtained 31 articles that were determined to meet the planned conditions. In the next stage, the selection is carried out in more detail, where the final results determine 15 relevant articles to be used in the research. The entire article was published from 2011 to 2020. However, there are no journal articles that discuss and consider the conditions of the covid-19 outbreak that began to occur in early 2020. The articles selected for this study entirely explain the function of digital marketing strategies in using the marketing mix: online reservation system as a distribution channel and online customer review as a promotional media where it impacts trust, brand image and hotel booking decision. A total of 15 journal articles will be used in this literature review.

4. Results and Discussion

Data Presentation

All the 15 articles reviewed in this study are mapped in the following table to show the relationship between the variables studied.

Table 1. Data Mapping

No	Researcher and Research Title	Research Objective	Research Method	Variable	Research Findings
1	Researcher: (Chatchotitham, 2010) Title: Consumer	Analyzing the significance level of Thai	Sample: 400 respondent s with age criteria	Dependent variable: 1) ORS 2) Decision of online	1) Convenience has an influence on the use of ORS 2) Benefit has an influence on the use of ORS

	Behavior of Thai People Toward Hotel Reservation Online	customer behavior towards the use of online reservation system for hotel room reservation	between 25 years and 34 years who have used the online reservation system for one year or more	hotel booking Independent variable: 1) Convenience 2) Benefit 3) Safe	3) Security has an influence on the use of ORS 4) ORS has an influence on online hotel booking
2	Researcher: (Sparks & Browning, 2011) Title: The Impact of Online Review on Hotel Booking Intention and Perception of Trust	Exploring the role of key factors that influence the perception of trust and customer choice consisting of positive reviews, negative reviews, and positively described reviews	Quantitative research approach using experimental method	Dependent variable: 1) Purchase intention 2) Trust Independent variable: 1) EWOM	1) Positively described information increases purchase intention 2) Information that is described positively affects customer trust
3	Researcher: Avant (2013) Title: Responding to TripAdvisor: How Hotel Responses to Negative Online Review Effect Hotel Image, Intent to	Examining the effect of hotel response on negative online review on hotel image, intent to stay, and intent to return	Quantitative research, by distributing questionnaires, 101 valid data. Data processed using IBM SPSS version 20 and ANOVA	Dependent variable: 1) Hotel image 2) Intent to stay 3) Intent to return Independent variable: 1) Negative online reviews are not given a	1.a Negative online reviews not given a response to hotel image is significant 1.b Negative online reviews not given a response to intent to stay is significant 1.c Negative online reviews not given a response to intent to return is not significant 2.a Negative online reviews given a

	Stay, and Intent to Return			<p>response</p> <p>2) Negative online reviews are given a negative response</p> <p>3) Negative online reviews are given corrective response</p>	<p>response to hotel image is not significant</p> <p>2.b Negative online reviews given a response to intent to stay is not significant</p> <p>2.c Negative online reviews given a response to intent to return is significant</p> <p>3.a Negative online reviews given a corrective response to brand image is significant</p> <p>3.b Negative online reviews given a corrective response to intent to stay is significant</p> <p>3.c Negative online reviews given corrective response to intent to return is significant</p>
4	<p>Researcher: Gozzali and Kristanti (2013)</p> <p>Title: Factors Encouraging Surabaya People to Make Online Hotel Reservation</p>	The factors that encourage the people of Surabaya to make online hotel reservation.	100 samples in Surabaya survey research design factor analysis	<p>Dependent variable: Online reservation system</p> <p>Independent variable:</p> <p>1) technology,</p> <p>2) reliability,</p> <p>3) convenience,</p> <p>4) speed,</p> <p>5) information,</p> <p>6) price,</p>	The factors that encourage Surabaya people to use the online reservation system are technology, reliability, convenience, speed, information, price, and reward.

				7) reward	
5	Researcher: (Lien et al., 2015) Title: Online Hotel Booking: The Effects of Brand Image, Price, Trust and Value on Purchase Intentions	Analyzing the influence of brand image on price, trust, value and purchase intention.	Sample: 366 respondents quantitative methods of survey by using questionnaire	Dependent variable: 1) Purchase intention 2) Trust 3) Perceived price 4) Perceived value Independent variable: 1) Brand image	1) Brand image is significant to perceived price 2) Brand image is significant to trust 3) Brand image is significant to perceived value 4) Brand image is significant to purchase intention 5) Brand image is significant to purchase intention mediated by perceived price 6) Brand image is significant to purchase intention mediated by trust 7) Brand image is significant to purchase intention 8) Reasonable price is significant to perceived value 9) Reasonable price is significant to purchase intention 10) Perceived reasonable price significant to perceived value. 11) Trust is significant to perceived value 12) Trust is not significant to purchase intention 13) Perceived value is significant to purchase intention
6	Researcher: (Nunthapirat, 2015)	The paper primarily focuses on	semi-structured interviews	Dependent variable: 1) Hotel Brand	1) Search engine OTA is significant to brand image 2) Website information is

	Title: Key Drivers of Customers' Perception towards Hotel Brands through Online Booking Stages and Implications for Hotel Management	and examines, the factors that determine online hotel brand-image from customers' perspectives	and a scenario-based study with twenty hotel customers in UK and Thailand	Image Independent variable: 1) Search engine's OTA 2) Website information 3) Website Attribute 4) Website appearance 5) Content 6) Online Review 7) Rating	significant to brand image 3) Website attribute is significant to brand image 4) Website appearance is significant to brand image 5) Content is significant to brand image 6) Online review is significant to brand image 7) Rating is significant to brand image
7	Researcher: (Charo et al., 2015) Title: Determining the Impact of EWOM on Brand Image and Purchase Intention through Adoption of Online Opinion	Determining the impact of EWOM on brand image and purchase intention through adoption of online opinion	Quantitative study using 244 sample user groups of Facebook. Using crosstab analysis, linear and multiple regression methods	Dependent variable: 1) Purchase Intention 2) Brand Image Independent variable: 1. EWOM	1) EWOM to brand image is significant 2) EWOM to purchase intention is significant 3) Brand image to purchase intention is significant
8	Researcher: (Saw et al.,	This study investigate	Quantitative study	Dependent variable:	1) Perceived price is significant to intention

	2015) Title: Exploring Customer's Intention Toward Online Hotel Reservation	s the correlation among perceived price, trust, social influence, prior online purchase experience, and perceived risk to customer intention toward online hotel reservation	The sample involved 122 respondents in Penang	1) Customer intention toward online hotel reservation Independent variable: 1) Perceived price 2) Trust 3) Social influence 4) Perceived risk	toward online hotel reservation 2) Price is significant to intention toward online hotel reservation 3) Trust, prior online purchase experience is significant to intention toward online hotel reservation 4) Perceived risk is significant to intention toward online hotel reservation 5) Social influence has no significant correlation to intention toward online hotel reservation
9	Researcher: Zhao et al (2015) Title: The Influence of Online Reviews to Online Hotel Booking Intention	Analyzing the influence of online review to online hotel booking intention	Quantitative study involving 269 sample of businessmen in Mainland China	Dependent variable: 1) Online booking intentions Independent variable: 1) Usefulness 2) Expertise reviewer 3) Timeliness 4) Volume 5) Valence (negative and positive) 6) Comprehensiveness	1) Usefulness review is significant positive to online hotel booking intention 2) Expertise reviewer is significant positive to online hotel booking intention 3) Timeliness review is significant positive to online hotel booking intention 4) Volume review is significant positive to online hotel booking intentions 5) Negative review is significant negative to online hotel booking intention 6) Positive review is insignificant to online

					hotel booking intention 7) Comprehensiveness is significant positive to online hotel booking intention
10	Researcher: (Kim et al., 2017) Title: The Effects of Perceived Value, Website Trust and Hotel Trust on Online Hotel Booking Intention	Analyzing variables of perceived value, trust toward a third-party online booking site, and trust toward hotel to online hotel booking intention	Sample: Quantitative study, using partial least square technique. Total of 307 sample data, from South Korea respondents	Dependent variable: 1) Perceived value 2) Trust toward third-party 3) Trust toward hotel 4) Intention to book Independent variable: 1) Reasonable price 2) Quality online review	1) Reasonable price is positive significant to perceived value 2) Quality is positive significant to perceived value 3) Online review is positive significant to hotel trust 4) Perceived value is positive significant to intention to book 5) Trust on third party is positive significant to intention to book 6) Hotel trust is positive significant to intention to book
11	Researcher: (Syed & Suroso, 2018) Title: Factors Affecting Consumers' Decision for E-Hotel Booking	Observing, examining, and analyzing the main factors used in customer decisions to use the Online Reservation System (ORS)	200 data samples, quantitative method where data is processed using Amos	Dependent variable: 1) Booking decision Independent variable: 1) Online Reservation System (ORS) 2) Product 3) Customer relationship	H1: ORS is significant to booking decision H2: Product is significant to booking decision H3: Customer relationship is significant to purchasing decisions H4: ORS, product and customer relationship are simultaneously significant to booking decision H5: The demographics of booking decision are partially accepted. Age is accepted, gender and education are rejected

12	<p>Researcher: <i>Agustin, Selvi (2018)</i></p> <p>Title: The Influence of Brand Image, Price and Trust Toward Purchase Intention of Room Booking at Ibis Hotel Via Online Method</p>	Analyze the influence of brand image, price and trust toward purchase intention of room booking at Ibis hotel via online method.	Sampling used non-probability sampling. Data collection method used questionnaires which were distributed to 135 respondents who have stayed at Ibis hotel and used online booking method.	<p>Dependent Variable: 1) Purchase Intention</p> <p>Independent Variable: 1) Price 2) Trust 3) Brand image</p>	1) Price is significant to online booking 2) Trust is significant to online booking 3) Brand image is insignificant to online room booking
13	<p>Researcher: Danish et al (2019)</p> <p>Title: Impact of Online Consumer Review on Hotel Booking Intentions</p>	This study is aimed at empirically investigating the influence of online consumer review such as realism, positive review, negative review and volume of online review on hotel booking intention in Pakistan through mediational mechanism	Sample of 250 part-time business graduates of University of Punjab, the largest Public-Sector University of Provincial Capital of Pakistan. SPSS and AMOS.	<p>Dependent variable: 1) Hotel booking Intention</p> <p>Independent variable: 1) Online customer review is positive 2) Online customer review is negative 3) Volume of online customer review 4) Realism 5) Trust</p>	1) OCR is positive significant to hotel booking intention 2) OCR negative is insignificant to hotel booking intention 3) OCR volume is significant to hotel booking intention 4) Realism is significant to hotel booking intention 5) Trust is significant to hotel booking intention

14	<p>Researcher: Aeknarajinda wat, Natnaporn. (2019)</p> <p>Title: The Factors Influencing Tourists' Online Hotel Reservations in Thailand: An Empirical Study</p>	The objective of this study is to examine the key factors which impact hotel booking for visitors through online travel agency.	Convenience sampling method has been used with a non-probability approach. The survey involved 680 respondents	<p>Dependent variable: 1) Online Booking Intention</p> <p>Independent variable: 1) Room 2) Food 3) Customer review</p>	<ol style="list-style-type: none"> 1) Room influence is significant on online booking intention 2) Food effect is significant on online booking intention 3) The effect of online customer review is significant to online booking intention
15	<p>Researcher: Augustine, Adlina Amrisha, Wardatul Hayat Adnan. (2020)</p> <p>Title: The Effects of Perceived Price, Website Trust and Online Reviews on Online Hotel Booking Intention in Kuala Lumpur</p>	The objective of this study is to find out the three main factors which is the perceived price, website trust and online reviews and its effect on consumers when they make an online hotel booking and how they use online bookings to make an online booking for hotels	Quantitative method approach and was conducted in Kuala Lumpur with a sample size of 384 respondents	<p>Dependent variable: 1) Online booking intention 2) Online booking usage</p> <p>Independent variable: 1) Perceived price 2) Website trust 3) Online review</p>	<ol style="list-style-type: none"> 1) Perceived price is significant to online booking intention 2) Website trust is significant to online booking intention 3) Online review is significant to online booking intention 4) Online booking intention is significant to online booking usage

Based on the results of a literature review of 15 journal articles published from 2011 to 2020, 14 journals employed quantitative method. The data samples were taken by distributing

questionnaires. In addition, 1 journal article utilized a semi-structured interview method to 20 hotels. Based on research findings, online reservation system and online customer review have a significant impact on trust, brand image, booking intention and booking decision. In the online reservation system, the factors of convenience, reliability, convenience, speed, information, prices and rewards, affect hotel booking decisions online. When a customer uses an online reservation system to book a room, the quality of the online reservation system greatly affects the level of trust and ultimately determines whether to book a room online or not. Website quality, such as site appearance, structure and layout, content, and reliability that provides online hotel booking services have a significant effect on online hotel bookings. In addition, online customer reviews, without distinguishing positive or negative, showed a significant effect on trust, brand image and booking decisions. When online customer reviews are separated between positive and negative, different effects are found. The effect of negative online customer reviews on booking intention is significantly negative, on positive online customer reviews the effect is not significant. Negative online customer reviews, which were given feedback for improvement, had a significant effect on re-booking rooms. Negative online customer reviews that have not been given a response have no effect on the desire to book a room again. The effect of trust on the online reservation system and online customer review on the booking decision is significant. The effect of brand image on booking decisions still has a gap. There are dissimilarities between the reviews of the 2 studies. One stated that the effect of brand image was significant on hotel booking intention, while another study stated that the effect was not significant.

This literature review has several limitations. First, all of the journal articles used do not consider the current state of the COVID-19 outbreak that is sweeping the world. Second, this study does not specify in detail between online reservations belonging to hotels and online reservations belonging to third parties or online travel agents. Finally, since it did not provide details on online reservations, hotel management did not get more detailed information on what are the advantages, disadvantages, and benefits of online hotel's reservations system compared to online reservations owned by online travel agents.

Suggestions for further researchers, to conduct research using data on the conditions of the covid-19 outbreak or the new normal era, digital marketing strategies can be compiled more comprehensively to face the era to come. It is also recommended to conduct more in-depth research on online reservation systems belonging to hotels and third parties, the advantages and disadvantages of using online reservation applications owned by themselves and third parties or online travel agents. In addition to these two things, because there is still a gap on the effect of brand image on booking decisions, further researchers are advised to conduct more in-depth research using quantitative and qualitative methods on the effect of brand image on booking decisions.

For hotel management, the online reservation system and online customer review should be used to build trust and brand image. Online reservation system as a distribution channel and as an analytical tool should be used to understand customer characteristics better. It is also recommended to develop product planning according to consumer characteristics, constantly update web hotel information, the online reservation system that is reliable and has a fast response. Websites and online reservation systems have online customer reviews for customers to write and read reviews. it should also invite the active participation of customers to provide online reviews, respond to all negative and positive reviews from customers, give appreciation to

customers who have reviewed the hotel and made improvements to negative reviews and ensure that repairs have been made and inform the customer.

5. Conclusion

Digital marketing is currently one of the most effective marketing tools. The use of a marketing mix strategy in digital marketing, using an online reservation system as a distribution channel, its increase sales potential throughout the world. The online reservation system proves that customers from various countries is becoming an actual customers. The strategy of implementing an online reservation system can provide opportunities to attract customers by paying attention to system design that refers to convenience, usefulness and accurate and reliable information. In addition to the online reservation system channel which is a distribution channel, as marketing mix strategy in online marketing should use online customer reviews as a means of promotion. Both Online reservation system and Online customer reviews are provided to build trust and brand image, influencing online customer behavior in making booking decisions. Based on research findings, customers will read reviews before making a purchase decision. Seeking information is part of the booking decision process. Through the internet, comparing one product with another can be carried out effectively. Making booking decisions is greatly helped by the ease of getting the information needed. Information obtained from customer reviews who have used the product/service is more reliable than information written by the vendor. The use of this technology is already a part of life today and will continue to grow. The booking decision is the most important part of the sales strategy as the final target of the sale is the purchase transaction.

Reference

- Aeknarajindawat, N. (2019). The Influence of Food Service Quality in Tourists' Overall Service Experiences: A Study in Bangkok, Thailand. *International Journal of Innovation, Creative, and Change*, 10(1), 156–173.
- Armstrong, G., Adam, S., Denize, S., & Kotler, P. (2014). *Principles of marketing*. Pearson Australia.
- Augustine, A. A., & Adnan, W. H. (2020). The effects of perceived price, website trust and online reviews on online hotel booking intention in Kuala Lumpur. *GSJ*, 8(6).
- Avant, T. L. (2013). *Responding to tripadvisor: How hotel responses to negative online reviews effect guest perception of image, guest intent to stay, and guest intent to return*. University of South Carolina.
- Biolchini, J., Mian, P. G., Natali, A. C. C., & Travassos, G. H. (2005). Systematic review in software engineering. *System Engineering and Computer Science Department COPPE/UFRJ, Technical Report ES*, 679(05), 45.
- Broutsou, A., & Fitsilis, P. (2012). Online trust: the influence of perceived company's reputation on consumers' trust and the effects of trust on intention for online transactions. *Journal of Service Science and Management*, 5(04), 365.
- Charo, N., Sharma, P., Shaikh, S., Haseeb, A., & Sufya, M. Z. (2015). Determining the impact of ewom on brand image and purchase intention through adoption of online opinions. *International Journal of Humanities and Management Sciences*, 3(1), 41–46.

- Chatchotitham, T. (2010). *Consumer Behavior of Thai People Toward Hotel Reservation Online*.
- Chen, S., & Chang, T. (2003). A descriptive model of online shopping process: some empirical results. *International Journal of Service Industry Management*.
- Danish, R. Q., Hafeez, S., Ali, H. F., Shahid, R., & Nadeem, K. (2019). Impact of online consumer reviews on hotel booking intentions: The case of Pakistan. *European Scientific Journal ESJ*, 15(7), 144–159.
- Gozzali, S., & Kristanti, M. (2013). Faktor-faktor yang mendorong masyarakat Surabaya dalam melakukan reservasi hotel secara online. *Jurnal Hospitality Dan Manajemen Jasa*, 1(2), 55–69.
- H Crnojevac, I., Gugić, J., & Karlovčan, S. (2010). eTourism: A comparison of online and offline bookings and the importance of hotel attributes. *Journal of Information and Organizational Sciences*, 34(1), 41–54.
- Ivanov, S. H. (2008). Conceptual marketing framework for online hotel reservation system design. *Tourism Today*, 8, 7–32.
- Khuong, M. N., & Hanh, N. H. (2016). Factors affecting brand equity of online travel booking service in Ho Chi Minh City-A mediation analysis of e-word of mouth. *Journal of Economics, Business and Management*, 4(4), 266–271.
- Kim, S. Y., Kim, J. U., & Park, S. C. (2017). The effects of perceived value, website trust and hotel trust on online hotel booking intention. *Sustainability*, 9(12), 2262.
- Kitchenham, B., & Charters, S. (2007). *Guidelines for performing systematic literature reviews in software engineering*.
- Kotler, P., & Keller, K. L. (2008). *Marketing strategy*.
- Lien, C.-H., Wen, M.-J., Huang, L.-C., & Wu, K.-L. (2015). Online hotel booking: The effects of brand image, price, trust and value on purchase intentions. *Asia Pacific Management Review*, 20(4), 210–218.
- Loh, A. (2011). *A study on influence of trust, social identity, perceived risk and EWOM on consumer decision-making process in the context of social network sites*.
- Luong, D. B., Vo, T. H. G., & Le, K. H. (2017). The impact of electronic word of mouth on brand image and buying decision: An empirical study in Vietnam tourism. *International Journal of Research Studies in Management*, 6(1), 53–63.
- Nunthapirat, D. (2015). Key Drivers of Customers' Perception towards Hotel Brands through Online Booking Stages and Implications for Hotel Management. *Thammasat Review*, 18(1), 124–142.
- O'Neill, J. W., & Mattila, A. S. (2010). Hotel brand strategy. *Cornell Hospitality Quarterly*, 51(1), 27–34.
- Saw, S.-L., Goh, Y.-N., & Isa, S. M. (2015). Exploring consumers' intention toward online hotel reservations: Insights from Malaysia. *Problems and Perspectives in Management*, 13, Iss. 2 (spec. iss.), 249–257.

- Semuel, H., & Lianto, A. S. (2014). Analisis ewom, brand image, brand trust dan minat beli produk smartphone di Surabaya. *Jurnal Manajemen Pemasaran*, 8(2), 7–54.
- Šimunić, M., Stifanich, L. P., & Prodan, M. P. (n.d.). *THE LEVEL OF HOTEL RESERVATION SYNCHRONIZATION PROCESSES USING INFORMATION TECHNOLOGY TOOLS*.
- Sparks, B. A., & Browning, V. (2011). The impact of online reviews on hotel booking intentions and perception of trust. *Tourism Management*, 32(6), 1310–1323.
- Syed, A. A., & Suroso, J. (2018). Factors affecting consumers' decision for E-Hotel booking. *CommIT (Communication and Information Technology) Journal*, 12(2), 111–123.
- Urban, G. L., Sultan, F., & Qualls, W. J. (2000). Placing trust at the center of your Internet strategy. *Sloan Management Review*, 42(1), 39–48.
- Yaylı, A., & Bayram, M. (2010). *eWOM: The effects of online consumer reviews on purchasing decision of electronic goods*.
- Zhao, X. R., Wang, L., Guo, X., & Law, R. (2015). The influence of online reviews to online hotel booking intentions. *International Journal of Contemporary Hospitality Management*.