



The Role of Brand Personality: Dimensions of Online Customer Review on Online Booking Intention at Star Hotels in Malang City

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Article Info	Abstract
Article History Received: 2023-09-17 Revised: 2023-10-23 Published: 2023-11-01 Keywords: <i>Negative Review;</i> <i>Visual Cue;</i> <i>Review Length;</i> <i>Brand Personality;</i> <i>Booking Intention.</i>	This activity has a research objective to analyze the role of brand personality variables as mediation and the independent variables negative review, visual cue, and review length on booking intention. The method used is quantitative with a purposive sampling technique, in collecting data using a questionnaire statement, the data collected is 190 respondents. The test used is descriptive analysis and also the Structural Equation Model (SEM) using smart PLS 3.2.9 software. The results show that negative reviews, visual cues, and review length positively and significantly affect brand personality and booking intention. Furthermore, the effect of brand personality on booking intention also found positive and significant results. The results of the indirect effect show that negative reviews, visual cues, and review length through Brand personality on booking intention have a positive and significant effect, meaning that brand personality can mediate the relationship between negative reviews, visual cues, and review length on booking intention.
Artikel Info	Abstrak
Sejarah Artikel Diterima: 2023-09-17 Direvisi: 2023-10-23 Dipublikasi: 2023-11-01 Kata kunci: <i>Ulasan Negatif;</i> <i>Isyarat Visual;</i> <i>Panjang Ulasan;</i> <i>Kepribadian Merek;</i> <i>Niat Pemesanan.</i>	Kegiatan ini memiliki tujuan penelitian untuk menganalisis peran <i>variabel brand personality</i> sebagai mediasi dan variabel independen <i>negative review</i> , <i>visual cue</i> , dan <i>review length</i> terhadap <i>booking intention</i> . Metode yang digunakan adalah kuantitatif dengan teknik purposive sampling, dalam pengumpulan data menggunakan pernyataan kuesioner, data yang terkumpul sebanyak 190 responden. Uji yang digunakan adalah analisis deskriptif dan juga <i>Structural Equation Model</i> (SEM) dengan menggunakan <i>software smart PLS 3.2.9</i> . Hasil penelitian menunjukkan bahwa ulasan negatif, isyarat visual, dan panjang ulasan berpengaruh positif dan signifikan terhadap <i>brand personality</i> dan <i>booking intention</i> . Selanjutnya, pengaruh <i>brand personality</i> terhadap <i>booking intention</i> juga menemukan hasil yang positif dan signifikan. Hasil pengaruh tidak langsung menunjukkan bahwa <i>negative reviews</i> , <i>visual cues</i> , dan <i>review length</i> melalui <i>Brand personality</i> terhadap <i>booking intention</i> berpengaruh positif dan signifikan, artinya <i>brand personality</i> dapat memediasi hubungan antara <i>negative reviews</i> , <i>visual cues</i> , dan <i>review length</i> terhadap <i>booking intention</i> .

I. INTRODUCTION

Internet technology users in Indonesia increased by 11% from the previous year, from 175.4 million to 202.6 million users (Kominfo, 2021). The data according to Kominfo will be a reference for manufacturing and service companies to increase and expand markets through online sales. Hotel is one of the service accommodation companies that are very much following the rapid development of technology, one of which is in terms of booking rooms for consumers, to attract interest in booking rooms there are many kinds of ways, such as the availability of booking channels through online travel agents, hereinafter referred to as OTAs, hotel group websites, or coming directly to the hotel's front desk. Convenience and references are some of the determinants of consumers' interest in booking a room at a hotel.

Online booking intentions refer to consumers' desire and tendency to engage in online shopping, which includes evaluating website quality and product information. According to Lien, Wen, Huang, and Wu (2015) When making reservations, consumer buying interest can be reflected in consumers' desire to make reservations or book hotel rooms. If consumers make online reservations, this behavior indicates that consumers want to stay and use the services offered by the hotel.

The development of e-commerce transactions can bring together many sellers and buyers so that each other can benefit from each other. According to Shu-Chuan Chu (2021) in an article, positive and negative e-WOM occurs when consumers exchange information online. OTA provides reviews of previous consumers who have experienced hotel services, all reviews will

be displayed, both positive reviews, negative reviews, and the star rating given. Reviews accompanied by photos or images (Visual cues) will influence potential consumers, according to the findings of research conducted by (Cheung & Thadani, 2012; Filieri & McLeay, 2014). In addition to the pictures or photos uploaded by consumers, potential consumers will pay attention to the length of the review sentence given by previous consumer experience, this is done by potential consumers to enrich their information and insight, research conducted (Astiarani, 2017) reveals that consumers pay more attention to long and positive reviews because they are more useful and help them make decisions.

OTAs are not yet number one in terms of hotel bookings. Research by Putro, G.A.A (2022) and Pamungkas, A.A, et al (2021) on 1-star hotels in one year shows that 1735 bookings through OTAs and 4335 bookings directly, besides that at the Minang Permai 3 Pacitan hotel also shows the contribution of bookings through OTAs of 31 visitors while 200 visitors directly for the period October 2020 to March 2021. The 4-star hotel also shows that many consumers still choose to book directly rather than using OTAs (Herlikano, Rr., P.C, et al, 2021).

Research by Zhao, et al. (2015), Shahid, et al. (2019), Togas, P. T., et al (2019), Güler, et al. (2021), and El-Said, O. A. (2020) provide results that there are inconsistencies in research results between negative review variables and booking intention, besides that in their research they only examine several dimensions of online customer review from 13 existing dimensions. The dimensions of the visual cue and review length are dimensions that are still little done at this time. More competitive hotel competition will be found in cities with high tourism potential. One of the cities that has high tourism potential is Malang City. Malang City is one of the cities of education as well as a city that is visited by many people because of its attractive tourism potential. Malang has been named the seventh most famous tourist city in Indonesia (cnnindonesia.com, 2021) and the fourth most famous education city in Indonesia (edukasi.okezone.com, 2022).

Reporting from Republika.co.id, members of PHRI (Indonesian Hotel and Restaurant Association) Malang City revealed that in April - May 2022 the hotel room occupancy rate was only around 20% - 25% (Dwinanda, 2022). On the web surabaya.bisnis.com also stated that in November 2022 the TPK (Room Occupancy Rate)

of star-rated hotels in Malang City decreased by 0.62% compared to the previous month (Anam, 2023). In addition, data from GDP Venture in Dewanty (2019) which examines online booking in Malang City, contribution travel transactions display online transactions in the travel or accommodation sector only contribute a minimum of 14% to overall transactions in the travel category. This shows that public interest in shopping online in the travel category is still low.

The theory related to Ewom in this case online customer review is dual coding theory, According to Paivio, there are two ways for a person to expand the material being learned namely verbal associations and visual imagery. Dual-coding theory suggests that both visual and verbal information are used to represent information (Sternberg, 2003). Visual and verbal information are processed differently and create different representations for each channel of information processing. Incoming information is organized using mental codes associated with these representations is acted upon, stored in memory, and retrieved for later use. Visual and verbal codes can be used when recalling information. So for example, consumers when searching for information to meet their needs will see pictures and sentences of good and positive reviews, so they will easily remember it when the name of a related brand is mentioned. The ability to code a stimulus in two different ways increases the likelihood of remembering the item compared to if the stimulus is only coded in one way.

Another theory that supports this is the theory of self-congruity, this theory talks about when consumers will buy a good or service with a variety of brands, they will consider the brand image with their self-image Sirgy et al. (1997). Self Congruity and Brand personality are important concepts. Self Congruity can be a Brand personality because it is a product of Brand personality (Klipfel, J. A. L., et al, 2014). There is much debate about self-congruity and brand personality, but according to Klipfel, J. A. L., et al (2014) self congruity is the extent to which brand personality and self-concept match. So when consumers see negative online reviews, they will look back at the brand name and adjust their self-concept accordingly.

This study places Brand Personality as a mediator between the influence of negative reviews, visual cues, and review length on booking intention. Research conducted by Chatterjee, O., Tej, J. R., & Dasaraju, N. V. (2022) states that online reviews can help consumers

find matches for products and services to be used. In line with the theory of self-congruity which has the definition of a match between self-image and brand image. According to Rutter et al., (2019), Brand Personality is still part of the brand image that consumers have and refers to the anthropomorphization of brands, where human attributes are attached to a brand, which is treated like a person with whom they might like to form a relationship. The hotel accommodation service industry has unique characteristics, so this will be a consideration for consumers to be able to choose by their self-image.

Valence is one of the most important attributes of online reviews. The valence of an online review refers to the positive or negative nature of an online review. In the literature, review valence has been studied as a proxy for product quality, especially for experience and quality credentials (Bae and Lee 2011). Meanwhile, brand personality according to Azoulay and Kapferer (2003) is a set of human personality traits that are applicable and relevant to the brand. When negative reviews of a hotel brand increase, it will increase the way consumers perceive the hotel brand, consumers will see the characteristics of the hotel or hotel image with their self-image whether they have a match or not. Research conducted by Khan, I. U., Rahman, Z., & Shahzad, F. (2018) revealed that OCR has a significant effect on brand personality and consumer purchase intentions, especially for consumers who are very selective and diligent in reading review information. Next research by Mukhoyyaroh (2021) and Yulitaningsih (2022) revealed that online customer reviews affect brand image and there is a brand mediation effect in the influence of OCR on purchase intention.

II. METHOD

This study uses statistical tools to help explain the problem and its effects. The type used is Explanatory Research with a quantitative approach, the explanatory research procedure is a research procedure that means naming the role of the observed variables, namely Brand Personality, Dimensions of Online Customer Review, and Online Booking Intention. The population in this research is customers who have stayed at Star Hotels in Malang City and made reservations through Online Travel Agent. The population in the research is not known in number. sample selection was carried out by purposive sampling procedure, which is the

determination of the sample by deciding on some benchmarks. There are also benchmarks used, namely customers who have stayed at star hotels in Malang City and made reservations through online travel agent applications. According to Kline (2011), the minimum number of samples for SEM research is 200 or 10 times the number of indicator variables. Therefore, in this research, the sample obtained amounted to 19 indicators x 10, resulting in 190 respondents. The type of information used in this research is primary data using a questionnaire.

This research uses a Likert ratio of 1 to 7, a ratio with a measurement of 7 values will further increase accuracy and minimize errors (Munshi, 2014). The measurements are as follows: (1) strongly disagree, (2) disagree, (3) moderately disagree, (4) Neutral, (5) moderately agree, (6) agree, (7) strongly agree. For data analysis, this research uses descriptive analysis and structural equal modeling (SEM), with the stages of testing the outer model, validity and reliability, testing the inner model, and indirect effect.

III. RESULT AND DISCUSSION

A. Result

The first step is the assessment of the measurement model or outer model. Starting from the construct validity test stage which consists of convergent validity, by looking at the loading factor number, AVE number, and discriminant validity indicated by the cross-loading number. After that, the second step is reliability testing indicated by the composite reliability number (Hamid and Anwar, 2019:54). The following Table 3 shows the results of the outer model analysis which displays the AVE and CR values:

Table 1. Outer Model

Item	Outer Loading	AVE	CR
Booking intention			
BI1	0.807	0.526	0,847
BI3	0.726		
BI5	0.703		
BI6	0.674		
BI7	0.604		
Brand personality			
BP1	0.738	0.526	0,917
BP10	0.651		
BP12	0.738		
BP13	0.746		
BP2	0.782		
BP4	0.681		
BP5	0.747		

BP6	0.680		
BP7	0.715		
BP8	0.664		
Negative review			
NR1	0.711		
NR2	0.698		
NR3	0.670	0.526	0,847
NR5	0.778		
NR6	0.721		
Re Review Length			
RL1	0.754		
RL2	0.782		
RL3	0.770		
RL4	0.784	0.579	0,892
RL5	0.748		
RL6	0.734		
Visual cue			
VC1	0.773		
VC10	0.749		
VC2	0.747		
VC4	0.754		
VC5	0.705	0.553	0,917
VC6	0.752		
VC7	0.809		
VC8	0.708		
VC9	0.656		

The AVE value in Table 1 shows that it has met the specified requirements of > 0.50 . The next test is to observe the correlation value between latent constructs and compare it with the square root value of AVE, where the correlation value between constructs must $<$ square root of AVE (Hamid and Anwar, 2019: 56). The AVE value can be seen in table 3, following table 2 which displays the correlation value and the square root of the AVE.

Table 2. Correlation Value Between Latent Constructs

	BI	BP	NR	RL	VC	$\sqrt{\text{AVE}}$
BI	1.000	0.698	0.540	0.481	0.659	0,725
BP	0.698	1.000	0.449	0.477	0.571	0,725
NR	0.540	0.449	1.000	0.374	0.521	0,725
RL	0.481	0.477	0.374	1.000	0.365	0,760
VC	0.659	0.571	0.521	0.365	1.000	0,743

Table 2 can explain that the correlation value between constructs is $<$ the square root value of AVE, so it can be concluded that all constructs are valid (Hamid and Anwar, 2019).

Table 3. Path Coefficient Value

	Original Sample	T Statistics	P Values	Result
NR > BP	0.138	1,935	0.027	H1 Accepted
NR > BI	0.157	2,701	0.004	H2 Accepted
VC > BP	0.397	6.233	0.000	H3 Accepted
VC > BI	0.307	4.084	0.000	H4 Accepted
RL > BP	0.280	4.434	0.000	H5 Accepted
RL > BI	0.122	2.137	0.016	H6 Accepted
BP > BI	0.394	5.140	0.000	H7 Accepted

Table 3 shows the original sample values, t counts, and p values used to see whether the hypothesis can be accepted or not. The criteria for an acceptable hypothesis is if the t value $>$ z table or p values < 0.05 . The one-tailed z table with an error rate of 0.05 in this research is 1.65, so with these criteria, all hypotheses in this research H1, H2, H3, H4, H5, H6, and H7 are accepted.

B. Discussion

1. Negative Review on Brand Personality

H1 (accepted) the negative review variable on brand personality has a positive and significant effect, it can be seen that t count $1,935 >$ z table 1.65 and p values $0.027 < 0.05$ and the original sample number shows a positive number of 0.138. This is following brand personality theory which explains that there are similarities in characteristics between self-image and brand image (Azoulay and Kapferer, 2003), so when consumers match a hotel brand even though it has many negative reviews, the role of brand personality contributes to the process of consumer behavior. Research conducted by Khan, I. U., Rahman, Z., & Shahzad, F. (2018) revealed that OCR has a significant effect on brand personality and consumer purchase intentions, especially for consumers who are very selective and diligent in reading review information. Supported by research by Mukhoyyaroh (2021) and Yulitaningsih (2022) revealed that online customer reviews affect brand image and there is a mediating effect of brand image in the influence of OCR on purchase intention.

2. Visual Cue on Brand Personality

H2 (accepted) the visual cue variable on brand personality has a positive and significant effect, it can be seen that the t

count is $6.233 > z$ table 1.65 and p values are $0.000 < 0.05$ and the original sample number shows a positive number of 0.397. It can be explained that the more photos uploaded by consumers or visual cues will affect the way consumers view the suitability of self-image and the image of a hotel brand. Following Mukhoyyaroh's research (2021), it is revealed that online customer reviews affect brand image. Meanwhile, research conducted by Yulitaningsih (2022) shows that visual online customer reviews affect the brand. In line with Seimiene and Kamarauskaite (2014) in their research, they explain that product attributes such as design images, colors, and labels can influence brand personality. According to Chandra's research, et al (2019) revealed that the logo image of a product or service brand is a marketing tool that affects brand personality.

3. Review Length on Brand Personality

H3 (accepted) the review length variable on brand personality has a positive and significant effect, it can be seen that t count $4.434 > z$ table 1.65 and p values $0.000 < 0.05$ and the original sample number shows a positive number of 0.280. So more review length will increase consumer knowledge about the brand characteristics of a hotel. Other research results explain that longer reviews have higher benefits because they include more information related to products and how to use products in certain contexts (Chua and Banerjee, 2015). As for research conducted by Jin, Mu, and Lee (2020) when the review is longer, consumers judge that the brand is more competent, competence is one of the characteristics of brand personality. While other studies reveal that the hotel brand provides a promise to visitors that provides a common perception. consumers will pay more attention to the match between themselves and the hotel brand, and hotel performance is also very important (Yasin, B, et al, 2017).

4. Negative Review on Booking Intention

H4 (accepted) the negative review variable on booking intention has a positive and significant effect, it can be seen that t count $2.701 > z$ table 1.65 and p values $0.004 < 0.05$ and the original sample

number shows a positive number of 0.157. So the more negative reviews, the more it will affect the decline in booking interest. Following the results of research in the hospitality industry Mauri and Minazzi, (2013) found that positive comments have a positive impact on hotel ratings and negative opinions have the opposite effect. Research conducted by Zhao et al. (2015) provides supporting evidence that negative reviews have a more significant impact on the actions of potential hotel guests when compared to positive OCRs. In addition, a study (Sparks & Browning, 2011) explains that negative information framed before positive information tends to reduce customer booking intention. Mariasih and Setiyaningrum's research (2021) says negative e-WOM can damage a company's reputation and can reduce sales. Also supported research by Su, L., Yang, Q., Swanson, S. R., & Chen, N. C. (2022) shows that OCR can influence consumer travel intentions to visit destinations.

5. Visual Cue on Booking Intention

H5 (accepted), namely the visual cue variable on booking intention has a positive and significant effect, that the t count is $4.084 > z$ table 1.65 and p values $0.000 < 0.05$ and the original sample number shows a positive number of 0.307. So the more consumer photo uploads about the state of the hotel, the more interest in booking the hotel will increase. This is following the research of Lie, R and Jokom, R (2018) which shows that eWOM which includes uploading consumer photos has a positive and significant influence on booking intention at star hotels. Safitri (2021) shows that visual communication influences consumer buying interest online. In Putri's research (2020) the variable user-generated content or content created by consumers has a positive and significant influence on purchase intention.

6. Review Length on Booking Intention

H6 (accepted), the review length variable on booking intention has a positive and significant effect, it can be seen that t count $2.137 > z$ table 1.65 and p values $0.016 < 0.05$ and the original sample number shows a positive number of 0.122. So more reviews with longer and more detailed sentences about a previous

consumer experience will increase interest in booking a hotel. This is following Herman's research, T. H. (2019) which provides results that the depth of reviews has a positive effect on interest in booking a hotel. Astiarini's research (2017) also shows that the length of the review is beneficial for consumers who will use a product and service so that a long review can enrich the information of potential consumers and can trigger purchase interest or booking intention in services.

7. Brand Personality On Booking Intention

H7 (accepted), namely the brand personality variable on booking intention has a positive and significant effect, it can be seen that t count $5.140 > z$ table 1.65 and p values $0.000 < 0.05$ and the original sample number shows a positive number of 0.394 . It can be interpreted that the higher the brand compatibility between consumers and a brand, the higher the interest in ordering. This is by research conducted by Ermawati, K. C. (2021) which shows the results that brand strategy which includes brand personality has an influence on interest in tourist visits. In addition, research conducted by Suryawardani, B. (2020) states that brand personality has a significant effect on interest in staying at a hotel. Supported by research by Agrippina, T. R. (2023) which explains that brand personality in using shopee pay later services has a significant effect on the intention to use these services.

IV. CONCLUSION AND SUGGESTION

A. Conclusion

This study aims to analyze the effect of online customer review dimensions, namely negative review, visual cue, and review length on brand personality and booking intention. The results show that negative reviews, visual cues, and review length positively and significantly affect brand personality and booking intention.

Hypotheses 1 to 7 are all accepted, meaning that negative reviews, visual cues, and review length have an important share and role in brand personality and booking intention. The indirect test results show that brand personality can mediate the relationship between negative reviews, visual cues, and review length on booking intention.

B. Suggestion

The management of star hotels in the city of Malang is expected to always improve the skills of its employees, this is very important to avoid service failures. besides that, the hotel is expected to increase its uniqueness so that this can be an attraction and trigger consumers to write pleasant reviews. interacting through social media is also very important because from their consumers will know the suitability of the image they have with the image that the hotel has, not only building harmonious interactions through social media can also build long-term relationships with consumers.

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