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The Influence of Guest Reviews on Hotel Selection

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ABSTRACT

This thesis focuses on how prospective hotel guests' decision-making is influenced by guest reviews. Surveys and statistical analysis are used in the study to show how important internet reviews are when choosing a hotel. The findings show that positive reviews increase a hotel's appeal while negative ratings prevent prospective guests. Consumer trust is also greatly influenced by the reliability of reviews and the platforms on which they are placed.

Keywords: decision-making, internet reviews, consumer trust.

INTRODUCTION

Online reviews are becoming an essential part of the hotel industry in the current digital age. When choosing where to stay, prospective visitors largely rely on these reviews. This thesis investigates how guest reviews affect hotel choices, estimating their effect through statistical analysis and survey data.

Consumers have the ability to influence each other, and it can be recommendations, ratings and reviews. Today's internet consumers must deal with a massive amount of information, new search engines, various gadgets, and new ways for approaching information in order to make a purchase decision. In the current environment, internet ratings have become one of the most trustworthy sources for making e-commerce selections. Consumers usually believe and trust these ratings.

Literature review

Previous study showed the increasing impact of online reviews in customer decision-making. Positive feedback builds trust, whereas negative feedback raises concerns about service quality. Furthermore, the legitimacy of the review site has a considerable impact on how consumers perceive the validity of the reviews.

Anderson (2012) found that social media and online reviews have a considerable impact on lodging performance, showing that hotels with positive evaluations are more likely to attract bookings. Similarly, Banerjee and Chua (2016) examined patterns in passengers' TripAdvisor hotel reviews and concluded that high ratings are frequently connected with increased reservation rates.

Filieri, Algezau, and McLeay (2015) studied the causes of trust in user-generated media, concluding that detailed and authentic reviews are more likely to favorably influence consumer

behavior. Gretzel and Yoo (2008) observed that internet travel reviews are widely used by tourists and have a significant impact on their vacation planning and hotel choosing processes.

Vermeulen and Seegers (2009) found that online reviews have a considerable impact on consumer consideration, with positive reviews increasing the likelihood of hotel selection. Ye, Law, and Gu (2009) found that positive internet reviews lead to more bookings and revenue for hotels.

Methodology

To understand the impact of guest reviews, we used a mixed-method approach:

Surveys: To collect information, two surveys were created:

- ✓ Survey A: Concentrates on perceptions of internet reviews in general.
- ✓ Survey B: Investigates the precise influence of customer reviews on hotel choice.

An example

40 people who were chosen to represent a cross-section of different demographics were surveyed for the study.

Analytical Statistics

To find patterns and connections between visitor evaluations and hotel preferences, the gathered data were evaluated.

Results

Survey A: General Attitudes

- ✓ Review Importance: 80% of respondents said that reviews were crucial to their decision-making process.
- ✓ Frequency of Use: When reserving a hotel, 70% of people routinely read reviews.
- ✓ Trust in Reviews: While 30% are suspicious, 55% say they have a high level of trust in internet reviews.

Question B: Hotel Choice

Benefit of Positive Reviews: According to 75% of respondents, they are more likely to reserve a hotel that has received mostly positive reviews.

- ✓ Negative ratings' Impact: 60% of participants said they would stay away from hotels that had a lot of bad ratings.
- ✓ Review Platform Credibility: Compared to less well-known websites, 65% of people trust reviews on well-known platforms (such as Booking.com and TripAdvisor).

Conclusion

When choosing a hotel, guests' reviews play a significant role in influencing the choices made by the public. Hotels need to understand how important it is to keep up a good internet reputation and use reputable review sites to draw in new customers. Future studies could examine how review management techniques affect hotel reservations and customer loyalty over the long run.

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