The Impact of eWOM on Booking Intention of Budget Hotels
in Bangkok via Traveloka OTA among Indonesian Muslim Tourists
Using the Elaboration Likelihood Model (ELM)

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บทคัดย่อ

แพลตฟอร์มขายตั๋วและจองโรงแรมออนไลน์ ช่วยให้ผู้บริโภคสามารถซื้อสินค้าและบริการในอุตสาหกรรม
การท่องเที่ยวได้ง่ายและสะดวกกว่าที่เคยเป็นมา ประเทศไทยโดยเฉพาะกรุงเทพมหานครเป็นสถานที่ท่องเที่ยวยอดนิยม
ในกลุ่มมุสลิมชาวอินโดนีเซีย เนื่องจากสภาพแวดล้อมที่เป็นมิตรและนโยบายการท่องเที่ยวที่รองรับวัฒนธรรมมุสลิมรวมถึง
โรงแรมราคาประหยัด การบอกต่อแบบปากต่อปากทางอิเล็กทรอนิกส์ เช่นการรีวิว การให้คะแนน กลายเป็นข้อมูลสำคัญ
ในการสนับสนุนการตัดสินใจของนักท่องเที่ยว ดังนั้น OTA ไม่เพียงแต่เป็นช่องทางจำหน่ายหลักของโรงแรมและบริการ
ด้านการท่องเที่ยว แต่ยังเป็นช่องทางการสื่อสารการตลาดที่สำคัญอย่างมาก การศึกษานี้มีวัตถุประสงค์เพื่อทดสอบ
ผลกระทบของการบอกต่อแบบปากต่อปากทางอิเล็กทรอนิกส์ที่มีต่อความตั้งใจในการจองโรงแรมราคาประหยัดใน
กรุงเทพฯ ของนักท่องเที่ยวมุสลิมชาวอินโดนีเซียผ่านแพลตฟอร์มขายตั๋วและจองโรงแรมออนไลน์ Traveloka โดยใช้แนวคิด
การประมวลข่าวสาร เป็นการวิจัยเชิงปริมาณโดยใช้แบบสอบถามเพื่อรวบรวมข้อมูลจากนักท่องเที่ยวมุสลิมชาวอินโดนีเซีย
จำนวน 400 คน ที่เคยเดินทางมาเยือนกรุงเทพฯ ประเทศไทยและมีประสบการณ์จองโรงแรมราคาประหยัดในกรุงเทพฯ
ผ่านแพลตฟอร์มขายตั๋วและจองโรงแรมออนไลน์ Traveloka วิเคราะห์และทดสอบสมมติฐานโดยการวิเคราะห์ถดถอย
เชิงพหุคูณ พบว่า คุณภาพ ปริมาณ และความน่าเชื่อถือของแหล่งข้อมูลของการบอกต่อแบบปากต่อปากทางอิเล็กทรอนิกส์
มีอิทธิพลต่อความตั้งใจของกลุ่มนักท่องเที่ยวมุสลิมชาวอินโดนีเซียในการจองโรงแรมราคาประหยัดในกรุงเทพผ่าน
แพลตฟอร์มขายตั๋วและจองโรงแรมออนไลน์ Traveloka การศึกษานี้แสดงให้เห็นความสำคัญของปัจจัยในการบอกต่อ
แบบปากต่อปากทางอิเล็คทรอนิกส์ในกระบวนการตัดสินใจของผู้บริโภคเพื่อเป็นแหล่งข้อมูลในการตัดสินใจเลือกโรงแรม
ราคาประหยัด ดังนั้น โรงแรมราคาประหยัดและผู้ให้บริการจองที่พักจำนวนผู้ที่มารีวิว คุณภาพของการรีวิว และ
ความน่าเชื่อถือของแหล่งข้อมูล เพื่อเพิ่มจำนวนการจองโรงแรมและความน่าเชื่อถือของข้อมูลในการสนับสนุนการตัดสินใจ
ของนักท่องเที่ยวมุสลิมชาวอินโดนีเซียและตั๋วเครื่องบินออนไลน์ควรให้ความสำคัญ โดยนำปัจจัยเหล่านี้เข้าไปใช้ใน
การออกแบบกลยุทธ์การสื่อสารการตลาด

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คำสำคัญ : การบอกต่อแบบปากต่อปากทางอิเล็กทรอนิกส์ ความตั้งใจในการจอง โรงแรมราคาประหยัด

Traveloka OTA   แนวคิดการประมวลข่าวสาร

Abstract

Online Travel Agencies or OTAs facilitated consumers to purchase products and services in the hospitality and tourism industry more easily and conveniently than ever before in the age of the digital economy. Electronic word of mouth or eWOM, such as ratings, reviews, and sources of information, became essential in supporting travelers' decisions. Therefore, OTAs not only dominated the channels for booking and sales of hotels and travel services but also served as channels for information gathering and guidance in the hotels and accommodation-related information of the services. The purpose of this study was to investigate the impact of eWOM, including the quality, quantity, and source credibility of eWOM, on Indonesian Muslim tourists' intention to book budget hotels in Bangkok via Traveloka OTA using the Elaborative Likelihood Model (ELM). A quantitative method was employed, using questionnaires to collect data from 400 Indonesians who had visited Bangkok and experienced booking a budget hotel via Traveloka OTA. The data were analyzed using SPSS Version 28, with descriptive statistics including frequency, mean, and standard deviation, along with inferential statistical methods such as multiple regression analysis (MR) for hypotheses testing. The empirical findings revealed that eWOM, including the quality, quantity, and source credibility of eWOM, significantly influenced booking intention. Moreover, the study found that the quantity of eWOM had a more significant influence on the intention to book budget hotels than other eWOM factors, suggesting opportunities for budget hotels to utilize online content marketing, promotional campaigns, and special deals during Islamic holidays. Additionally, the model and conceptual framework could be applied in other industries (such as healthcare, food and beverage, banking, etc.), and future researchers may consider using mixed methods to gain comprehensive insights on the topic.

Keywords : eWOM, Booking Intention, Budget Hotels, Traveloka OTA, Elaboration Likelihood Model

1. Introduction

Nowadays, the rising travel trend stimulates the growth of budget hotels across the world. A budget hotel is an accommodation that offers affordable prices with limited services and facilities (Goeltom et al., 2019). The global budget hotels market is a substantial industry, with several leading countries in the market, including the US, the UK, China, France, Italy, Spain, Russia, Greece, Japan, and Switzerland. These nations play a prominent role in the growth and development of budget hotels worldwide. In 2020, the Revenue per available room (RevPAR) for budget hotels in the United States of America reached a noteworthy value of USD 30.41 million (Globaldata, 2022). During the year 2020, China experienced a growth in the number of budget

chain-branded hotels, reaching a total of 37,422 establishments. This marked an increase from the previous year's count of 36,853 hotels (Statista, 2022).

In Bangkok, Thailand, there has been an increasing number of budget hotels available which resulted in continued increase in terms of industry competition (Sirigunna, 2016). Budget hotels accounted for a substantial 36.9% of Bangkok's overall hotel market, showcasing their considerable presence and popularity in the city (Ayudhya et al., 2022). According to the Thailand Hotel Association, there are 694 budget hotels in Bangkok. In contrast, Agoda, a renowned hotel booking website, lists a total of 1,820 hotels in the city, with 716 of them falling under the budget hotel category (Xie, 2020).

The rapid expansion of budget hotels in Bangkok is driven by substantial demand from tourists, such as Indonesian tourists. In 2019, there was a notable surge in the number of Indonesians traveling abroad, reaching a significant milestone of 11.69 million individuals venturing beyond their borders (Merdeka, 2023). According to the Central Bureau of Statistics demonstrated that the number of flights from Indonesia to overseas (international routes) in April 2022 was 292.7 thousand people, an increase of 55.77 percent compared to the situation in March 2022 during the post-pandemic (Badan Pusat Statistik, 2022). Furthermore, Thailand, especially Bangkok, has become a popular destination among Indonesian Muslim tourists after Singapore and Malaysia (David et al., 2019). This is because Thailand is a non-Muslim country that has implemented Halal tourism in restaurants and hotels (Battour, 2018; Rachmiatie et al., 2022).

Despite the fact that Thailand reportedly adopted Halal tourism, it is common for Indonesian Muslim tourists who plan to visit Bangkok to make research beforehand and be selective in choosing a budget hotel through Online Travel Agencies (OTAs) based on their preferences and beliefs. OTAs are an important platform for the tourism and hospitality industry and are popular among tourists, specially to reserve an accommodation (Gretzel et al., 2007; Guillet et al., 2019). One of the favorite OTA among Indonesian Muslim tourists is Traveloka OTA, as a platform to book hotel or flight ticket. Traveloka OTA also ranked first in terms of "top of mind" recall, indicating that people remember Traveloka OTA (Mahendratmo & Ariyanti, 2019).

Through Traveloka OTA, users will be presented with information or reviews about products and services from budget hotels. In the marketing field, this is known as electronic word-of-mouth (eWOM). Moreover, eWOM refers to online reviews from prospective, actual, or former customers that describe how a product or service is used or performed as well as whether consumers liked it or didn't (Bronner & de Hoog, 2011; Dennis et al., 2020; Ismagilova et al., 2017; Litvin et al., 2008). The significance of eWOM communication has grown substantially in recent times, leading to a notable surge in the number of articles published on this subject. In the domain of Tourism Management, 54 papers have been published with a substantial total of 443.0 citations received per year. Additionally, the International Journal of Hospitality Management has contributed 50 published papers with a noteworthy total of 306.1 citations received per year. These figures

clearly illustrate the widespread adoption and application of eWOM in the tourism and hospitality sector (Verma & Yadav, 2021).

Furthermore, eWOM is regarded as having a higher level of influence compared to expert opinions and exerts a more potent impact on the decision-making process (Hussain et al., 2017). Besides, consumers consider eWOM as both an input and an output during their decision-making journey (Shin & Chung, 2017). Moreover, eWOM including reviews and ratings of products or services has an important role for consumers because it has a positive correlation in the purchase decision process (Floyd et al., 2014; Ho et al., 2021; Power Reviews, 2018). In tourism and hospitality industry, eWOM helps tourists choose hotels right away. Many previous studies have revealed that eWOM has a significant influence on the booking intention hotels (Goh, 2015; Hui, 2017; Kim et al., 2011; Lee & Shin, 2014; Lim, 2016; Mauri & Minazzi, 2013; Tsao et al., 2015; Wu & Wang, 2011; Zahratu & Hurriyati, 2020). Based on a Traveloka Press Release 2018, it was stated that the majority of Traveloka OTA users would explore online reviews before booking a hotel and use the review as a reference to support booking decision (Traveloka, 2018).

Referring to the previous eWOM studies, there is still a scarcity of studies that consider populations based on cultural, regional, and religious considerations. Given that national culture can influence consumers' use of eWOM in decision-making (Dang & Raska, 2022). Hence, conducting research across diverse populations becomes imperative to gain valuable insights into eWOM dynamics in different contexts. Moreover, people from various cultures tend to choose different messages and communication channels for eWOM (Pentina et al., 2015). Therefore, this study will specifically focus on Traveloka OTA, one of the renowned OTAs in Indonesia, to comprehensively understand the influence of eWOM on the intention to book budget hotels.

To bridge the existing research gap, the objective of this study is to investigate the impact of eWOM on Indonesian Muslim tourists' booking intention of budget hotels in Bangkok via Traveloka OTA by using the Elaboration Likelihood Model. The findings from this study are anticipated to offer valuable insights for both academia and industry. In particular, it will contribute to marketing communication strategies that leverage electronic word of mouth in the hospitality and tourism sector. These insights can aid in attracting potential customers, increasing revenue, enhancing service quality, and developing captivating advertising campaigns.

2. Literature Review

2.1 Budget Hotels

The term "budget hotel" refers to a brand-new, specifically created product concept in the hospitality industry that mainly rely on three elements: a branded product concept, consistent service, and value for money (Fiorentino, 1995). A budget hotel can be defined as economically focused, small in size, offers few facilities (Xie, 2020) and the quality is comparable to three- or four-star hotels (Gilbert & Lockwood, 1990).

In other words, a budget hotel is one which provides specialized services at charges that guests can afford (Lei et al., 2019). Budget hotels are categorized as two or three stars with limited facilities and services (Goeltom et al., 2019; Hefimaputri & Indriani, 2015).

In the context of period of stay, a budget hotel or a city hotel is a hotel that guests use for short stays or only while traveling. Normally found in cities, budget hotels accommodate primarily to business travelers (Luo & Yang, 2016). In the same line, Budget Hotels, which are frequently classified as temporary lodging, can provide basic amenities or facilities at prices that are typically cheaper than the average hotel in the area. This kind of hotel covers the basic demands of guests and is appropriate for "budget conscious" tourists (Ngelambong et al., 2016).

Based on a figure created by Fiorentino (1995) from the customer's perspective, budget hotels focus on providing price, entertainment, communication/work, beverage and food, accommodation, check-in/out, accessibility and. Meanwhile, there are five dimensions in the critical success factors (CSFs) of hotel budgets such as physical products, customer services, price, promotion, location (Hua et al., 2009). In term of eWOM and booking intention, online reviews can have an impact on consumer purchasing decisions for budget hotels based on the most influential hotel attributes, including price, cleanliness, and location (Muhammad & Karim, 2018).
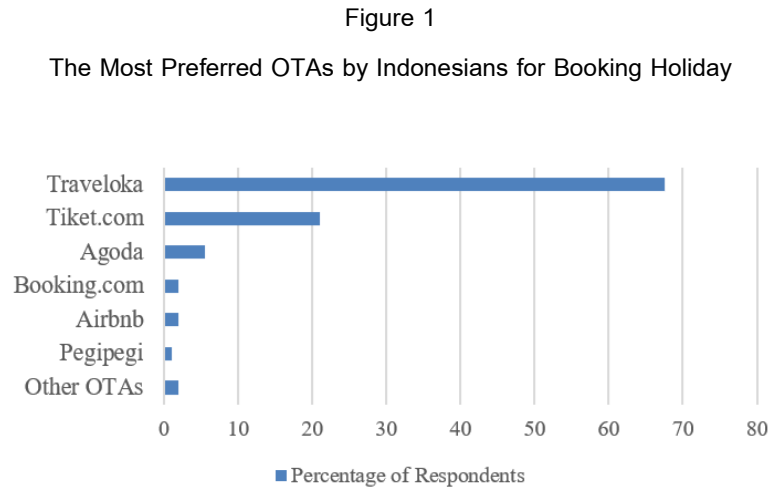
In the same line, online review ratings, titles, and descriptions indicate online sales. The use of positive (negative) words in a description has a positive (negative) relationship with the number of bookings at a budget hotel (Banerjee & Bonfield, 2019). Moreover, eWOM really matters including reviews which have a strong impact on booking intentions. Such as customers' critical reviews regarding the quality of service provided by a budget accommodation (Martins et al., 2018).

2.2 Traveloka OTA

OTAs are now present to bridge the process of purchasing products and services both in the tourism and hospitality industries. An OTA is accepted by the general public because it provides a more effective and efficient substitute travel agent. Its presence is exceedingly beneficial in terms of user convenience (Agustin, 2018). According to Gretzel et al. (2007), OTAs are an essential part of the tourism and hospitality industry and have gained substantial popularity among tourists, which can impact how tourists plan and book their holidays, transportation, hotels, and all travel products and services. In short, OTAs have evolved into a popular platform for reserving hotel rooms among tourists (Guillet et al., 2019).

Numerous OTA companies have emerged as a result of the development and growing popularity of the internet. One of the well-known OTAs is Traveloka. This OTA enables users to discover and purchase a variety of travel necessities, local services, and financial advisory products (Traveloka, 2023). Traveloka OTA allows its users to purchase a variety of products and services ranging from airlines, hotels, trains, flight and

hotel activities, internet products, airport transportation, and buses (Choirisa, 2020; Watrianthos et al., 2019). Likewise, Traveloka OTA allows travelers and backpackers to select the most suitable accommodations as well as the best transportation options available (Shaden et al., 2023).

Figure 1

The Most Preferred OTAs by Indonesians for Booking Holiday

Source: Databoks (2022)

According to Figure 1, it showed that Traveloka OTA is the most famous OTA application in Indonesia compared to other existing OTAs (Databoks, 2022). Traveloka OTA has been downloaded 10 million times since 2014 and has a rating of 4.4 out of 5 stars. It is available on a variety of platforms including websites on desktop computers, the Playstore for Android, and app stores for iOS smartphones (Watrianthos et al., 2019). This OTA also placed first in terms of "top of mind" recall, which signifies that individuals remember Traveloka OTA. With a brand awareness of 89.4%, nearly 9 out of 10 individuals have knowledge of the "Traveloka" brand. As the market leader, Traveloka OTA is viewed by 250,000 pages every day, with 2% - 5% of viewers making transactions or purchases, which converts to approximately 1.8 million to 4.5 million transactions annually (Mahendratmo & Ariyanti, 2019). The popularity of Traveloka OTA has encouraged the authors to conduct research on this platform related to marketing knowledge especially in the tourism and hospitality industry.

2.3 Electronic Word-of-Mouth (eWOM)

The concept of word-of-mouth (WOM) is considered one of the oldest forms of conveying information (Dellarocas, 2003). WOM is defined as verbal or interpersonal communication which perceives the gathered information about a brands, goods, or services as non-commercial between a communicator and a recipient (Arndt, 1967). Developed based on the concept of word-of-mouth (WOM) due to the widespread of the internet

as a medium for human communication, WOM can be found in online forms. A new form of online WOM communication can be described as electronic word-of-mouth (eWOM) (Yang, 2017).

Further, eWOM refers to online reviews from prospective, actual, or former consumers that describe how a product or service is used or performed as well as whether consumers liked it or didn't (Bronner & de Hoog, 2011; Dennis et al., 2020; Ismagilova et al., 2017; Litvin et al., 2008). Meanwhile, Bickart and Schindler, (2001) stated that eWOM referred to as online review or rating systems, provides prospective customers with relevant and credible information about the product. In other words, eWOM can be described as any positive or negative report on a product or service released by potential, present, or previous customers that is made available to a large number of individuals and institutions via the Internet (Hennig-Thurau et al., 2004).

Many studies have examined eWOM factors that influence consumer behavior, especially purchase intentions. According to Albayrak & Ceylan, (2021) there were 115 identified eWOM factors influencing purchase intention. Hence, researchers can assess which eWOM factors to employ to analyze customer purchase intentions. However, the research will concentrate on the three eWOM factors include the quality of eWOM, the quantity of eWOM, and the source credibility of eWOM. These eWOM factors have been examined regarding their relationship to consumer motivation and purchase intention (Fan et al., 2013; Ho et al., 2021; Lim, 2016; Mehyar et al., 2020).

2.3.1 The quality of eWOM, also called the quality of information, is a fundamental component that must not change, in order for the decision-making process to be successful in the digital platform (Metzger, 2007). This variable is the most essential factor for consumers because the usefulness and accuracy of information is valuable to them (Fan et al., 2013). This eWOM factor can assess the characteristics of information such as relevance, timeliness, accuracy, and comprehensiveness (Cheung & Thadani, 2010). On the other hand, each review that provides enough evidence to support an opinion can be used to evaluate the quality of eWOM (Park et al., 2007). However, in this study will using the Ho et al. (2021) scale, which has numerous components, including clear, understandable, objective, and support the point, to assess the quality of eWOM.

2.3.2 The quantity of eWOM is described as the total number of published reviews (Cheung & Thadani, 2010). This is an important element for consumers when they are required to decide in order to increase their confidence or decrease the feeling that they are taking risks or making mistakes (Lkhaasuren & Nam, 2018). In the same line, the quantity of online reviews (on digital platform) can influence users' acceptance and intention to use information (Teng et al., 2014). Moreover, having a large number of reviewers also indicates that the product is selling well (Chatterjee, 2001). The abundance of reviews posted on a platform serves as a valuable metric to gauge the market popularity of a product or service (Chatterjee, 2001; Chevalier & Mayzlin,

2006). In this study, the quantity of eWOM will be measured using Ho et al. (2021) scales, with the main contents including product popularity, good sales, a good reputation, and help in making the proper decision.

2.3.3 In general, the source credibility is a message recipient's belief of the credibility of a message source that has no connection with the message itself (Chaiken, 1980). Meanwhile, the source credibility in eWOM source is described as the extent to which it is perceived as credible or practical (Cheung et al., 2009). Three characteristics of source credibility of eWOM including source trustworthiness, source expertise, and source experience (Teng el., 2014). A modified version of the Sussman and Siegal four-item Likert scale was utilized to assess source credibility, focusing on individuals' perceptions of the source's knowledgeability, expertise, and trustworthiness (Bhattacherjee & Clive, 2006). In this study, the scale developed by Ho et al., (2021) will be employed to evaluate the source credibility of eWOM. The scale encompasses essential components, including convincingness, authenticity, credibility, and accuracy, which are vital in assessing the credibility of the source.

2.4 eWOM on Booking Intention

Purchase intention refers to a consumer's willingness to buy a particular product or service (Lin et al., 2013). Purchase intention is the possibility that consumers feel involved with the company (Anubha et al., 2019) and in certain buying behavior (Carolin et al., 2020). Consumers' purchase intentions are categorized into five stages on the purchase intention measurement scale such as present purchase intention, repeat purchase intention, future purchase intention, intention of spending to purchase, and purchase intention for consumption (Blackwell et al., 2001).

Further, there was a substantial correlation between purchase intention and eWOM (Lim, 2016). As mentioned by Cheung and Lee (2012) that purchase intention is the primary outcome variable of eWOM and it was revealed that 10 out of 25 studies explored purchase intention as an outcome of eWOM. Along the same lines, Perera et al. (2019) have examined data from 120 online brand members, and their study demonstrates that eWOM greatly enhances e-purchase and e-loyalty. In term of online product review showed people use the information they obtain online for offline decision-making and people rely on the opinions of other customers when making decisions linked to purchases (Dellarocas et al., 2007).

The effect of eWOM on shopping intentions using social media has a positive correlation with four supporting criteria, including the quality of eWOM, the quantity of eWOM, the credibility of eWOM sources, and the expertise of information providers (Ho et al., 2021). Moreover, the quality of online reviews has a positive impact on purchase intention (Lee & Shin, 2014; Lee et al., 2008; Lim, 2016). Furthermore, Wu and Wang (2011) have found that positive eWOM messages with relatively high message source credibility imply a more favorable brand attitude (brand trust, brand affection, and purchase intention). Likewise, the source credibility has a greatly impact on purchase intention (Hui, 2017). In addition, eWOM has demonstrated increasing the

amount of reviews can compound the impact of review valence on booking intentions and that positive reviews are more successful than negative reviews in increasing booking intention (Tsao et al., 2015).

In the hospitality and tourism industries, the presence of eWOM is crucial since many products in these sectors are recognized as high-risk purchases that that will progressively influence customer purchasing decisions (Litvin et al., 2008). Likewise, eWOM has been a focus in the hospitality industry, particularly because consumers frequently utilize online forums and rarely book or purchase without first obtaining online information about hotels, destinations, and restaurants (Kim et al., 2011). Hereafter, there was a positive association between eWOM received by consumers and their booking intention hotels using mobile applications or peer-to-peer websites, for example, Airbnb (Goh, 2015). The reliability, value, and volume of eWOM have a detrimental impact on customers' intentions to purchase services in the tourism and hospitality industries (Zahratu & Hurriyati, 2020).

2.5 Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model (ELM) is one of the most often used theoretical frameworks in eWOM studies and has been used to illustrate the persuasive power of eWOM across consumers with varying levels of purchasing activity (Filieri & McLeay, 2013). The ELM, designed by Petty and Cacioppo in 1986, provides two persuasive strategies: the central route and the peripheral route. The central route is for the individual to thoroughly and seriously weigh the advantages and disadvantages of the information that have been given in order to support their argument. This message's clarification has the effect of altering attitudes and influencing either negative or positive conduct. While, the peripheral route is based on indications regarding the message and one's own positive or negative intuition. In addition, the ELM proposes that individuals choose a peripheral route when they are less interested or able to process a message, or when they make low-commitment purchases (Perloff, 1994).

On the central route, consumers are very concerned about and are willing to consume information about a service or product that focuses on the quality of the argument or information (Petty et al., 1983). Consumers utilize peripheral route, which are straightforward guidelines or information shortcuts, to judge a recommendation rather than considering the strength of the arguments put out by a source (Petty & Cacioppo, 1986). Information quality has been studied in previous eWOM research as a determinant of consumer purchase intentions in high-involvement contexts (Park et al., 2007; Park & Lee, 2008).
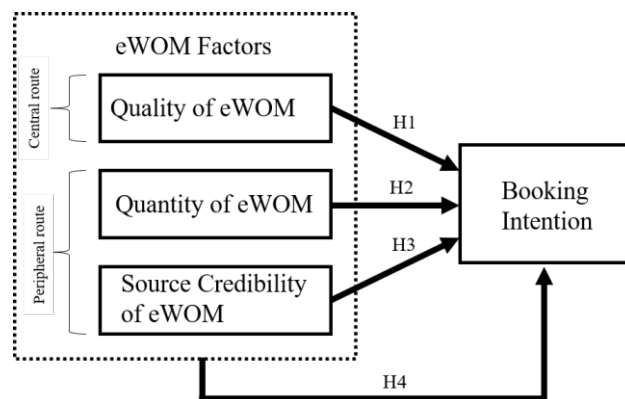
Then, on peripheral route, consumers will focus on information quantity and source credibility. Information quantity in eWOM regards to number of review and popularity (Cheung & Lee, 2012; Chevalier & Mayzlin, 2006). The information quantity (number of reviews) is a peripheral cue to processing of information in eWOM, and consumers correlate the range of digital reviews with the popularity of a product (Filieri & McLeay,

2013). Furthermore, the peripheral cue includes a source of credibility. When consumers are digesting low-involved product information, source credibility is verified to act as a peripheral cue (Teng & Khong, 2015).

2.6 Conceptual Framework and Research Hypothesis

The research concept is based on a literature review related to eWOM factors and booking intention in budget hotels. This study will be conducted through a conceptual framework to test various hypotheses:

Figure 2

Conceptual Framework

The authors have applied Perloff's (1994) ELM, which involves a primary path and a secondary path. Moreover, the authors have employed the eWOM concept proposed by Ho et al. (2021) that comprises three aspects including quality, quantity, and source credibility that have an impact on booking intention. possesses valid and reliable information. Additionally, the concept from Ho et. (2021) regarding the impact of eWOM on booking intention has a valid and reliable instrument with a moderate high Cronbach Alpha along with the corrected item-total correlation.

H1: The quality of eWOM positively influence booking intention of budget hotels in Bangkok.

H2: The quantity of eWOM positively influence booking intention of budget hotels in Bangkok.

H3: The source credibility of eWOM positively influence booking intention of budget hotels in Bangkok.

H4: The eWOM factors include the quality of eWOM, the quantity of eWOM, and the source credibility of eWOM positively influence on booking intention budget hotels in Bangkok.

3. Research Methodology

3.1 Population and Sample

The population in this study are Indonesian Muslim tourists who have experienced booking a budget hotel for staying in Bangkok using Traveloka OTA. However, because number of populations is unknown, the

sample size for the research will be chosen using the formula from Cochran (1977) with a 95% confidence interval and a margin of error of 5% error. The results of calculation indicated 384.16, so, the researcher decided to collect 400 samples. The sampling method used was non-probability sampling with the purposive sampling technique. The researcher used Google form to create online questionnaire and distributed to target population on Indonesian online communities related to traveling such as Indonesian Backpackers, Backpacker Dunia, and Indo – Thai. In the questionnaire, respondents were informed of the objective this study and there were screening questions to qualified target sample.

3.2 Measurement of Variables

In this study, the authors will modify a scale based on empirical studies on eWOM from Ho et al., (2021). This scale was chosen because it has been widely used in previous research. Questionnaire is divided into 2 parts including general information of respondents and information about the impact of eWOM on intention to book Budget Hotels in Bangkok on Traveloka OTA among Indonesian Muslim tourists. This section has four constructs and a total of 19 items consisting of 4 items on the quality of eWOM, 4 items on the quantity of eWOM, 4 items on the source credibility of eWOM, and 3 items on booking intention. The closed-ended questionnaires apply Likert's scale. Furthermore, Likert scales offer a variety of responses to a single statement or group of related statements (Croasmun & Ostrom, 2011). There are generally 5 types of responses, which are as follows:

$$r_{xy} = \frac{N\sum XY - (\sum X)(\sum Y)}{\sqrt{\{N\sum X^2 - (\sum X)^2\}\{N\sum Y^2 - (\sum Y)^2\}}}$$

Table 1 Demographics of the Survey Respondents

Likert-Scale Description	Likert-Scale	Likert Scale interval	Meaning
Strongly Agree	Level 5	4.21 – 5.00	Highest level
Agree	Level 4	3.41 – 4.20	High level
Neutral	Level 3	2.61 – 3.40	Medium
Disagree	Level 2	1.81 – 2.60	Low level
Strongly Disagree	Level 1	1.00 – 1.80	Lowest level

The meaning has defined the class of interactions for data interpretation by calculating and identifying the class using the following formulas, calculations, and explanations for each class:

$$\text{Class} = \frac{\text{Maximum} - \text{Minimum}}{\text{Class}} = \frac{5 - 1}{5} = 0.8$$

3.3 Validity and Reliability of the Data Collection Tool

This study utilized construct validity, is a decision based on the accumulation of correlations from numerous studies utilizing the instrument under evaluation (Peter, 1981). In assessing construct validity, Pearson's correlation is commonly employed to evaluate the strength of the linear association between variables and to measure the linear relationship among quantitative variables (Ahrens et al., 2020). The questionnaire findings will be examined using Pearson's correlation after all data has been collected (Kranzler & Moursund, 1999). The formula can be expressed in the following manner:

Whereas:

r	: Correlation coefficient
X	: The first instrument grade
Y	: The second instrument grade
X^2	: The instrument A square
Y^2	: The instrument B square
XY	: The sum of grade A and grade B for each respondent
N	: The respondents' number

The authors have distributed questionnaires to 30 samples (n = 30) to conduct validity test. Testing significance is done by using the criteria r-table on 5% significance level with 2-tailed test and df = n – 2. So that obtained degree of freedom (df) = 30 – 2 = 28, obtained value r-table = 0.361. The result of validity test in this study shown that the value of r-count is greater than r-table 0.361, indicating that each variable item is valid, and thus the items can be used to measure the research variables.

Next, the authors employed a pilot test to assess the questionnaire's reliability. Cronbach's Alpha was employed to assess the consistency of the questionnaire items. This coefficient, widely recognized for its effectiveness with Likert scales, is commonly used to evaluate internal consistency (Taherdoost, 2016). For the reliability test, a result (questionnaire) is acceptable if the alpha value is greater than 0.6, but not if it is less than 0.6 (Hair et al, 2003). In this study, the result of reliability test with 30 samples shows the value of Cronbach's Alpha for all variables is 0.897, which means greater than 0.6. Thus, this indicates that all the variables used for this study are reliable.

3.4 Data Analysis and Statistic Used

For this study, SPSS Statistic Version 28 were utilized by the authors to evaluate the data. The authors applied descriptive analysis to investigate the demographic profile of Indonesian Traveloka OTA users including percentage, mean, standard deviation, and frequency. Besides, the authors used multiple regression analysis to test the correlation between independent variable and dependent variable. Through the utilization of multiple regression analysis, the authors intend to evaluate the statistical significance and magnitude of the coefficients to ascertain the individual and combined influence of eWOM factors such as the quality of eWOM, the quantity of eWOM, and source credibility of eWOM, on the intention to book budget hotels in Bangkok among Indonesian Muslim tourists. Following are the equations:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3$$

Whereas:

Y	: Intention to Book
a	: The Intercept
X_1	: Quality of eWOM
X_2	: Quantity of eWOM
X_3	: Source Credibility of eWOM
b_1, b_2, b_3	: the slop (the magnitude of the coefficient of each variable)
e	: The residual/error

Additionally, in multiple regression analysis, conducting assumption tests is a crucial prerequisite to ensure that the parameter estimates and regression coefficients remain unbiased. When using multiple regression analysis, there are criteria that need to be considered, including assumptions such as normality, multicollinearity, and heteroscedasticity. In this study, the normality test yielded an asymptotic significance value (p-value) of 0.213, which is greater than the significance level of 0.05. This indicates that the data adheres to a normal distribution and suggests that the samples used in this study were drawn from the same population. Furthermore, multicollinearity test in this study showed that there is no multicollinearity between the independent variables because the tolerance limit > 0.10 and the VIF limit 10.00. Finally, heteroscedasticity test showed that a significant value of the independent variable exceeding 0.05, it can be inferred that the data is free from heteroscedasticity in this study. Consequently, the data is suitable for further analysis.

4. Study Results and Discussion

4.1 Study Results

The study results showed that respondents are mostly female (58.8%), the largest age group was 20 – 30 (61.5%), employees of a private enterprise (36.3%), the majority of them have a bachelor degree educational background (57.8%), and most of them have monthly income of more than Rp5.001.000 (40.3%).

Table 2 ANOVA Test Result

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	263.414	3	87.805	89.702	0.001
	Residual	387.626	396	0.979		
	Total	651.040	399			

a. Dependent Variable: Booking Intention

b. Predictors: (Constant), The Quality of eWOM, The Quantity of eWOM, The Source Credibility of eWOM

The test analysis from Table 2 has the following assumptions:

H_0: Every independent variable cannot be used for consideration in booking intention budget hotels in Bangkok.

H_1: At least one independent variable can be used for consideration in booking intention budget hotels in Bangkok.

Based on Table 2, the results showed that independent variables include the quality of eWOM, the quantity of eWOM, and the source credibility of eWOM indicate significant 0.001 which is less than 0.05. Therefore, H1 is accepted, indicating that at least one independent variable having influence on Indonesian Muslim tourists' booking intention of budget hotels in Bangkok.

Furthermore, if the calculated f-value (f-count) exceeds the critical f-value (f-table), it indicates that the model test is both statistically significant and feasible for research. In this study, the obtained f-count of 89.702 surpasses the critical f-value of 2.627. The critical f-value is determined by using the formula df2 = n - k, where df2 represents the degrees of freedom for the denominator. Given a sample size (n) of 400 and three predictor variables (k), the degrees of freedom for the denominator (df2) is calculated as 396. Thus, the critical f-value corresponding to df2 = 396 is 2.627. As a result, this indicates that eWOM factors including of the quality of eWOM, the quantity of eWOM, and the source credibility

of eWOM (independent variable) have a joint or simultaneous influence on intention to book (dependent variable) budget hotels in Bangkok on Traveloka OTA. Result of hypothesis has shown on Table 3 below:

Table 3 Multiple Regression Analysis

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	sig.
(Constant)	3.292	0.605		5.441	.001
The Quality of eWOM	0.183	0.037	0.243	4.881	.001
The Quantity of eWOM	0.242	0.040	0.308	6.097	.001
The Source Credibility of eWOM	0.143	0.035	0.204	4.111	.001

Dependent Variable: Booking Intention

R = 0.636, R2 = 0.405, Adjusted R2 = 0.400, SE = 0.989, Durbin-Watson = 1.862, TOL = > 0.1, VIF = < 10,

As shown on Table 3, the findings revealed that the multiple regression of this model, which used the Elaboration Likelihood Model (ELM) included all three constructs, namely, the quantity of eWOM (X1), the quality of eWOM (X2), and the source credibility of eWOM (X3) as predictors, had been able to describe about 40.5% of the booking intention (Y), (R^2 = 0.405, R^2 Adjusted = 0.400). Furthermore, the Durbin-Watson value of 1.862 fell within the acceptable range of 1.5 to 2.5. Then, the results of the collinearity statistics in this model showed that all independent variables have a VIF value of less than 10 and a tolerance of more than 0.1.

The quality of eWOM (X1), the quantitative of eWOM (X2), and the source credibility of eWOM (X3) can predict the booking intention (Y) budget hotel in Bangkok on Traveloka OTA with statistical significance at the 0.05 level, which can be written as the following equation:

$$Y = a + b1\ X1 + b2\ X2 + b3\ X3$$
$$= 3.292 + 0.183 + 0.242 + 0.143$$

From the above equation can be explained that if respondents give importance on the quality of eWOM (X1) by increasing 1 unit, it would result in an increase of 0.243 booking intention of budget hotel

among Indonesian Muslim tourists. Then, if respondents give importance to the quantity of eWOM (X2) by increasing 1 unit, it would result in an increase of 0.308 booking intention of budget hotel among Indonesian Muslim tourists. Furthermore, if respondents give importance to the source credibility of eWOM (X3) by increasing 1 unit, it would result in an increase of 0.204 booking intention of budget hotel among Indonesian Muslim tourists.

4.2 Discussion

The findings of this study can be used by the tourism and hospitality sector to evaluate service quality, which will help it increase profits and maintain a favorable image among consumers and tourists. The theoretical framework of the study may also be employed to discover common concerns in other types of accommodations and OTAs. The ELM has been utilized by researchers due to its common in eWOM studies and has shown the effectiveness of eWOM in influencing consumers with different levels of purchasing activity (Filieri & McLeay, 2013).

The study findings indicate that after analyzing the statistical significance of the regression coefficients, the quality of eWOM, the quantity of eWOM, and source credibility of eWOM have been identified as significant factors for predicting the booking intention for budget hotels in Bangkok on the Traveloka OTA. Our findings align with prior research conducted in the hospitality industry, which has consistently demonstrated that eWOM plays a significant role in influencing hotel booking intentions (Goh, 2015; Kim et al., 2011; Mauri & Minazzi, 2013).

The quality of eWOM is the most essential factor for consumers because the usefulness and accuracy of information is valuable to them (Fan et al., 2013). As hypothesis 1 states that the quality of eWOM positively influences on booking intention budget hotels. Our findings are in line with previous studies that the quality of eWOM have an impact on booking intention (Ho et al., 2021; Lee & Shin, 2014; Lee et al., 2008; Lim, 2016; Zahratu & Hurriyati, 2020), especially to purchase products or services in hospitality industry.

Another factor is the quantity of eWOM, the quantity of information is an important factor for consumers in making decisions and avoiding the risk of making mistakes (Lkhaasuren & Nam, 2018). The results of the hypothesis 2 states that there is a positive influence between the quantity of eWOM and booking intention budget hotels. Our discovery is consistent with previous studies showing that the quality of eWOM affects consumer intentions to book (Ho et al., 2021; Lee et al., 2008; Tsao et al., 2015).

Furthermore, hypothesis 3 states that the source credibility of eWOM positively influences on booking intention budget hotels. The source credibility of eWOM is explained as the extent to which it is perceived as credible or practical (Cheung et al., 2009). Our result is similar to prior research, which discovered a correlation between the source credibility of eWOM and booking intention (Ho et al., 2021; Hui, 2017; Wu & Wang, 2011).

Our findings also described that each of the eWOM factors including the quality of eWOM, the quantity of eWOM, and the source credibility of eWOM has a significant influence on booking intention budget hotels

simultaneously as stated in hypothesis 4. In agreement with Ho et al., (2021), who declared that the quality, quantity, and source credibility of eWOM all have a favorable effect on the booking intention.

5. Suggestions and Benefits

5.1 Suggestions

Through the use of Traveloka OTA, this study aims to further explore the impact of eWOM on booking intention budget hotels in Bangkok among Indonesian Muslim Tourists. This study revealed that the quantity of eWOM has a more significant impact on the intention to book budget hotels than other factors. Consequently, budget hotels management can leverage this finding by implementing online content marketing, promotional campaigns, and special deals to enhance their visibility. An excellent opportunity for such campaigns would be during major Islamic holidays, such as Ramadan or Eid Al-Fitr. By offering Special Ramadan Packages or Eid Al-Fitr Packages, budget hotels can attract a higher number of bookings from Muslim tourists and subsequently encourage them to leave reviews, thereby increasing their overall visibility and reputation.

Moreover, the model and conceptual framework can be used in other industries, such as healthcare, food and beverage, and banking, considering that this study primarily focuses on the hospitality industry. Besides, this study only has used quantitative methods with multiple regression analysis, so future researchers interested in this topic may employ the mixed method with other models to measure and analyze data comprehensively. As a result, this study will offer additional information and provide a variety of new perspectives from researchers.

5.2 Benefits of the Research

This study seeks to investigate the impact of eWOM on booking intention. We believe that the implications of this study provide benefits for both researchers and practitioners. From the results of proving the hypothesis of this study, it can be concluded that eWOM factors in Traveloka OTA have an impact on the consumer's booking intention budget hotels in Bangkok on Traveloka OTA. Thus, eWOM must be carefully considered and studied by Traveloka OTA or similar companies and marketers of budget hotels. By studying the impact of eWOM, both companies and marketers can evaluate service quality thereby encouraging consumers to give positive reviews and ratings to budget hotels in Bangkok and Traveloka OTA. Moreover, through an understanding of eWOM, both companies and marketers can develop more efficient and effective marketing communication strategies. Considering that sources of credibility are also an important factor, companies and marketers are advised to surprise brand ambassadors or collaborate with well-known and trusted content creators, to create accuracy, credibility, authenticity to convincing product and service information (Ho et al., 2021).

Furthermore, this study has the potential to expand knowledge in the field of marketing. The findings of this study aim to enhance eWOM studies by examining the factors that influence consumer on booking

intention products or services. In addition, the use of models and conceptual frameworks in this study indicates an important association between eWOM and booking intention. The model and conceptual framework presented in this study serve as invaluable resources for advancing the understanding of eWOM across not only the tourism and hospitality industry but also other diverse industries including healthcare, food and beverage, retail, automotive, and more. By continuously building upon and refining this model, researchers and industry professionals can deepen their comprehension of the role and impact of eWOM. This iterative process enables them to uncover novel opportunities, devise tailored strategies, and effectively harness the potential of eWOM in a variety of industries or areas.

6. Result Summaries

The current research contributes considerably while attempting to address a number of gaps. This study expands research on the impact of eWOM on booking intention. Many similar studies have been conducted, but in our research, we also simultaneously analyze the impact of all eWOM on booking intention by utilizing ELM. ELM is one of the models often used in eWOM studies, which aims to show its influence on consumer brand attitude activities (Filieri & McLeay, 2013). ELM has two strategies such as the central route and the peripheral route (Perloff, 1994). In our research, the two ELM routes were integrated to assess their simultaneous impact on booking intention. According to multiple regression test results, the quality of eWOM, the quantity of eWOM, and the source credibility of eWOM have a significantly positive influence on the booking intention budget hotels in Bangkok on Traveloka OTA.

The quality of eWOM that provide clear, understandable, objective review, and enough to support the point from other consumers' experiences related to budget hotel products or services have a significant impact on the booking intention budget hotels in Bangkok on Traveloka OTA. Also, the quantitative of eWOM reflects product popularity, good sales, a good reputation, and help in making the proper decision have a significant impact on the booking intention budget hotels in Bangkok on Traveloka OTA. Finally, the source credibility of eWOM represents convincingness, authenticity, credibility, and accuracy information have a significant impact on the booking intention budget hotels in Bangkok on Traveloka OTA.

Furthermore, the quantity of eWOM has a stronger relationship with the booking intention budget hotels compared to the quality of eWOM and source credibility of eWOM. This is evident from the larger Unstandardized B value. Meanwhile, the quality of eWOM and source credibility of eWOM have relatively weaker relationships with the booking intention. Therefore, budget hotels should prioritize maintaining high quantities of eWOM, such as ratings and reviews on Traveloka OTA, as it significantly impacts booking intentions. However, budget hotels should also focus on improving the quality of eWOM and source credibility of eWOM, as they still hold a relatively strong influence on booking intentions. Ultimately, discovering eWOM

has the potential to provide advantages such as gaining a deeper understanding of the marketing field, evaluating quality services, developing effective marketing communication plans, and developing strategies in many industries particularly tourism and hospitality industry.

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