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The Influence of Online Reviews, Price, and Promotions on Hotel Room Booking Decisions via Online Travel Agents for Hotels and Villas Managed by Samhita Bali Hospitality

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Abstract

The development of digital technology has changed consumer behavior in making hotel room reservations throughOnline Travel Agent (OTA). In this process,online review, price, and promotion are factors suspected to influence hotel room booking decisions. This study aims to analyze the influence of these three variables on hotel room booking decisions through OTAs at Three Brothers Legian Bungalows & Villas, Bajra Bali Villa, and Sithala Villa Seminyak managed by Samhita Bali Hospitality. This study uses a quantitative method with a causal associative approach. The research sample consisted of 110 respondents selected using a purposive sampling technique. Data were collected through a questionnaire and analyzed using validity and reliability tests, multiple linear regression, t-test, F-test, and coefficient of determination (R^2). The results showed that online reviews (β = 0.656; Sig. = 0.000) and price (β = 0.195; Sig. = 0.031) had a positive and significant effect on hotel room booking decisions. Conversely, promotions (β = 0.019; Sig. = 0.802) did not have a significant effect. However, simultaneously online reviews, prices, and promotions significantly influence hotel room booking decisions (F = 21.232; Sig. = 0.000). This study concludes thatonline reviewand price are the main factors that influence the decision to book a hotel room through OTA, while promotions have not had a significant influence partially.

Keywords: Online Reviews, Prices, Promotions, Hotel Room Booking Decisions, Online Travel Agents (OTA)

INTRODUCTION

Bali Island is one of Indonesia's leading tourism destinations, attracting both domestic and international tourists. In recent years, Bali's tourism sector has shown

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positive growth, both before and after the pandemic. According to data from the Central Statistics Agency (BPS), the number of international tourist visits to Bali shows a significant upward trend during the tourism recovery period, reaching approximately 5.27 million visits in 2023, increasing to 6.33 million visits in 2024, and again to 6.94 million visits in 2025. Furthermore, by December 2025, total international and domestic tourist visits will reach approximately 15.9 million people, demonstrating high tourist mobility to Bali and reflecting the increasingly strong recovery and growth of the tourism sector (Shantika & Bestari, 2024).

Table 1. Table of Tourist Visit Level and Level Room Occupancy in Bali 2023-2025

Year	Foreign Tourist Visits	Total Tourists (Foreign + Domestic)	TPK Star Hotel	Non-Star TPK (Villa, Guest House, etc.)
2023	± 5.27 million	-	± 55%	± 35% – 45%
2024	6.33 million	-	± 62%	± 45% – 50%
2025	6.94 million	± 15.9 million	± 60% – 61%	± 48% – 50%

Secondary Data Source: Data from the Central Statistics Agency (Processed)

Considering that some of the hotels and villas are managed by Samhita BaliHospitality Located in the Legian and Seminyak areas, as well as the high number of tourist visits to the two areas which has an impact on the high level of competition in the hotel industry, the study determined that the hotels are under the management of Samhita Bali.HospitalityThe Legian and Seminyak areas were chosen as the research objects. The selection of this research location is expected to provide a more relevant picture of the factors influencing consumer decisions in booking hotel rooms throughOnline Travel Agent(OTA), especially when viewed from the aspect ofonline review, prices, and promotions.

The phenomenon of increasing demand for accommodation from several booking sources is also reflected in the occupancy rate at several accommodation properties under the auspices of Samhita Bali.HospitalityBased on internal data, room occupancy rates at Three Brothers Legian Bungalows and Villas, Bajra Bali Villas, and Sithala Villa Seminyak from 2023 to 2025 showed a fluctuating trend but tended to increase along with the recovery of tourism. To provide a clearer and more measurable picture, room occupancy data at each of these properties is presented in the following table.

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Table 2. Table of Room Occupancy Rates in Hotels and Villas Below Under the auspices of Samittha Bali Hospitality for the 2023-2025 period

THREE BROTHERS LEGIAN BUNGALOWS & VILLAS			
DESCRIPTION	**2023**	**2024**	**2025**
Room Available	31.842	30.171	32.311
Room Sold	25.474	25.042	27.464
Hotel Occupancy	80%	83%	85%
ARR	IDR 797.119	IDR 1.013.025	IDR 1.061.352
Room Revenue	Rp. 20,305,809,406.00	Rp. 25,368,172,050.00	Rp. 29,148,965,262.00
MARKET SEGMENTATION			
ORDER	48%	46%	54%
Direct FIT	38%	36%	29%
Travel Agent	1%	1%	0%
Direct Website	10%	11%	11%
Wholesaler	3%	6%	6%
SITHALA VILLA SEMINYAK			
DESCRIPTION	**2023**	**2024**	**2025**
Room Available	3.743	4.611	4.244
Room Sold	3.265	3.919	3.268
Hotel Occupancy	87%	85%	77%

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ARR	IDR 1.600.415	IDR 1.721.199	IDR 1.555.748
Room Revenue	Rp. 5,210,951,240.00	Rp. 6,745,378,881.00	Rp. 5,084,184,464.00
MARKET SEGMENTATION			
ORDER	63%	47%	53%
Direct FIT	5%	5%	5%
Travel Agent	22%	25%	18%
Direct Website	1%	2%	1%
Wholesaler	9%	21%	23%
BAJRA BALI VILLAS			
DESCRIPTION	**2023**	**2024**	**2025**
Room Available	3.285	3.266	3.001
Room Sold	3.154	2.939	2.796
Hotel Occupancy	96%	90%	87%
ARR	IDR 1.573.561	IDR 1.524.970	IDR 1.434.994
Room Revenue	Rp. 4,963,012,566.00	Rp. 4,789,932,340.00	Rp. 4,012,244,103.00
MARKET SEGMENTATION			
ORDER	57%	52%	47%
Direct FIT	5%	5%	4%
Travel Agent	32%	36%	40%
Direct Website	2%	3%	2%
Wholesaler	3%	4%	6%

Secondary Data Source: Data from Samhita BaliHospitality(Processed)

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Based on data from 2023–2025, Three Brothers Legian Bungalows and Villas demonstrated the most stable performance, with a consistent occupancy rate in the 80–83% range. An increase in ARR from IDR 797,119 to IDR 1,061,352 significantly boosted room revenue. However, the increase in OTA contribution from 48% to 54% indicates a growing reliance on this channel. Conversely, Sithala Villa Seminyak experienced a decline in performance in 2025, marked by a decline in occupancy from 87% to 77% and a decrease in revenue. This is in line with the reduced contribution of OTAs.ORDERand increasing rolewholesaler, which tends to offer lower prices. Meanwhile, Bajra Bali Villas is showing a downward trendARR And revenue continuously, even though the occupancy rate has fluctuated. The shift in distribution totravel agent And wholesalerindicates efforts to maintain housing, but has an impact on decreasing income.

Research is needed to further examine the influence online rview**,** prices and promotions for hotel room reservations throughOnline Travel Agent (OOTD)**,**especially in hotels or villas under the auspices of Samhita BaliHospitalityThis research is also expected to provide academic contributions as a reference for further research and practically as a consideration for hotel management in formulating more effective marketing strategies to increase room bookings.

OBJECTIVE

This study aims to examine and analyze the influenceonline review, prices, and promotions on hotel room booking decisions throughOnline Travel Agent (OTA) at hotels or villas under the auspices of Samhita BaliHospitality. Specifically, the objectives of this study are as follows:

1. To find out and analyze the influenceonline reviewregarding the decision to book a hotel room throughOnline Travel Agent (OTA) at hotels or villas under the auspices of Samhita BaliHospitality.
2. To find out and analyze the influence of price on hotel room booking decisions throughOnline Travel Agent (OTA) at hotels or villas under the auspices of Samhita BaliHospitality.
3. To find out and analyze the influence of promotions on hotel room booking decisions throughOnline Travel Agent (OTA) at hotels or villas under the auspices of Samhita BaliHospitality.
4. To find out and analyze the influenceonline review, prices, and promotions simultaneously on hotel room booking decisions throughOnline Travel Agent (OTA) at hotels or villas under the auspices of Samhita BaliHospitality.

METHOD

This research uses an approachquantitativeby type of researchassociative(causal), namely research that aims to determine the relationship

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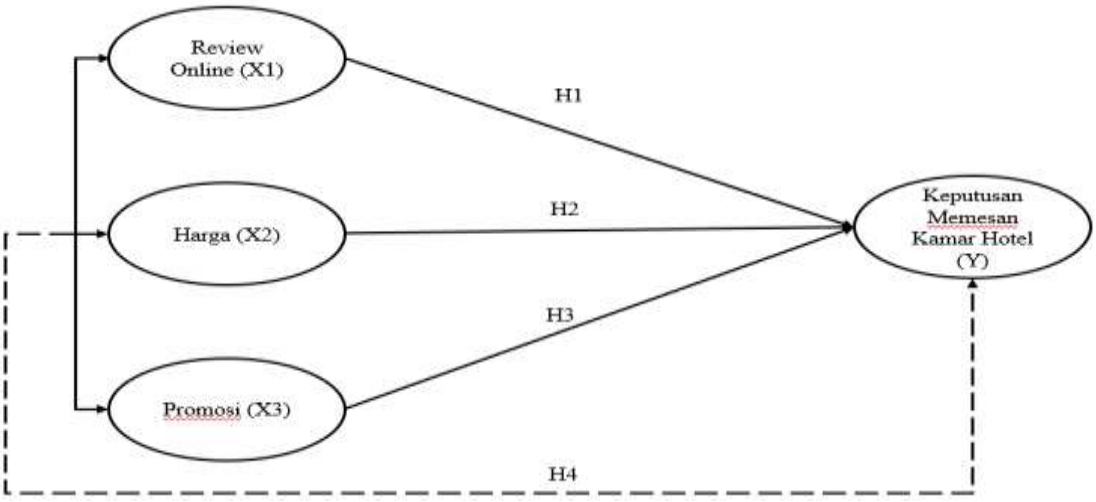
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and influence betweenindependent variables to dependent variable. Independent variablesin this study isonline review (X1), price (X2), and promotion (X3), while the dependent variable is the ordering decision (Y).

This study also uses a designcross-sectional, that is, data collection is conducted over a specific period of time without any special treatment of the research object. Data analysis in this study uses multiple linear regression analysis to determine the effect of each independent variable, either partially or simultaneously, on the dependent variable.

Determination of the number of samples in this study refers to the opinionHair et al. (2010)which states that the minimum sample size is 5–10 times the number of indicators used in the study. Considering the number of variable indicators in this study, which is 18, multiplied by 6, this results in 108, which is then rounded up to 110.

Figure 1. Research Concept Framework



Secondary Data Source: Processed by Researchers, 2026

RESULTS

The results of the validity test show that all statement items in the variablesonline review(X1), price (X2), promotion (X3), and ordering decision (Y) have a value r count > r tableand the significance value < 0.05. Thus, all items are statedvalid and suitable for use in research.

Table 3. Validity Test

No	Variables	Item	Pearson Correlation	Information
1	X1	X1.1	0,873	Valid
		X1.2	0,836	Valid
		X1.3	0,903	Valid

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		X1.4	0,885	Valid
		X1.5	0,873	Valid
2	X2	X2.1	0,855	Valid
		X2.2	0,880	Valid
		X2.3	0,891	Valid
		X2.4	0,874	Valid
		X2.5	0,866	Valid
3	X3	X3.1	0,883	Valid
		X3.2	0,870	Valid
		X3.3	0,872	Valid
		X3.4	0,880	Valid
		X3.5	0,845	Valid
4	AND	Y1	0,873	Valid
		Y2	0,872	Valid
		Y3	0,860	Valid
		Y4	0,876	Valid
		Y5	0,879	Valid

Primary Data Source: Processed by Researchers, 2026

Because all the valuesPearson Correlationgreater than the minimum limit of 0.30, all statement items are declared valid. Thus, the research instrument used is capable of accurately measuring the variables studied, and all statement items are suitable for use in data collection in this study.

Table 4. Reliability Test

No	Variables	Mark	Information
1	X1	0,922	Reliable
2	X2	0,922	Reliable
3	X3	0,920	Reliable
4	AND	0,921	Reliable

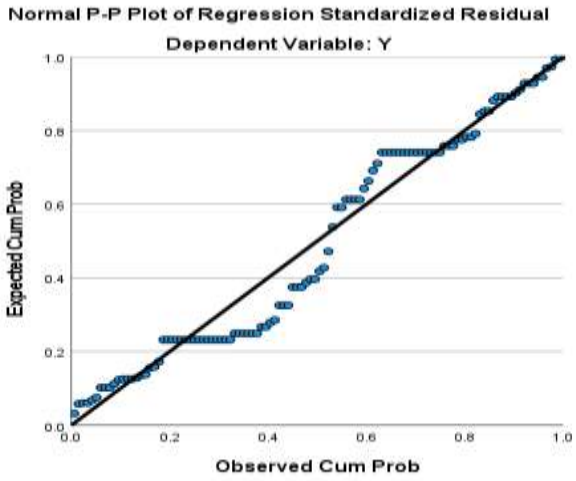
Primary Data Source: Processed by Researchers, 2026

These values indicate that all variables have a very high level of internal consistency and meet reliability criteria. Therefore, the research instrument used is considered reliable, providing consistent and reliable measurement results for the variables studied.

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Figure 2. Normality Test Results



Primary Data Source: Processed by Researchers, 2026

The figure above shows that the residual points are spread around the diagonal line and follow the direction of the diagonal line. This indicates that the residuals in the regression model are normally distributed. Therefore, the assumption of normality in this study has been met, making the regression model suitable for further analysis.

Table 5. Multiple Linear Regression Test Results

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	39.742	2.485		15.994	.000		
	Online Review X1	.656	.111	.510	5.928	.000	.797	1.254
	Price X2	.195	.089	.185	2.188	.031	.823	1.215
	X3 Promotion	.019	.076	-.021	-.251	.802	.841	1.189
a. Dependent Variable: Y								

Primary Data Source: Processed by Researchers, 2026

Based on the results of the regression analysis, the following equation was obtained: Y=39.742+0.656X1+0.195X2+0.019X3+e. And based on this equation, it can be explained that:

a. The constant of 39.742 shows that if the variableReview Online (X1), Price (X2), and Promotion (X3) have a value of 0, then the value of the Hotel Room Booking Decision (Y) is 39.742.

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b. Regression coefficientReview Online(X1) of 0.656 shows that every 1 unit increase in the variableReview Online(X1) will increase the value of the Hotel Room Booking Decision (Y) by 0.656 units assuming other variables are constant.
c. Regression coefficientPrice (X2) of 0.195 shows that every 1 unit increase in the Price variable (X2) will increase the value of the Hotel Room Booking Decision (Y) by 0.195 units assuming other variables are constant.
d. The Promotion regression coefficient (X3) of 0.019 indicates that every 1 unit increase in the Promotion variable (X3) will increase the value of the Hotel Room Booking Decision (Y) by 0.019 units assuming other variables are constant.

Table 6. Partial Test Results (t-Test)

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	39.742	2.485		15.994	.000		
	Online Review X1	.656	.111	.510	5.928	.000	.797	1.254
	Price X2	.195	.089	.185	2.188	.031	.823	1.215
	X3 Promotion	.019	.076	-.021	-.251	.802	.841	1.189
a. Dependent Variable: Ordering Decision								

Primary Data Source: Processed by Researchers, 2026

a. Influence Online Review(X1) partially on Hotel Room Booking Decision (Y)
VariablesOnline ReviewBased on the results of the t-test, the variableOnline Review(X1) obtained a regression coefficient value (B) of 0.656, the t value The calculated value is 5.928, and the significance value is 0.000. This significance value is smaller than 0.05 (0.000 < 0.05), thus indicating that Online Reviews have a positive and significant effect on Hotel Room Booking Decisions (Y).
b. Partial Influence of Price (X2) on Hotel Room Booking Decisions (Y)
Price Variable Based on the results of the t-test, the Price variable (X2) obtained a regression coefficient value (B) of 0.195, a calculated t-value of 2.188, and a significance value of 0.031. This significance value is smaller than 0.05 (0.031 < 0.05), thus indicating that Price (X2) has a positive and significant effect on Hotel Room Booking Decisions (Y).
c. Partial Influence of Promotion (X3) on Hotel Room Booking Decisions (Y)
Variables Based on test result**s**, the Promotion variable (X3) obtained a regression coefficient value (B) of 0.019, a calculated t value of -0.251, and a

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significance value of 0.802. This significance value is greater than 0.05 (0.802 > 0.05), thus indicating that Promotion does not have a significant effect on Hotel Room Booking Decisions.

Table 7. F-Test Results (Simultaneous Test)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Say.
1	Regression	309.094	3	103.031	21.232	.000[b]
	Residual	514.370	106	4.853		
	Total	823.464	109			
a. Dependent Variable: Y						
b. Predictors: (Constant), X3, X2, X1						

Primary Data Source: Processed by Researchers, 2026

Based on the results of the F test in Table 5.16, Based on the results of the F test in the ANOVA Table, the calculated F value was 21.232 with a significance value of 0.000. This significance value is smaller than the significance level of 0.05 (0.000 < 0.05), so it can be concluded thatOnline Review (X1), Price (X2), and Promotion (X3) simultaneously have a significant influence on the Hotel Room Booking Decision (Y). These results indicate that consumer decisions in booking hotel rooms throughOnline Travel Agent(OTA) is influenced jointly by the three independent variables studied. Thus, the regression model used in this study is considered appropriate to explain the relationship between the variables.Online Review (X1), Price (X2), and Promotion (X3) on Hotel Room Booking Decisions (Y).

DISCUSSION

a. **Influence Online Review(X1) Partially on Hotel Room Reservation Decisions (Y) throughOnline Travel Agent(OTA) in**Three Brothers Legian Bungalows & Villas, Bajra Bali Villa, and Sithala Villa Seminyak.

Based on the results of the hypothesis test, the variablesOnline Review(X1) is proven to have a positive and significant influence on Hotel Room Booking Decisions (Y) at Three Brothers Legian Bungalows & Villas, Bajra Bali Villa, and Sithala Villa Seminyak. These results indicate that the betterreview provided by consumers on the platformOnline Travel Agent(OTA), the higher the consumer's tendency to make hotel room reservations. Information conveyed throughonline review (X1) become

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one of the sources of consideration for potential consumers in evaluating the quality of a hotel before making a reservation.

The results of this study are in line withTheory of Planned Behavior(TPB) proposed by Icek Ajzen. This theory explains that individual behavior is influenced by intentions formed from attitudes, subjective norms, and perceived behavioral control (January, 2025).Online Review(X1) can be a source of information that shapes consumer attitudes towards a hotel. When consumers findreviewpositive, then a good perception and belief will be formed towards the hotel, thereby increasing the intention to make a booking.(Hidayatullah & Sutarso, 2023).On the other hand, negative reviews can reduce consumer interest in booking hotel rooms.

Thus, the hypothesis that states thatOnline Review (X1) has a partial influence on the Hotel Room Booking Decision (Y) at Three Brothers Legian Bungalows & Villas, Bajra Bali Villa, and Sithala Villa Seminyak. This can be accepted.

b. **The Partial Influence of Price (X2) on Hotel Room Reservation Decisions (Y) throughOnline Travel Agent(OTA) in**Three Brothers Legian Bungalows & Villas, Bajra Bali Villa, and Sithala Villa Seminyak.

Based on the results of the hypothesis test, the Price variable (X2) was proven to have a positive and significant effect on the Hotel Room Booking Decision (Y) at Three Brothers Legian Bungalows & Villas, Bajra Bali Villa, and Sithala Villa Seminyak. These results indicate that price is one of the important factors that consumers consider in choosing a hotel. Consumers tend to make a booking when the price offered is considered appropriate to the quality of service, facilities, and benefits to be obtained. Thus, the hypothesis stating that Price (X2) influences the Hotel Room Booking Decision (Y) can be accepted. This finding is also in accordance withTheory of Planned Behavior(TPB) which explains that consumer behavior is influenced by the evaluation of the consequences of an action (Purwanto et al., 2022).

Thus, the hypothesis stating that price (X2) has a partial influence on the Room Booking Decision (Y) at Three Brothers Legian Bungalows & Villas, Bajra Bali Villa, and Sithala Villa Seminyak can be accepted.

c. **Partial Influence of Promotion (X3) on Hotel Room Booking Decisions (Y) throughOnline Travel Agent(OTA) by Three**Brothers Legian Bungalows & Villas, Bajra Bali Villa, and Sithala Villa Seminyak.

Based on the results of the hypothesis test, the Promotion variable (X3) has a significance value of 0.802, which is greater than the significance level of 0.05. This indicates that the promotion variable (X3) does not have a significant or partial effect on Hotel Room Booking Decisions (Y) at Three Brothers Legian Bungalows & Villas, Bajra Bali Villa, and Sithala Villa Seminyak., Although various forms of promotions

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such as discounts, special offers, stay packages, or seasonal promos have been given, consumers do not seem to make promotions a primary consideration in choosing accommodation. The results of this study are in line with previous research, namely Ibrahim et al., (2025) which found that promotions (X3) do not have a significant effect on hotel room booking decisions (Y).

Thus, the hypothesis stating that promotion (X3) has a partial influence on the Hotel Room Booking Decision (Y) at Brothers Legian Bungalows & Villas, Bajra Bali Villa, and Sithala Villa Seminyak cannot be accepted.

d. **The Influence of Online Reviews(X1), Price (X2) and Promotion (X3) Simultaneously on Hotel Room Booking Decisions (Y) throughOnline Travel Agent(OTA) by Three**Brothers Legian Bungalows & Villas, Bajra Bali Villa, and Sithala Villa Seminyak.

Based on the results of the simultaneous test (F test), it is known that the variableOnline Review (X1), Price (X2), and Promotion (X3) simultaneously or together have a significant effect on Hotel Room Booking Decisions (Y) at Three Brothers Legian Bungalows & Villas, Bajra Bali Villa, and Sithala Villa Seminyak. These results indicate that consumer decisions in booking hotel rooms are not only influenced by one factor, but are the result of considerations from various complementary factors. The results of this study are in line with the Theory of Planned Behavior (TPB) proposed by Ajzen, which explains that a person's behavior is influenced by behavioral intentions formed through various considerations before making a decision (Fishbein & Ajzen, 1975).

Thus, the hypothesis that states thatonline review (X1), price (X2) and promotion (X3) have a simultaneous influence on the decision to book a hotel room (Y) which can be accepted.

CONCLUSION

Based on the results of research regarding the influencereview online (X1), price (X2), and promotion (X3) on the decision to book a hotel room (Y) throughOnline Travel Agent (OR)) at hotels or villas under the auspices of Samhita BaliHospitality, it can be concluded that:

1. Online Review (X1) proven to have a positive, partial and significant influence on the decision to book a room throughOnline Travel Agent (OTA) at Three Brothers Legian Bungalows & Villas, Bajra Bali Villa, and Sithala Villa Seminyak.
2. Price (X2) is proven to have a positive, partial and significant influence on the decision to book a room (Y) throughOnline Travel Agent (OTA) at Three Brothers Legian Bungalows & Villas, Bajra Bali Villa, and Sithala Villa Seminyak.

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3. Promotion (X3) does not have a significant and partial influence on Hotel Room Booking Decisions (Y) throughOnline Travel Agent (OTA) at Three Brothers Legian Bungalows & Villas, Bajra Bali Villa, and Sithala Villa Seminyak.
4. Although partially promotion (X3) does not have a significant effect on Room Booking Decisions (Y), the results of the simultaneous test show thatOnline Review (X1), Price (X2), and Promotion (X3) together have a significant and simultaneous influence on Hotel Room Booking Decisions (Y) at Three Brothers Legian Bungalows & Villas, Bajra Bali Villa, and Sithala Villa Seminyak.

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