Study on the Impact of Online Hotel Reviews on Consumer Purchase Intention-- A Case Study of S Hotel

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ABSTRACT: *Due to the rapid development of information technology and the widespread popularity of social media, online booking has become the main channel of hotel consumption. Compared to traditional offline booking, online booking offers a variety of options, transparency in terms of price, and the ability to judge the value of the hotel based on online reviews. The influence of online hotel reviews on consumers' purchase intention is also increasingly being paid attention to. In this context, based on customer satisfaction theory and value perception theory, this paper explores how consumers perceive the usefulness of online reviews and how they influence consumers' purchase intention through media channels. Using a questionnaire, the survey found that the purchase intention of online consumers will be affected by the increase of online reviews, the improvement of the reviewer's rating and the improvement of the seller's service rating. Based on the above findings, hoteliers should pay attention to these factors and adopt effective strategies to manage and optimize online reviews. This paper provides new management ideas for hotel managers and promotes consumers' purchase intention.*

KEY WORD*: Online Review, Purchase Intention, Hotel Service*

I. INTRODUCTION

1.1 Background

Due to the rapid development of information technology and the widespread popularity of social media, online booking has become a major channel for hotel consumption. Compared with traditional offline booking, online booking possesses diversity of choices, transparency in terms of pricing, and the cost-effectiveness of hotels can also be judged based on online reviews. Online consumers are also paying increasing attention to online hotel reviews. When choosing a hotel, online consumers tend to check online review information to learn about the hotel's service quality, facility conditions, location and other aspects. Therefore, the study of consumer purchase intention influenced by online reviews of hotels is of far-reaching significance. By studying the influence of consumers' perception of online reviews on purchase intention. Help case companies to understand the needs and preferences of consumers. Further take effective measures to hotel service quality improvement, improve customer satisfaction. At the same time, this study has far-reaching significance in promoting the development of e-commerce in the hotel industry and promoting the expansion of related research fields. This study aims to.

(1) Explore the degree of influence of S hotel online reviews on consumers' purchase intention.

(2) Analyze consumers' attitudes towards online reviews of hotels: to investigate factors such as how often consumers read online reviews of hotels, their views on the authenticity of the reviews, and the degree of trust in the content of the reviews.

(3) To explore the extent to which factors such as the quantity of content, hotel ratings, and quality of reviews influence consumers' purchase intention and purchase behavior when browsing hotel online reviews.

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(4) To study consumers' process of screening, integrating and weighing information when reading hotel online reviews, as well as how to accurately understand and apply the review information for purchase intention.

(5) To propose management suggestions for hotel operators and online review platforms to improve the quality of reviews and effectively guide consumers to make purchases, so as to enhance the actual impact of hotel online reviews.

1.2 Concept Definition

The concept of online hotel reviews: in today's digital information age, online hotel reviews have become one of the most important references for consumers in choosing hotel accommodations. Consumer reviews and online hotel registrations not only reflect personal experiences and opinions, but also influence the wishes of other consumers. This kind of word-of-mouth marketing communication provides hotels with more exposure opportunities, and also provides consumers with more intuitive reference information.

Information Transparency: Online hotel reviews provide a platform with higher information transparency. Consumers can learn about the service quality, hygiene, facilities and equipment of the hotel through the online platform, which helps them make a more informed choice.

Trust: Consumers will tend to trust the real reviews of other consumers rather than the hotel's publicity when making decisions, as the former is more persuasive and credible. Hotels should not only build a good reputation, but also focus on improving service quality in order to win consumers' favorable comments and trust.

Autonomy: hotel network online reviews provide a platform for consumers to express their personal opinions and suggestions, which can promote the improvement of hotel services and increase the sense of consumer participation while consumers pay more attention and respect.

Feedback mechanism: hotels can understand the degree of consumer satisfaction in a timely manner through the feedback mechanism of online reviews, identify problems and make timely improvements, to improve the overall level of service and enhance the consumer's purchasing experience.

Consumer purchase intention refers to the consumer's desire to buy certain goods or services under certain circumstances. Consumers' purchase intention is influenced by many factors, including individuals, products, and market environment. The level of consumer demand determines the sales and market demand for goods or services.

Individual factors: Consumers' personal economic status, purchasing power, and purchasing purpose all affect their purchase intention. For example, economically affluent consumers are more likely to buy premium hotel services, while economically disadvantaged consumers may be more concerned about price discounts.

Product factors: Factors such as product or service design, functionality, quality, and word-of-mouth all have an impact on consumers' willingness to buy. The service quality, environmental comfort, and location of the hotel are all important factors that influence consumers' willingness to buy.

Market factors: market competition, promotional activities, supply and demand, and other factors will also affect the consumer's willingness to buy. For example, if a hotel launches a discount activity during a certain period of time, it can attract more consumers to choose to stay.

The enhancement of consumers' willingness to buy requires hotels to continuously improve their service quality in all aspects to meet consumers' needs, establish a good reputation and brand image, and guide more consumers to choose and trust, and the enhancement of consumers' willingness to buy is not only the economic behavior of the hotel, but also the embodiment of trust and recognition.

II. LITERATURE REVIEW

Compared with domestic studies, foreign scholars focus more on empirical research and quantitative analysis. In the research on online reviews of hotels, Yiwen (2022) found in her study that customers showed different preferences for different hotel attributes and that these preferences differed between different types of customers. Jie (2023) found that the service attributes with higher innovation opportunity ratings included cleanliness, amenities, and room attributes; and argued that innovative initiatives may trigger consumers' positive emotions. Guillermo (2019) argued that factual writing style is more trustworthy, less falsified, and more willing to buy than emotional reviews. Andoy (2022) argued that higher perceived credibility scores were found to be negative reviews, and that reviews written by experts and reviews with consistent ratings were more credible. However, although foreign studies have been more in-depth in some aspects, further localized studies with Chinese contexts are still needed.

In recent years, the rapid development of the Internet has led to the subsequent development of the hotel industry in China, and the number of online reviews about hotels on major travel websites and social media platforms has been increasing. According to Xu (2023), online hotel reviews are believed to have a significant positive impact on consumer behavior, with hotel type and personalized service being effective moderators in this process. Zhao (2023) argued that review quality, website reputation, and timeliness of reviews not only directly predict hotel shopping intentions, but also influence consumer shopping intentions by affecting the credibility of reviews. Guo (2022) concluded that the number of images uploaded in online reviews and the degree of image similarity have a positive impact on improving customer satisfaction online review text length has a negative impact on customer satisfaction. Qian and Li (2022) concluded that the quality and form of online reviews significantly affect the perceived usefulness and perceived risk of hotel customers, and the perceived usefulness and perceived wind significantly affect the willingness of hotel customers. Shin (2022) concluded that factors such as hotel environment, amenities and food and beverage affect consumers' feelings and satisfaction, value factors directly affect customer satisfaction, good consumer sentiment may increase consumer satisfaction, while negative sentiment directly reduces consumer satisfaction. Wang and Zheng (2016) concluded that consumers value shopping advice provided by some online reviews, while ignoring the impact of cumulative online reviews by all consumers. He (2022) argued that risk awareness is a mediator between negative reviews and purchase desire, and feedback from merchants can reduce perceived risk and increase consumer desire. Jiang (2018) argued that positive reviews have insignificant influence on the formation of customers' purchase intention, and negative reviews have a significant destructive effect. Li (2013) concluded that the hotel online review platform lacks clear market segmentation and positioning, unsound management system, lack of authenticity and fairness of online reviews, and unfavorable online publicity and advertising. Weng and Wen (2021) argued that hotel managers should pay attention to dealing with negative reviews, update online reviews in a timely manner, and encourage consumers to give more feedback. Xin (2021) argued that hotels should improve their IWOM marketing skills to build online reputation. However, the domestic research on the influence of hotel online reviews on consumers' purchase intention is not sufficient. Further in-depth exploration is needed.

According to previous studies, it is found that the factors affecting online hotel reviews on consumers' purchase intention are mainly manifested in the following aspects: (1) it is the true, complete and reliable information of the narrative review; (2) it is the credibility of the reviewer; and (3) it is the word-of-mouth effect of a product. However, for the hotel industry, previous studies have mainly focused on the influence of the hotel itself and consumers' personal characteristics on purchase intention, while the research on the influence of online hotel reviews on consumers' purchase intention is relatively scarce. Thus, this study aims to supplement the gap in this research.

Social proof theory: Social proof theory is based on the psychological theory that proposes that people tend to make decisions based on the opinions and behaviors of others when faced with uncertainty. In hotel online reviews, a large number of positive comments and ratings create a social proof effect that enhances consumers' trust and recognition of hotels, thereby increasing their purchase intentions. Consumers tend to trust others' reviews, especially when they come from a large number of anonymous users and have a certain degree of credibility and authority.

Information processing theory: Information processing theory suggests that individuals are affected by various factors when receiving and processing information, including the source, quantity and quality of information. For online hotel reviews, positive reviews and detailed descriptions can provide consumers with more comprehensive and accurate information to help them understand the quality and experience of hotel services. Consumers are more likely to trust informative and informative reviews, which will have an impact on consumers from influencing their purchase intention.

Affective theory: affective theory suggests that people are often influenced by emotions in their decision-making process, and emotions affect their evaluation and attitude towards things. In online hotel reviews, consumers may be influenced by the emotional content conveyed in the review, such as praise for the service and satisfaction with the environment. This, in turn, may influence the overall impression of the hotel and the purchasing decision. Positive expressions of emotion stimulate empathy and emotional connection among consumers, prompting them to be more inclined to choose the hotel.

Combining the above three theoretical foundations, when studying the influence of hotel online reviews on consumers' purchase intention, it can be analyzed from multiple perspectives, such as social proof effect, information processing mechanism, and emotional transmission. Through an in-depth discussion of the theoretical perspectives, the decision-making process of consumers when faced with a large number of online reviews can be better understood, providing guidance and suggestions for hotels and other related industries.

III. METHODS

3.1 Research Objects

S Hotel is a comprehensive hotel located in the busy area of the city center. The hotel attracts many domestic and foreign guests with its excellent service, comfortable accommodation environment and unique accommodation experience. The hotel is a 15-storey building with a total of 300 rooms of various kinds, and the double rooms are divided into standard, luxury and premium. Each room is equipped with heating and cooling, desk, wooden or tiled floor, checkroom, shower, free toiletries, separate bathroom, projection and landline telephone. In addition, the hotel has VIP rooms and suites, which create more comfortable and spacious living space for customers with special requirements.

3.1.1 Hotel online review system

With the rapid development of Internet technology, online reviews have become an important reference for consumers when choosing hotels. S Hotel understands the importance of reviews to the image of the hotel and the construction of word of mouth, therefore, it has constructed a comprehensive and detailed online review system.

To introduce the review platform, S Hotel has selected a well-known online review platform in the industry to ensure the wide dissemination and easy access of the reviews. The platform has a friendly interface, which facilitates users to quickly browse and post comments.

Review content categorization, the review content covers a variety of aspects, including room comfort, service quality, dining experience, geographic location, etc., the user can choose the appropriate category according to their own experience to comment.

The review system supports the reply and like function between users, which enhances the interaction between users. The hotel can also respond to guest feedback in a timely manner, forming a two-way communication. Review Authenticity Guarantee to ensure the authenticity of reviews, the platform adopts a variety of means, such as verifying the user's identity, restricting anonymous reviews, and filtering malicious reviews. Review Influence Analysis Through big data analysis and mining, S Hotel can understand the influence of different reviews, providing data support for hotel improvement and marketing strategy development. Review Emotional Tendency Recognition.

The system is able to recognize emotional tendencies in reviews, such as positive, negative or neutral, helping the hotel to better understand guests' emotions and needs. Review management and auditing, the hotel has a specialized team to manage and audit reviews to ensure that the quality and content of reviews are in compliance with regulations. At the same time, it also handles complaints and feedbacks from the tenants. Review system optimization suggestions, based on user feedback and data analysis results, S Hotel continuously optimizes the review system, such as increasing review categories and improving interactive features, in order to enhance user experience and hotel image.

3.2 Questionnaire Survey

The research questionnaire is used for quantitative analysis by collecting and organizing the online review data of S Hotel on major tourism websites and social media platforms, using descriptive statistical analysis; using text analysis methods to analyze the content of online reviews in depth, to determine the extent of the impact of different types of review information on the consumer's desire to buy; combining with the case study of S Hotel, to put forward the relevant improvements and suggestions. Released through offline and online (WeChat platform), 350 copies were collected on March 31, 2024, 9 copies of invalid questionnaires, and the valid questionnaires were 341 copies, with a 100% recovery rate and 97.4% validity rate.

3.2.1 Questionnaire design

Scale design takes into account the stability of the measurement and the validity of the measurement results, the scale design refers to the Likert scale to write the question items, drawing on Zhao (2023); Wei (2022); Min (2016) and others with research-related questionnaires. Scales applicable to the research content of this paper were designed. As shown in Table 1.

Table 1 Measurement items and codes

	Variables	Measurement Question Items
A	Impact of commenter's credibility	A1 Reviewer level (e.g. review expert, reviewer, review novice, etc.)
		A2 Reviewer has a good reputation record
		A3 Reviewer's words are appropriate and sincere
B	Impact of timeliness of comments	B1 Reviews are published on the most recent date
		B2 Reviews reflect the latest hotel information
C	Impact of quality of comment content	C1 The content of the review is closely related to the hotel's products and services
		C2 Reviews are truthful, reliable and fair
		C3 Reviews are easy to understand
		C4 The reviews provide a lot of useful information
D	Impact of online visibility	D1 Will check hotel reviews on reputable websites
		D2 Will do hotel booking services on reputed websites
E	Number and form of comments	E1 The more reviews a hotel has the more attention it receives
		E2 The more detailed and valuable the review, the more attention it gets
		E3 Reviews with pictures or videos get more attention than text-only reviews.

Table 1 Measurement items and codes (continue)

	Variables	Measurement Question Items
F	Attitudes of Review Recipients	F1 Finds positive reviews more informative
		F2 Considers negative reviews more informative
		F3 Compare different websites to make a choice
G	Consumer Perceived Risk Impact	G1 The internet is virtual and the hotel's products and services may not meet my expectations
		G2 Booking a hotel online carries some financial risk
		G3 Online reviews can mitigate my purchasing risk
H	Impact of Online Reviews on Consumer Purchase Intentions	H1 Online reviews provide the information needed to make a decision to purchase a hotel.
		H2 Online reviews influence consumers' willingness to order a hotel
		H3 Aggregate scores from online reviews of hotels can influence your willingness to order.

IV.   DATA ANALYSIS

4.1 Descriptive Statistical Analysis

After the survey and collection settings were completed on the questionnaire star platform, the questionnaire was distributed through WeChat, BiliBili, Xiaohongshu and Jitterbug. Participants in the survey were 47.801% male and 52.199% female, with women accounting for a larger proportion; the age of 26-35 years old accounted for a high proportion of 31.672, 17 years old or younger accounted for the smallest proportion of 9.384%, and the rest of the 18-25, 36-45 and 46 years old or older, with 18-25 years old accounting for a higher proportion of the total; the occupation of self-employed/freelance workers and enterprise/ The total percentage of the two is as high as 61.877%; and the highest percentage is 34.018% for monthly income of more than 4,501 yuan. The demographic characteristics of the questionnaire survey are shown in Table 2 below.

Table 2 Demographic characterization

Item	Options	Frequency	%
Gender	Male	163	47.801
	Female	178	52.199
Age	Under 17 years old	32	9.384
	18-25 years old	82	24.047
	26-35 years old	108	31.672
	36-45 years old	77	22.581
	Over 46 years old	42	12.317
Occupation	Students	52	15.249
	Self-employed/ Freelancer	73	21.408
	Enterprise/Corporate workers	138	40.469
	Party/government institution workers	25	7.331
	Others	53	15.543
Monthly Income	Less than 1500 Yuan	73	21.408
	1500-2500 Yuan	44	12.903
	2501-3500 Yuan	66	19.355
	3501-4500 Yuan	42	12.317
	Above 4501RMB	116	34.018
Total		341	100%

4.2 Analysis of online reviews on consumer purchase intentions

The results of a questionnaire survey indicating the impact of online hotel reviews on consumer purchase intentions are as follows (refer to Table 3): The highest influence is attributed to the quality of review content © at 3.92%, followed by consumer perceived risk (G) at 3.91%, the attitude of the review recipient (F) at 3.89%, the impact of online reviews on consumer purchase intentions (H) at 3.87%, the timeliness of reviews (B) at 3.87%, the quantity and format of reviews (E) at 3.86%, the website's reputation (D) at 3.85%, and the lowest is the credibility of the reviewer (A) at 3.84%. The average satisfaction with these eight dimensions of purchase intention is 3.876%, with the proportion of those rating them as important or very important exceeding 70% (The codes for each dimension are detailed in Table 2).

Analysis of the Impact of Reviewer Credibility (A): The survey revealed that (A1) 51.61% of consumers consider the reviewer's level (such as expert, influencer, beginner, etc.) as important, while 25.22% consider it very important. Only 12.02% of consumers deem it unimportant or very unimportant, with 11.14% indicating it is average. (A2) 71.55% of consumers find it very important or important that the reviewer has a good reputation, with 12.02% considering it unimportant or very unimportant, and 16.42% rating it as average. (A3) 75.95% of consumers believe that the reviewer's words should be appropriate, sincere, and honest, with 10.08% considering them unimportant or very unimportant, and 13.2% rating them as average. These findings suggest that consumer purchase intentions are significantly influenced by the credibility of the reviewer.

Analysis of the Impact of Review Timeliness (B): The survey showed that (B1) 74.59% of consumers find the date of review publication to be important or very important, with 11.02% considering it unimportant or very unimportant, and 14.49% rating it as average. (B2) 77.12% of consumers agree that the review reflects the latest hotel information, with 13.19% considering it unimportant or very unimportant, and 9.68% rating it as average. This indicates that the majority of consumers believe that the timeliness of reviews affects their purchase intentions.

Analysis of the Impact of Review Content Quality (C): Regarding (C1), 75.37% of consumers find that the content of the review is closely related to the hotel's products and services, with 12.61% considering it unimportant or very unimportant, and 12.02% rating it as average. In terms of (C1) "the review content is true, reliable, and fair," 76.83% of consumers consider it important or very important, with only 12.9% considering it unimportant or very unimportant, and 10.26% rating it as average. For (C2) "the content is easy to understand,"

74.48% of consumers find it very important or important, with 11.44% considering it unimportant or very unimportant, and 14.08% rating it as average. In (C3) "the content provides a large amount of useful information," 77.42% of consumers consider it important or very important, with 12.9% considering it unimportant or very unimportant, and 9.68% rating it as average. The survey results show that over 70% of consumers believe that their purchase intentions are influenced by the content and quality of the reviews.

Analysis of the Impact of Website Reputation (D): The survey found that (D1) 75.07% of consumers do not check hotel reviews on well-known websites, while 13.49% indicated they do not, with 11.44% rating it as average. (D2) 75.95% of consumers would make hotel reservations on well-known websites, with 10.61% indicating they would not, and 13.44% rating it as average. This indicates that at least 75%.

Analysis of the Impact of Review Quantity and Format (E): The survey found that (E1) 73.33% of consumers believe that hotels with more reviews receive more attention, with 13.19% of consumers disagreeing and 13.49% indicating it is average. (E2) 73.9% of consumers consider reviews more valuable and worth attention when they are detailed, with 14.37% disagreeing and 11.73% indicating it is average. (E3) 75.59% of consumers think that reviews with images or videos are more attention-grabbing than 纯 textual reviews, with 11.15% disagreeing and 12.9% indicating it is average. These findings indicate that over 70% of consumers' purchase intentions are influenced by the quantity and format of reviews.

Analysis of the Impact of Reviewer Attitude (F): The survey revealed that (F1) 74.46% of consumers find positive reviews more informative, with 12.91% considering positive reviews valueless and 12.9% indicating it is average. (F2) 78.3% believe that negative reviews carry more weight, with 13.19% considering negative messages valueless and 8.5% indicating it is average. (F3) 72.44% of consumers would compare different websites before making a choice, with 12.31% not doing so and 15.25% indicating it is average. This suggests that consumers' purchase intentions are affected by the attitude of the reviewers.

Analysis of Consumer Perceived Risk (G): The survey showed that (G1) 77.42% of consumers believe that the internet is virtual and hotel products and services may not meet their expectations, with 13.49% disagreeing and 9.09% indicating it is average. (G2) 72.42% of consumers consider online hotel bookings to carry certain financial risks, with 11.73% thinking there is no risk and 16.13% considering the risk average. (G3) 73.61% of consumers think that online reviews can reduce their purchase risk, while 12.61% disagree and 13.78% indicate it is average. This indicates that consumers have a perceived risk associated with online consumption.

Analysis of the Impact of Online Reviews on Consumer Purchase Intentions (H): The survey found that (H1) 75.49% of consumers believe that online reviews provide necessary information when making a purchase decision, with 10.9% thinking that online reviews do not provide such information and 13.61% indicating it is average. (H2) 77.19% of consumers consider that online reviews can influence their intention to purchase a hotel, with 9.02% thinking that online reviews do not influence their hotel purchase intention and 13.78% indicating it is average. (H3) 76.44% of consumers believe that the overall score of hotel online reviews can affect their purchase intention, with 11.99% disagreeing and 11.56% indicating it is average. Thus, hotel online reviews impact consumers' purchase intentions.

Table 3: Results on the impact of online reviews on consumer purchase intentions

Item	Sub-item	Very Unimportant	Unimportant	Average	Important	Very Important
A 3.84%	A1	4.4%	7.62%	11.14%	51.61%	25.22%
	A2	5.28%	6.74%	16.42%	51.32%	20.23%
	A3	6.16%	4.69%	13.2%	42.52%	33.43%
B 3.87%	B1	4.69%	6.33%	14.49%	45.16%	29.33%
	B2	3.81%	9.38%	9.68%	50.73%	26.39%
C 3.92%	C1	4.4%	8.21%	12.02%	41.94%	33.43%
	C2	5.57%	7.33%	10.26%	47.21%	29.62%
	C3	7.04%	4.4%	14.08%	37.24%	37.24%
	C4	5.28%	7.62%	9.68%	43.4%	34.02%
D 3.85%	D1	6.45%	7.04%	11.44%	54.25%	20.82%
	D2	4.4%	6.21%	13.44%	41.35%	34.6%

E	E1	2.93%	10.26%	13.49%	49.85%	23.46%
3.86%	E2	7.92%	6.45%	11.73%	39.88%	34.02%
	E3	3.23%	7.92%	12.9%	46.04%	29.91%
F	F1	5.87%	7.04%	12.9%	45.16%	29.03%
3.89%	F2	7.62%	5.57%	8.5%	40.47%	37.83%
	F3	6.74%	5.57%	15.25%	38.42%	34.02%
G	G1	5.28%	8.21%	9.09%	40.76%	36.66%
3.91%	G2	4.69%	7.04%	16.13%	37.83%	34.31%
	G3	3.52%	9.09%	13.78%	44.87%	28.74%
H	H1	4.16%	6.74%	13.61%	42.94%	32.55%
3.87%	H2	4.57%	4.45%	13.78%	43.23%	33.96%
	H3	2.93%	9.06%	11.56%	52.69%	23.75%

4.3 Reliability and Validity Analysis

KMO and Bartlett were used to test the reliability and validity of the questionnaire. The higher the reliability of the questionnaire, the more stable and consistent it is. The higher the validity of the questionnaire, the more consistent the data content is with the study. According to Table 3, the Cronbach's alpha coefficient of the model is 0.922, which indicates that the reliability of the questionnaire is very good.

Table 3 Analysis of confidence results

Cronbach's α	Standardized Cronbach's α	items	sample
0.922	0.951	28	341

The results of the KMO test show that the value of KMO is 0.982, according to Table 4. In addition, the results of Bartlett's test of sphericity showed a significance p-value of 0.000***, which is significant and rejected the original hypothesis that there is a correlation between the variables. The factor analysis is valid to a moderate extent.

Table 4 Analysis of validity results

KMO and Bartlett's test		
KMO value		0.982
Bartlett's test of sphericity	approximate chi-square	6743.93
	df	351
	P	0.000***

Note: *** 、 ** 、 * represent 1%, 5%, and 10% significance levels respectively.

4.4 Exploratory Factor Analysis

The KMO test and Bartlett's spherical test were performed on the scale using SPSS software, and the results of the KMO test showed a value of 0.975, while the results of the Bartlett's spherical test showed a significance p-value of 0.000***, which presents significance at the level of rejection of the original hypothesis, and the correlation between the variables, the factor analysis is valid to the extent of suitability. The results of the study are presented in Table 5.

Table 5 KMO and Bartlett's test

KMO value		0.975
Bartlett's test of sphericity	approximate chi-square	3338.021
	df	78
	P	0.000***

Note: ***、 **、 * represent 1%, 5%, and 10% significance levels

The results of the above test indicated that further exploratory factor analysis could be done. An exploratory factor analysis of the 13 question types (the first question of questionnaire 10 - 12, and the first two questions of questionnaire 13 - 17) was conducted using SPSS software using Principal Component Analysis to extract the common factors for the question types. The results of the study are shown in Table 6, which indicates that 4 male factors were extracted from the 13 question types, and the cumulative explained variance contribution of these 4 male factors amounted to 76.495%>60%, indicating that these 4 male factors can explain the vast majority of the information of the scale, and the degree of firmness of the extraction of these 4 male factors for the 13 question types was 76.495%.

Table 6 Exploratory factor analysis total variance explained

Component	Variance explained before rotation			Post-rotation variance explained		
	Eigenroot %	Variance%	Cumulative %	Eigenroot %	Variance%	Cumulative %
1	8.529	65.606	65.606	274.595	21.123	21.123
2	0.489	3.764	69.37	268.711	20.67	41.793
3	0.48	3.69	73.06	231.757	17.827	59.62
4	0.447	3.435	76.495	219.37	16.875	76.495
5	0.436	3.357	79.852			
6	0.394	3.033	82.885			
7	0.374	2.874	85.759			
8	0.365	2.808	88.567			
9	0.354	2.72	91.287			
10	0.321	2.467	93.754			
11	0.298	2.291	96.045			
12	0.26	1.999	98.044			
13	0.254	1.956	100			

4.5 Correlation Analysis

4.5.1 Analysis of intraclass correlation coefficient

The significance p-value of the intraclass correlation coefficient for the single measure is 0.000*** which is significant and rejects the original hypothesis indicating that the reliability is consistency is reliable. The correlation coefficient is 0.523 which indicates that the reliability and validity of the data is moderate. The result of intraclass correlation coefficient for the mean measure indicates a significance p-value of 0.000***, which is significant at the level of significant and rejects the original hypothesis, indicating that the consistency of the reliability is reliable. In addition, the correlation coefficient was 0.584 indicating moderate reliability and validity of the data. The results of intraclass correlation coefficient analysis are shown in Table 7 as follows.

Table 7 Analysis of intraclass correlation coefficients

intraclass correlation		95% confidence interval			F-test		
		Lower	Upper	Value	df1	df2	P
Single ICC（1，1）	0.523	0.149	0.218	3.214	340	3069	0.000***
Average ICC（1，k）	0.584	0.637	0.736	3.214	340	3069	0.000***

Note: ***、 **、 * represent 1%, 5%, and 10% significance levels

4.5.2 Pearson correlation coefficient analysis

In order to analyze the main factors, a quantitative study of Pearson correlation coefficient was used. The Pearson correlation coefficient method is currently a statistical method that accurately measures the degree of proximity between two variables. Pearson correlation coefficient analysis, when the correlation coefficient is closer to 1, it indicates that the correlation between the variables is stronger; when the correlation coefficient is closer to 0, it indicates that the correlation between the variables is weaker. The results of the study are shown in Table 8.

Table 8 Analysis of Pearson's correlation coefficient

	A	B	C	D	E	F	G	H
A	1							
B	0.572***	1						
C	0.621***	0.633***	1					
D	0.625***	0.615***	0.677***	1				
E	0.641***	0.633***	0.647***	0.692***	1			
F	0.625***	0.623***	0.653***	0.675***	0.677***	1		
G	0.562***	0.562***	0.625***	0.648***	0.655***	0.646***	1	
H	0.6***	0.61***	0.619***	0.671***	0.7***	0.685***	0.626***	1

Note: ***、 **、 * represent 1%, 5%, and 10% significance levels

A: credibility of reviewers; B: timeliness of reviews; C: quality of review content; D: online visibility; E: number and form of reviews; F: attitudes of review recipients; G: consumer-perceived risk; H: consumer purchase intentions

4.6 Status of Online Hotel Reviews

4.6.1 Number and quality of reviews

With the popularization of the Internet and the rapid development of mobile Internet, the number of hotel online reviews has shown explosive growth. Online hotel reviews cover a variety of aspects, including room quality, service attitude, property integrity, geographic location and so on. Travelers' reviews usually have authenticity and immediacy, which can directly reflect the operation status and service quality of the hotel. At the same time, there is no lack of humor or emotional expression in the reviews, which increases the diversity of the reviews. More and more travelers are choosing to share their accommodation experiences on online platforms, from traditional travel forums to emerging social media and booking platforms, and the number of reviews continues to climb. This trend signals that user feedback on hotel services is becoming more accessible and timely. Online reviews have a significant positive impact on customers' purchase intention in terms of the number of reviews, review quality, reviewer trust, and review timeliness (Wang, 2019).

4.6.2 Trustworthiness of reviews

Hotel online reviews originate from multiple platforms and channels, including the hotel's official website, booking platforms, social media and so on. Different platforms have different user groups and review characteristics, and hotels need to comprehensively consider the influence and user coverage of each platform to develop appropriate review management strategies. The quality of reviews varies, and some reviews are detailed and specific, offering constructive comments and suggestions on hotel services. Therefore, when assessing the credibility of reviews, it is necessary to take into account factors such as the historical evaluation of the reviewer, the level of detail in the content of the review, and whether it contains a description of the actual

experience. Respondent credibility, quality, answer consistency, answer emotional tendency, and Q&A personalization all have a positive effect on consumer purchase intention, and online Q&A content features have a positive effect on perceived usefulness. (Deng, 2023).

4.6.3 Impact of reviews on hotels

Online reviews of hotels have a significant impact on the image and reputation of hotels. Positive reviews can enhance the popularity and attractiveness of the hotel and increase the booking intention of potential customers, while negative reviews may lead to the loss of potential customers and the decline of the hotel's reputation. Therefore, hotels need to pay close attention to online reviews and respond to and handle them in a timely manner. In the face of online reviews, hotels should respond positively to travelers' comments, whether positive or negative, to express appreciation and provide solutions.

4.6.4 Review management and strategy

In order to effectively manage online reviews, hotels need to develop a comprehensive strategy. This includes establishing a dedicated review management team, regularly monitoring and analyzing review data, responding to travelers' feedback in a timely manner, incentivizing travelers to post reviews, and using review data for service improvement. Through scientific and effective review management, hotels can continuously improve customer satisfaction and service quality, and realize sustainable development. Through sentiment analysis, hotels can gain a deeper understanding of passengers' satisfaction with services and emotional state. Improve service quality and customer experience.

V.   PROBLEMS AND CAUSES OF ONLINE HOTEL REVIEWS

5.1 Problems

5.1.1 One-sidedness of reviews

Hotel online reviews often show one-sidedness, which mainly stems from the fact that reviewers tend to focus only on some specific aspects of the hotel, such as room size, bedding quality, facilities, and equipment. They may overlook other equally important aspects such as service attitude, ambience, location, etc. Such one-sided reviews result in consumers not being able to get a full picture of the hotel, and thus may make incomplete decisions.

5.1.2 Incomplete review data

Incomprehensiveness of review data is also a notable problem. Some review platforms may only collect a portion of the reviews while ignoring others, resulting in the completeness of review data being compromised. In addition, some comments may be lost due to technical reasons, human errors or other factors, further exacerbating the incomplete nature of the data. Such incomplete data cannot truly reflect the actual situation of the hotel, thus reducing the credibility of the reviews.

5.1.3 Impure motives of reviewers

The reviewer's motivation is also an important factor affecting the authenticity of reviews. Some reviewers may publish biased reviews because of personal preferences, emotional tendencies, or specific purposes. For example, some reviewers may post overly positive reviews because they received a free night or other benefits from the hotel, while some dissatisfied guests may post overly negative reviews. These reviews with impure motives can lead to the authenticity of the reviews being compromised, thus affecting consumer willingness.

5.1.4 Bias in reviews

Bias is often present in online hotel reviews, which stems from the subjectivity and personal experience of the reviewer. Some reviewers may be biased against hotels because of their own cultural background, values, or personal preferences, thus showing a clear bias in their reviews. Such biased reviews may mislead other consumers and cause them to make wrong judgments and choices.

5.2 Cause Analysis

5.2.1 Reviews mislead consumers

Reviews are subject to the phenomenon of brushing. In order to improve the rating and ranking of hotels, some hotels may resort to brushing, i.e., hiring a large number of people or utilizing robots to post false reviews. This phenomenon seriously undermines the fairness and authenticity of reviews and misleads consumers' decisions.

5.2.2 Lack of effective regulation

Many online review platforms lack effective regulatory mechanisms, leading to the proliferation of malicious and fake reviews. These reviews not only damage the reputation of the hotel, but also undermine the fairness and impartiality of the review environment.

5.2.3 Difficulty in ensuring the timeliness of reviews

Hotel services and environments may change over time, but the reviews on many review platforms are slow to update and do not reflect the current reality of the hotel. This lack of timeliness makes the reference value of reviews greatly reduced.

5.2.4 Review authenticity is difficult to distinguish

The authenticity of online reviews has always been a difficult problem to solve. Many reviews may be fake reviews posted by the hotels themselves or their affiliates to boost the rating and reputation of the hotels. In addition, reviewers may also post inauthentic reviews due to certain interests. All these issues make it difficult for consumers to judge the authenticity of reviews.

5.2.5 Inadequate review system

S Hotel's online review system suffers from technical deficiencies and insufficient functionality. For example, the system may not be able to handle a large number of reviews effectively, resulting in delayed display or loss of reviews; the review interface may also not be user-friendly enough, making it difficult for consumers to operate.

VI.   COUNTERMEASURES TO OPTIMIZE AND IMPROVE HOTEL ONLINE REVIEWS

6.1 Monitor and Analyze Reviews

Hotels should establish an effective online review detection system to collect customer reviews from major booking platforms, social media and other channels in real time. By analyzing these comments in detail, they can understand customer satisfaction, concerns and dissatisfaction, and provide a basis for subsequent management strategies.

6.2 Enhance Service Quality

In response to the service problems reflected in customer comments, the hotel should formulate improvement measures to enhance the service awareness and skills of employees. Through regular training and practice, ensure that the staff can provide professional and considerate service, so as to improve customer satisfaction. Enable employees to master high-standard service skills through professional training to improve the overall service level. The hotel should regularly arrange for employees to attend professional training in order to improve their service standards and professionalism.

6.3 Strengthen Customer Communication

During and after customers' stay, the hotel should actively communicate with customers to understand their needs and feelings. Through telephone, e-mail, SMS and other means, take the initiative to collect feedback from customers and respond to their questions and suggestions in a timely manner. Enhance customer stickiness, establish a membership system, and provide members with preferences and benefits such as points redemption and exclusive member discounts.

6.4 Rewarding Positive Comments and Responding to Negative Comments

6.4.1 Reward positive comments

For customers who give positive reviews of the hotel, the hotel can show their appreciation by giving coupons and points. This not only enhances customer loyalty, but also motivates other customers to leave more positive reviews. The implementation of online review stimulation strategy supports consumers who buy products to post real and useful online reviews, which publicizes product-related information for potential consumers and promotes consumption. (Tang, 2021).

6.4.2 Responding to negative reviews

For negative reviews, hotels should pay great attention to respond and solve the problem in time. By actively communicating with customers, explaining the reasons and giving solutions to gain customers' understanding and trust. At the same time, the hotel should also rectify the negative comments to avoid the recurrence of similar problems. Timely handling of complaints, the establishment of a special complaint channel

to facilitate customers to reflect the problem at any time; rapid response, to give a quick and effective response to customer complaints, and actively solve the problem and reduce the negative impact. Subjective type negative evaluation, merchants take defensive response strategy can enhance consumer perceived trust more than taking positive corresponding strategy; Objective type negative evaluation, merchants take positivity type response strategy can enhance consumer perceived trust more than taking defensive corresponding strategy; Perceived trust as a heart variable plays a mediator role between merchants' responses and remedial measures. (LI, 2022)

6.5 Optimizing Hotel Facilities

The hotel should inspect and check the infrastructure and protect and repair the infrastructure on a regular basis to ensure that all hotel facilities are complete, safe, comfortable and functioning properly; keep the interior and exterior of the hotel clean and beautiful, and create a comfortable accommodation environment; for the facility problems mentioned in the customers' comments, the hotel should rectify and optimize them in a timely manner to improve the customers' satisfaction.

6.6 Innovative Marketing Strategies

Use social media platforms to post information about the hotel's latest activities, offers and other information to attract the attention of potential customers. Cooperate with tourism organizations and airlines to launch special packages to expand the hotel's visibility and popularity and attract more potential customers.

VII. CONCLUSION

The study found that over 80% of consumers first focus on online hotel reviews when they decide to book a hotel. About 70% of consumers are influenced by positive reviews of hotels they like to book, while negative reviews can negatively impact a consumer's desire to buy. Learn some of the reasons for picking online hotel reviews. Among them, information authenticity and objectivity are important factors for consumers to choose to refer to online reviews. Consumers generally believe that they can make more informed choices by reading the real experiences of other consumers to better understand the services and environment of a hotel. Through the investigation and analysis of this study, it is clearly evident that online hotel reviews have a very strong influence on consumers' purchase intention. As a result, the hotel industry should pay attention to the management and guidance of online reviews in its business and marketing strategies. Hotels can increase the number and quality of positive reviews by providing quality services and encouraging guests to write positive reviews. At the same time, hotels should also take proactive measures to communicate and resolve negative reviews in order to minimize their negative impact on consumers' purchasing intentions. In addition, the hospitality industry can actively utilize online review platforms as advertising and marketing tools to increase brand awareness and reputation through interaction with consumers. More importantly, hotels can collect and integrate online reviews through online platforms to understand consumers' needs and reactions in order to reform and improve their services and increase consumer satisfaction and loyalty.

A future study will investigate the difference in the impact of consumers' willingness to purchase online reviews in different types of hotels. such as luxury hotels, budget hotels, etc., and the relationship between consumers' perceptions of the authenticity and reliability of online reviews and their willingness to purchase.

To summarize, in conclusion, online hotel reviews have a significant impact on consumers' purchase intentions. The hotel industry must focus on the management and use of online reviews. It improves consumers' purchase intention and marketing effectiveness. It is believed that with the depth of this research, the hotel industry will be able to meet the needs of consumers, improve competitiveness and create better profits.

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