

## **The Influence Of Traveloka Media Exposure And Hotel Promotional Media On Consumers Decision To Stay At Hotel Horison Lampung**

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### **ABSTRACT**

*The background of this research is based on changes in consumer behavior when choosing accommodation, where online platforms like Traveloka have become a primary source of information before making a booking. The method used is a quantitative approach with multiple linear regression analysis techniques. Data was obtained through surveys and analyzed using validity tests, reliability tests, descriptive statistics, and regression tests. The results of the study show that Traveloka ratings do not have a significant effect on the decision to stay, indicating that consumers tend to consider other factors such as price and location. On the other hand, Traveloka reviews were found to have a significant influence, reflecting the important role of customer reviews in shaping perceptions and building trust in the hotel. In addition, hotel promotional media also significantly influenced consumer decisions, where visual and interactive content through digital channels proved effective in attracting interest and creating an emotional connection with potential guests. These findings contribute to the development of digital marketing strategies in the hospitality industry, particularly in increasing occupancy rates and customer satisfaction at Hotel Horison Lampung.*

### **Introduction**

The advancement of digital technology has significantly transformed consumer behavior in searching for and selecting services, including in the hospitality industry. Today, digital platforms such as Traveloka have become a primary source of information before consumers decide to stay at a hotel. Features like user reviews and ratings play a crucial role in shaping consumer perceptions of hotel service quality.

In addition, promotional media such as digital advertising, brochures, and social media also influence consumer interest. One example is the use of Instagram by Hotel Horison Lampung. In approximately 90 days, Hotel Horison Lampung's Instagram account managed to obtain 928,039 views, with 24.6% of them coming from followers and 75.4% coming from users who are not followers of the account. During this period, there were a total of 317 interactions in the form of direct messages from users. The published content mostly contained promotional information for rooms, as well as food and beverage products offered by the hotel (official Instagram of Hotel Horison Lampung). However, the effectiveness of these promotional efforts needs to be examined further, especially when combined with the media exposure from online booking platforms.

Bandar Lampung, as the capital city of Lampung Province, has shown positive growth in the hospitality sector. One of the hotels operating in this area is Hotel Horison Bandar Lampung, a strategically located three-star hotel offering modern accommodations. Data on room bookings indicate an increasing contribution from online reservations via Traveloka in recent years, although fluctuations in the number of occupied rooms still occur.

Although Hotel Horison Lampung has a high rating on Traveloka (8.6/impressive), the number of room bookings does not always correspond with this score. This raises an important question about the extent to which online reviews and promotional media truly influence consumers' decisions in choosing a hotel. In the competitive context, several rival hotels in Bandar Lampung, such as Arte Hotel (8.3), Amalia Hotel (8.5), Aston Lampung (8.1), Batiqa Hotel (8.6), Grand Anugerah Hotel (8.5), Asoxa Luxury Hotel (8.1), and Yunna Hotel (8.3), have ratings relatively close to Hotel Horison Lampung. However, differences in booking rates indicate that beyond ratings, factors such as consumer reviews and the effectiveness of digital promotional media are key determinants in attracting guests.

Previous studies have shown that electronic word of mouth (eWOM), ratings, and promotional media have a significant influence on purchase intentions and consumer decisions (Filieri et al., 2021). The study by Ladhari & Michaud concluded that electronic Word of Mouth (eWOM) has a significant influence on hotel booking intentions, attitudes, trust, and perceptions of the website. These findings highlight the importance of online reviews and recommendations in shaping consumer decisions in the hospitality industry (Ladhari & Michaud, 2022). Therefore, it is important to examine the impact of media exposure from platforms like Traveloka and hotel promotional efforts on consumer decision-making.

#### Review and Rating as Forms of Communication

Reviews and ratings provided by consumers on the Traveloka application are a form of communication that greatly influences the behavior of other consumers who are considering staying at a particular hotel. According to Kotler and Keller (2016), the information conveyed by the hotel or service provider is an important part of the consumer decision-making process. Online customer reviews (OCR) are comments or opinions given by customers about their experiences using a product, service, or business, which are published online on various platforms such as e-commerce sites, social media, or dedicated review websites (Hovland, Janis, & Kelley, 2019). Reviews and ratings given by consumers through digital platforms like Traveloka have become one of the most effective forms of communication in influencing consumer decisions when choosing products or services.

#### Communication Theory in the Digital Context

In the digital context, communication focuses on how messages are delivered through various online media, including reviews and ratings. According to Hovland, Janis, and Kelley in their communication theory, there are three main components in the persuasion process: the source of the message, the message itself, and the receiver (Hovland, Janis & Kelley, 2019). Albrecht and Seabright (2020) state that communication on digital platforms is more effective when the messages delivered are relevant to the audience and tailored to their needs or interests. Such personalized message delivery can enhance the effectiveness of communication (Albrecht & Marty, 2020).

#### Method

### Research Approach

A quantitative approach is used in this study, as the research aims to measure the relationship between communication through reviews and ratings and consumer decisions in choosing to stay at Hotel Horison Lampung. Primary data in this study is obtained through a questionnaire designed to measure the extent to which communication, particularly through consumer reviews and ratings, influences the decision to stay at a hotel. Secondary data on online reviews and ratings consists of information previously collected by other parties and is available through secondary data sources, such as online travel agent platforms, the hotel's official website, or hospitality industry reports.

### Population and Sample

The population in this study consists of all consumers who used the Traveloka application to book a stay at Hotel Horison Lampung during the 2020–2023 period. Based on the data, the number of consumers who stayed at Hotel Horison Lampung through Traveloka in the past year was 1,000 people. The sample was determined using a purposive sampling technique, resulting in 100 respondents who met the research criteria.

### Data Processing

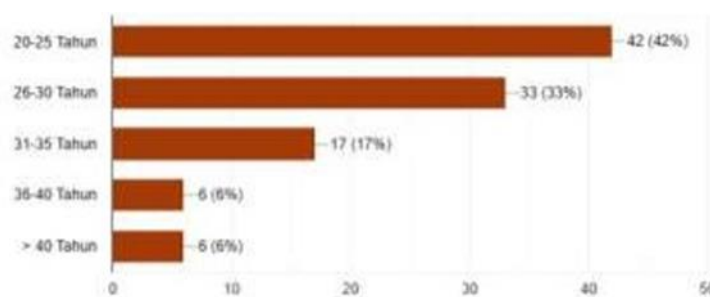
The data processing procedure involves the following steps:

1. Validity and reliability testing.
2. Descriptive statistics to describe the distribution and characteristics of the data.
3. Multiple linear regression as the statistical analysis method used to determine the relationship between one dependent variable and two or more independent variables.
4. Hypothesis testing using t-test and F-test.

## Results and Discussion

### Characteristics of Respondents

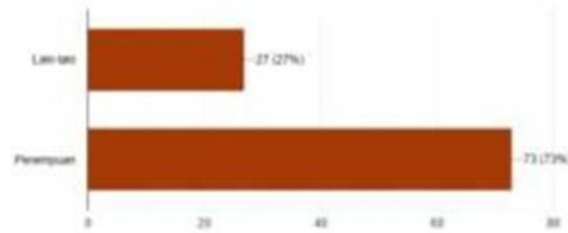
The characteristics of respondents based on age consist of five age groups. Out of a total of 100 respondents who have stayed at Hotel Horison Lampung, 42% are aged 20–25 years, 33% are 26–30 years old, 17% are 31–35 years old, 6% are 36–40 years old, and the remaining 6% are over 40 years old. These percentages indicate that the majority of respondents fall within the 20–25 year age range.



Picture 1. Respondent Characteristics Based on Age

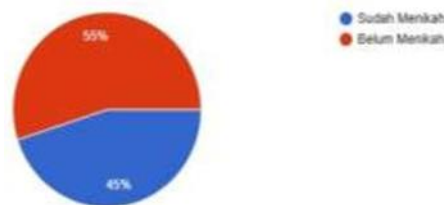
Respondent characteristics based on gender show an imbalance in the proportion between males and females. Out of a total of 100 respondents who have stayed at Hotel Horison Lampung, 27% are male and 73% are female. This data indicates that the majority

of guests staying at the hotel, at least based on the sample studied, are female.



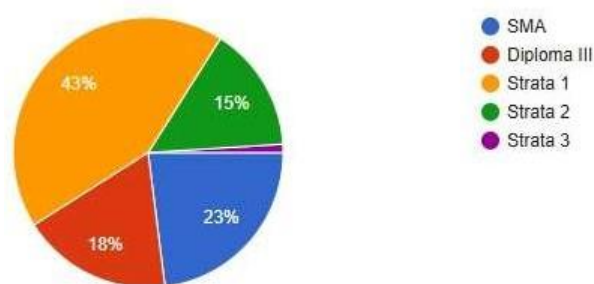
Picture 2. Respondent Characteristics Based on Gender

Out of a total of 100 respondents who have stayed at Hotel Horison Lampung, 55% are unmarried individuals, while the remaining 45% are married respondents. This percentage indicates that the group of unmarried guests has a slightly larger proportion compared to those who are married.



Picture 3. Respondent Characteristics Based on Marital Status

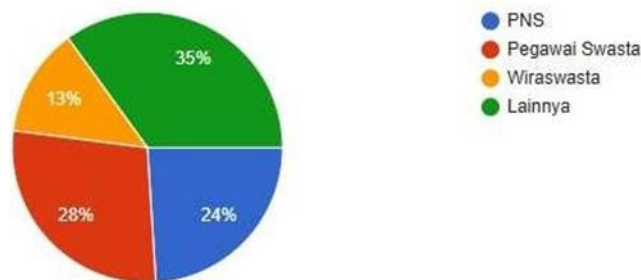
Out of a total of 100 respondents, 43% are holders of a Bachelor's degree (S1), making them the largest group. Meanwhile, 23% of respondents are high school graduates, 18% hold a Diploma 3 (D3), 15% have a Master's degree (S2), and only 1% possess a Doctorate degree (S3). This data indicates that the majority of hotel guests have a higher education level, particularly at the undergraduate level.



Picture 4. Respondent Characteristics Based on Education

Respondent characteristics based on occupation provide important insights into the professional backgrounds of guests staying at Hotel Horison Lampung. Out of the 100 respondents studied, 24% are civil servants (PNS), 28% work as private employees, 13% are entrepreneurs, and the remaining 35% belong to other occupational groups not included in the three main categories. This "other occupations" group includes various professions such

as students, freelancers, homemakers, contract workers, casual laborers, or even those who are currently not formally employed.



Picture 5. Respondent Characteristics Based on Occupation

Based on the respondents' characteristics, consumer preferences for staying at Hotel Horison Lampung are influenced by the dominance of the younger age group (20–30 years), who are generally active technology users and more responsive to digital services such as Traveloka. The majority of respondents were female and unmarried, indicating that they are more involved in the decision-making process for booking accommodations. A high level of education reflects consumers who are careful in considering service quality and online reviews. Additionally, the diverse occupational backgrounds show that the hotel appeals to various market segments. By understanding these characteristics, Hotel Horison Lampung can better tailor its marketing strategies and services to match the primary preferences of its consumers.

#### Validity and Reliability Tests

According to the theory proposed by Azwar (2016), the validity of an item in a questionnaire can be determined by comparing the calculated  $r$  value ( $r$  count) with the critical  $r$  value ( $r$  table) at a 5% significance level. In the context of this study, the number of respondents used was 100, so the  $r$  table value applied was 0.195. The validity test results showed that the  $r$  count for each item in the research instrument was greater than the  $r$  table value. This indicates that each item has a significant correlation with the total instrument score and can therefore be considered capable of accurately measuring the variable.

Variable	Validitas				
	Item	$r$ hitung	$r$ table	Sig	Ket.
Rating Online (X1)	X1.1	0.830	0.195	0.000	Valid
	X1.2	0.863	0.195	0.000	Valid
	X1.3	0.784	0.195	0.000	Valid
	X1.4	0.719	0.195	0.000	Valid
Review Online (X2)	X2.1	0.958	0.195	0.000	Valid
	X2.2	0.921	0.195	0.000	Valid
	X2.3	0.901	0.195	0.000	Valid

	X2.4	0.829	0.195	0.000	Valid
Promotional Media (X3)	X3.1	0.911	0.195	0.000	Valid
	X3.2	0.898	0.195	0.000	Valid
	X3.3	0.952	0.195	0.000	Valid
	X3.4	0.896	0.195	0.000	Valid
Decision to Stay (Y)	Y.1	0.946	0.195	0.000	Valid
	Y.2	0.951	0.195	0.000	Valid
	Y.3	0.957	0.195	0.000	Valid

Table 1. Validity Test Results

According to Azwar (2016), the reliability assessment criteria are based on the Cronbach's alpha coefficient value. If the obtained Cronbach's alpha value is greater than 0.60, the questionnaire is considered reliable or trustworthy. Conversely, if the Cronbach's alpha value is less than 0.60, the questionnaire is considered unreliable. Below are the results of the reliability tests for all variables:

No	Variable	Nilai Alpha	Cronbach Alpha	Ket.
1.	<i>Rating Online (X1)</i>	0.79	0.60	Reliabel
2.	<i>Review Online (X2)</i>	0.92	0.60	Reliabel
3.	Promotional Media (X3)	0.92	0.60	Reliabel
4.	Decision to Stay (Y)	0.94	0.60	Reliabel

Table 2. Reliability Test Results

In Table 2, it can be seen that the Cronbach's alpha coefficient values for each variable—online rating, online review, promotional media, and decision to stay—are all greater than 0.60. Based on the reliability criteria proposed by Azwar (2016), if the alpha value is greater than 0.60, the instrument is considered reliable or consistent in measuring the intended variable. Therefore, it can be concluded that the research instrument used meets the reliability requirements.

### Multiple Linear Regression

Multiple linear regression is a statistical analysis method used to determine and measure the relationship or influence of more than one independent variable (predictor variable) on a single dependent variable (outcome variable). By using multiple linear regression, researchers can quantitatively identify the contribution of each independent variable as well as determine which variable has the most dominant effect on the dependent variable.

	Unstand. Coefficien	Standard. Coefficient		
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Model	B	Std. Error	(B)	T	Sig.
(constant)	2.855	0.0635		4.497	0.000
X1	0.098	0.063	0.147	1.552	0.124
X2	0.432	0.066	0.640	6.584	0.000
X3	0.080	0.033	0.157	2.428	0.017

Table 3. Multiple Linear Regression

Based on the table above, the multiple linear regression equation is obtained using the following formula:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 2.855 + 0.098 X_1 + 0.432 X_2 + 0.080 X_3 + e$$

Where:

**Y** = Decision to Stay **X1** = Online Rating **X2** = Online Review

**X3** = Promotional Media

**A** = **2.855** = Constant

**B1** = **0.098** = Coefficient of Online Rating

**B2** = **0.432** = Coefficient of Online Review

**B3** = **0.080** = Coefficient of Promotional Media

**E** = Error or residual (the influence of other variables not studied)

The positive constant value of 2.855 indicates that, in general, the independent variables—online rating, online review, and promotional media—have a positive contribution to consumers' decision to stay.

The regression coefficient for online rating ( $X_1$ ) of 0.098 means that every increase in the online rating will raise the decision to stay by 9.8%, indicating a positive relationship between online rating and the decision to stay.

The regression coefficient for online review ( $X_2$ ) of 0.432 shows that an increase in online reviews increases the decision to stay by 43.2%, demonstrating a strong positive relationship between the two.

The regression coefficient for promotional media ( $X_3$ ) of 0.080 means that an increase in promotional media will increase the decision to stay by 8%, also indicating a positive relationship.

#### t-Test

This test is conducted by comparing the calculated t-value (t-statistic) with the critical t-value from the t-table at a 5% significance level ( $\alpha = 0.05$ ). If the calculated t-value is greater than the critical t-value, the independent variable is considered to have a significant effect on the dependent variable (Ghozali, 2018). Based on Table 3 above, the results of the t-test can be explained as follows:

#### Online Rating Variable ( $X_1$ )

The results from the table show that the t-value (1.552) < t-table value (1.984), which



means  $H_0$  is accepted. Additionally, the significance value is  $0.124 > 0.05$ . This indicates that the online rating variable does not have a significant influence on the decision to stay.

These findings are in line with the study by Lestari et al., (2022), which stated that the online customer rating variable does not significantly influence purchasing decisions. This suggests that online customer ratings are not the main factor considered by consumers when making a purchase decision. The findings indicate that consumers tend to prioritize practical and economic factors such as price and proximity of location over subjective online ratings or reviews. Price is a key consideration as it directly relates to the consumer's financial capability and travel budget, while a strategic location is valued for providing easy access to public facilities, city centers, or tourist destinations.

On the other hand, online ratings or reviews are often perceived as not entirely objective, as they are influenced by individual guest perceptions, which can vary widely. Moreover, the possibility of manipulated or fake reviews leads some consumers to question the credibility of such information. As a result, they prefer to rely on more tangible factors whose benefits can be directly experienced.

### **Online Review Variable ( $X_2$ )**

The results from Table 3 show that the t-value ( $6.584$ )  $>$  t-table value ( $1.984$ ), indicating that  $H_0$  is rejected. In addition, the significance value is  $0.000, < 0.05$ . This proves that the online review variable has a significant influence on the decision to stay.

These findings are consistent with the study by Hayati et al., (2023), which found that online reviews significantly influence hotel room purchase decisions through online travel agents in Bandung. The study explains that reviews and ratings from previous customers play an important role in shaping potential guests' perceptions of the quality of hotel services and facilities. Positive reviews—such as compliments on room cleanliness, staff friendliness, and the comfort of the amenities—can enhance consumer trust and confidence that the hotel will provide a satisfying stay experience. Conversely, negative reviews—such as complaints about slow service, inadequate facilities, or poor room conditions—can reduce a potential guest's interest in making a reservation.

The strong influence of online reviews is also driven by the growing reliance of consumers on digital information before making purchase decisions, including in booking accommodations. Traveloka, as a digital hotel booking platform, allows prospective guests to openly and transparently read the experiences of previous guests, making it a credible and convincing source of consideration. Therefore, online reviews serve as a powerful digital information medium in the consumer decision-making process.

The positive impact of online reviews highlights the importance for hotel management to actively manage their digital presence. Hotels should encourage satisfied guests to leave positive reviews and respond to all reviews, whether positive or negative. This not only builds trust among potential guests but also demonstrates the hotel's commitment to service quality and customer satisfaction. In today's digital era, online reputation has become a strategic asset that can enhance a hotel's competitiveness in an increasingly competitive market. Thus, attention to online reviews is not just about maintaining image—it is an integral part of marketing strategy and sustainable service development.

### **Promotional Media Variable ( $X_3$ )**

The results from Table 3 show that the t-value ( $2.428$ )  $>$  t-table value ( $1.984$ ), indicating



that  $H_0$  is rejected. In addition, the significance value is  $0.017, < 0.05$ . This confirms that the promotional media variable has a significant influence on the decision to stay.

These findings are consistent with the study by Khalid et al., (2025), which states that social media marketing has a significant influence on hotel stay decisions. In the context of digital marketing, promotional media such as social media platforms, official hotel websites, and video marketing play a strategic role in attracting consumer attention and shaping initial perceptions of hotel quality. Consumers today, particularly those belonging to the digital generation, tend to independently search for information through various online platforms before making a decision.

Visual content such as photos and videos of hotel facilities shared on social media serves as a key attraction, as it provides a tangible representation of the hotel's condition—especially important when prospective guests cannot visit the location in person. Active interaction between the hotel and potential guests via social media also enhances trust and builds emotional connections.

In addition, an informative and user-friendly official website provides convenience in information search and booking processes. These findings highlight that successful digital promotion cannot rely on a single media channel alone but must be carried out through multiple complementary digital platforms, such as social media, hotel websites, promotional videos, search engines (e.g., Google), and email marketing. When all these channels are used optimally and in synergy, hotel promotions become more effective in capturing the interest of potential guests.

The integrated use of various digital media platforms not only broadens the promotional reach but also reinforces the message delivered to prospective customers. Hotels that are able to present engaging, relevant, and interactive content are more likely to generate high levels of engagement and build customer loyalty. It is also essential for hotels to regularly monitor and analyze the effectiveness of each digital promotional channel to align marketing strategies with evolving consumer trends and preferences.

Thus, digital promotional media serve not only as tools for information dissemination but also as a means to build lasting relationships with consumers, ultimately leading to positive impacts on stay decisions and hotel business growth.

#### F-Test

The F-test is used to determine whether all independent variables included in the model have a simultaneous (joint) effect on the dependent variable. The decision to accept or reject the hypothesis is based on the following criteria (Ghozali, 2028):

- If  $F_{\text{calculated}} < F_{\text{table}}$ , then  $H_0$  is accepted, indicating that, simultaneously, the independent variables do not have a significant influence on the dependent variable.
- If  $F_{\text{calculated}} > F_{\text{table}}$ , then  $H_0$  is rejected, indicating that, simultaneously, the independent variables have a significant influence on the dependent variable.

Model	Sum of Squares	Mean Square	F	Sig.
Regression	146.735	48.912	112.588	0.000
Residual	41.705	0.434		

Total	188.440			
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Table 4. Results of the F-Test

Based on the table above, the results of the F-test indicate that the calculated F-value (112.588) > F-table value (2.70), and the significance value is 0.000, < 0.05. Therefore,  $H_0$  is rejected, and it can be concluded that the variables online rating, online review, and promotional media simultaneously have a significant effect on the decision to stay at Hotel Horison Lampung.

## Conclusion

Based on the results of the research conducted, it can be concluded that each variable has a different level of influence on consumer decisions to stay at Hotel Horison Lampung.

1. Online Rating (X1) on Traveloka does not have a significant effect on the decision to stay at Hotel Horison Lampung. This indicates that consumers do not consider ratings as the main factor, but rather focus more on tangible aspects such as price and location.
2. Online Review (X2) on Traveloka significantly influences the decision to stay at Hotel Horison Lampung. This means that reviews provided by previous guests play a strong role in shaping perceptions and building trust among potential consumers regarding the hotel's service quality and facilities.
3. Promotional Media (X3) also significantly influences consumer decisions to stay at Hotel Horison Lampung. The use of social media, official websites, promotional videos, and other digital channels has proven effective in attracting potential guests through visual content, ease of information access, and interactive engagement that fosters emotional connection.

## Suggestions

Based on the research findings, it is recommended that the management of Hotel Horison Lampung focus more on managing online reviews, as they have a significant influence on guests' decisions to stay. The hotel should encourage satisfied guests to leave positive reviews on platforms such as Traveloka and actively respond to all reviews, whether positive or negative. In addition, digital promotional strategies should be optimized through social media, the official website, promotional videos, search engines, and email using engaging and informative content. Although online ratings were not found to have a significant effect, consistent service quality must still be maintained, as ratings remain an initial consideration for some consumers.

## Research Limitations

This study has several limitations. First, the scope is limited to consumers of Hotel Horison Lampung who booked through Traveloka, so the results cannot be generalized to other hotels or booking platforms. Second, the variables examined are limited to online ratings, online reviews, and promotional media, whereas other factors such as price, location, and service quality may also influence the decision to stay. Third, the data were collected based on respondents' perceptions through questionnaires, which are subjective in nature. For future research, it is recommended to include additional variables, use a mixed-method approach, and expand the research location and population to obtain more comprehensive results.

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