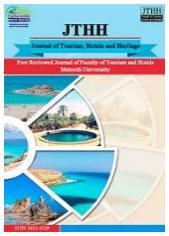

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The Relationship between Hotel Rating, Customer Loyalty and Electronic Word of Mouth: Evidence from Egyptian Hotels

العلاقة بين تصنيف الفنادق وولاء العملاء والكلمة المنطوقة الإلكترونية: دليل من الفنادق المصرية

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Abstract

This research aims to identify the nature of the relationships between hotel ratings by customers, customer loyalty, and the electronic word of mouth through the structural equation modeling. The research relied on the descriptive approach. Field data were collected using a survey form distributed to 420 customers in five-star hotels in Sharm El Sheikh The five-star hotels were chosen because they strive for excellence through the application of modern administrative systems and seek to build customer confidence for the hotel brand. Field data were analyzed using structural equation modeling. The findings identify that hotel rating by customers and electronic word of mouth influence Customer Loyalty. Electronic Word of Mouth mediators the relationships between Hotel Rating and Customer Loyalty. To increase customer loyalty, electronic word of mouth (customer experience index). the study findings will help hotel management provide specific guidelines for managerial interventions to improve service quality to hotel ratings. This is one of the first studies that relied on the structural equation model in analyzing the nature of the relationship between hotel ratings through customers, electronic word of mouth, and customer loyalty by applying to Egyptian hotels.

Keywords: Hotel Rating; Electronic Word of Mouth (EWOM); Customer Loyalty

الملخص

يهدف البحث إلى التعرف على العلاقات بين تقييمات الفنادق من قبل العملاء، وولاء العملاء، والكلمة المنطوقة الإلكترونية من خلال نمذجة المعادلة الهيكلية. اعتمدت الدراسة على المنهج الوصفي. تم جمع البيانات الميدانية باستخدام نموذج مسح تم توزيعه على ٤٢٠ عميلاً في فنادق الخمس نجوم بشرم الشيخ. أظهرت النتائج أن التفاعل بين تقييمات الفنادق والكلمة المنطوقة الالكترونية كان له تأثير كبير على ولاء العملاء. لذلك، توصي الدراسة بأن تجري الفنادق تدقيقًا سنويًا للخدمة عن طريق تقييم التسوق الخفي، أو مراجعة وسائل التواصل الاجتماعي (EWOM)، أو المقابلات الجماعية مع الضيوف. الربط بين التقييمات عبر الإنترنت واستطلاعات الرأي الفندقية لرصد رضا ضيوفها بشكل مستمر. إطلاق وزارة السياحة والآثار منصة رسمية لتصنيفات الفنادق من قبل العملاء وإدراج هذه التقييمات في التصنيف الرسمي للنجوم. يجب أن يكون لدى الفندق سياسة معمول بها فيما يتعلق بتلقي وتوثيق وحل الشكاوى الواردة من خلال نظام الفندق، أو شخصيًا، أو عبر وسائل التواصل الاجتماعي. يجب أن تكون سجلات هذه الممارسة متاحة ويتم الاحتفاظ بها لمدة ٣ سنوات على الأقل على موقع ويب خاص بالفندق لمساعدة العملاء عند البحث عن الفنادق.

الكلمات الدالة: تصنيف الفنادق؛ الكلمة المنطوقة الإلكترونية؛ ولاء العميل

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1. Introduction

The hotel industry's quality rating system has undergone radical change because of technological advancement and social media (Nilashi et al., 2018). As a result, review sites like [TripAdvisor and Booking.com] have appeared where guests can share their experiences with other guests and rate the hotel using several factors, including (location, cleanliness, service, and value for money). By visiting a website, a potential customer can check the ratings of several prior customers based on their experiences in various service interactions, with comments regarding each experience's most favourable and/or least pleasant aspects as well as the existence of any probable red flags (Ukpabi and Karjaluoto, 2018).

Expectations of hotel guests and actual experiences of hotel service quality regularly diverge as a result of visitors' extraordinarily high expectations and hotels' complete inability to live up to their standards (Rhee and Yang, 2015). An objective basis for assessing quality is provided by the official star rating (Abrate et al., 2011; Martin-Fuentes, 2016). Even within the same rating category, hotels offer a wide range of standards and levels of service, nevertheless (Nunkoo et al., 2020), As a result, it is common for potential clients to look up further ratings (Fernandez-Pacheco et al., 2022).

There are two different categories of signals: expert signals (provided by experts who evaluate the quality standards at each company) and nonexpert signals (issued by former customers) (Abrate et al., 2011). However, in terms of reliability, consumer impression of expert signals may be less favourable than that of customer signals (Sparks et al,2013) Customers usually seek advice from others who have used a product or service to reduce their purchase anxiety, particularly when it comes to experiential goods like those offered by the catering and hospitality sector (Xia et al, 2020).

2. Literature Review

2.1 Hotel Rating by Customers

According to the International Hotel and Restaurant Association (IHRA), hotel rating systems are "accommodation establishments of the same type (hotels, motels, and inns) that have been conventionally broken down into classes, categories, or grades according to their common physical and service characteristics and established at government, industry, or other private levels" (Guillet and Law, 2010). Depending on the outcomes of the ratings, customers can simply raise or drop their expectations for hotel amenities. Cser and Ohuchi (2008) in order to grade hotels, tourism organisations employ a number of fundamentally objective factors, including the style of lodging, room size, amenities, and quantity of services offered to customers (Abrate et al., 2011).

According to Rhee and Yang (2015), hotels arranged their facilities and services into the following areas, in that order: value for money, variety & efficacy of services, business-related services, safety & security, and staff performance. Banerjee and Chua added it in 2016. Customers' expectations of hotels in a given location are also influenced by factors including safety, the regional climate, way of life, the presence of a language barrier, and the cost of living.

For those involved in tourism and hospitality, including travel agencies, tour operators, and governments, a rating system has many benefits. It eliminates information asymmetry, allows customers to compare hotels, and provides a foundation for service (Rhee and Yang, 2015). Customers' expectations are typically based on hotel ratings because they show the potential level of service that they might receive (Tefera and Migiro, 2018). Consumers look for referential signals to reduce information asymmetry and ambiguity, claims signalling theory. Based on their level of

amenities and service, hotel industry segments are categorised and use various incentives to draw in various consumer kinds.

The use of hotel star ratings in the hospitality industry enables a consistent and trustworthy evaluation of a hotel's features, atmosphere, level of service, and cost (Hlee, 2021). The signals theory is one of the most important methods for eliminating information imbalance (Spence, 1973). One of the parties to the transaction (the customer) is not fully aware of the features of what the other party (hotel) is providing because many of the significant traits are not accessible prior to making a purchase or making a reservation for the service. The perceived risk of the transaction may be high as a result of this ambiguity, and it may not actually take place. To circumvent this problem, businesses could send out signals that potential clients could interpret as relevant information to assess the calibre of the company' offerings (Fernández-Pacheco et al., 2022).

According to Martin-Fuentes et al. (2018), the common technique of rating hotels is to give them a star rating from 1 to 5, albeit the standards used to do this differ depending on the institutions in charge. The infrastructure, services, amenities, and size of the rooms are some of the objective variables that decide the star rating, with a higher star rating denoting higher quality (Nunkoo et al, 2020). One-star hotels provide limited service with "the minimum standards pertaining to comfort, cleanliness, and hospitality," whereas five-star hotels provide "excellent quality service" (Lee, and Blum, 2015). According to (Hlee, 2021), divide the hotel industry into three sub-groups: the first group includes one- and two-star accommodations that emphasise their physical appearance; the second group includes three-star lodgings that offer full services; and the third group includes four- and five-star accommodations that emphasise the highest level of quality. Customers may therefore confidently anticipate that a four- or five-star hotel will offer first-rate amenities and top-notch service whether it is a chain.

Rajaguru and Hassanli (2018) contend that higher star ratings are not always indicative of higher service quality. However, it is generally acknowledged that hotels with four and five stars are more opulent and expensive than those with fewer stars in the same location. The system of hotel star ratings as it stands has some flaws. At times, the validity of stars as a criterion for quality has been questioned (Martin-Fuentes, 2016). The hotel classification system doesn't follow the same pattern worldwide because every nation has its own requirements. Nevertheless, initiatives have been made at the European level to start the process of unifying disparate pieces of legislation (Martin-Fuentes et al., 2018). However, as more customers place a larger importance on other customers' ratings and comments from prior experiences, this method of hotel classification is beginning to lose some of its significance (Mohsin et al., 2019) Therefore, prospective buyers typically seek to supplement this knowledge with information from online reviews (Pacheco, 2022).

2.2 Electronic Word-of-Mouth (EWOM)

Hotels today have access to a vast amount of data that they may use to their advantage. Hotels should highlight the excellent reviews they've received and improve the areas where they fall short by carefully evaluating the critical consumer feedback. The same is true for hotel guests who can compare a variety of hotels by visiting online travel review websites like [TripAdvisor, Travelocity, Expedia, and others] before choosing the best hotel. Additionally, by using these online platforms, guests could freely share their opinions about their hotel stays, regardless of whether they were satisfied or not, in the hopes that their suggestions would raise the calibre of the lodgings (Rhee and Yang, 2015). Online reviews influence client impressions because of the "richness and power of a message" even when a hotel is unfamiliar to the customer. This helps to increase hotel awareness (Lee and Bloom, 2015).

Customers can rate hotels for a variety of reasons, such as to express their joy and satisfaction or to express their rage and frustration about their post-stay experiences in hotels, out of a sincere desire to help other potential customers by recommending good hotels and alerting them to subpar ones and to help hotels improve their service quality (Banerjee and Chua, 2016). The development of digital technology and social media has had a significant impact on the quality signalling system used in the tourism sector (Nilashi et al., 2018). where travelers may exchange stories with other travelers and rate the hotel using a variety of criteria (location, cleanliness, service and value for money). Consequently, there is a lot of room for the dissemination of unofficial signals (Ukpabi and Karjaluoto, 2018). Electronic word-of-mouth (EWOM), often known as online evaluations, recommendations, or opinions, has become more significant with the development of new technology tools (Cantallops, and Salvi, 2014).

The influence of the reviews' reach and the rate of engagement are the key differences between WOM and EWOM (number of people who can be affected). Sun et al. (2006) claimed "Due to its speed, convenience, one-to-many reach, and lack of face-to-face human pressure, EWOM has a greater impact than traditional WOM. Schiffman and Kanuk's (2000) explanation provides a variety of other justifications for consumer interest in WOM and EWOM, including the following: "the anticipation of getting information that would save choice effort and time and/or help achieve a more gratifying decision result. “A company's performance can be significantly impacted by how simple it is to receive assessments and how widespread EWOM is.

As a result, businesses are putting more effort into understanding the factors that influence the use of EWOM as well as the consequences of its use. Customers use EWOM as a strong marketing tactic and as a helpful tool for decision-making. Customers conduct in-depth Internet searches on blogs, online Web sites, and social media platforms to find the information they require. Consumer decisions are easily influenced by what other customers have had success with (Lee and Bloom, 2015). Consumers usually accept the information provided by their other customers because peer customers are more independent and trustworthy than firm entities. Positive word-of-mouth is therefore regarded as being essential to businesses' success (Rajaguru and Hassanli, 2018).

2.3 Customer Loyalty

The results of Ramanathan and Ramanathan (2013) showed how strongly excellent performance of hotels in terms of key operational parameters affects customer loyalty (measured using ratings on intentions to stay again and intentions to recommend the hotel to friends). There is frequently a discrepancy between hotel visitors' expectations and their actual experiences of the quality of hotel service because of extremely high expectations from consumers, hotels' complete failure to uphold their standards, or a mix of the two (Rhee and Yang, 2015). The 2018 definition of customer loyalty by Tefera and Govender states that a loyal customer is "one who, if possible, makes repeat purchases from the same service provider and who continues to recommend the service provider or has a favourable attitude toward the service provider." This statement claims that loyal customers are more likely to "purchase extra services, spread favorable word-of-mouth publicity, and pay higher rates."

Based on their evaluations of the value they obtained from the company, customers may be persuaded to purchase its products or services again. Consequently, consumer perception of value is positively connected with customer loyalty (Mohammed, and Al-Swidi, 2019). Customers are hotels' primary source of revenue, and their retention of business directly affects profits (Tseng et al., 2020). Due to the higher risk associated with intangible services, the concept of loyalty is particularly important in the service sector. Since loyalty in the hotel industry is mostly influenced by affective rather than cognitive considerations, repeat customers are reportedly more devoted than first-time visitors (Rather, 2020). Paulose and Shakeel (2022) claim that retaining 5% more of a service company's clients increases profitability by 25% to 125%. In our study, we analyse hotel ratings on client loyalty

using the Egyptian hotel criterion features (Reservation and Reception; Room Facilities; Room Service; Restaurant Ambience; Restaurant menu and service).

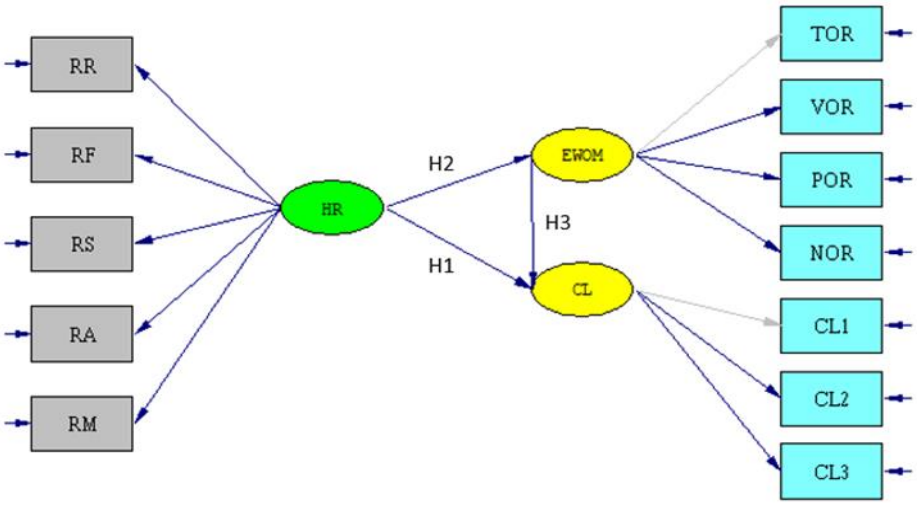
Research Objective

This research aims to identify the nature of the relationships between customers ratings of hotel, customer loyalty, and the electronic word of mouth through the structural equation modeling.

Research Model

The conceptual research model to test the Structural Equation Modeling of the relationships between hotel rating by customers, customer loyalty and the mediation role played by electronic word of mouth (EMOW).

Fig. (1): Structural Model of the Research



Note. HR= Hotel Rating by customers; RR=Reservation and Reception; RF=Room Facilities; RS=Room Service; RA=Restaurant Ambience; RM=Restaurant menu and service; EWOM: Electronic Word of Mouth; TOR=Timeliness of online ratings; VOR=Volume of online ratings; POR=Positive online ratings; NOR=Negative online ratings; CL: Customer Loyalty.

Research Hypotheses

The research hypothesizes the following Hypotheses:

H1. There is a positive causal effect from hotel rating through customers to customer loyalty.

H2. There is a positive causal effect from hotel rating through customers to electronic word-of-mouth (EWOM).

H3. predicts the mediating effect of electronic word of mouth (EWOM) on the relationship between hotel rating through customers and customer loyalty.

hotel rating through customers and customer loyalty.

3. Design

3.1 Instruments

Study constructs were measured using item scales adapted from literature, we measured hotel rating by customers measures adapted from research by Mohsin et al. (2019), The electronic word of mouth

(EWOM) measures was adapted from research by Zhao (2015) and The Customer Loyalty measures were adapted from research by Nyagadza (2022). were measured on Likert-type, five-point scales.

3.2 Data Collection and Data Analysis

The respondents were tourists visiting Egypt and staying in hotels in Sharm El Shaikh from August 2022 to September 2022. The questionnaire was printed in English and Arabic, so its targeted customers who were comfortable communicating in English and Arabic. The structural equation modeling (SEM) (LISREL 8.7) was used to test the hypotheses in the conceptual research modeling, 449 responses were collected for data analysis. After deleting 29 responses due to incompletion and invalidity, and a total of 420 completed responses were obtained for this study meeting the minimal requirement for structural equation modeling (Hair, Black, Babin, and Anderson, 2013).

4. Results and Discussion

4.1 Descriptive Statistics

Table (1) Descriptive Statistics of The Study Variables.

	Hotel Rating by Customers						**Electronic Word of Mouth**					**Customer loyalty**
	RR	RF	RS	RA	RM	HR	TOR	VOR	POR	NOR	EWOM	CL
Weighted mean	3.52	3.65	3.61	3.78	3.57	3.61	4.15	4.13	3.87	3.6	3.95	4.12
Mean	21.13	32.86	21.66	7.56	21.43	104.65	12.44	20.67	11.60	14.45	59.18	12.36
Variance	49.27	60.99	44.29	5.47	47.94	739.70	5.61	15.19	8.28	18.85	115.83	5.73
Skewness	-.60	-.87	-.72	-1.016	-.636	-.836	-1.45	-1.17	-1.06	-.748	-1.253	-1.23
Kurtosis	.87	.09	.66	.07	.817	.234	2.33	1.15	.67	.50	1.44	1.51
Alpha Cronbach	.71	.69	.81	.75	.73	.86	.59	.70	.71	.71	.79	.56

The table 1. Showed The Descriptive Statistics of Variables as The Following:

Note. HR= Hotel Rating by customers; RR=Reservation and Reception; RF=Room Facilities; RS=Room Service; RA=Restaurant Ambience; RM=Restaurant menu and service; EWOM: Electronic Word of Mouth; TOR=Timeliness of online ratings; VOR=Volume of online ratings; POR=Positive online ratings; NOR=Negative online ratings; CL: Customer Loyalty.

Table (1) showed that descriptive statistics are presented as mean, Variance, Skewness and Kurtosis for variables. According to HR subscales there are weighted means approximated but RA was increased because of customer interested food and beverage has upper quality. The overall score weighted mean of HR scale was 3.61 which refer to agreeable response.

EWOM overall score weighted mean equaled 3.95 which interpreted the agreeable response of the scale. The TOR and VOR subscales were increased of 4 that tendency to strongly agree responds. The weighted mean of Customer loyalty was 4.12 that mean the participants of the study distributed as higher levels of loyalty. The variances of HR Scale were highly which reflects a wide reflection of customers, Then the variance of Customer loyalty was 5.73 that refer that the customer has more confidences online reviews. The internal consistency of subscales computed by Cronbach's alpha ranged from .69 to .81 for HR scale, and Cronbach's alpha ranged from .59 and .71 for EWOM scale. And Cronbach's alpha for CL scale was .56.

Linearity: The scattering plots performed to test the linear association between the independent and dependent variable. The findings as the followings:

Fig.2. Scattering Plot of Hotel Rating

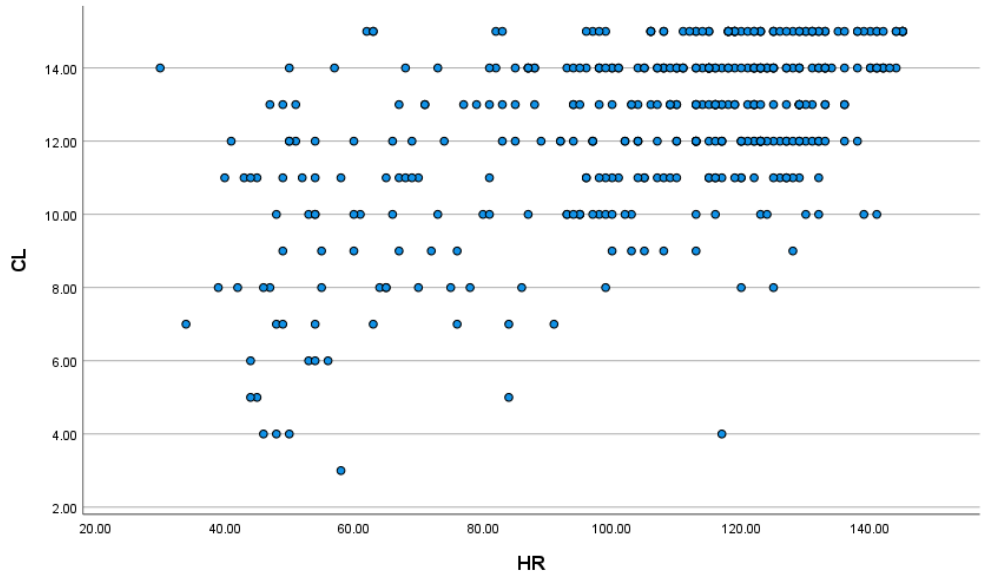
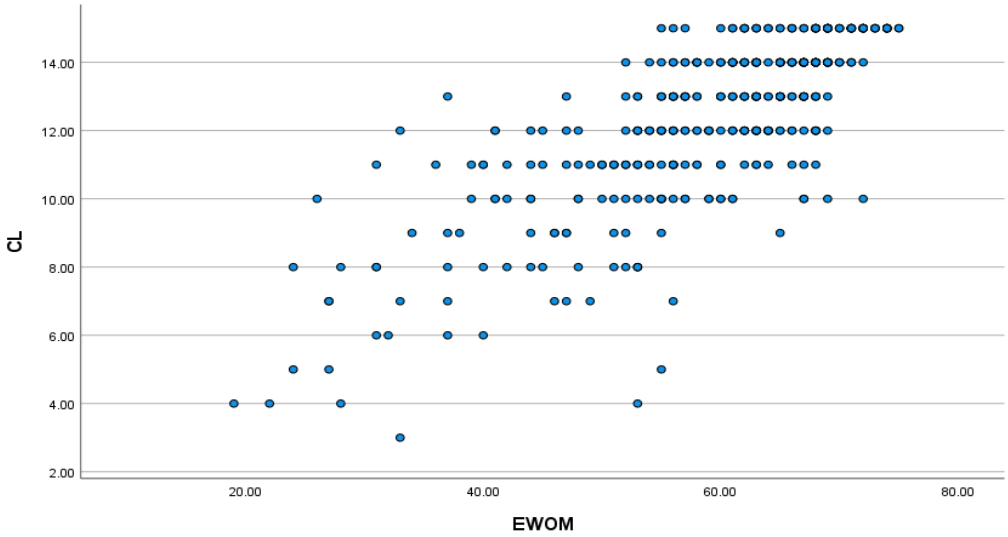


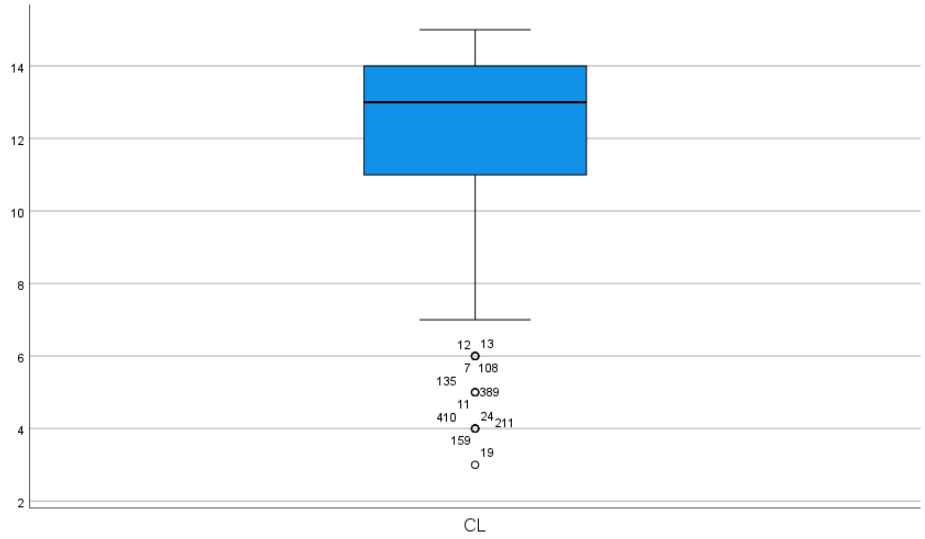
Fig. 3. Scattering Plot of Electronic Word of Mouth



The scattering plots showed that the associations between Cl variable and EWOM and HR wasn't linear.

Outliers: The boxplot of the study variables was drawn as the followings:

Fig. 4. Outliers of Hotel Rating Scales' Variables.



The negative outliers of cases 11, 12, 13, 19, 24, 159, 108, 211, 410, 134, 7, and 389 has lower level of loyalty, the researcher omitted them because of its bias of data.

Linear and multivariate normality: the linear normality has computed by Kolmogorov Smirnov and the results as the followings:

Table (2): Kolmogorov-Smirnovb and Shapiro-Wilk normality test results

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
CL	.165	420	<.001	.878	420	<.001
HR	.137	420	<.001	.917	420	<.001
EWOM	.134	420	<.001	.898	420	<.001

The findings revealed that there is no linear normality, then the data will have no multivariate normality.

The Structural Model

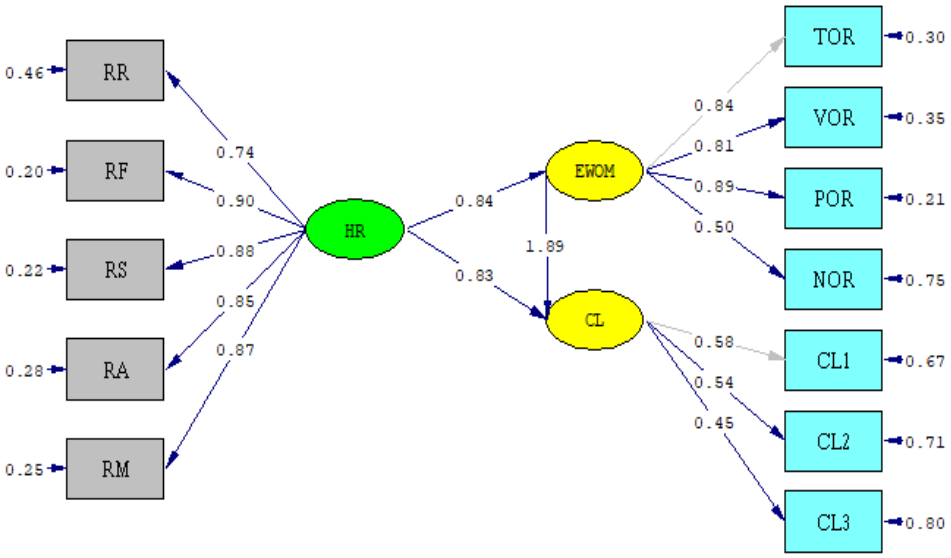
Lisrel 8.8 software used to test the study conceptual model, The unweighted least square method used to test the model. The goodness of fit as the following:

Table (3): Goodness of Fit of Structural Model of The Study Variables.

Index	RMSEA	X^2	NNFI	GFI	AGFI	SRMR
value	.17	642.43 (P=.00)	1	.98	.97	.074

The goodness of fit was accepted in which means that the structural model reflects the phenomenon of hotel rating criteria and electronic word of mouth (EMOW) on customer loyalty. The chi- square and RMSEA indices have bad fitted because of the higher numbers of participants which increase than 250. The tested structured model as the following:

Fig.5. The Structural and Measurement Model



The results conducted that the data has negative definite, which was by the violated of multivariate and linear normality of data analyzed. The indicators loadings as the following:

Table (3): Item Factor Loadings of Hotel Rating Subscale.

variables	subscales	loadings	Std error	t-value
HR	RR	.74	.023	32.03
	RF	.90	.025	35.56
	RS	.88	.025	35.02
	RA	.85	.024	34.73
	RM	.87	.024	36.29
EWOM	TOR	.84	.080	3.69
	VOR	.81	.037	21.56
	POR	.89	.040	22.06
	NOR	.50	.031	16.29
CL	CL1	.58	.050	8.22
	CL2	.54	.050	10.80
	CL3	.45	.045	9.96

The item factor loadings of HR subscales were ranged from .74 to .90, and item loadings of EWOM subscales were ranged from .50 to .89, and the CL subscales were ranged from .45 to .58. The item loadings were accepted according to t-value in which upper than the 1.96. The pathways of study variables were as the followings:

Table (4): Causal Effects of The Study Variables.

Independent var.	Dependent var.	Effect	Std error	t-value
HR	EWOM	.84	.022	38.03
HR	CL	.76	.039	19.40
EWOM	CL	1.89	.21	9

H1 Assumes that hotel ratings positively influence customer loyalty. The results are fully supported. hotel rating (β=0.76, p<0.000). The variable explains 0.76 percent of the variance in customer loyalty**.** This finding supports Ramanathan and Ramanathan's (2013) research that shows how strongly customer loyalty is influenced by a hotel's performance on several operational parameters. These results agree with (Mohammed, and Al-Swidi, 2019) who confirmed that based on customer evaluations of the value they obtained from the company, customers may be persuaded to purchase its products or services again. Consequently, consumer perception of value positively correlates with customer loyalty.

H2 Assumes that hotel rating positively influences electronic word of mouth (EWOM). This hypothesis is supported. hotel rating (β=0.84, p<0.000) is a significant predictor of electronic word of mouth (EWOM). This variable explains .84 percent of the variance in electronic word of mouth (EWOM). This result supports Tefera and Govender's (2018) research that devoted clients are more likely to "buy additional services, spread favorable word-of-mouth, and pay higher pricing." And (Xia et al, 2020) Customers frequently seek out customers who have already used a service or commodity, particularly for experiential goods like those provided by the catering and hospitality industries, to lessen their buying uncertainty.

H3 Assumes that electronic word of mouth (EWOM) does act as a mediating variable in relationships between hotel rating and customer loyalty. This hypothesis is supported. (β=1.89, p>0.05) This variable explains 1.89 percent of the variance in customer loyalty. This result demonstrates that the inclusion of electronic word of mouth (EWOM) has increased the effect of customer loyalty. The results showed that hotel rating and electronic word-of-mouth increase customer loyalty. However, hotel ratings have a greater impact on customer loyalty from electronic word of mouth. The results agreed with (Ramanathan and Ramanathan, 2013) who confirmed that strongly the excellent performance of hotels in terms of key operational parameters affects customer loyalty (measured using ratings on intentions to stay again and intentions to recommend the hotel to friends). This finding confirmed Lee and Bloom's (2015) findings that customers rely on internet reviews when making booking reservations. Even when a hotel is unknown to a customer, online reviews help to reinforce their awareness of it. Online ratings have an impact on consumer perceptions due to the "richness and strength of a message," and credibility plays a big role in online ratings when it comes to information sources. Customers are more likely to trust a site when it has a high rating and does quality work. also, these results agree with (Lee and Bloom, 2015). they confirmed that Online reviews influence client impressions because of the "richness and power of a message" even when a hotel is unfamiliar to the customer this helps to increase hotel awareness

5. Conclusion and Recommendations

The results showed that the interaction between hotel rating and electronic word of mouth had a significant effect on customer loyalty. Therefore, the study recommends that hotels should conduct a yearly service audit by means of a mystery shopping assessment, social media review (EWOM), or panel interviews with guests. linking between online ratings and the hotel surveys to monitor the satisfaction of its guests continuously. the Ministry of Tourism and Antiquities launching an official platform for hotel ratings by customers and to include these reviews in the official stars rating. The hotel has a policy in place regarding the receiving, documenting, and resolving of complaints received through the hotel system, in person, or on social media. Records of this practice should be available and are kept for at least 3 years on a hotel website to help customers when searching for hotels.

6. Research Limitations

The application of this model to the official rating of hotels in relation to the customer loyalty index

7. Futurism Directions

Despite the contributions of this study, future directions of the study include investigating the swot analysis of official hotel rating criteria.

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Appendices

A. Hotel Rating Scale

N	Hotel Rating Through Customers	1	2	3	4	5
	Reservation and Reception					
1	Reservation easy to make					
2	Prompt confirmation of reservation					
3	First contact with the hotel staff					
4	Helpful and friendly staff					
5	First impressions of the hotel					
6	Hotel check in and out procedure					
	Room Facilities					
7	Room furnishings					
8	Room cleanliness					
9	Bathroom cleanliness					
10	Bed comfort					
11	Standard of fixtures and fittings					
12	Range of complimentary services					
13	Internet access					
14	Television screen size					
15	Hotel value for money					
	Room Service					
16	Prompt response from order taker					
17	Variety of items on the menu					
18	Prompt room service if used					
19	Food quality					
20	Overall selection of beverages					
21	Room service value for money					
	Restaurant Ambience					
22	Restaurant ambiance					
23	Staff's appearance					

	Restaurant Menu and Service					
24	Service quality					
25	Timely service					
26	Staff's product knowledge					
27	Restaurant value for money					
28	Handling of complaints					
29	Restaurant food quality					

B. EWOM

N	Electronic Word-of-Mouth (EWOM)	1	2	3	4	5
	Timeliness of Online Ratings					
1	Instantly posted reviews are important					
2	Recently posted reviews are important					
3	Most recent reviews can reflect the up-to-date information of products/services					
	Volume of Online Ratings					
4	I pay more attention to hotels having larger volume of online rating					
5	The volume of online reviews relates to the attention a hotel gets					
6	The larger volume of online reviews reflects that many people are interested in a hotel					
7	The larger volume of online reviews means more equally distributed negative and positive reviews					
8	The larger volume of online reviews will increase my booking intentions					
	Positive Online Ratings					
9	I pay more attention to positive reviews					
10	Positive reviews are of more values					
11	I pay more attention to hotels that have a larger volume of positive reviews					
	Negative Online Ratings					
12	The volume of negative reviews is important					
13	An abundance of positive reviews will make you dislike a hotel					
14	Negative reviews will terminate your booking intentions					
15	I will not book from a hotel if any negative reviews about it are spotted					

C. Customer Loyalty

N	Customer Loyalty	1	2	3	4	5
1	I am a patron of this hotel due to its service quality effectiveness					
2	I am somebody who is positive about the hotel					
3	I am willing to refer someone to this hotel					