

ABSTRACT

In the era of digitalization and globalization, online reviews play an important role in consumer decision-making, particularly in booking hotel rooms. Online Travel Agents (OTAs) provide customer reviews that include ratings, personal experiences, and reviewer credibility, all of which shape consumer perceptions. This study aims to analyze consumer preferences and identify the key factors in reviews that are considered when booking five-star hotel rooms in Bandung. A quantitative survey method was used with 100 respondents who had previously made bookings through OTAs. The research instrument was a Likert-scale questionnaire, with respondents selected through purposive sampling. The results show that most respondents strongly agreed that they read reviews before booking, and they pay attention to informative content, alignment with personal needs, and credible reviewer profiles. Factor analysis grouped five indicators into a single main factor “The Usefulness of Online Reviews”. Future research is recommended to explore the emotional tone of reviews or conduct comparisons across regions. Practical suggestions: (1) Hotels should encourage guests to leave honest and informative reviews, and (2) OTA platforms should prioritize displaying relevant reviews written by credible reviewers.

Keywords : Costumer Preferences, Online Review, Decisions In Booking Hotel Rooms