

Multidimensional Analysis of the Impact of Positive and Negative eWOM on the Financial Performance of Hotels

Abstract

The incidence of positive and negative electronic word-of-mouth (eWOM) on related components, such as overall rating, volume, and valence of reviews, can increase or decrease the financial performance of hotels. Studies show that an improvement in the overall rating of eWOM can lead to increased value in room rates, revenue, and hotel occupancy rates. This article performs a multivariate analysis between overall eWOM rating (positive-negative) and overall financial performance, using a correlation matrix and a linear regression model, which allows understanding the level of relationship between the quantitative variables of overall rating and each of the financial indicators (RevPAR, ADR, and Occupancy Rates) of the study region.

Keywords: eWOM, RevPAR, ADR, occupancy rates, linear regression model, correlation analysis

1. Introduction

The objective of this study is to analyze the impact of eWOM components on the financial performance of hotels, to determine the differential effects of eWOM components (volume, valence of reviews, and overall rating) on different hotel performance indicators (room occupancy, ADR and RevPAR) through a multivariate analysis of overall eWOM rating (positive-negative) and the overall financial performance of the region. This will be achieved through the analysis of a correlation matrix and a linear regression model, which enables us to determine the level of relationship between the overall rating and each of the financial indicators associated with the sector.

Most of the scientific studies that address the relationship between eWOM and financial performance in hotels, tourism destinations, and travel services focus on the impact of eWOM on the intention to buy and book by users of online platforms (Sigala, 2012; Sigala & Chalkiti, 2015; Vermeulen & Seegers, 2009; Ye et al., 2009; Litvin et al., 2008; Lockwood & Medlik, 2001). The present research is located within one of the two main lines of research identified on eWOM, related to the evaluation of the effects of eWOM from the perspective of consumers and businesses, and not associated with the drivers of eWOM (Serra-Cantallops et al., 2020; Wu et al., 2016).

As a differential proposal, the present study positions eWOM and financial performance as two multidimensional constructs whose components are valence, volume, and overall rating, in their relationship with the components of the financial performance of hotels, which are ADR, RevPAR, and occupancy percentage (Athanasopoulou et al. 2023; Yen & Tang, 2019; Nieto-García et al., 2017; Viglia et al., 2016; Casalo et al., 2015; Ladhari & Michaud, 2015; Tsao et al., 2015; Mauri & Minazzi, 2013; Slevitch & Oh, 2010). In

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line with this analysis, we propose that the main contributions of the scientific literature to the incidence of eWOM are the financial performance components associated with hotel occupancy, ADR, and RevPAR (Ye et al., 2011; Anderson, 2012; Ögüt & Taş, 2012; Viglia et al., 2016). The main findings of some of these studies, such as those by Anderson (2012) and Viglia et al. (2016), examined the significant effects of online reviews, valence, and eWOM volume on room rates on digital platforms, using ADR and RevPAR as metrics of hotel performance

In the face of different research (Roy, 2023; Mathews, et al., 2021; Tseng et al., 2020; De Pelsmacker et al., 2018; Phillips et al., 2017; Tajvidi & Karami, 2017; Viglia et al., 2016; Melián-González & Bulchand-Gidumal, 2016; Becerra et al., 2013; Anderson, 2012; Ye et al., 2009, 2011; Dellarocas, 2006) that exists on how eWOM components affect the financial performance of hotels, the present study proposes a multivariate analysis and a linear regression model between eWOM components (valence, volume, and overall rating) and their level of affectation to the financial performance of each of the hotel metrics (ADR, RevPAR, and hotel occupancy percentage) in the study region. In accordance with the problems raised, the following research question regarding the object of study is:

RQ1: Does the positive or negative impact of the eWOM components (valence, volume, and overall rating) generate a higher or lower financial performance of the hotel indicators (ADR, RevPAR, and hotel occupancy rate)?

2. Literature review

The paper employs a structured methodological framework to conduct a systematic review of scientific literature, focusing on the period from 2011 to 2023. The review aims to elucidate the relationship between electronic Word of Mouth (eWOM) and key financial performance indicators within the hotel industry, namely, occupancy percentage, Revenue per Available Room (RevPAR), and Average Daily Rate (ADR).

This review aims to investigate the relationship between electronic word of mouth (eWOM) and hotel financial performance, building on the foundational works of Anderson (2012) and Ye et al. (2011). It aggregates and analyses empirical evidence to delineate the impact of eWOM on hotel occupancy rates, ADR, and RevPAR. These studies collectively underscore the economic implications of eWOM, highlighting its capacity to influence consumer behaviour and, consequently, hotel revenue streams.

Following the investigative path charted by researchers like Kim et al. (2015), this review aims to dissect the multifaceted nature of eWOM by examining the volume, valence, and overall ratings of online reviews. This entails a critical assessment of how these distinct eWOM components interact to affect perceptions of service quality and value, thereby influencing hotel booking decisions and financial outcomes.

In line with recent studies, such as those by Ozdemir et al. (2023) and Berné Manero et al. (2023), the review also considers the managerial decision-making processes in the eWOM-financial performance nexus. This aspect aims to provide a nuanced understanding of the external factors that may amplify or attenuate the impact of eWOM on hotel financial metrics.

By incorporating bibliometric analyses and qualitative insights from studies like Nguyen et al. (2023) and Tariyal et al. (2022), the review maps the evolution of eWOM research within the hospitality and tourism literature. This approach facilitates the identification of emergent trends, methodological approaches, and persisting gaps in the existing body of knowledge, thereby setting the stage for future research endeavors.

This systematic literature review employs a rigorous and replicable search strategy, involving the selection of relevant databases, the application of specific inclusion and exclusion criteria, and the utilization of a standardized data extraction form (Tan et al., 2018; Zhao et al., 2015; Jeong & Jang, 2011). This process ensures

comprehensive coverage of literature pertinent to the objectives of this review, enabling the synthesis of findings that contribute to both theoretical advancements and practical implications in the field of hospitality management (Manes & Tchetchik, 2018).

The main results of related empirical studies suggest a relationship between the frequency of positive and negative reviews and the financial performance of hotels. These studies also contribute to theories related to the volume and valence of reviews as components of eWOM that affect hotel performance. Studies have shown that online reviews influence consumer behaviors, such as purchase intention and product purchase (Kim et al., 2015). According to the mentioned author, the effects of positive online evaluations and reviews by consumers play a significant role in consumers' assessment of service quality and value in online platform rating systems.

A review of the scientific literature related to the main research results on the relationship between positive and negative eWOM components and their impact on the financial performance of hotels is presented. The key research findings on the relationship between positive and negative elements of electronic word of mouth (eWOM) and their impact on the financial performance of hotels are presented in Table 1 below.

Table 1
Incidence of eWOM components and their impact on hotel financial performance

Authors	Paper	Scientific contribution	Variables	Sample
Berné Manero et al. (2023)	The impact of electronic word-of-mouth management in hotel ecosystem: insights about managers' decision-making process.	This study aims to examine the decision-making processes of hotel managers regarding the acceptance and management of electronic word of mouth (eWOM).	eWOM and intellectual capital.	Survey addressed to Italian hotel managers.
Aakash & Gupta Aggarwal (2022)	Assessment of hotel performance and guest satisfaction through eWOM: Big data for better Insights.	This study predicts performance and guest satisfaction using electronic word of mouth (eWOM) and hotel features embedded in hotel eWOM.	eWom, guest satisfaction, hotel performance.	225,582 hotel eWOM from tripadvisor.com.
Tseng et al. (2020)	An empirical investigation of the longitudinal effect of online consumer reviews on hotel accommodation performance.	This study empirically examines the impact of online consumer reviews on hotel accommodation performance within the context of e-commerce.	eWom, satisfaction, hotel performance, hotel size, average room rate, and guest type.	Hotel-level online consumer reviews and financial data from 88 hotels.
Anagnostopoulou et al. (2020)	Impact of online reputation on hotel profitability.	This study aims to quantify the effect of online reputation created through customer reviews on performance.	Relationships between hotel online reputation and hotel financial performance.	Online guest reviews on the Booking.com platform for 4,668 hotels.
Yang, Park, & Hu (2018)	Electronic word of mouth and hotel performance: A meta-analysis.	This study synthesises existing empirical results on the relationship between electronic word of mouth (eWOM) and hotel performance through a meta-analysis.	eWOM, hotel performance.	25 articles.
Bore et al. (2017)	A systematic literature review on eWOM in the hotel industry	The purpose of this paper is to conduct a systematic review of the literature on electronic word of mouth (eWOM) in hotels.	Impact on hotel performance.	45 journal articles.
Kim et al. (2015)	The effectiveness of managing social media on hotel performance.	This study provides findings on the relationship between customer satisfaction (CS) levels and the increase in service quality (SQ) among customers, as well as their impact on financial performance.	Relationship between online reviews and financial performance (ADR & RevPAR).	Data was collected from 128 hotels in the United States.
Xie et al. (2014)	The business value of online consumer reviews.	This study identifies the business value of consumer opinions and management responses on hotel performance.	The impact of online feedback and management feedback on the financial performance of hotels.	Measurement of consumer reviews of 843 hotels on the TripAdvisor platform.

Table 1 (continued)

Blal & Sturman (2014)	The differential effects of the quality and quantity of online reviews.	This research analyses the main incidences of reviews - volume and valence - and the effects on hotel chains' RevPAR.	Relationship between eWOM and the financial performance (RevPAR) of hotel chains.	319 hotels in the London market over a twenty-six-week period in 2011.
Öğüt & Taş (2012)	The Influence of Internet customer reviews.	This paper investigates the impact of two service quality metrics (star rating and customer rating) on hotel room sales and prices.	Analysis of the relationship between service quality and financial performance.	388 hotels in London and 562 in Paris on the Booking.com platform.
Anderson (2012)	The impact of social media on lodging performance.	The research paper proposes an analysis of social media and its relationship with customer satisfaction, as well as its impact on the financial performance of hotels.	Analysis of the relationship between social media metrics and the financial performance of hotels.	1,720 shopping events online.
Ye et al. (2011)	The influence of user-generated content on traveller behaviour.	This empirical research paper aims to identify the impact of online user-generated reviews on business performance.	Analysis of the relationship between online reviews and business performance.	40,424 reviews were obtained online at Ctrip.com

Source: Own elaboration based on the bibliographic review between 2011 and 2023.

3. Methodology

This study conducted a multivariate analysis of various financial indicators (hotel occupancy rate, ADR, and RevPAR) in relation to eWOM. In addition to this, the study also analyses the positive or negative correlation of the global rating of eWOM regarding the increase or decrease of the financial indicators of the hotels (ADR, occupancy, and RevPAR) through a linear regression model, which allowed us to determine the level of relationship between the quantitative variables of the global rating and each of the financial indicators (RevPAR, ADR, and Occupancy Percentages) in the hotels of the study region.

For the analysis of the data, a multivariate analysis was conducted on data from regional clusters, examining the overall eWOM rating (positive or negative) of regional hotels and their global financial performance, as obtained from the Hotel Association-Cotelco platform. First, the correlation matrix is presented, which enables us to understand and assess the existing relationships between the quantitative variables. It shows that the correlation coefficient is positive between the eWOM components and the global financial indicators, which indicates that there is a direct positive correlation with the Overall Rating, which has a positive correlation with all the financial indicators (ADR: Average Daily Rate of rooms sold, Occupancy (percentage of occupancy recorded by the hotel establishment) and Revpar (Total Revenue generated by the rooms in a period/Total number of rooms available in a period)).

For the study, 645 formal, associative, and small and medium-sized hotel establishments were selected from the departments of the Colombian Caribbean region, including Bolívar (Cartagena), Córdoba (Montería), La Guajira (Riohacha), Cesar (Valledupar), Magdalena (Santa Marta), Sucre (Sincelejo), and Atlántico (Barranquilla), out of a total of 1,590 hotels registered in the platform Booking.com as of 2021, giving a representative rate of 40%.

Considering all the records with empty cells, we proceeded to eliminate the records that did not contain all the required information. In the first list of hotels included in the article filter, replacing the records with zeros was not considered convenient, as incomplete or non-existent data differs from a zero score. Based on the above, Table 2 illustrates the initial and final registration numbers.

Table 2
Initial and final record number

Region	Departments	Initial registration number	Cell search empty	Registration with complete information
Caribbean hotel stars 2 to 5	Sucre	44	25	19
	Bolívar	237	75	162
	Córdoba	52	35	17
	La Guajira	40	25	15
	Cesar	41	18	23
	Magdalena	139	56	83
	Atlántico	92	28	64
	Total	645	262	383

Source: Statistical results of the overall multivariate analysis.

For the analysis of the categorical variables, it was necessary to define the categories for each of the noted variables, as well as their ranges, type, class and coding, in terms of the eWOM components (Overall Rating, volume and valence of the reviews). These data are shown in Table 3:

Table 3
Study variables and their respective categorisation

Variable	Type	Class	Coding of the variable
Valence of the reviews: positive or negative ratings.	Qualitative	Ordinal	Very bad: (1-3) MBad: (3-5) Ok: (5-7) Good: (7) Awesome: (9-10)
Overall rating: is the average number of ratings in a range of 1-10.	Quantitative	Continuous	1-10
Volume: number of reviews received.	Quantitative	Continuous	1-10,000

Multivariate analysis is a statistical technique used to analyze multiple variables and their relationships within a dataset simultaneously. Like linear regression, multivariate analysis is a versatile tool that can be replicated in a variety of scenarios due to several reasons:

To analyze this correlation, a linear regression model was fitted to present the relationship between the positive-negative eWOM and the ADR, RevPAR, and Occupancy Percentage indicators of the hotels. The linear regression model will have the following form in the relationship between Global Rating and ADR. Where, for the case of the relationship between Global Rating and ADR is:

$$ADR = \beta_0 + \beta_1 CG + \epsilon \quad (1)$$

ADR response variable is the average daily rate of rooms sold.

CG: The explanatory variable, or the overall rating regressor variable.

β = The coefficients.

β_0 = Intercept.

ϵ = Error.

The fitted model can be expressed as follows:

$$ADR = 4.235.649 + 534.762CG \quad (2)$$

According to the data obtained, P-value: 0.0187 and an $\alpha = 0.05$, so $0.05 \geq 0.01494$, it is observed that the variable OVERALL RATING presents a P-Value ≤ 0.05 , as such, there is sufficient statistical evidence so as not to reject Ho. This indicates that the overall rating, with an α of 5%, contributes significantly to the model, and it is therefore confirmed that the Overall Rating affects or explains the RevPAR (total revenue generated by rooms in a period divided by the total number of rooms available in a period).

Regarding the fit of the linear regression model for Overall Rating in relation to Occupancy percentage, the regression model will take the following form in terms of occupancy. Where, for the case of the relationship between Global Rating and the percentage of occupancy is:

$$OCU = \beta_0 + \beta_1 CG + \epsilon \quad (3)$$

OCU = response variable is the percentage of occupancy recorded by the hotel establishments.

CG = The explanatory variable, or the regressor variable overall rating.

β = The coefficients.

β_0 = Intercept.

ϵ = Error.

The fitted model can be expressed as follows:

$$OCU = -941.4 + 120.0 CG \quad (4)$$

According to the data obtained, P-value: 0.0187 and an $\alpha = 0.05$, so $0.05 \geq 0.0187$, it is observed that the variable Global Rating presents a P-Value ≤ 0.05 , so there is statistical evidence not to reject Ho. This indicates that the global rating with an α of 5% contributes significantly to the model, and it is therefore confirmed that the Global Rating affects or explains the percentage of occupancy recorded by the hotel establishments in the region under study.

Regarding the adjustment of the simple linear regression model for Global Rating in relation to RevPAR, the model will take the following form in terms of RevPAR. Where, for the case of the Global Rating in relation to RevPAR, is:

$$REVPAR = \beta_0 + \beta_1 CG + \epsilon \quad (5)$$

REVPAR response variable is the total revenue generated by rooms in a period / the total number of rooms available in a period.

CG = The explanatory variable or the overall rating regressor variable.

β = The coefficients.

β_0 = Intercept.

ϵ = Error.

The fitted model can be expressed as follows:

$$REVPAR = -3,987,834 + 494,700 CG. \quad (6)$$

According to the data obtained, P-value: 0.0187 and an $\alpha = 0.05$, so $0.05 \geq 0.01494$, it is observed that the variable OVERALL RATING presents a P-Value ≤ 0.05 , so there is statistical evidence not to reject Ho. This indicates that the overall rating, with an α of 5%, contributes significantly to the model, and it is therefore confirmed that the Overall Rating affects or explains the RevPAR (total revenue generated by rooms in a period divided by the total number of rooms available in a period).

4. Results

To analyse the relationship between positive and negative eWOM and the financial performance of hotels, a principal component analysis (PCA) was conducted to determine the number of corresponding factors. This factor analysis groups a set of variables into factors. Regarding the explained variance of the factors, factor 1 encompasses the occupancy variables, and factor 2 encompasses those related to the overall rating. These resulting factors are included in Table 4 below:

Table 4
Explained variance PCA: overall rating vs financial performance indicators

Factor	Initial eigenvalues			Sums of squared extraction charges			Sums of charges squared by rotation		
	Eigen value	Variance percent	Cumulative variance percent	Eigen value	Variance percent	Cumulative variance percent	Eigen value	Variance percent	Cumulative variance percent
Factor. 1	3.36	84.11	84.11	3.36	84.11	84.11	1.98	49	49
Factor. 2	0.48	12.08	96.19	0.48	12.08	96.19	1.87	47	96
Factor. 3	0.15	3.71	99.90						
Factor. 4	0.004	0.10	100						

The total variance explained by the first two factors corresponds to 96.19%, indicating that these two established factors adequately represent the variability in the data.

For the analysis of the different multivariate components of the overall eWOM rating (positive-negative) and the overall financial performance of the hotels, the correlations between the quantitative variables were studied. The analysis revealed a positive correlation coefficient between the eWOM components and the global financial indicators, indicating a direct relationship between the global eWOM rating and all financial indicators (ADR, Occupancy, and RevPAR). As shown in Table 5 below, as the overall ratings of the hotels in the region increase (or decrease), the financial performance indicators also increase (or decrease).

Table 5
Correlations overall rating vs financial performance indicators

ADR	OCU	REVPAR	CG
ADR	1.0000000	0.5797277	0.9469590
OCU	0.5797277	1.0000000	0.8374806
REVPAR	0.9469590	0.7984454	1.0000000
CG	0.6997078	0.8374806	0.8519161

In addition, the validation and adequacy of the data obtained through the KMO test and the Bartlett AFM were performed. The results show that the factor analysis can be applied with feasible results within the data framework of the study, due to the p-value (Sig.) < 0.05 resulting from the analysis. However, the correlation between all variables is low, although it is acceptable, as the KMO test value is 0.5. This indicates that there are partial relationships between the variables, but not between all of them. The results are presented in Table 6.

Table 6
KMO and Bartlett PCA tests: overall rating vs financial performance indicators

Kaiser-Meyer-Olkin factor adequacy		Overall MSA = 0.54	
MSA for each item.			
ADR 0.46	OCU 0.50	REVPAR 0.52	CG 0.74
Bartlett's test of sphericity		Approx. Chi-Squared	26.61093
		gl	6
		Sig.	0.00017

The results of the present study determine the relationship between the overall rating of eWOM and the financial performance indicators of the hotels. Thus, when analyzing the relationship between the financial indicators and the overall rating, it is observed that these variables exhibit a positive linear relationship, although not in all cases. The results of the study showed that the Global Rating does not affect or explain the ADR indicator, because according to the data obtained and an $\alpha = 0.05$, it is observed that the Global Rating variable has a P-Value ≥ 0.05 , so there is statistical evidence indicating that the global rating with an α of 5% does not contribute significantly to the model. Therefore, it is possible that a more specific factor other than the overall rating is affecting the average daily rate of rooms sold in the hotels corresponding to the object of study.

5. Discussion

The discussion in this study is grounded in the limitations identified in the scientific literature regarding findings and theoretical contributions related to the impact of electronic Word-of-Mouth (eWOM) components on hotel financial performance. Within this research framework, we present the following proposition. a) P1. There is a positive impact of eWOM (valence, volume, and overall rating) on the financial performance indicators of hotels (ADR, RevPAR, and hotel occupancy rate).

The results of this study, regarding the positive impact of eWOM components on the increase of hotel financial indicators, are further supported by the findings of Viglia et al. (2016), which demonstrate that a one-point increase in the overall rating of hotel reviews is associated with a 7.5 percentage-point increase in the occupancy rate. Additionally, both ratings and the number of reviews had a positive effect on online hotel bookings and room sales (Viglia et al., 2016; Torres et al., 2015). Studies by Ye et al. (2011) and Ye et al. (2009) reveal that the valence of online reviews also affects hotel performance, showing that a 10% improvement in the rating can increase sales by 4.4%. Anderson's studies (2012) confirm that a 1% increase in the overall rating of a hotel leads to a 0.89% increase in price, a 0.54% increase in room occupancy, and a 1.42% increase in RevPAR.

This validates the proposition by Chen (2008; 2017), which found a positive relationship between positive eWOM and hotel financial performance. The authors argue that positive eWOM, expressed through online review platforms, can enhance the reputation and trust of potential customers, leading to increased hotel demand and ultimately improving financial performance. Furthermore, this study indicates that the likelihood of a consumer booking a hotel increases by 1.142 if their Travelocity score increases by one point. Consequently, a one-point gain in online reputation results in an 11% increase in price (when the hotel decides to raise prices) and maintains its occupancy rate (Anderson, 2012).

This suggests a clear relationship between the overall rating of reviews and hotel profitability, confirming the results and empirical demonstrations, as well as establishing the relationship between the volume of reviews and the financial profitability indicators of hotels. This implies that credibility problems could arise if the hotel has too few reviews, as indicated by the results developed on the impact of the number of consumer reviews on the financial performance of hotels found in Ye et al. (2009), Blal & Sturman (2014), Viglia et al. (2014), and Kim et al. (2015).

On the other hand, no discernible effect can be seen between the valence of online reviews and hotel occupancy rates. In this regard, Ye et al. (2009) found a significant impact of review variability that recent literature does not consider (Blal & Sturman, 2014; Kim et al., 2015). The recent shift towards the diminished relevance of variance in online reviews can be attributed to the presence of multiple platforms and increased consumer complexity. A small degree of variability in positive and negative reviews may even reduce consumers' perception of potential hotel behavior, influencing their purchase intention.

In this context, Jian & Holburn (2018) discovered that negative eWOM can have a significant impact on hotel financial performance. Through data analysis of multiple online review sites, the authors found that negative

reviews can harm a hotel's reputation and deter potential customers from booking. Furthermore, they argue that negative comments can affect the hotel's brand image and ultimately impact its financial performance. However, this is not conclusive. Other studies, such as those by Lee & Youn (2009) and Lee & Oh (2017), indicate that negative eWOM may not have a direct impact on the financial performance of hotels, but can influence consumers' hotel choices. According to their research, negative reviews can influence consumers' booking intentions and prompt them to consider more favourable alternatives. This suggests that, although negative eWOM may not directly impact financial performance, it can influence consumer decisions and, consequently, the long-term financial performance outcomes of hotels (Mariani et al., 2019).

6. Conclusions and future research

The multivariate analysis presented in this research article, using the global rating and each of the financial indicators separately, reveals a positive correlation coefficient for all the economic indicators. This indicates that the financial indicators have a direct positive correlation with the global rating of eWOM, i.e., increasing (or decreasing) the global rating increases (or decreases) the financial performance indicators in the region under study.

It is also evident that the Global Rating does not significantly affect or explain the ADR indicator, as indicated by the data obtained and an $\alpha = 0.05$. At this point, it is observed that the eWOM global rating variable has a P-value ≥ 0.05 , indicating that there is no statistical evidence to reject H_0 . This suggests that the worldwide rating with an α of 5% does not significantly contribute to the proposed model.

It is therefore possible that a more specific type of factor other than the overall rating is affecting ADR. Conversely, the Global Rating affects or explains the indicators of occupancy percentage and RevPAR, as indicated by the data obtained and an $\alpha = 0.05$. According to the data, the variable Global Rating of the eWOM presents a P-value ≤ 0.05 for both indicators, providing statistical evidence not to reject H_0 . This indicates that the global rating with an α of 5% contributes significantly to the model in both cases in its relationship with eWOM.

The research conducted on the relationship between eWOM components and positive or negative eWOM outcomes offers individualised comparison between the overall eWOM rating and its relationship with each of the hotel financial metrics (Percentage Occupancy, RevPAR and ADR), measuring the impact in terms of direct benefit, but somehow creating multicollinearity in the different outcomes in the region. The results provide new avenues for future research on determining the impact of individual components of eWOM (valence, volume, and overall rating) using innovative study methodologies in relation to the financial indicators of hotels.

Purchasing outcomes and the level of assurance could be higher due to varying hotel attributes, which ultimately increase review ratings from consumers. This can be seen as consistent with past performance, highlighting key aspects and indicating that online reviews can be recognized as predictors, rather than influences, of product sales.

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