



## The Role of Technology-Based Review Management in Mediating the Influence of Online Reviews on Hotel Brand Image and Guest Loyalty at Ayodya Resort Bali

I Putu Budiarsa<sup>1\*</sup>, Ni Made Yudhaningsih<sup>2</sup>, Wayan Ardani<sup>3</sup>

Universitas Mahendradatta

**Corresponding Author:** I Putu Budiarsa: [boedy2812@gmail.com](mailto:boedy2812@gmail.com)

---

### ARTICLE INFO

*Keywords:* Online Review, Technology-Based Review Management, Brand Image, Guest Loyalty, Hospitality Industry, PLS-SEM, Ayodya Resort Bali

*Received :* 20, December

*Revised :* 22, January

*Accepted:* 12, February

©2026 Budiarsa, Yudhaningsih, Ardani: This is an open-access article distributed under the terms of the Creative Commons Attribution 4.0 International



### ABSTRACT

The global hospitality industry has undergone a profound digital transformation, positioning online reviews as decisive influencers of traveller decisions. At the same time, the emergence of fraudulent review practices prompted six major platforms Amazon, Booking.com, Expedia Group, Glassdoor, Tripadvisor, and Trustpilot to establish the Coalition for Trusted Reviews in October 2023, underscoring the strategic urgency of authentic digital reputation management. This study investigates the role of technology-based review management as a mediator in the relationship between online guest reviews and two critical outcomes: hotel brand image and guest loyalty. Data were collected from 96 purposively sampled respondents guests who stayed at the resort within the preceding 12 months and analysed through Partial Least Squares Structural Equation Modelling (PLS-SEM) using SmartPLS 4.0. Of the seven hypotheses tested, six were supported. Online reviews positively and significantly influenced both brand image ( $\beta = 0.589$ ,  $p < 0.001$ ) and guest loyalty ( $\beta = 0.441$ ,  $p < 0.001$ ). Technology-based review management likewise exerted significant positive effects on brand image ( $\beta = 0.258$ ,  $p = 0.003$ ) and guest loyalty ( $\beta = 0.474$ ,  $p < 0.001$ ). findings have strategic implications for luxury hospitality operators seeking competitive differentiation through technology-enabled reputation innovation.

## INTRODUCTION

The global hospitality industry has undergone significant transformation over the past two decades, driven by the proliferation of digital platforms and the consequent shift in consumer behaviour. Today, online reviews posted on platforms such as Booking.com, TripAdvisor, and Google Reviews have become the primary reference for prospective travellers when making accommodation decisions often accorded greater credibility than conventional advertising. This informational reality elevates the management of online guest reviews to a strategic imperative.

The integrity of online reviews itself has become a global concern. The phenomenon of fake reviews, which can mislead consumers and disproportionately damage businesses operating ethically, prompted a landmark response: the formation of the Coalition for Trusted Reviews on 17 October 2023 by Amazon, Booking.com, Expedia Group, Glassdoor, Tripadvisor, and Trustpilot. Originating from Tripadvisor's inaugural Fake Reviews Conference in 2022, the coalition aims to strengthen the authenticity, transparency, and accountability of consumer reviews through collaborative enforcement mechanisms, machine-learning-based detection algorithms, manual moderation, and proactive suppression of fake review brokers.

Quantitative evidence of the review landscape's evolution is provided by Shiji's Q4 2024 Guest Experience Benchmark Report, which analysed more than 39 million guest reviews from approximately 11,200 hotel properties worldwide. A paradoxical finding emerged: despite global tourist arrivals increasing by 11 percent in 2024, the volume of reviews written declined by 1.2 percent. The Global Review Index (GRI) rose from 82.3 percent in 2021 to 85.1 percent in 2024, and the average hotel response time improved from 6.1 days in 2022 to 3.9 days in 2024 reflecting growing managerial awareness of proactive digital engagement.

At the destination level, Bali remains Indonesia's foremost tourism contributor. BPS Bali data record a dramatic recovery from 4.3 million tourist arrivals in 2021 to 16.4 million in 2024, with accommodation capacity growing from approximately 28 million to over 39 million room units in the same period. Despite this growth, average hotel occupancy for star-rated properties reached only 62.23 percent in 2024, intensifying competitive pressure and amplifying the importance of reputation management and guest loyalty cultivation.

Ayodya Resort Bali a five-star property situated in the exclusive Nusa Dua enclave illustrates these dynamics acutely. Known before the COVID-19 pandemic as a premier venue for family holidays, luxury weddings, and international conferences, the resort entered a challenging recovery phase upon reopening in 2022. Staff limitations and partially restored facilities translated into service inconsistencies, reflected in elevated negative reviews. In recognition of this reputational risk, Ayodya Resort Bali management implemented technology-based review management, deploying the TrustYou platform for real-time review monitoring, sentiment analysis, personalised response strategies, and a Daily Review Meeting protocol.

The tangible outcome was a Booking.com review score improvement from an average of 7.1 to 8.5 by mid-2025.

Despite extensive academic literature on online reviews' influence on consumer behaviour, a specific research gap persists: the mediating role of technology-based review management in the relationship between online reviews and downstream outcomes brand image and guest loyalty remains understudied, particularly in the context of luxury hotels. This study therefore addresses the following questions: (1) How do online guest reviews influence brand image and guest loyalty at Ayodya Resort Bali? (2) How does technology-based review management affect brand image and guest loyalty? (3) Does brand image mediate the review-loyalty relationship? (4) Does technology-based review management mediate the relationships between online reviews and both brand image and guest loyalty?

## LITERATURE REVIEW

### **Online Reviews as Electronic Word-of-Mouth (eWOM)**

Online reviews represent the digitalised form of word-of-mouth (WOM), characterised by scalability, persistence, speed of dissemination, and the capacity to reach a wide audience (Chu, Kim, & Taylor, 2020). Liu et al. (2024) propose the concept of eWOM 2.0, encompassing textual, photographic, video, and automated rating content that amplifies informational impact on brand perception. The theoretical basis for eWOM's influence on brand image and loyalty draws from cognitive theory which posits that consumers process reviews as information stimuli to evaluate service quality, hotel credibility, and previous guest experiences and affective theory, which explains that positively valenced reviews trigger pleasant emotions that are transferred to brand associations. Key eWOM dimensions include intensity, valence, credibility, and information quality (Chrismardani, 2023).

### **Technology-Based Review Management**

Technology-based review management refers to the systematic application of digital tools and platforms including artificial intelligence (AI), natural language processing, sentiment analysis dashboards, automated response systems, and real-time monitoring to manage, analyse, and respond to online guest reviews. Rogala and Wawak (2025) conceptualise eWOM as a service evaluation instrument that motivates innovation; hotels that efficiently act on review data improve their digital reputation. Dolang and Setiawan (2025) demonstrate that AI-powered personalisation within review management systems enhances guest experience and indirectly fortifies brand image and loyalty.

### **Brand Image in Hospitality**

Brand image is the holistic perception consumers hold of a brand, formed through the integration of cognitive evaluations, affective associations, and accumulated experiences (Alhaddad, 2015). In the digital era, brand image is substantially co-constructed through eWOM: what guests say publicly about a hotel contributes directly to how prospective and returning guests perceive it.

Francisco Peco-Torres et al. (2023) demonstrate that online reputation management strategies shape brand image from the consumer's perspective, while I Made Bayu Wisnawa et al. (2023) confirm, within the Balinese tourism context, that online reviews are pivotal in forming destination and property brand image.

### **Guest Loyalty**

Guest loyalty in hospitality encompasses both attitudinal loyalty (positive attitudes, word-of-mouth recommendation) and behavioural loyalty (repeat visits, becoming the preferred choice) (Jacksen et al., 2021). Ngo et al. (2024) demonstrate that eWOM credibility enhances positive attitudes and repurchase intentions, while Ly Wen Taw et al. (2022) specifically link hotel response strategies to online reviews with guest loyalty intentions.

### **Hypothesis Development**

Based on the foregoing theoretical framework and empirical evidence, the following seven hypotheses are proposed:

1. H1: Online reviews positively and significantly influence brand image at Ayodya Resort Bali.
2. H2: Online reviews positively and significantly influence guest loyalty at Ayodya Resort Bali.
3. H3: Technology-based review management positively and significantly influences brand image at Ayodya Resort Bali.
4. H4: Technology-based review management positively and significantly influences guest loyalty at Ayodya Resort Bali.
5. H5: Brand image positively and significantly influences guest loyalty at Ayodya Resort Bali.
6. H6: Technology-based review management mediates the relationship between online reviews and brand image at Ayodya Resort Bali.
7. H7: Technology-based review management mediates the relationship between online reviews and guest loyalty at Ayodya Resort Bali.

## **METHODS**

This study adopted a quantitative causal research design to empirically examine the directional and mediated relationships among four constructs: Online Reviews (X), Technology-Based Review Management (M), Brand Image (Y1), and Guest Loyalty (Y2). The unit of analysis was individual guests of Ayodya Resort Bali who had completed a stay within the preceding 12 months and had read or written at least one online review of the property.

Sampling employed the purposive technique, and the minimum sample size was calculated as the number of indicators multiplied by six ( $16 \times 6 = 96$ ), yielding 96 valid respondents. Data were collected through a structured questionnaire comprising 16 items across four constructs, each measured on a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree): Online Reviews (X1-X4); Technology-Based Review Management (M1-M4); Brand Image (Y1.1-Y1.4); and Guest Loyalty (Y2.1-Y2.4).

Data analysis utilised PLS-SEM via SmartPLS 4.0, a component-based structural equation modelling approach appropriate for causal-predictive studies with complex mediation structures. The analytical procedure comprised two sequential stages: (1) outer model evaluation to assess construct validity and reliability; and (2) inner model evaluation to quantify path coefficients, effect sizes ( $F^2$ ), model fit (Goodness of Fit), and predictive relevance ( $Q^2$ ), followed by bootstrapping with 5,000 resamples.

## RESULTS AND DISCUSSION

### Respondent Profile

The sample of 96 guests was characterised by strong familiarity with digital review ecosystems. Online Reviews received consistently high ratings (means 4.17–4.43, 'Good' to 'Very Good'). Technology-Based Review Management scores ranged from 3.78 to 3.88 ('Good'). Brand Image was uniformly rated 'Very Good' (means 4.24–4.42). Guest Loyalty recorded the lowest means (3.40–3.49, 'Good'), indicating that while satisfaction is present, exclusive loyalty has not yet fully crystallised.

### Measurement Model Evaluation

Table 1 presents the measurement model results. All constructs satisfied the criteria for convergent validity ( $AVE > 0.50$ ), discriminant validity, and internal consistency reliability (Cronbach's Alpha  $> 0.70$ ; Composite Reliability  $> 0.70$ ).

**Table 1. Measurement Model Evaluation Results**

Construct	AVE	Outer Loadings Range	Cronbach's Alpha	CR (rho_a)	CR (rho_c)
Online Reviews	0.799	0.862–0.938	0.915	0.918	0.941
Technology-Based Review Management	0.789	0.875–0.914	0.911	0.911	0.937
Brand Image	0.781	0.864–0.915	0.908	0.927	0.935
Guest Loyalty	0.925	0.958–0.965	0.973	0.975	0.980
Average AVE	0.8235	–	–	–	–

*Source: Primary data, processed (2026)*

The average AVE of 0.8235 indicates that, on average, more than 82% of the variance in questionnaire indicators is attributable to their respective latent constructs. Composite reliability values reached 0.980 for Guest Loyalty, the highest in the model. All outer loadings substantially exceeded the 0.50 threshold (range 0.862–0.965). Discriminant validity was confirmed through cross-loading analysis and heterotrait-monotrait (HTMT) ratios.

### Structural Model and Hypothesis Testing

The overall model demonstrated strong predictive performance: Goodness of Fit (GoF) = 0.663, and  $Q^2$  Predictive Relevance = 0.9101. Tables 2 and 3 present the direct and indirect (mediation) hypothesis test results respectively, derived from bootstrapping with 5,000 resamples.

**Table 2. Direct Effects Hypothesis Testing**

H	Path	$\beta$ (O)	T-Statistic	P-Value	F <sup>2</sup>	Decision
H1	Online Reviews → Brand Image	0.589	6.959	0.000	0.552	Supported ✓
H2	Online Reviews → Guest Loyalty	0.441	4.636	0.000	0.236	Supported ✓
H3	Tech. Review Mgmt → Brand Image	0.258	2.960	0.003	0.106	Supported ✓
H4	Tech. Review Mgmt → Guest Loyalty	0.474	7.048	0.000	0.383	Supported ✓
H5	Brand Image → Guest Loyalty	-0.009	0.106	0.916	0.001	Rejected X

Source: Primary data processed with SmartPLS 4.0 (2026)

**Table 3. Indirect (Mediation) Effects Hypothesis Testing**

H	Mediation Path	$\beta$ (O)	T-Statistic	P-Value	Decision
H6	Online Reviews → Tech. Review Mgmt → Brand Image	0.154	3.150	0.002	Supported ✓
H7	Online Reviews → Tech. Review Mgmt → Guest Loyalty	0.282	6.086	0.000	Supported ✓

Source: Primary data processed with SmartPLS 4.0 (2026)

**H1: Online Reviews → Brand Image (Supported,  $\beta = 0.589$ )**

The strong positive effect of online reviews on brand image ( $\beta = 0.589$ ,  $p < 0.001$ ;  $F^2 = 0.552$ , large effect) is the most powerful direct path in the model. This finding aligns with cognitive-affective processing theory: review content rich in service quality signals, social proof, and credibility cues generates positive cognitive representations and emotional associations that coalesce into brand perception. The large effect size ( $F^2 = 0.552$ ) is particularly noteworthy, indicating that online reviews alone account for a substantial share of variance in brand image. Savitri et al. (2025) and Akshay and Nain (2025) corroborate this result.

**H2: Online Reviews → Guest Loyalty (Supported,  $\beta = 0.441$ )**

A moderate yet highly significant effect of online reviews on guest loyalty ( $\beta = 0.441$ ,  $p < 0.001$ ;  $F^2 = 0.236$ ) confirms that the social proof function of eWOM extends beyond initial booking decisions to influence repeat patronage intent and advocacy. The lower mean scores for Guest Loyalty (3.40–3.49) suggest that the loyalty-forming potential of online reviews is not fully realised without additional interactive mechanisms, pointing towards the mediating role explored in H7.

**H3: Technology-Based Review Management → Brand Image (Supported,  $\beta = 0.258$ )**

Technology-based review management exerts a positive and significant, though moderate, direct effect on brand image ( $\beta = 0.258$ ,  $p = 0.003$ ;  $F^2 = 0.106$ ). This supports the theoretical proposition that proactive, technology-enabled review management manifested in real-time monitoring, personalised and professional responses, and sentiment analysis communicates hotel commitment to service excellence, thereby directly strengthening brand perception.

The improvement of Ayodya Resort Bali's Booking.com score from 7.1 to 8.5 following TrustYou implementation is a concrete manifestation of this mechanism.

**H4: Technology-Based Review Management → Guest Loyalty (Supported,  $\beta = 0.474$ )**

The technology-based review management to guest loyalty path ( $\beta = 0.474$ ,  $p < 0.001$ ;  $F^2 = 0.383$ , large effect) is the strongest direct predictor of loyalty in the model, surpassing even the direct effect of online reviews. This implies that the responsiveness, personalisation, and professionalism enabled by technology creating a form of post-stay service that sustains engagement beyond the physical stay is more effective in converting satisfaction into loyalty than positive review content alone. Dolang and Setiawan (2025) demonstrate the loyalty-enabling power of AI-based personalisation in review management.

**H5: Brand Image → Guest Loyalty (Rejected,  $\beta = -0.009$ )**

Perhaps the most theoretically provocative finding is the rejection of H5: brand image does not significantly predict guest loyalty ( $\beta = -0.009$ ,  $p = 0.916$ ). This result suggests that when guests hold equally positive brand images of multiple competing properties in Nusa Dua, brand image alone becomes insufficient to differentiate. What drives repeat patronage is the quality of ongoing digital relationship the responsiveness, empathy, and personal attention demonstrated through review management rather than a static reputation. This finding reorients strategic priority from brand-building towards dynamic digital relationship management.

**H6 & H7: Mediation by Technology-Based Review Management (Both Supported)**

Both mediation hypotheses are confirmed. Technology-based review management significantly mediates the online reviews–brand image relationship ( $\beta = 0.154$ ,  $p = 0.002$ , H6) and the online reviews–guest loyalty relationship ( $\beta = 0.282$ ,  $p < 0.001$ , H7). H7's stronger indirect effect ( $\beta = 0.282$ ) implies that technology-enabled review management is especially powerful as a bridge between online reviews and loyalty formation. TrustYou's real-time monitoring ensures rapid identification of guest concerns; sentiment analysis provides data-driven prioritisation of service recovery; and personalised, professional responses signal to guests and to the broader digital audience that the hotel listens, learns, and acts. Taken together, H6 and H7 confirm the central thesis: technology-based review management is not merely an operational convenience but a strategic mediating innovation that amplifies the positive reputation dynamics initiated by guest reviews.

## CONCLUSIONS

This study empirically examined the role of technology-based review management as a mediator in the relationships between online guest reviews and two critical hospitality outcomes brand image and guest loyalty at Ayodya Resort Bali, a five-star property that has proactively implemented TrustYou-based review management. The overall model demonstrated exceptional fit (GoF = 0.663;  $Q^2 = 0.9101$ ), validating its predictive capacity.

Six of seven hypotheses were supported. Online reviews significantly and positively influence both brand image (H1:  $\beta = 0.589$ , large effect) and guest loyalty (H2:  $\beta = 0.441$ , medium effect). Technology-based review management significantly and positively influences brand image (H3:  $\beta = 0.258$ , medium effect) and guest loyalty (H4:  $\beta = 0.474$ , large effect). Critically, technology-based review management significantly mediates both the online reviews–brand image relationship (H6:  $\beta = 0.154$ ,  $p = 0.002$ ) and the online reviews–guest loyalty relationship (H7:  $\beta = 0.282$ ,  $p < 0.001$ ). The only rejected hypothesis, H5 (brand image  $\rightarrow$  guest loyalty:  $\beta = -0.009$ ,  $p = 0.916$ ), constitutes an important finding: in the digital competitive landscape of Nusa Dua's luxury hotel market, static brand image is insufficient to drive loyalty differentiation.

These findings validate the strategic investment Ayodya Resort Bali has made in TrustYou-powered review management and extend the existing theoretical understanding of digital reputation innovation in luxury hospitality. The study contributes to the literature by explicitly demonstrating technology-based review management as a mediating mechanism a positioning absent from most prior research in this domain.

### **Suggestions**

First, Ayodya Resort Bali should deepen its utilisation of TrustYou's advanced analytical capabilities including Impact Scores, Benchmarking, and Semantic Categorisation as the primary evidence base for operational improvement priorities. Impact Scores can precisely identify which service dimensions have the highest potential to convert 'Somewhat Agree' into 'Strongly Agree', directly targeting repeat patronage and advocacy.

Second, the hotel should invest continuously in training programmes for staff in digital communication empathy, psychological guest profiling, and technology-assisted response delivery. While AI and sentiment analysis accelerate and inform responses, emotional authenticity the human element remains the differentiator that converts digital interaction into enduring loyalty bonds.

Third, given that brand image alone does not drive loyalty (H5 rejection), the hotel should develop a digital-interaction-based loyalty programme that leverages insights extracted from review analysis. Preference patterns identified through TrustYou sentiment data can inform personalised pre-arrival communications, surprise room upgrades for returning guests, and direct General Manager engagement with high-value reviewers on public platforms.

Fourth, online review scores and sentiment analysis data should be formally integrated as Key Performance Indicators (KPIs) across all operational departments. The existing Daily Review Meeting protocol should evolve to include root-cause analysis and department-level accountability.

Fifth, the hotel should maintain and strengthen its proactive strategy of treating negative reviews as strategic signals. Rapid, transparent, and empathetic public responses to negative reviews including direct General Manager responses to critical complaints demonstrate service recovery commitment, converting potential reputational damage into trust-building opportunities.

### **Limitations**

This study carries several limitations that circumscribe its scope and generalisability. The geographic focus on a single five-star property in Nusa Dua, Bali, limits transferability to other hotel segments, destinations, or tourism typologies. The cross-sectional survey design precludes causal inference in the strict temporal sense. The use of self-reported data from a single source introduces the possibility of common method bias. Researchers are encouraged to conduct longitudinal studies, comparative research across hotel segments, and studies that integrate operational data directly from review management systems to supplement survey measures.

### **REFERENCES**

- Akbarina, F., Khoirunnisa, R., & Muslim, S. (2023). Optimalisasi brand image melalui kualitas pelayanan dan electronic word of mouth pada Hotel Aston Inn Batu. *Jurnal Manajemen dan Kewirausahaan*, 11(1), 58–69.
- Akshay, K., & Nain, A. (2025). Hospitality industry in the digital age: The role of online reviews and ratings. *International Journal of Hospitality Management*, 118, Article 103115. <https://doi.org/10.1016/j.ijhm.2024.103115>
- Alhaddad, A. (2015). Perceived quality, brand image and brand trust as determinants of brand loyalty. *Journal of Research in Business and Management*, 3(4), 1–8.
- Allen, Y., Yapsani, A., & Pratama, D. (2023). Pengaruh online reviews terhadap intensi pemesanan hotel di Jakarta. *Jurnal Ilmiah Pariwisata*, 25(1), 45–56.
- Amazon, Booking.com, Expedia Group, Glassdoor, Tripadvisor, & Trustpilot. (2023, October 17). First global coalition for trusted reviews. PR Newswire.
- Anita, T. L., Simanihuruk, M., Kusumawardhani, Y., & Arliansyah, A. A. (2024). Digital marketing strategies and their impact on customer satisfaction and brand loyalty. *Journal of Digital Marketing & Halal Management*, 2(1), 45–58.
- BPS Provinsi Bali. (2024). Statistik kunjungan wisatawan mancanegara ke Bali 2024. Badan Pusat Statistik Provinsi Bali.
- Chrismardani, Y. (2023). eWOM dimensions and brand equity: A systematic review. *Jurnal Manajemen*, 15(2), 120–135.
- Chu, S. C., Kim, Y., & Taylor, S. (2020). Electronic word-of-mouth in social networking sites: A review and future directions. *Computers in Human Behavior*, 107, Article 106215.
- Dolang, J. C. M., & Setiawan, B. (2025). Artificial intelligence in hospitality service personalisation: Implications for brand image and guest loyalty. *Journal of Hospitality Innovation Management*, 8(1), 1–15.

- Han, S., Lee, J., & Park, Y. (2023). Authenticity in managerial responses to online reviews: Impact on customer satisfaction and eWOM. *International Journal of Hospitality Management*, 109, 103410.
- Iwan Kurniawan, T., Dewi, R., & Cahyadi, A. (2024). Digital marketing and customer relationship marketing: Mediating role of review management on brand image and customer retention. *Journal of Indonesian Marketing Studies*, 12(1), 45-62.
- Jacksen, M., Santoso, B., & Widodo, A. (2021). Brand image and guest loyalty in the Indonesian hotel industry: A systematic review. *Hospitality Business Review Indonesia*, 6(2), 77-89.
- Kesumahati, E., Hartono, S., & Pratiwi, A. (2025). The insignificance of brand image on loyalty in competitive hospitality markets. *Asian Journal of Business Strategy*, 15(1), 30-42.
- Liu, Y., Chen, H., & Wang, F. (2024). eWOM 2.0: Multimedia features and their amplified effects on brand perception and loyalty. *Journal of Interactive Marketing*, 66, 88-105.
- Ly Wen Taw, L., Yeoh, E., & Badaruddin, M. (2022). Hotel responses to negative online reviews: Discourse strategies and their effect on brand image and loyalty intentions. *International Journal of Tourism Research*, 24(4), 512-527.
- Ngo, T., Nguyen, H., & Tran, P. (2024). eWOM credibility and its influence on attitudes and loyalty: A meta-analysis. *Computers in Human Behavior Reports*, 13, Article 100368.
- Peco-Torres, F., Polo-Peña, A. I., & Frías-Jamilena, D. M. (2023). Online reputation management and its effect on hotel brand image from the customer perspective. *Journal of Hospitality & Tourism Research*, 47(3), 512-535.
- Pujianti, A., Suryaningsih, I. B., & Widodo, H. (2021). Pengaruh ulasan online dan brand image terhadap booking intention hotel di Yogyakarta. *Jurnal Manajemen Pemasaran Indonesia*, 15(1), 1-12.
- Rogala, A., & Wawak, S. (2025). eWOM as a service evaluation instrument and innovation trigger in hospitality. *Journal of Service Innovation*, 7(2), 1-18.
- Savitri, N. A. P. S., Mahardika, I. B. P., & Ardana, I. K. (2025). e-WOM, brand image, dan keputusan pembelian: Studi pada hotel bintang empat di Bali. *Jurnal Manajemen Inovasi*, 3(1), 22-35.
- Shiji Group. (2024). Q4 2024 Guest experience benchmark report. Shiji Insights.
- Touni, R., Kim, W. G., Choi, H. M., & Ali, M. A. (2022). Antecedents and an outcome of customer engagement with hotel brand community on Facebook. *Journal of Hospitality & Tourism Research*, 46(5), 924-948.
- Wisnawa, I. M. B., Suasmini, M. A. N., & Karini, N. M. O. (2023). E-marketing dan brand image sebagai penentu loyalitas wisatawan: Studi destinasi Bali. *Jurnal Pariwisata Bali*, 14(2), 45-58.