

UNDERGRADUATE THESIS

**THE EFFECT OF ONLINE REVIEW ON HOTEL
BOOKING INTENTION AT SIX SENSES ULUWATU**



POLITEKNIK NEGERI BALI

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**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
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**This undergraduate thesis is submitted as one of the requirements to
earn Applied Bachelor's Degree in Tourism Business Management Study
Program in Politeknik Negeri Bali**



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ABSTRACT

Nugraheni Ayu Pramesti, Putu (2025). *The Effect of Online Review on Hotel Booking Intention at Six Senses Uluwatu*. Undergraduate Thesis: Tourism Business Management Tourism Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I: Drs. I Ketut Astawa, M.M. and Supervisor II: Ni Kadek Herna Lastari, M.Pd.

Keywords: online review, hotel booking intention, resort, guest, Bali.

This research is conducted to analyze the effect of online review in influencing potential guests' room booking intention at Six Senses Uluwatu, Bali. The research is conducted using quantitative methods. Participants in this research are 96 local and international tourists aged 20-60 and have used online review platforms to search for online review about Six Senses Uluwatu. The platforms analyzed are those utilized by Six Senses Uluwatu to manage reviews which are Google Review, TripAdvisor, Booking.com, Trip.com, and Expedia. Data is collected through questionnaires and analyzed with simple linear regression. The results reveal that online review positively influences hotel booking intention at Six Senses Uluwatu. The improvement of online review indicators namely usefulness, reviewer expertise, timeliness, volume, valence, and comprehensiveness lead to significant increase of hotel booking intention. These findings highlight the importance of maintaining high-quality online review across all platforms for Six Senses Uluwatu to manage a steady presence in the luxury hospitality market.

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ABSTRAK

Nugraheni Ayu Pramesti, Putu (2025). *The Effect of Online Review on Hotel Booking Intention at Six Senses Uluwatu*. Undergraduate Thesis: Tourism Business Management Tourism Management, Tourism Department, Politeknik Negeri Bali.

Skripsi ini sudah disetujui dan diperiksa oleh Pembimbing I: Drs. I Ketut Astawa, MM, dan Pembimbing II: Ni Kadek Herna Lastari, M.Pd.

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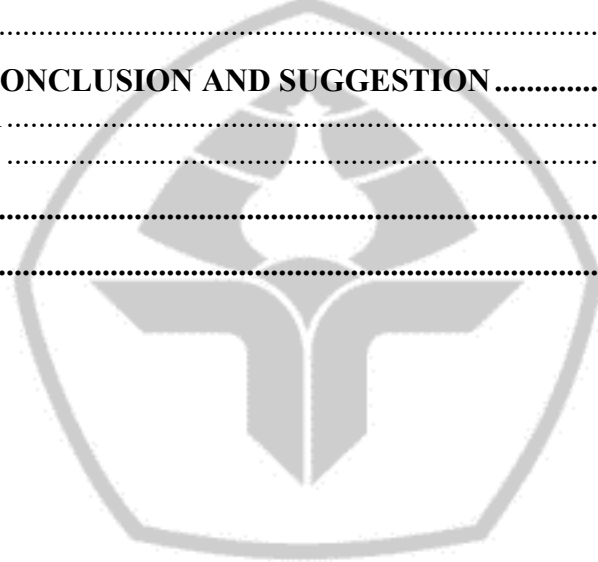
Penelitian ini dilakukan untuk menganalisis pengaruh ulasan daring terhadap minat menginap di Six Senses Uluwatu, Bali. Penelitian menggunakan metode kuantitatif dengan menyebarkan kuesioner kepada sejumlah 96 sample yang merupakan wisatawan lokal dan mancanegara berusia 20-60 tahun yang pernah menggunakan laman ulasan daring untuk mencari informasi mengenai Six Senses Uluwatu. Laman ulasan daring yang dianalisis diantaranya adalah Google Review, TripAdvisor, Booking.com, Trip.com, dan Expedia. Analisis data dalam penelitian ini menggunakan regresi linear sederhana. Hasil penelitian menunjukkan bahwa ulasan daring berpengaruh positif terhadap minat menginap di Six Senses Uluwatu. Peningkatan indikator usefulness, reviewer expertise, timeliness, volume, valence, dan comprehensiveness berpengaruh signifikan dalam meningkatkan minat menginap wisatawan. Temuan ini menekankan pentingnya menjaga kualitas ulasan daring di seluruh platform untuk Six Senses Uluwatu agar dapat mempertahankan citra perusahaan yang baik sebagai salah satu hotel bintang lima di Bali.

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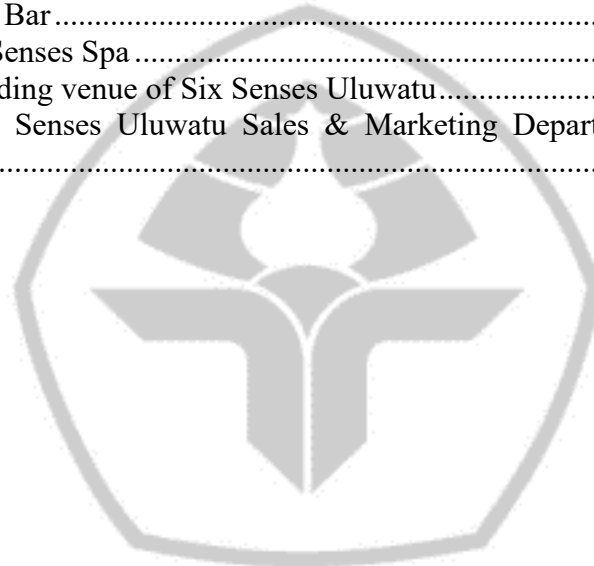
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CHAPTER I

INTRODUCTION

1.1 Research Background

The internet has revolutionized buying and selling transactions, particularly in the hospitality industry. Consumers prefer instant transactions due to efficiency and cost-effectiveness (Ghaedi, 2022). This shift in consumer behavior has led to a significant rise in the use of online booking services, particularly in the hotel sector. However, while these platforms offer convenience, they also have several limitations. One of the major challenges is the inability to physically experience the products or services before purchasing (Tran, 2020).

Purchasing intention itself is a critical step in consumer behavior influenced by various factors. According to Kotler & Keller (2016) the purchasing intention involves several stages: problem recognition, information search, evaluation of alternative, purchase decision, and post-purchase behavior. This set of processes is typically influenced by key factors such as brand image, product quality, and pricing (Supana et al., 2021). In the hospitality sector, the intangible nature of services and products limits customers' ability to evaluate quality, making it essential to gather as much information as possible before committing to a purchase. Consequently, customers often depend on alternative indicators for quality assessment prior to making purchasing decisions (Li et al., 2021). To address this challenge, customers utilize electronic word-of-mouth (eWOM) as a significant guidance prior to decision making (Aditya & Alversia, 2019).

One prominent aspect of eWOM that is heavily used in the hospitality industry is online review. Research by Chen et al. (2022) indicates that an impressive 93% of consumers are impacted by online reviews during their shopping activities. In the travel domain, Filieri & Mariani (2021) found 96.4% of their respondents (7.000 participants) used the internet for information during travel planning, with 90% referring to other customers' reviews. Supporting these findings, research by Wu et al. (2016) revealed that 49% of consumers would refrain from making hotel reservations without first reading online reviews. In addition, 35% of travelers adjusted their plans based on review insights, resulting in a notable 1.4% increase in revenue per available room.

As a luxury resort in Bali, Six Senses Uluwatu is no exception to this change in customer behavior. Six Senses Uluwatu is a luxury resort on the southern side of Bali, offering panoramic views of the Indian Ocean. The resort is well known for its luxury services and a commitment to wellness and environmental consciousness. Its unique location and dedication to luxury and sustainability have made it a popular choice among global travelers seeking an upscale yet eco-conscious experience. Though the effect of online reviews on hotel performance varies among hotel classes, the impact had proven to be deriving the most advantage to luxury hotels. Especially, the valence aspect of online reviews has a greater effect on luxury hotel's revenue per available room. This statement is supported with a study by Zhao et al. (2015) which revealed that negative online reviews significantly reduce booking intentions for luxury hotels. This highlights the critical role of maintaining a positive online presence in the luxury hotel market.

Currently, Six Senses Uluwatu is focusing on five platforms namely TripAdvisor, Google Review, Trip.com, Booking.com, and Expedia. The number of online reviews in those platforms is significantly low compared to their competitors which are Jumeirah Bali, Four Season Jimbaran, St. Regis Bali, Bvlgari Resort Bali, and Alila Villas Uluwatu. As per March 31, 2025, Six Senses Uluwatu received only 628 reviews on TripAdvisor and 1993 reviews on Google Reviews, ranking the second lowest among their competitors. Furthermore, TripAdvisor analytics show that there is a significant 46% decrease in the new online review number of Six Senses Uluwatu in 2024 compared to 2023.

Table 1. 1. Online review volume comparison

Brand	Trip Advisor	Google Reviews	Booking.com	Trip.com	Expedia	Total
St Regis Bali	2635	2576	59	75	334	5679
Four Seasons Jimbaran	2434	2627	225	30	261	5577
Alila Villas Uluwatu	1894	2131	143	47	208	4423
Bvlgari Resort Bali	1058	1821	229	157	192	3457
Six Senses Uluwatu	654	2034	223	175	93	3179
Jumeirah Bali	396	753	301	96	111	1657

Source: TripAdvisor, Google Reviews, Booking.com, Trip.com, Expedia, 2025

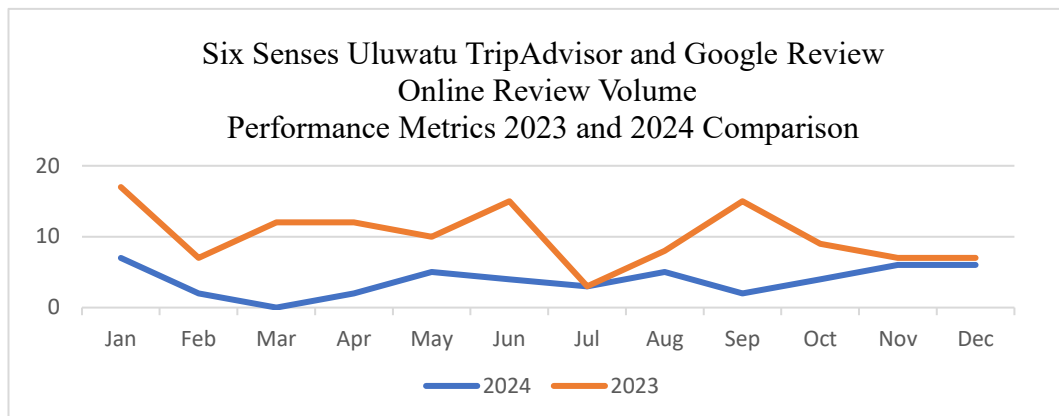


Figure 1. 1. Six Senses Uluwatu Online Review Volume Performance Metrics Comparison

In the past two years, Six Senses Uluwatu has received 159 reviews containing negative comments about the resort. The reviews are mostly the result of guests' dissatisfaction regarding the rooms, surroundings, hygiene, dining experiences, and services.

8/10 Good

Humaira

Travelled with group
3 Jan 2025

😊 Liked: Cleanliness, amenities, property conditions & facilities

The Six Senses Resort is beautiful, and we stayed there for a total of five nights. However, we were disappointed with the staff, especially during breakfast. We waited 40 minutes just for simple coffee, and the housekeeping staff often forgot to provide towels, clean cups, and refill hand wash and aloe vera. Although we enjoyed wonderful food throughout Bali, we found the dining experience at Six Senses to be lacking. The food was tasteless, and even the breakfast was unsatisfactory. While the property is stunning, I would not choose to stay here again.



W威廉W

🛏 Sky Pool Suite
📅 Stayed in April 2025
👨 Family
🗣 6 Reviews


3/10

Posted April 7, 2025

I recently stayed at the Bali Six Senses Hotel, and unfortunately, my experience was far from what I expected. The primary concern during my visit was the poor hygiene standards, which significantly impacted my stay.


Firstly, the water quality was alarming. The water coming from the shower, swimming pool, and wash basin was salty. I raised this issue with the hotel manager, who informed me that the water filter was broken, explaining the salty taste. This explanation did little to alleviate my concerns about hygiene and safety.

In a luxury hotel, I expect clean, safe water for bathing and swimming. It was disappointing to find that this basic standard was not met. Overall, I was quite dissatisfied with my stay due to these hygiene issues. I hope the management addresses these problems for future guests.



mervin
wrote a review
118 contributions
Hong Kong, China

Date visited **Apr 2024**
Trip type **Couples**



3 months ago ...

Try somewhere else

We stayed at Six Senses Uluwatu, and unfortunately, my experience was far from what I expected.

First and foremost, the management of this hotel leaves much to be desired. The room standards were not up to par, which was disappointing given the price we paid. Additionally, the attitude of the manager was unprofessional and dismissive, especially when we raised concerns about our stay. In an emergency situation, the response was inadequate, and it was clear that the staff had not received proper training to handle such incidents effectively.

Given the high rates, I expected a level of service and quality that simply wasn't delivered. If you're considering this area, I would highly recommend staying at Alila or Bvlgari, where you can get much better value for your money and a much more pleasant experience.

Moreover, the breakfast was another letdown. There were numerous insects crawling around, particularly in the fruit section, which was off-putting and concerning regarding hygiene.

Overall, I cannot recommend Six Senses Uluwatu. Save your money and choose a hotel that truly values its guests.



M D
5 months ago on  Google

1/5

Holiday | Couple

Feedback Summary

We stayed at this hotel for a week, and it was far from the 5-star experience we anticipated. We seriously considered changing hotels. If you're looking for top-notch service, I recommend staying away from this place.

Arrival:

Upon arrival, we found the lobby under construction with no prior notice. We were moved to a smaller lobby where we received no greetings or welcome.

Stay:

During our stay, we encountered several issues. The water was not hot, and it took until the next day for them to address it. The room floor was not polished, easily showing marks, and even more concerning was the unpleasant odor from the toilet, which sometimes made the entire bathroom smell. Additionally, the food was both expensive and subpar, forcing us to dine outside frequently.

Departure:

We booked a limousine for our departure but ended up with an average car that wasn't even from the hotel. There were no drinks or towels provided, and we had to deal with numerous mosquitoes and ants.

Rooms 1.0 Service 1.0 Location 3.0



Anna
Australia

 Sky Pool Suite with Ocean View
 4 nights - January 2025
 Couple

Reviewed: February 12, 2025

Expensive and run down facilities sadly

 The staff were very friendly and accommodating

 The resort was very run down and photos online did no justice. All facilities, restaurant and room service was extremely expensive. The resort also felt like a ghost town. Not many people were staying at the resort at the time.

3.0

Figure 1. 2. Examples of negative reviews about Six Senses Uluwatu

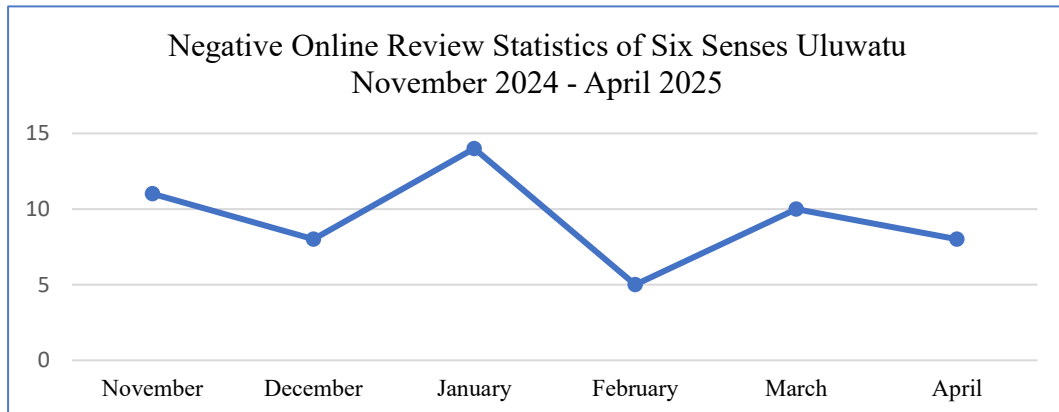


Figure 1. 3. Six Senses Uluwatu Negative Online Review Statistics November 2024 - April 2025

These negative reviews are consequently impacting the overall online review scores of Six Senses Uluwatu in all platforms. In March 2025 Booking.com, Expedia, and Trip.com comparison report, Six Senses Uluwatu also remains in the lowest position for online review scores. The aspects valued for these scores are staff, comfort, free wifi, facilities, cleanliness, location, and value for money.

Table 1. 2. Booking.com online review comparison

Booking.com	Overall Score	Number of Reviews
Bulgari Resort Bali	9,6	228
The St. Regis Bali Resort	9,6	394
Jumeirah Bali	9,6	309
Four Seasons Jimbaran	9,5	445
Raffles Bali	9,4	57
Alila Villas Uluwatu	9	149
Six Senses Uluwatu	7,9	220

Source: Booking.com, 2025

Table 1. 3. Expedia online review comparison

Expedia	Overall Score	Number of Reviews
Raffles Bali	10	31
The St. Regis Bali Resort	9,8	338
Jumeirah Bali	9,8	112
Alila Villas Uluwatu	9,6	208
Four Seasons Jimbaran	9,6	264

Bulgari Resort Bali	9,4	193
Six Senses Uluwatu	8,6	93

Source: Expedia, 2025

Table 1. 4. Trip.com online review comparison

Trip.com	Overall Score	Number of Reviews
The St. Regis Bali Resort	9,5	85
Raffles Bali	9,5	51
Jumeirah Bali	9,5	107
Bulgari Resort Bali	9,4	165
Alila Villas Uluwatu	9,3	50
Four Seasons Jimbaran	8,8	72
Six Senses Uluwatu	8,7	189

Source: Trip.com, 2025

In relation to this diminishing condition, the booking report of Six Senses Uluwatu shows a decrease in number in the past November 2024 until April 2025. If the current downward trend continues, Six Senses Uluwatu may face a significant decline in revenue, leading to underutilized resources and a weakened market position. The reduction in bookings over the past six months could negatively impact operational efficiency and brand perception, especially as competitors draw more of their target market away.

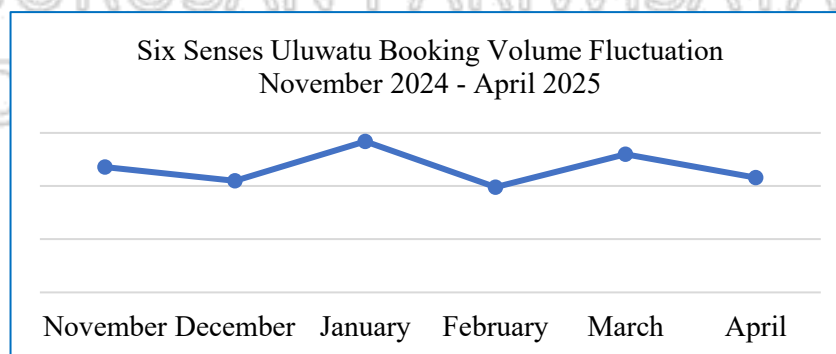


Figure 1. 4. Six Senses Uluwatu Booking Volume Fluctuation

This situation suggests a troubling trend that could further diminish the resort's online presence and raise concerns regarding its reputation and guest

satisfaction. Considering the competitive market of luxury hotels in Bali, it is vital for Six Senses Uluwatu to understand how online reviews specifically affect hotel booking intention within their target segments, ensuring business sustainability in a competitive environment. Analyzing customer behavior in relation to online reviews can aid hotel management in developing targeted strategies by pinpointing which aspects of reviews are most significant to potential guests. Ideally, research on online reviews in the hospitality industry should cover a broad spectrum of accommodations, including luxury hotels, to understand how reviews influence purchasing decisions across different market segments. However, most existing studies focus on budget and mid-range hotels, leaving a significant gap in understanding how online review specifically impact hotel booking intention in the luxury hotel sector. This gap highlights the need for research examining key elements of online review that affect hotel booking intention at premium properties like Six Senses Uluwatu. This background motivates the researcher to conduct a study titled “The Effect of Online Review on Hotel Booking Intention at Six Senses Uluwatu.”

1.2 Problem Statement

1. Is there any effect of online review on hotel booking intention at Six Senses Uluwatu?
2. How significant is the effect of online review on hotel booking intention at Six Senses Uluwatu?

1.3 Research Objectives

1. To analyze the effect of online review on hotel booking intention at Six Senses Uluwatu.
2. To analyze the significance of online review effect on hotel booking intention at Six Senses Uluwatu.

1.4 Research Significance

This research is expected to bring benefits both theoretically and practically, the benefits to be obtained in this study are:

1.4.1 Theoretical Benefit

Theoretically, this research is expected to contribute to the existing literature on electronic word-of-mouth (eWOM) and consumer behavior specifically in the luxury hospitality sector. It provides insights into the impact of online review on hotel booking intention for high-end accommodation, addressing the gap in the current literature which primarily focuses on budget and mid-range hotels.

1.4.2 Practical Benefit

1. For Politeknik Negeri Bali

This research is expected to support future studies as a resource on similar variables, particularly related to online review and hotel booking intention at the Politeknik Negeri Bali.

2. For the Company

This research aims to help Six Senses Uluwatu in leveraging online review to enhance their business performance by developing marketing strategies and optimizing online reputation management.

3. For the Writer

Enhance understanding and experience in doing scientific research and applying the knowledge gained through lectures and internship programs.

1.5 Limitations and Scope of Research

1. The variables in this research are online review and hotel booking intention.
2. The indicators of variables in this study include the variable of online review (usefulness, reviewer expertise, timeliness, volume, valence, comprehensiveness) and hotel booking intention (transactional interest, referential interest, preferential interest, explorative interest).
3. This study specifically focuses on assessing the potential guests' interest to book a room at Six Senses Uluwatu.
4. This research took samples from the Sales and Marketing Department at Six Senses Uluwatu.

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CHAPTER V

CONCLUSION AND SUGGESTION

5.1. Conclusion

Based on the data analysis conducted in this research, the findings reveal a significant positive influence of online reviews on the intention to book a hotel at Six Senses Uluwatu. The indicators of online review are affecting hotel booking intention at Six Senses Uluwatu by 48%. The statistical analysis is supported by a coefficient of 0.187 for the online review variable in the simple linear regression table. This indicates that for every one-unit improvement in the perceived quality of various aspects of online reviews, the likelihood of potential guests choosing to book a room at Six Senses Uluwatu increases by 0.187 units. Furthermore, a T-test was performed, yielding a T-value of 9.145, which surpasses the critical value of 1.984 from the T-table. This strong T-value confirms that the quality of online review indicators such as the relevance of content, the expertise of reviewers, the timeliness of reviews, the volume of feedback, the overall positivity or negativity and the comprehensiveness of the information provided significantly affect guests' booking intentions. Additionally, the potential guests' booking intention of Six Senses Uluwatu is impacted the most by online review volume, meanwhile reviewer expertise have the least impact. If potential guests perceive the online reviews for Six Senses Uluwatu as lacking in these critical areas, their interest in booking may decline. Consequently, this can lead to reduced engagement in the

transaction process, diminished exploration of the hotel, and fewer recommendations to friends and family.

The respondents in this research primarily rely on popular platforms such as Google Reviews, TripAdvisor, and Booking.com to assess online feedback regarding Six Senses Uluwatu. Interestingly, about 36.46% of these respondents utilize multiple platforms in their search for information, allowing them to make more informed booking decisions. Demographic statistics that show significance dominance of young adult millennial and female gender also suggest hotels to cater their digital marketing strategies into these demographics. In conclusion, the finding of this research highlights the necessity for Six Senses Uluwatu, as a high-end luxury hotel, to ensure the consistent quality of online reviews across all these platforms. Maintaining high-quality reviews is essential not only for attracting potential guests but also for sustaining a strong and competitive presence in the hospitality market.

5.2. Suggestion

This research underscores the critical role of maintaining online reviews for Six Senses Uluwatu in attracting potential guests and ensuring a positive presence in the competitive hospitality market. Given the increasing significance of online reputation, it is essential for Six Senses Uluwatu to adopt proactive approaches in managing and monitoring online reviews across various platforms, with particular emphasis on major sites such as Google Reviews, TripAdvisor, and Booking.com.

To enhance the number of favourable reviews since online review volume has the most impact on hotel booking intention, one effective strategy would be to

actively encourage satisfied guests to share their positive experiences. This could be facilitated through follow-up emails or during face-to-face interactions at the resort. Furthermore, it is crucial for the hotel's staff to be trained to actively solicit feedback from guests. Implementing a method whereby guests receive an "online review card" during check-out could facilitate this process. The card could prompt guests to share their experiences online and could also feature the names of the employees who assisted them. This recognition fosters a personal connection and motivates staff to provide outstanding service to encourage reviews. Additionally, management could introduce a quarterly recognition program to reward employees who are mentioned most often in positive reviews. Such initiatives could create a culture of excellence within the team and enhance the overall guest experience.

Demographic insights reveal that female tourist and young adults are particularly influenced by online reviews regarding their choice to stay at Six Senses Uluwatu. Therefore, it would be advantageous for the resort to craft targeted marketing strategies that resonate with these groups. Collaborating with key opinion leaders or influencers who appeal to this demographic is one approach. Such partnerships could amplify the resort's visibility and credibility among prospective guests. Another innovative strategy might involve creating a marketing program that offers guests discounts or complimentary products in exchange for providing reviews. Given that Six Senses Uluwatu offers a complimentary ice cream booth each day, leveraging this amenity could make the incentive program more appealing and rewarding for guests. Given the current challenges posed by a significant volume of negative online reviews, it is imperative that management

develops a clear framework for addressing such feedback. Establishing response time standards such as committing to reply to reviews within 24 to 48 hours and creating compensation protocols based on the severity of guest inconveniences would demonstrate the resort's dedication to customer satisfaction and help rebuild trust with disappointed guests.

While this research effectively highlights the relationship between online reviews and hotel booking intentions, there are limitations to consider. The study primarily focused on analysing the linear effects of online reviews, which is essential but does not capture the full spectrum of factors influencing booking decisions at Six Senses Uluwatu. Future research should explore further into the specific indicators impacting hotel booking intention which are usefulness, reviewer expertise, timeliness, volume, valence, and comprehensiveness. The findings indicate that a notable 51.5% of other variables influencing hotel booking intentions remain unexplored. Therefore, future research may focus toward investigating these additional variables which could have more significant impact in influencing hotel booking intention such as price, brand image, and influencer collaboration.

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