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The Influence of Google Reviews and Facilities on Buyers' Decisions to Choose Hotel Kampi Surabaya

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ABSTRACT

This study aims to analyze the influence of Google Reviews on buyers' decisions in choosing Hotel Kampi Surabaya, the influence of facilities on buyers' decisions partially, and the simultaneous influence of both variables on buyers' decisions in choosing Hotel Kampi Surabaya. This study uses a quantitative correlational approach. The study population is Instagram followers of Hotel Kampi Surabaya (7,166 followers as of January 15, 2026). By using the Slovin formula and a margin of error of 10%, a sample of 100 respondents was obtained through the Probability Sampling technique with the Simple Random Sampling method. Data were collected through an online questionnaire using a 5-point Likert scale and analyzed using multiple linear regression with SPSS software version 25.0. Validity, reliability, and classical assumptions (normality, multicollinearity, heteroscedasticity) tests were conducted before hypothesis testing. The results of the study show that Google Reviews have a negative and significant partial influence on buyer decisions ($t = -7.049$; sig. $= 0.000 < 0.05$), which means that an increase in negative reviews on Google Reviews decreases buyer decisions to choose Hotel Kampi Surabaya. Facilities have a positive and significant partial influence on buyer decisions ($t = 2.230$; sig. $= 0.028 < 0.05$). Simultaneously, both variables have a significant influence on buyer decisions ($F = 29.652$; sig. $= 0.000 < 0.05$) with an *Adjusted R^2* value of 0.367 or 36.7%. Google Reviews and facilities are two important determinants of buyer decisions in choosing Hotel Kampi Surabaya. Google Reviews is a more dominant factor with a beta coefficient of –0.568, which indicates that the valence of online reviews greatly influences buyer behavior.

1. Introduction

Indonesia's tourism sector has experienced significant growth in the post-pandemic period, creating increasing demand for accommodation and hospitality services. According to the Ministry of Tourism and Creative Economy, international tourist arrivals are projected to increase from approximately 4.9 million in 2024 to approximately 10 million in 2026, representing a growth of 110.86%. This growth highlights the strategic importance of the hotel industry in supporting tourism development by providing accommodation, services, comfort, and facilities that meet tourists' needs (Aprianti et al., 2025). As competition in the hospitality sector intensifies, hotels must continuously improve their service quality and marketing strategies to attract potential customers and maintain their competitiveness.

In East Java, the hotel room occupancy rate increased by 0.74 points, from 51.88% in 2022 to 52.62% in 2023. This development has intensified competition among hotels, encouraging hotel management to strengthen their public image and utilize information technology to influence consumer decision-making. The internet has become an important information medium because it enables users to access information conveniently and quickly (Wibowo et al., 2026). One of the digital platforms that plays an increasingly important role in the hospitality industry is Google Reviews, a Google service that enables users to evaluate establishments through star ratings and written comments. Google Reviews provides benefits for both businesses and consumers. Internally, customer reviews serve as feedback for evaluating service performance and identifying areas for improvement. Externally,

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reviews provide prospective customers with information that helps them assess a hotel's quality and suitability before making a reservation (Aini et al., 2026). Consequently, online reviews may become an important consideration in consumers' decisions to select accommodation.

In addition to online reviews, hotel facilities are another factor that may influence consumers' decisions when selecting accommodation. Amenities refer to the provision of physical equipment and supporting facilities intended to facilitate guests' activities and fulfill their needs during their stay (Shinta & Albina, 2024). Previous research has identified amenities as an important consideration in hotel selection (Propiona, 2021). Furthermore, comprehensive hotel amenities have been found to exert a positive and significant influence on consumers' decisions to stay (Palamba et al., 2024). These findings suggest that consumers evaluate hotels not only through information obtained from digital platforms but also through the availability and adequacy of physical facilities. Therefore, online reviews and hotel facilities represent two potentially complementary factors in shaping consumer purchasing decisions in the hospitality industry.

Hotel Kampi Surabaya was selected as the research setting because of its visibility on Google Maps and the potential influence of Google Reviews on prospective customers' decisions. The hotel has accumulated more than 5,000 Google reviews, most of which are positive. Nevertheless, the predominance of positive reviews does not necessarily guarantee that the hotel will consistently achieve its monthly targets. According to management data, the number of positive and negative reviews has varied considerably across the observed years, as presented in Table 1.

Table 1. Google Review Data for Hotel Kampi Surabaya

Year	Positive Reviews	Negative Reviews
2023	2,837	29
2022	1,863	10
2021	248	35
2020	374	28
2019	1,695	33

Source: Hotel Kampi Management Data (2026).

The review data indicate that Hotel Kampi Surabaya has received substantial numbers of positive reviews, particularly in 2023 and 2022. Positive comments generally emphasize the hotel's attractive interior design, gym availability, and designated smoking areas. However, negative reviews identify several shortcomings, including limited parking space, the absence of wardrobes, and inadequate room soundproofing. These concerns indicate that customers' experiences may differ according to the facilities available and the extent to which the hotel meets their expectations. Moreover, despite the predominance of positive reviews, the hotel has not consistently achieved its monthly targets. This situation raises questions about whether online reviews, particularly negative feedback, influence prospective customers' decisions and whether the availability of hotel facilities contributes to their decisions to choose Hotel Kampi Surabaya.

Although previous studies have discussed the importance of online reviews, information technology, and hotel amenities in consumer decision-making, the phenomenon at Hotel Kampi Surabaya highlights the need to examine these factors within a specific hospitality context. In particular, the coexistence of predominantly positive reviews, recurring complaints about physical facilities, and inconsistent achievement of monthly targets provides a practical basis for investigating the individual and simultaneous effects of Google Reviews and facilities on consumers' decisions. However, the available background information does not establish whether negative reviews directly cause lower reservation rates or whether facility-related concerns independently influence purchasing decisions. These relationships therefore require empirical examination rather than being assumed from the review data alone.

Accordingly, the research problem addressed in this study concerns the extent to which Google Reviews and hotel facilities influence consumers' decisions to choose Hotel Kampi Surabaya, both

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individually and simultaneously. The study has three specific objectives: (1) to determine the effect of Google Reviews on consumers' decisions to choose Hotel Kampi Surabaya; (2) to determine the effect of hotel facilities on consumers' decisions to choose Hotel Kampi Surabaya; and (3) to determine the simultaneous effect of Google Reviews and hotel facilities on consumers' decisions to choose Hotel Kampi Surabaya.

This study is expected to contribute theoretically by providing empirical evidence regarding the relationship between digital customer reviews, physical hotel facilities, and consumer decision-making in the hospitality industry. By examining these two factors within the same research framework, the study may strengthen understanding of how digital information and tangible service attributes jointly relate to hotel selection decisions. Practically, the findings may assist Hotel Kampi Surabaya's management in evaluating the role of online reputation and facility quality in attracting prospective customers. The results may also help management identify areas requiring improvement, particularly in responding to customer feedback and addressing recurring complaints about parking availability, wardrobe provision, and room soundproofing.

The novelty of this study lies in its examination of Google Reviews and hotel facilities simultaneously in the context of Hotel Kampi Surabaya, where predominantly positive online feedback coexists with recurring facility-related complaints and inconsistent monthly target achievement. Rather than assuming that positive reviews automatically translate into purchasing decisions, this study empirically investigates the individual and combined relationships of online reviews and physical facilities with consumers' decisions to choose the hotel. In doing so, the study seeks to provide context-specific evidence that can support hotel management in developing more responsive digital reputation management practices and improving facilities in accordance with customer expectations.

2. Literature Review

2.1. Conceptual and Theoretical Foundations

2.1.1. Google Reviews

Google Reviews is a feature on Google Maps that allows users to provide reviews in the form of stars and words for various listed places (Fikri et al., 2023). Google Reviews in this study adopts the Online Customer Review (OCR) theory because both have similar characteristics of consumers seeking and obtaining information based on previous user reviews (Tadesse Bogale & Debela, 2024). According to Fikri et al. (2021), there are five relevant OCR indicators as a measuring tool for Google Reviews, namely: (a) Perceived Usefulness, the benefits perceived by users from online reviews; (b) Source Credibility, the level of trust given to the review source; (c) Argument Quality, the persuasive strength and quality of arguments in the review; (d) Review Valence, the overall direction of the review sentiment (positive, negative, or neutral); and (e) Quantity of Reviews, the number of reviews as an indicator of product popularity.

2.1.2. Facility

According to Wibowo and Dewi (2026), in the service business, facilities include the condition of the facility, interior and exterior design, and cleanliness. Zendrato et al. (2025) classifies facilities in two senses, namely as physical installations of infrastructure and as daily consumer needs including physical and non-physical public services. Facilities are an important element that increases consumer purchasing interest. Hotel facility indicators include: (a) Bedrooms with their equipment; (b) Restaurants or cafes with their support; (c) Additional facilities; and (d) Parking lots.

2.1.3. Decision to Choose

The purchasing decision in this study adopts the purchasing decision theory. Putri et al. (2026) defines a purchasing decision as a person's decision to choose a purchasing action from several alternatives. According to Wibowo et al. (2026), the purchasing decision process goes through five stages: (a) Problem Recognition; (b) Information Search; (c) Evaluation of Alternatives; (d) Purchase Decision; and (e) Post-purchase Behavior. These five stages are used as indicators of the purchasing decision variables in this study.

2.2. Review of Empirical Studies

Several empirical studies have examined the relationship between *online customer reviews*, amenities, and purchasing decisions in various industry contexts. Lukman et al. (2026) examined the

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influence of *online customer reviews* on guests' decisions to choose Hotel Indah Palace Yogyakarta and found that online customer reviews contributed 23.4% to purchasing decisions. Andi et al. (2026) tested the *online customer review feature* on the Shopee *marketplace* and found a significant positive relationship between online customer reviews and purchasing decisions, where positive reviews increased consumer confidence (Suyitno et al., 2024).

Elisa et al. (2026a) confirmed similar findings in a different context, with research on local *sneakers* showing that *online customer reviews* have a positive and significant influence on purchasing decisions mediated by consumer attitudes. Wibowo et al. (2026) studied the Tokopedia *marketplace* in Surabaya and found that online reviews play a role in encouraging impulsive behavior through recommendations from other users. Purnomo et al. (2025) studied hotel room reservations at *online travel agents* in Batam City and found that *online reviews* and price significantly influenced booking decisions. Aini et al. (2026) in a study entitled *Online Traveler Reviews as Social Influence: Price is No Longer King* showed that *online reviews* have a greater influence than price in hotel booking decisions.

Regarding the facility variable, Dewi Nuning and Wibowo (2020) studied the Grand Duta Syariah Hotel in Palembang and found that facilities had a positive and significant influence on the decision to choose a hotel. Elisa et al. (2026b) at the Neo+ Green Savana Hotel in Sentul City confirmed that facilities such as clean and comfortable rooms influence the decision to stay.

In general, previous studies consistently show that *online customer reviews* and amenities have a positive influence on purchasing decisions. However, most studies examine the two variables separately, in different locations, and on different objects.

2.3. Identification of the Research Gap

Based on the conceptual synthesis and empirical review above, several research gaps form the basis of this study. *First*, in terms of variable integration, most previous studies examine *online customer reviews* or facilities separately on purchasing decisions. Few studies have integrated *Google reviews* and facilities into a single analytical model in the context of the hospitality industry, particularly in metropolitan-scale hotels like Surabaya.

Second, in terms of the platforms studied, previous studies on online reviews tend to focus on *marketplaces* such as Shopee (Tata et al., 2026) and Tokopedia (Putri et al., 2026). Studies that specifically examine *Google Reviews* as a search-based review platform with characteristics that differ from *marketplaces* or OTAs are still limited. *Google Reviews* have unique characteristics such as direct connection to location searches and broader visibility, so their potential influence on consumer decisions differs from reviews on other platforms.

Third, in terms of direction, this study's findings indicate that *Google reviews* can have a significant negative effect on purchasing decisions when dominated by negative reviews. This phenomenon has not been widely explored in previous studies, which generally show a positive relationship. However, in the case of the Kampi Hotel in Surabaya, it was found that despite the predominance of positive reviews (over 5,000), the presence of negative reviews still influenced consumer doubt, resulting in monthly targets not always being met.

Fourth, from a contextual perspective, there has been no study that specifically examines Hotel Kampi Surabaya, which has unique characteristics as a hotel with a modern-dynamic concept, strategically located in the center of Surabaya City, and has a large social media follower community base (7,166 Instagram followers).

Thus, the research gap identified is the lack of empirical evidence regarding the combined influence of *Google reviews* and amenities on customer decisions in choosing a hotel in the context of urban hospitality in Indonesia, specifically Hotel Kampi Surabaya. This study is designed to address this gap.

2.4. Development of the Conceptual Framework

Based on the theoretical review and hypothesis development above, the conceptual framework of this study can be described as follows. The independent variables (X1: Google Reviews and X2: Facilities) are predicted to have a partial (H1 and H2) or simultaneous (H3) effect on the dependent variable (Y: Decisions to Choose).

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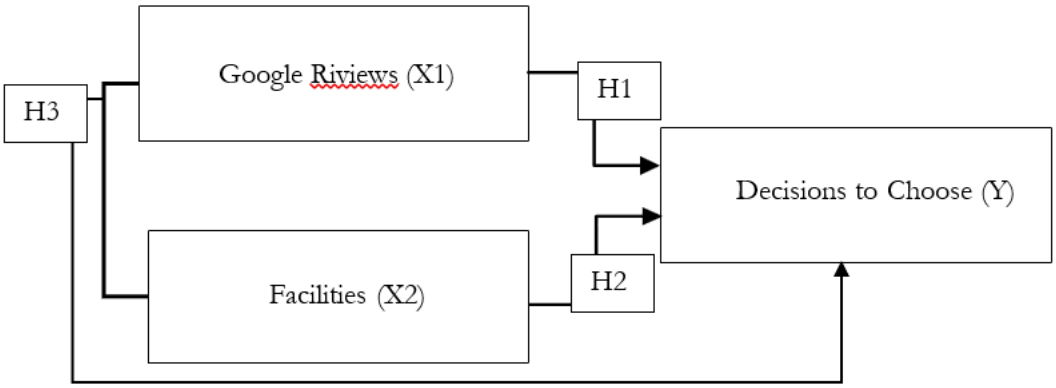


Fig. 1. Conceptual Framework

2.5. Hypotheses or Research Propositions

Wibowo et al. (2026) found that online customer reviews contribute 23.4% to purchasing decisions. Luqmanul et al. (2026) emphasized that the better the online customer reviews of a product or service, the higher the purchasing decision.

H1: There is an influence of Google Reviews on buyers' decisions to choose Hotel Kampi Surabaya.

H2: There is an influence of facilities on the buyer's decision to choose Hotel Kampi Surabaya.

H3: There is a simultaneous influence of Google Reviews and facilities on the buyer's decision to choose Hotel Kampi Surabaya.

3. Research methods

3.1. Research Design

This research uses a **quantitative correlational approach** with a survey method. According to Sugiyono (2021), quantitative research uses numerical data analyzed using statistics to test relationships between variables.

3.2. Research Context and Setting

Positive reviews generally highlight the attractive interior design, gym availability, and designated smoking areas. However, some negative reviews include concerns about limited parking, lack of wardrobes, and poor soundproofing in rooms. Despite the predominance of positive reviews, Hotel Kampi Surabaya does not consistently meet its monthly targets, leading to suspicions that negative reviews could potentially lead to reservations among potential guests.

3.3. Population and Sample / Research Participants

Population Which The number of followers determined in this study was the *Instagram account* of Hotel Kampi Surabaya, which numbered 7,166 followers as of January 15, 2026. In this study, to determine amount sample use formula Slovin with *Alpha Error* of 10%. Based on the calculation results, the sample size used in this study is 98.62, rounded up to 100 respondents. The sample was taken from the population of followers of the Hotel Kampi Surabaya Instagram account, which has a total of 7,166 followers.

3.4. Data Sources and Data Collection

The data used are primary data obtained through the distribution of questionnaires to visitors of the Kampi Hotel in Surabaya. The questionnaire was compiled using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree) to measure employee perceptions of organizational culture, organizational commitment, and performance variables. In addition to the questionnaire, this study also used documentation as supporting data. The research was conducted at the Kampi Hotel in Surabaya.

3.5. Measurement of Research Variables and Instruments

Before conducting the regression analysis, instrument quality testing was first conducted, including validity testing (with Pearson Correlation) and reliability testing (with Cronbach's Alpha, minimum limit 0.70). Next, classical assumption tests were conducted, including normality tests (with histogram graphs, normal PP plots, and Kolmogorov-Smirnov), multicollinearity tests (with tolerance values > 0.1 and VIF < 10), and heteroscedasticity tests (with scatterplot graphs). After passing the classical assumption tests, hypothesis testing was conducted through partial tests (t-tests), simultaneous tests (F-tests), and

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coefficient of determination (R^2) tests.

3.6. Data Analysis Techniques

The analysis used **multiple linear regression** with the help of SPSS version 25.0. The equation model used is:

$$Y=a+b1\ X1 + b2\ X2 + e$$

Before testing the hypothesis, a validity test was carried out. content, reliability test with Cronbach's Alpha (limit > 0.60), and assumption test classic (normality using Kolmogorov-Smirnov, multicollinearity using Tolerance & VIF, as well as heteroscedasticity using the Glejser Test). Hypothesis testing includes partial t-test, simultaneous F-test, and coefficient of determination (R^2).

3.7. Validity, Reliability, and Trustworthiness

To ensure the quality of research instruments and data, several testing procedures were carried out with the help of SPSS version 25 software. Validity testing used content validity by calculating the *Corrected Item-Total Correlation index. Reliability testing was carried out using the Cronbach's Alpha* technique. A construct or variable is declared reliable if *the Cronbach's Alpha value* is > 0.60 (Nunnally in Ghozali, 2012).

In addition to the instrument test, the reliability of the research results is strengthened through classical assumption tests which include multicollinearity tests with *tolerance indicators* > 0.10 and VIF < 10, heteroscedasticity tests using the Glejser test and *scatterplot graphs*, and normality tests using *the Kolmogorov–Smirnov with significance criteria > 0.05. This series of tests ensures that the regression model meets the BLUE (Best Linear Unbiased Estimator)* requirements so that the resulting findings can be statistically accounted for.

3.8. Ethical Considerations

This study applied the principles of research ethics throughout all stages of implementation. *First*, the principle of *informed consent* was applied by providing an explanation of the research objectives, the questionnaire completion procedure, and the respondent's right to refuse or withdraw without any consequences. Participation by followers of the Hotel Kampi Surabaya Instagram account was voluntary.

Second, the principles of confidentiality and anonymity are maintained by not including respondents' personal identities in the data reporting. The data presented only consist of aggregate demographic characteristics (gender and city of origin) that cannot be traced back to specific individuals.

Third, permission and coordination were obtained with the management of Hotel Kampi Surabaya prior to the research, including the use of review data and the hotel's social media followers as the population. The collected data will be used solely for academic purposes and will not be disseminated to unauthorized parties.

Fourth, the principle of academic integrity is upheld through objective data processing, reporting of results truthfully, including findings that contradict the initial hypothesis (such as the negative influence *of Google reviews*), and citing reference sources in accordance with scientific principles to avoid plagiarism. Visitor reviews used as research background are treated as aggregated public data and do not identify individual reviewers.

3.9. Research Procedures

This research was conducted through several systematically structured stages. *The first stage* was the planning stage, which included identifying the problem at Hotel Kampi Surabaya (the phenomenon of not achieving monthly targets despite the dominance of positive reviews), reviewing the literature, determining the research variables (*Google reviews* as X1, facilities as X2, and the decision to choose as Y), and developing a conceptual framework and hypotheses.

The second stage involved developing a research instrument, a questionnaire with a four-point Likert scale (1 = strongly disagree to 4 = strongly agree). The *Google review variable indicators* adopted five OCR indicators, a facility indicator, and a decision indicator, adopting five stages of decision-making.

The third stage is data collection. The study population was the followers of the Hotel Kampi Surabaya Instagram account, totaling 7,166 people as of January 15, 2024. The sample size was calculated using the Slovin formula at *an alpha error of* 10% (90% confidence level), resulting in 98.62 respondents rounded up to 100 respondents. The sampling technique used was *probability sampling* with the *simple random sampling method*, so that each member of the population had an equal chance of being selected.

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The questionnaire was distributed online and supplemented with observation, literature study, and interviews.

The fourth stage is data processing and analysis using SPSS version 25. The analysis includes a frequency test of respondent characteristics, a data quality test (validity and reliability in two stages), a classical assumption test (multicollinearity, heteroscedasticity, and normality), multiple linear regression analysis, a partial hypothesis test (t-test), a simultaneous test (F-test), and a coefficient of determination test (R^2).

The fifth stage is the interpretation of the results, discussion, drawing conclusions, and formulating theoretical and practical implications for the management of Hotel Kampi Surabaya. All stages are documented to ensure methodological transparency and allow for replication by other researchers.

3.10. Methodological Limitations

This study acknowledges several methodological limitations that need to be openly acknowledged. *First*, the study's sample size was limited to 100 respondents drawn from a population of 7,166 Instagram followers of Hotel Kampi Surabaya. This sample size limitation was due to the researcher's limited time and resources. Although this number meets the minimum requirements based on the Slovin formula, generalizing the results to the entire population of potential hotel consumers requires caution.

Second, the study population was limited to followers of the Hotel Kampi Surabaya Instagram account. This approach allows for reaching respondents who have been exposed to hotel information, but it has the potential to introduce *self-selection bias* because social media followers tend to have a certain level of engagement and perception of the hotel. Consumers who do not follow the Instagram account are not represented.

Third, data collection used online questionnaires completed by respondents themselves, without direct submission. This situation means that the accuracy of the data is highly dependent on the respondents' honesty and understanding in completing the questionnaire. The potential for *social desirability bias* and *common method bias* remains because data collection for the independent and dependent variables uses the same instrument.

Fourth, this study is limited to two independent variables, namely *Google reviews* and facilities. The *Adjusted R Square value* of 0.367 indicates that only 36.7% of the variation in the choice decision is explained by the model, while 63.3% is influenced by other variables outside the model, such as price, location, promotion, service quality, brand image, or previous experience, which are not analyzed in this study.

Fifth, this study is *cross-sectional*, using data collected at a single point in time (*cross-sectional*). This approach cannot capture the dynamics of changes in reviews, amenities, and consumer decisions over time. Longitudinal studies can provide a stronger picture of causal relationships, particularly in exploring how changes in online reviews influence purchasing decisions over time.

Sixth, this study used a four-point Likert scale (without a neutral option), which on the one hand forces respondents to establish a position, but on the other hand may eliminate the nuances of neutral answers that may more accurately represent the actual conditions.

4. Results and Discussion

4.1. Research Results

4.1.1. Sample Description and Descriptive Statistics

a. General Description of Research Object

Hotel Kampi Surabaya is located at Jl. Taman Apsari No. 3–5, Embong Kaliasin, Genteng, Surabaya. This hotel offers a modern hospitality concept with **196 rooms** and various facilities such as a fitness center, free private parking, a restaurant, room service, and free WiFi. Hotel Kampi Surabaya's vision is to become the largest preferred hotel chain in Indonesia and spread across Southeast Asia, with a mission to create added value for stakeholders through quality products and professional services that embody the "Touch of Indonesia".

b. Respondent Characteristics

Table 2. Respondent Characteristics Based on Gender and City of Origin

Characteristics	Category	Frequency	Percentage (%)

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Gender	Man	58	58
	Woman	42	42
City of Origin	Surabaya	32	32
	Poor	26	26
	Jakarta (Total)	9	9
	Kediri	6	6
	Madiun / Mojokerto / Sidoarjo	15	15
	Other	12	12

Source: Processed primary data (2026)

The majority of respondents were male (58%) and came from Surabaya (32%) and Malang (26%). This diverse distribution of city origins indicates that Hotel Kampi Surabaya attracts guests not only from Surabaya but also from other cities in East Java and beyond.

4.1.2. Data Quality and Preliminary Analysis

The validity test was conducted in two stages with a Corrected Item-Total Correlation limit of > 0.30. After stage 2, all statement items in the Google Review variables (14 items), facilities (5 items), and voting decisions (14 items) were declared valid.

The results of the stage 2 reliability test are shown in Table 3.

Table 3. Results of Phase 2 Reliability Test

Variables	Cronbach's Alpha	N of Items	Information
Google Review (X1)	0.923	14	Reliable
Facilities (X2)	0.850	5	Reliable
Decision to Choose (Y)	0.925	14	Reliable

Source: Processed primary data (2026)

All Cronbach's Alpha values are above 0.60, so the instrument is declared **reliable**.

Multicollinearity Test. The tolerance value of both independent variables is 0.968 (> 0.10) and the VIF is 1.034 (< 10), so **there is no multicollinearity** in the regression model.

Heteroscedasticity Test. Based on the Glejser Test and the scatterplot graph, the points are randomly distributed around the number 0 on the Y-axis without forming a specific pattern. It can be concluded that **there is no heteroscedasticity**.

Normality Test. The Kolmogorov-Smirnov test produces an Asymp. Sig. (2-tailed) value of **0.061 > 0.05**, so the data is declared **normally distributed**.

4.1.3. Main Analytical Results

Table 4. Results of Multiple Linear Regression Analysis

Model	B	Std. Error	Beta	t	Sig.
(Constant)	61,195	6,159		9,936	0,000
Google Review (X1)	–0.895	0.127	–0.568	–7,049	0,000
Facilities (X2)	0.410	0.184	0.180	2,230	0.028

Source: Processed primary data (2026)

Based on Table 4, the regression equation formed is Y=61.195+(−0.895)X1 + 0.410X2 + e

The interpretation of the equation is as follows: (1) a constant of 61.195 means that if Google Reviews and facilities have a value of zero, the decision to choose is worth 61.195; (2) a Google Review regression coefficient of –0.895 indicates that every increase of one unit of bad reviews on Google Reviews will decrease the decision to choose by 0.895 (this negative coefficient is specific to the context of negative reviews that dominate the respondents' perceptions); (3) a facility regression coefficient of 0.410 indicates that every increase of one unit of facilities will increase the decision to choose by 0.410.

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4.1.4. Hypothesis Testing Results / Key Findings

Partial t-test. The Google Review variable has a t-value of –7.049 with a significance of 0.000 < 0.05, so H1 is accepted. There is a significant negative influence of Google Reviews on voting decisions. The facility variable has a t-value of 2.230 with a significance of 0.028 < 0.05, so H2 is accepted that there is a significant positive influence of facilities on voting decisions.

F Test (Simultaneous). The F test results yielded an F-count value of 29.652 with a significance of 0.000 < 0.05, thus H3 is accepted. Google Reviews and facilities simultaneously have a significant effect on the decision to choose.

Coefficient of Determination. The Adjusted R^2 value of 0.367 (36.7%) means that the contribution of Google Reviews and facilities together to the decision to choose is 36.7%, while the remaining 63.3% is explained by other variables outside the model.

4.2. Research Discussion

4.2.1. Interpretation of Key Findings

a. The Influence of Google Reviews on Voting Decisions.

The results of the study indicate that Google Reviews have a **negative** and significant impact on the decision to choose. A negative coefficient indicates that an increase in negative reviews on Google Reviews will decrease consumers' decisions to choose Hotel Kampi Surabaya. Descriptive results indicate that the statement with the highest score is "consumers feel confident in choosing Hotel Kampi Surabaya after reading reviews on Google," which confirms that Google Reviews is the primary reference for decision-making.

This finding is consistent with Icha et al. (2026) who stated that Google Reviews have an impact both internally (company feedback and evaluation) and externally (user references in assessing the quality of a place). This is also in line with Latifaturrohmah et al. (2026) who found that online customer reviews contribute to purchasing decisions, and Rasyid et al. (2024) who proved a positive and significant relationship between online reviews and purchasing decisions, and the better the online reviews, the higher the purchasing decision. Although the coefficient sign in this study is negative, the essence is consistent: the valence of reviews (positive or negative) determines the direction of consumer decisions.

b. The Influence of Facilities on Voting Decisions.

Facilities have a positive and significant influence on the decision to choose. The better the facilities provided, the higher the consumer's decision to choose Hotel Kampi Surabaya. Descriptive results show that the statement with the highest score is "Hotel Kampi Surabaya does not charge for parking," indicating that free facilities are a strong attraction.

This finding aligns with Hayati et al. (2026) findings, which state that in service businesses, facilities, including facility condition, interior/exterior design, and cleanliness, are crucial elements. Umar et al. (2025) consistently emphasized that facilities can increase consumer purchasing interest.

c. The Simultaneous Influence of Google Reviews and Facilities on Voting Decisions.

These two variables together contributed 36.7% to the decision to choose Hotel Kampi Surabaya. The combination of information from online reviews (as an initial reference) and available facilities (as a means of fulfilling needs) shaped the consumer's decision. The remaining 63.3% was influenced by other variables outside the model, such as price, location, promotions, or service quality.

These results are consistent with states online reviews encourage behavior purchase consumers , as well as Aini et al. (2026) which mentions facility become consideration main consumer in choose a hotel.

4.2.2. Comparison with Previous Studies

The finding that Google Reviews have a negative and significant effect on consumer decisions should be considered alongside previous research on online customer reviews. Icha et al. (2026) explained that Google Reviews serve an internal function as a source of organizational feedback and evaluation and an external function as a reference for users assessing the quality of a place. This perspective supports the present finding that Google Reviews are relevant to consumers' evaluations of Hotel Kampi Surabaya. Similarly, Latifaturrohmah et al. (2026) found that online customer reviews contribute to purchasing decisions, while Rasyid et al. (2024) demonstrated a

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positive and significant relationship between online reviews and purchasing decisions, indicating that more favorable reviews are associated with stronger purchasing decisions.

Although the direction of the coefficient in this study differs from the positive relationship reported by Rasyid et al. (2024), the findings can be reconciled by considering the valence and measurement of online reviews. Positive reviews may strengthen consumer confidence, whereas negative reviews may discourage consumers from selecting a hotel. Therefore, the negative coefficient in the present study should not automatically be interpreted as evidence that Google Reviews are generally detrimental to purchasing decisions. Instead, its substantive meaning depends on how the variable was measured and coded. This distinction is important for interpreting the relationship between online reputation and consumer behavior accurately.

Regarding hotel facilities, the positive and significant effect found in this study is consistent with Hayati et al. (2026), who emphasized the importance of facility conditions, interior and exterior design, and cleanliness in service businesses. The finding also aligns with Umar et al. (2025), who highlighted the role of facilities in increasing consumer purchasing interest. These similarities reinforce the argument that physical facilities are relevant to consumer evaluations and selection decisions in service settings. In the context of Hotel Kampi Surabaya, the strong descriptive score for free parking further illustrates how a specific facility may be perceived as a valuable benefit.

The simultaneous influence of Google Reviews and facilities is also consistent with reported that online reviews encourage consumer purchasing behavior. Furthermore, Aini et al. (2026) emphasized that facilities are an important consideration when consumers choose a hotel. The present study extends these perspectives by examining online reviews and facilities together within the context of Hotel Kampi Surabaya. The findings indicate that digital information and tangible service attributes should be considered complementary dimensions of hotel selection rather than isolated factors.

4.2.3. Theoretical Contributions

The findings contribute to the understanding of consumer decision-making in the hospitality industry by demonstrating the relevance of both online reviews and physical facilities. The significant relationship between Google Reviews and consumer decisions highlights the importance of digital information in shaping consumers' evaluations before selecting accommodation. Online reviews can reduce information uncertainty by allowing prospective guests to consider the experiences and assessments of previous customers. However, the negative coefficient observed in this study also emphasizes the need to distinguish between the general influence of online reviews and the specific effects associated with their sentiment or measurement.

The positive and significant relationship between facilities and consumer decisions further supports the view that tangible service attributes are important in consumers' evaluations of hospitality services. While online reviews provide information that helps consumers form expectations, hotel facilities represent practical attributes that may fulfill their needs during their stay. The combined explanatory contribution of 36.7% suggests that these two factors jointly provide meaningful insight into consumer decisions, although they do not account for all determinants of hotel selection.

Overall, the study contributes context-specific empirical evidence by examining digital reputation and physical facilities within a single analytical framework. Nevertheless, because the findings are specific to Hotel Kampi Surabaya and the variables examined, they should be interpreted as evidence concerning the relationships observed in this setting rather than as definitive confirmation of a universal consumer decision-making theory.

4.2.4. Practical and Policy Implications

The findings have several practical implications for the management of Hotel Kampi Surabaya. First, management should strengthen its Google Reviews monitoring and response practices. Customer feedback should be reviewed systematically to identify recurring complaints, evaluate service performance, and determine which issues require immediate corrective action. Responding professionally to negative reviews and communicating improvements transparently may help maintain consumer confidence and support the hotel's online reputation.

Second, management should continue maintaining and improving facilities that consumers

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consider valuable. The descriptive finding concerning free parking suggests that this benefit is worth preserving and communicating clearly to prospective guests. At the same time, recurring complaints about limited parking, the absence of wardrobes, and inadequate room soundproofing warrant further evaluation. Management could prioritize improvements according to complaint frequency, operational feasibility, investment requirements, and their potential contribution to guest satisfaction.

Third, online reputation management and facility improvement should be integrated into the hotel's broader marketing and service-quality strategies. Positive digital communication may help establish favorable expectations, but the actual facilities and guest experience must support those expectations. Management should therefore evaluate customer reviews alongside booking trends, guest feedback, and monthly performance targets to identify whether specific interventions are associated with improved outcomes.

The results may also offer practical insights for other hotel operators facing similar challenges. However, the recommended actions should be adapted to each hotel's customer profile, operational capacity, and market conditions rather than applied uniformly across the hospitality sector.

4.2.5. Integration with the Research Gap

This study addresses the research gap concerning the need to examine online reviews and physical hotel facilities simultaneously in a specific hospitality context. At Hotel Kampi Surabaya, predominantly positive Google Reviews coexist with recurring facility-related complaints and inconsistent achievement of monthly targets. This situation demonstrates why the number of positive reviews alone may be insufficient to explain consumer decisions or hotel performance.

By examining the individual effects of Google Reviews and facilities, as well as their combined explanatory contribution, the study provides empirical evidence concerning the relevance of digital information and tangible hotel attributes in consumers' decisions. The findings indicate that Google Reviews have a negative and significant relationship with consumer decisions, facilities have a positive and significant relationship, and the two variables jointly explain 36.7% of the variation in consumer decisions.

These findings address the practical research problem by identifying two relevant dimensions of hotel selection while also demonstrating that other factors remain important. The study's contribution lies in its context-specific examination of these variables together. Nevertheless, the findings do not establish that negative reviews directly cause lower bookings or that the two independent variables account for all factors underlying the hotel's monthly target performance.

4.2.6. Acknowledgement of Study Limitations

Several limitations should be considered when interpreting the findings. First, the study focuses on Hotel Kampi Surabaya, meaning that the results may not be directly generalizable to hotels with different market segments, service characteristics, or customer profiles. Second, although Google Reviews and facilities jointly explain 36.7% of the variation in consumer decisions, the remaining 63.3% indicates that other determinants may also be relevant. Factors such as price, location, promotional activities, and service quality should therefore be considered in future research.

Third, the negative coefficient for Google Reviews requires careful interpretation because the substantive meaning of the relationship depends on the variable's operational definition and coding. Without examining these details, the coefficient cannot conclusively establish whether more negative reviews or a higher overall review score are associated with lower consumer decisions. Finally, the coexistence of online reviews, facility-related complaints, and inconsistent monthly target achievement does not by itself establish a causal relationship between these phenomena. Future studies could examine additional variables and compare several hotels to assess the consistency of these relationships across different hospitality settings.

5. Conclusion

5.1. Summary Main Meeting

Based on the research results, it can be concluded that: (1) Google Review has a negative and significant effect on the buyer's decision to choose Hotel Kampi Surabaya ($t = -7.049$; sig. $0.000 < 0.05$), which means that increasing bad reviews on Google Review will reduce consumer decisions; (2) facilities

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have a positive and significant effect on the buyer's decision to choose Hotel Kampi Surabaya (t = 2.230; sig. 0.028 < 0.05), which means that the better the facilities, the higher the consumer's decision; (3) Google Review and facilities simultaneously have a significant effect on the buyer's decision to choose Hotel Kampi Surabaya (F = 29.652; sig. 0.000 < 0.05) with an Adjusted R^2 contribution of 36.7%. Google Review is the most dominant variable (β = –0.568) compared to facilities (β = 0.180).

5.2. Theoretical Contributions

This research can contribute to the understanding of the factors that influence purchase decisions in choosing a hotel. The theoretical implications of this research include:

a. Confirmation that *Google reviews* and amenities are significant factors in buyer decision making.
b. Increased understanding of the interactions between the variables studied, so that it can be used as a basis for further research in the field of buyer satisfaction in the hotel industry.
c. Strengthening theories related to consumer and purchasing behavior, as well as consumer purchasing decision theory and technology acceptance theory that are relevant in the context of hotel selection.

5.3. Practical and Policy Implications

This research has important practical implications for Hotel Kampi Surabaya in improving customer decisions. By understanding how *Google reviews* and hotel amenities influence customer decisions, hotel management can increase the diversity of amenities and improve the facilities offered to gain positive reviews on *Google*. Furthermore, strengthening online marketing strategies to increase customer trust in the hotel, including leveraging positive reviews on *Google*.

5.4. Limitations of the Study

This study has the following limitations: (1) the sample size was only 100 respondents due to time and access limitations; (2) it only used two independent variables, while 63.3% of the variation in voting decisions was explained by other variables that had not been studied; and (3) data collection was via an online questionnaire completed by the respondents themselves, so that data accuracy was highly dependent on the honesty of the respondents.

5.5. Future Research Directions

Further research is recommended to: (1) add other variables such as price, promotion, location, service quality, or brand image that have the potential to explain the remaining 63.3% of the variation in choice decisions; (2) expand the sample size and population coverage to actual customers (not just Instagram followers); (3) explore analysis methods such as Structural Equation Modeling (SEM) or include moderator/mediator variables; and (4) conduct comparative studies between hotels in similar segments to test the generalizability of the findings.

For Hotel Kampi Surabaya, practical recommendations that can be taken include: (1) strengthening digital reputation management by actively responding to negative reviews and encouraging satisfied customers to provide positive reviews; (2) improving facilities that are the source of complaints such as parking capacity, adding wardrobes in rooms, and soundproofing; (3) involving visitors in providing reviews through small incentives or reminders at check-out; and (4) strengthening digital marketing through user-generated content on Instagram and Google MapsS

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