## REFERENCES

- Abrate, G., Quinton, S., & Pera, R. (2021). The relationship between price paid and hotel review ratings: Expectancy-disconfirmation or placebo effect? *Tourism Management*, 85, 104314. https://doi.org/10.1016/j.tourman.2021.104314
- Açikgöz, F. Y., Kayakuş, M., Zăbavă, B. Ştefania, & Kabas, O. (2024). Brand Reputation and Trust: The Impact on Customer Satisfaction and Loyalty for the Hewlett-Packard Brand. *Sustainability (Switzerland)*, 16(22). https://doi.org/10.3390/su16229681
- Baquero, A. (2023). Is Customer Satisfaction Achieved Only with Good Hotel Facilities? A Moderated Mediation Model. *Administrative Sciences*, 13(4), 108. https://doi.org/10.3390/admsci13040108
- Calvino, D., Hudayah, S., & Indriastuti, H. (2023). The Influence of Brand Image and Hotel Reputation on Customer Loyalty with Customer Satisfaction as An Intervening Variable at Bluesky Pandurata Boutique Hotel. *International Journal of Business and Management Invention (IJBMI) ISSN*, 12, 165–180. https://doi.org/10.35629/8028-1210165180
- Chukwunwem Bessie Charles Obei, G. (2022). NOVATEUR PUBLICATIONS JournalNX-A Multidisciplinary Peer Reviewed Journal BRAND REPUTATION AND HOTEL COMPETITIVENESS: AN EVALUATION OF SELECTED HOTELS IN PORT HARCOURT, RIVERS STATE NIGERIA. https://orcid.org/0000-0001-6127-5866
- Crossman, S. (2024). Impact of Service Quality on Customer Satisfaction in Boutique Hotels. *Journal of Hospitality and Tourism*, 4(3), 1–9. https://doi.org/10.47672/jht.2385
- El-Said, O. A. (2020). Impact of online reviews on hotel booking intention: The moderating role of brand image, star category, and price. *Tourism Management Perspectives*, 33, 100604. https://doi.org/10.1016/j.tmp.2019.100604
- Fadli, W., Fadli Satrya, W., Lahindah, L., & Tinggi Ilmu Ekonomi Harapan Bangsa, S. (2025). The Influence of Pricing, Cancellation Policy, Location and Facilities on The Performance of 3-Star Hotels in Indonesia. *Eduvest-Journal of Universal Studies*, 5(1), 737–753. http://eduvest.greenvest.co.id
- Foroudi, P. (2019). Influence of brand signature, brand awareness, brand attitude, brand reputation on hotel industry's brand performance. *International Journal of Hospitality Management*, 76, 271–285. https://doi.org/10.1016/j.ijhm.2018.05.016

- Han, C., Zhou, L., & Zhou, T. (2024). How does the built environment affect hotel prices? A study using multiscale GWR and deep learning. *Journal of Asian Architecture and Building Engineering*, 23(5), 1717–1734. https://doi.org/10.1080/13467581.2023.2270027
- Hidayana, N., Fuzi, A. M., & Noor, M. (2025). Assessment of Validity, Reliability, and Normality in Quantitative Study: A Survey Instrument Analysis with IBM SPSS. https://www.researchgate.net/publication/389340242
- Hlee, S., Lee, H., & Koo, C. (2018). Hospitality and Tourism Online Review Research: A Systematic Analysis and Heuristic-Systematic Model. *Sustainability*, 10(4), 1141. https://doi.org/10.3390/su10041141
- Jafari, J., & Scott, N. (2014). Muslim world and its tourisms. *Annals of Tourism Research*, 44, 1–19. https://doi.org/10.1016/j.annals.2013.08.011
- Jarboui, S., Guetat, H., & Boujelbène, Y. (2015). Evaluation of hotels performance and corporate governance mechanisms: Empirical evidence from the Tunisian context. *Journal of Hospitality and Tourism Management*, 25, 30–37. https://doi.org/10.1016/j.jhtm.2015.08.002
- Jones, P., Hillier, D., & Comfort, D. (2016). Sustainability in the hospitality industry. International Journal of Contemporary Hospitality Management, 28(1), 36–67. https://doi.org/10.1108/IJCHM-11-2014-0572
- Joseph F. Hair Jr, William C. Black, Barry J. Babin, & Rolph E. Anderson. (2010). *Multivariate Data Analysis* (7th ed.). Pearson Education.
- Kim, W. G., Li, J. (Justin), Han, J. S., & Kim, Y. (2017). The influence of recent hotel amenities and green practices on guests' price premium and revisit intention. *Tourism Economics*, 23(3), 577–593. https://doi.org/10.5367/te.2015.0531
- Kumar, A., Vidyapeeth, D. Y. P., Ramgade, A., & Kumar, A. (2021). TO STUDY THE IMPACT OF REPUTATION MANAGEMENT IN PROTECTING AND STRENGTHENING THE BRAND VALUE OF THE HOTEL. Vidyabharati International Interdisciplinary Research Journal, 12(2). https://doi.org/10.5281/zenodo.6666568
- Lee, M., Kim, J., & Shin, H. H. (n.d.). Spatial analytics with hospitality big data: Examining the impact of locational determinants on customer satisfaction in the U.S. hotel market. https://hdl.handle.net/10125/103246

- Li, Y., & Du, T. (2018). Assessing the Impact of Location on Hotel Development: An Analysis of Manhattan Hotels, 1822–2012. *Papers in Applied Geography*, 4(1), 21–33. https://doi.org/10.1080/23754931.2017.1366356
- Rasoolimanesh, S. M., Ringle, C. M., Jaafar, M., & Ramayah, T. (2017). Urban vs. rural destinations: Residents' perceptions, community participation and support for tourism development. *Tourism Management*, 60, 147–158. https://doi.org/10.1016/j.tourman.2016.11.019
- Tajeddini, K. (2010). Effect of customer orientation and entrepreneurial orientation on innovativeness: Evidence from the hotel industry in Switzerland. *Tourism Management*, 31(2), 221–231. https://doi.org/10.1016/j.tourman.2009.02.013
- Trebicka, B., & Kullolli, T. (2023). Analysis of Online Pricing Policies for Hotels: A Case Study of Durres, Albania. In *Review of Economics and Finance* (Vol. 21).
- Verma, K., Sharma, S., & Professor, A. (2024). The Influence of Online Reviews on Hotel Booking Decisions. In *Journal of Hotel Management and Tourism* (Vol. 2, Issue 1).
- Vermeulen, I. E., & Seegers, D. (2009). Tried and tested: The impact of online hotel reviews on consumer consideration. *Tourism Management*, 30(1), 123–127. https://doi.org/10.1016/j.tourman.2008.04.008
- Xu, K. (2015a). Types of red tourists in China: Evidence from Shaoshan. Annals of Tourism Research, 51, 57–59. https://doi.org/10.1016/j.annals.2015.01.003
- Xu, K. (2015b). Types of red tourists in China: Evidence from Shaoshan. Annals of Tourism Research, 51, 57–59. https://doi.org/10.1016/j.annals.2015.01.003
- Yang, Y., Tang, J., Luo, H., & Law, R. (2015). Hotel location evaluation: A combination of machine learning tools and web GIS. *International Journal of Hospitality Management*, 47, 14–24. https://doi.org/10.1016/j.ijhm.2015.02.008
- Zhang, Z., Ye, Q., & Law, R. (2011a). Determinants of hotel room price. International Journal of Contemporary Hospitality Management, 23(7), 972–981. https://doi.org/10.1108/09596111111167551
- Zhang, Z., Ye, Q., & Law, R. (2011b). Determinants of hotel room price. International Journal of Contemporary Hospitality Management, 23(7), 972–981. https://doi.org/10.1108/09596111111167551