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Influence of Electronic Word of Mouth on Customer Reservations Decision Making in Egyptian Hotels

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ABSTRACT

In regards to online reviews, the power of electronic word of mouth (eWOM) has been studied thoroughly. Thereby, social media make the communities more useful sources of knowledge for customers for having experience. Researchers in this study designed the questionnaire form which aims to examine the determinants which influence customers' intention to reserve in the Egyptian hotels. The number of customers who filled the questionnaires forms was 250, but was among them 232 forms valid for statistical analysis (92.8 %). The results of this study showed that customer's income has a positive influence on reserving in the hotel, furthermore, the independent variables such as (Brand love, the credibility of eWOM, the Social Media eWOM quality and adoption, and positive E-Word of mouth have a positive influence on customer intention to reserve in hotel (dependent variable). The study recommended that the hotel managers should improve its hotel marketing by increasing more offers to attract new customers from different countries for increasing reservations in Egyptian hotels., and the study also recommended enhancing the social networking services by tracking customer reviews on (Facebook - Twitter - hotel website) about the services and facilities provided in the hotels.

1. Introduction

The Internet reflects a revolution of digital technology that has had a profound effect on both culture and diverse facets of contemporary human existence, including connectivity, industry, entertainment, and social activities. In addition to acting as a knowledge center, the Web has become a common medium for doing business.

Harrison-Walker (2001) states that the conventional WOM is casual, person-to-person contact between the presumed non-commercial communicator and the recipient about a name, company, agency, or service.Via Word-of-Mouth (WOM), Dellarocas (2003) mentioned that the Internet has provided synergistic incentives for feedback, advice, suggestion, and referral. The same author pointed that word of mouth definition can be described in a variety of forms, but they all suggest it as a means of communication. Wien and Olsen (2017)

described WOM as a general propensity for customers to create a product- and brand-related contact that can be observed through categories and contexts.

In addition, Wang and Yu (2017) indicated that WOM knowledge is an important, established source generated by individuals or marketers, and is then disseminated to other customers by customers or marketers. In this sense, knowledge received by WOM can help customers determine a service or product before it is consumed and will also influence the perceptions of that service or product.

Compared to traditional WOM, eWOM has the advantages of facilitating massive information spread at a rapid pace, transcending space, time, barriers to social class, and cultural difference. Customers may rely on eWOM to solve the plurality of knowledge asymmetries characteristic of conventional customer markets (Rezabakhsh et al., 2006).

It is necessary to investigate the effect of electronic word of mouth (eWOM) on knowledge discovery, as prospective customers might not be informed of the reputation of the eWOM sender (Chuah et al., 2014). Therefore, taking a specific approach to previous research, this analysis aims to explore the effect of brand affection, eWOM creditability, consistency, and acceptance of Social Media eWOM and the optimistic purpose of eWOM customers to book in the hotel.

2. Literature Review

In this section, we present several previous studies about the impacts of eWOM, Social commerce, the credibility of eWOM, brand love.

Electronic Word of Mouth (eWOM)

The rapid development of social networking has now rendered the Web into an engaging environment (Hajli, 2014), supplying users with the much-needed opportunity to share their product feedback (Ali et al., 2020). Although traditional WOM is perceived as a face-to-face encounter, the emergence, and expansion of the network has promoted a transforming mode of contact, called eWOM.

Cheng and Zhou (2010) defined eWOM that as 'any positive or negative opinion provided to a multitude of individuals and organizations by potential current or former customers on a product or company made accessible through the Internet. It is produced by purchasers and sellers alike. Ali et al., (2020) Examined the variables fostering customer interaction with Electronic Word of Mouth (eWOM) from the viewpoint of knowledge, customer behavior, customer motivations, technical and social influences. They used the Value- Performance Map Analysis (VPMA) that defined credibility of knowledge, sense of belonging, attitude towards eWOM, and Social support as the most critical considerations that managers will consider to promote customer eWOM involvement in an e-commerce platform.

Vincent and Alpha (2016) Content of posts relating to Shure technical earphones was collected and annotated in the online Mingo community. They have shown that sales of the drug are highly affected by the number of platform discussions that cause knowledge.

They also showed that the weekly number of articles, their relative number of positive (negative) comments, especially in terms of money value and sound quality. From the regression models, The explained variance in sales jumps from the regression models

is from 0.236 to 0.732 due to the influence of eWOM.

Chia-Ko Lee et al., (2014) analyzed the impact of word-of-mouth, customer preferences and emotional contagion on the aspects to be discussed, reflecting on how these variables influence travelers' behavioral intent to take low-cost airlines. Results indicate that word-of-mouth online for low-cost airlines would not affect the intention of customers to take low-cost airlines. However, customers' aspirations and social contagion will impact their desire to take low-cost airlines.

Nadarajan et al., (2017) mentioned that this trend (eWOM) provides observational proof that the effects/feelings and behavioral elements of customers focused on unfavorable eWOM are linked to the customer's offline buying and consuming intentions. This also greatly examines the feasibility of customer behavioral knowledge that is capable of examining eWOM elements and offers a basis for integrating all market effects/feelings and customer actions with offline customer activity or expectations.

Chaochang and Shu (2017) used economic indices, the Internet 'word of mouth', and the Google Trends variables generated through keyword searches to forecast the monthly selling volumes of a given car brand. The findings of the analysis revealed that the theoretical GA / KNN model holds the greatest predictive capacity in terms of Mean Absolute Percentage Error (MAPE). Lerrthaitrakul and Panjakajornsak (2014) built a methodological perspective on the possible impact of electronic word-of-mouth contact (eWOM) on customer decision-making in the low-cost airline industry.

Yu Ouyang et al., (2017) found that the association between the willingness of customers to utilize the Internet and their participation in tourism goods with the approval of the eWOM is significant and in part favorable. Within Multiple Regression Analysis, eWOM's three characteristics have an important and beneficial effect on the adoption of tourism goods by customers, the degree of control of eWOM is importance, interaction, and appraisal.

Brand Love

Brand love is an exciting degree of beneficial dependency a fan customer has for a label for the company (Carroll and Ahuvia, 2006). The overall of brand affection combines two facets: fad and brand value. Passion and desire are two aspects that decide the love of things and in previous work exists as a kind of level and phases or kinds of Love (Nabizade ,2011).

Maisam and Mahsa (2016) assessed the roles of value congruity, brand love, and brand image in creating a customer engagement that leads to a positive word of mouth. The findings revealed that the brand customer's interest congruity has a favorable impact on brand identity and user interaction. Where customer loyalty and brand engagement affect significantly successful word of mouth. Yet it opposes the

impacts of brand identity and brand appreciation on client interaction. The brand image also has an important positive effect on brand love.

Saleem and Ellahi (2017) examined the results of electronic word of mouth about Facebook users' purchase intention. The results showed that the term electronic mouth is an efficient element that affects the decision to buy fashion brands. The results also affirm trustworthiness, experience, informative impact, and high participation in fashion a major factors affecting electronic mouth word.

Credibility of eWOM

As many eWOMs are distributed secretly, tourists often judge the eWOM 's reliability and professionalism first when considering eWOM adoption. It should be having a good sense of relative interest about it as agreeing that the eWOM material is released by the extremely reputable publishers.

Wang (2016) showed that eWOM 's quality and credibility have a significant impact on the perceived value of eWOM tourists; the relevance, comprehensiveness, and timeliness of eWOM tourists have a significantly positive correlation with the perceived value of eWOM tourists; the attractiveness of eWOM tourists has a significant impact on the perceived value of eWOM tourists; the relative importance of eWOM to visitors is in favor of online travel booking.

Social Commerce and eWOM

The explosive development in social network sites (SNSs) has presented a great opportunity for e-commerce firms to create innovative marketing strategies that will give customers an interactive experience (Huang and Benyoucef, 2013). This growth helped customers to connect and express their diversity Effectively, experiences, and different points of view (Cheung et al., 2014).

There is a noticeable gap in social commerce (S-commerce) and on other channels including eWOM. S-commerce and eWOM focuses on business operations, while other platforms, such as social networking sites, are not exclusively intended for commercial purposes (Moran and Muzellec, 2014). In s-commerce, the partnership is focused on social as well as transactional.

S-commerce can boost revenue by creating cordial partnerships with customers and by promoting loyalty (Hajli, 2014). Customers have now reached a consensus on social media 's importance as an instrument for discussing and sharing their product experiences (Balaji et al., 2016). The attitude and behavior of WOM and other customer-led activities are significantly affected (Liang and Turban, 2011).

In s-commerce, human networking is seen as an essential component (Wang and Yu, 2015). S-commerce empowers shoppers to support their colleagues in making the best purchasing choices at any given time (Wang et al., 2016); and individuals already find a central component in social networking offering users the ability to gain information (Lu et al., 2016).

ChoiJae and ScottJudy (2013) Studied the interaction between the usage of social network sites (SNSs), financial resources of customers, the exchange of information, and eWOM. The results show that the use intensity of SNSs is positively related to trust and identification that

has a positive effect on the quality of the eWOM. Seller and Laurindo (2018) On their Facebook fan accounts, they discussed reviews of the strategy utilized by two firms (from the pharmacy and apparel sectors). They have addressed strategies for enhancing word-of-mouth on fan sites, and the prevalence of poor links as a factor in customer interaction on social networking in word-of-mouth.

Narges Delafrooz et al., (2019) examined the degree to which customers model their behavior as well as their company behaviors, their understanding of the nature of the partnership, their usage of Instagram, and the number of products that they follow on other users. The findings indicate that peer interactions, company disposition, nature of client partnerships, and use of Instagram affect the representation of eWOM within the social network of Instagram.

Mikalef et al., (2013) demonstrated WOM 's motives focused on functional and hedonic philosophies over social networking. Studies suggest that WOM is influenced by both functional and hedonic impulses. Utilitarian motives are triggered by customized advertisements, while hedonic motives are triggered by the ability to socialize while browsing a product.

Qiang et al., (2016) found that the utility and reliability of eclctronic commerce "EC"-eWOM had a positive impact on the acceptance of EC-eWOM but hurt that of social media "SM"-eWOM; the implementation of EC-eWOM has a detrimental impact on the application of SM-eWOM, That mediates the relationship between value, which is the credibility that SM-eWOM embraces. They also explained the adoption of the two eWOM types (EC and SM) based on the cognitive cost theory and enriched eWOM theoretical research in the social trade context.

3. Proposed Hypothesis

There are four independent variables that researchers in this study propose that have an impact on the dependent variable (Customer intention to reserve in the hotel).

- The first independent variable is Brand love, the proposed hypothesis which belongs to this variable is:

Hypothesis 1 Brand love has a positive influence on customer intention to reserve in hotel.

It contains sub-variables with its hypothesis such as:

H1.1 Feeling chain hotel name is special and unique has a significant effect on Brand love.

H1.2 Feeling personally satisfied when reserving in this chain hotel has a significant effect on Brand love.

H1.3 The chain hotel doesn't disappoint its customers has a significant effect on Brand love.

H1.4 The hotel has better features compared to the competitors has a significant effect on Brand love.

H1.5 Dealing with this hotel equals sense of self-fulfilment.

H1.6 Dealing with this hotel equals feel of excitement has a significant effect on Brand love.

- The second independent variable is the credibility of eWOM, the proposed hypothesis which belongs to this variable is:

Hypothesis 2 The credibility of eWOM has a positive influence on customer intention to reserve in the hotel.

It contains sub-variables with its hypothesis such as:

H2.1 Feeling Attractiveness of eWOM (encompasses similarly, familiarity and likability) has a significant effect on the credibility of eWOM.

H2.3 Trusting with eWOM review accuracy and comprehensive has a significant effect on the credibility of eWOM.

H2.2 (Trust with the source credibility of eWOM) has a significant effect on the credibility of eWOM.

- The third independent variable is the Social Media eWOM quality and adoption, the proposed hypothesis which belongs to this variable is:

Hypothesis 3 The Social Media eWOM quality and adoption has a positive influence on customer intention to reserve in the hotel.

It contains sub-variables with its hypothesis such as:

H3.1 Agreeing with the content of SM- eWOM has a significant effect on the Social Media eWOM quality and adoption.

H3.2 Following the suggestion of SM-eWOM information has a significant effect on the Social Media eWOM quality and adoption.

H3.3 Detecting the relevance of eWOM has a significant effect on the Social Media eWOM quality and adoption.

H3.4 The ability to judge the quality of eWOM has a significant effect on the Social Media eWOM quality and adoption.

H3.5 Feeling Social Support of hotel website has a significant effect on the Social Media eWOM quality and adoption.

- The fourth independent variable is the Social Media eWOM quality and adoption, the proposed hypothesis which belongs to this variable is:

Hypothesis 4 Positive E-Word of mouth has a positive influence on customer intention to reserve in hotel.

It contains sub-variables with its hypothesis such as:

H4.1 Getting advice about the hotel from people has a significant effect on Positive E-Word of mouth.

H4.2 Friends shared their personal experiences about the hotel has a significant effect on Positive E-Word of mouth.

H4.3 Getting positive about the advantages of the hotel has a significant effect on Positive E-Word of mouth.

In the next sections, the researcher tries to prove that these proposed hypotheses are supported or not.

4. Methodology

Data collection

To ensure the scientific and rationality of the questionnaire at beginning of the survey in this study, the researchers sent the questionnaire form to revise by expert opinion (Academics and professionals) to form a formal questionnaire, which has a certain degree of expert surface validity. Data were collected through the questionnaire forms which exist on google questionnaire and hotel's customers answered it. The stekholders of this questionnaire were the customers who had the experience of online reserving or had the intention to online hotel reserving or they had the experience of reviewing the customer's eWOM.

Questionnaire survey

Formal questionnaires built web-based surveys through the google forms (https://docs.google.com/forms). The link of google form has been attached to each hotel website (from sample hotels) during the period January 10, 2021, to February 10, 2021, to conduct a network questionnaire survey and then recycling statistics. The number of customers who filled the questionnaires forms was 250, but was among them 232 forms valid for statistical analysis (92.8 %).

The study focused on five-star hotels. which are: -

- Grand Nile towers
- Concorde El-Salam
- Cataract Pyramids Resort
- Softtel Cairo Maadi Towers
- Hilton Pyramids Golf Resort
- Movenpick Hotel Cairo- Media City
- Sonesta Hotel Cairo
- Fairmont towers Nile city
- Le Meridian Pyramids Hotel
- Holiday Inn Cairo City Stars
- Ramses Hilton Hotel
- Cairo Marriott
- Intercontinental City Stars
- Mena House Oberoi Hotel
- Pyramisa Hotel

Statistical Package for Social Sciences (SPSS) version 25 was used to analyze and compute the data. Frequency counts, percentage distributions were calculated and analyzed. After analyzing the results, certain interpretations of the data helped to conclude the findings of this study. Those conclusions were related to the objective of the study and formulated based upon the statistical applications that were employed.

Measures

The questionnaire in this study was developed using the four independent variables such as (Brand love, the credibility of E-Word of mouth, Social Media eWOM quality and adoption, and Positive eWOM) where there is one dependent variable such as (Customer intention to reserve in the hotel).

Responses to all items were measured on a 5-point Likert scale ranging between 1 (strongly disagree) to 5 (strongly agree).

From the inner validation results of the model measure, the Cronbach's alpha coefficient was (0.790) or above, which means the internal consistency was good.

Questionnaire design and investigation method the main variables of research and the source of the items are shown in Table 1.

Table 1

Questionnaire matching independent and dependent variables

Index	Variables
I feel chain hotel name is special and unique (BL1)	Brand love (BL)
I feel personally satisfied when I reserved in this chain hotel (BL2)	
This is the chain hotel that doesn't disappoint its customers (BL3)	
This hotel has better features compared to the competitors (BL4)	
Dealing with this hotel equals a sense of self-fulfillment (BL5)	
Dealing with this hotel equals a feeling of excitement (BL6)	
You feel the Attractiveness of eWOM (encompasses similarly, familiarity and likability) (CR1)	The credibility of eWOM (CR – eWOM)
You trust with the source credibility of eWOM (CR2)	
You trust with eWOM review accuracy and comprehensive (CR3)	
I agree with the content of SM-eWOM (SM_eWOM1)	Social Media eWOM quality and adoption (SM- eWOM Quality)
I will follow the suggestion of SM-eWOM information (SM_eWOM2)	
I detect the relevance of eWOM (SM_eWOM3)	
I can judge the quality of eWOM (SM_eWOM4)	
I feel Social Support of the hotel website (SM_eWOM5)	
I get advice about this hotel from people (Positive_eWOM1)	Positive E-Word of mouth (Positive eWOM)
My friends shared their personal experiences about this hotel (Positive_eWOM2)	
I get positively about the advantages of this hotel (Positive_eWOM3)	
Customer Intention to Reserve in hotel (CIR)	Customer Intention to reserve

Source: (*Shirkhodaie and Rastgoo-deylami, 2016)*

Dependent Variable: Customer Intention to reserve in hotel

5. Data Analysis and Results

Demographic and descriptive statistical analysis

Table 2

Basic Information of Respondents N= 232

Measuring	Classification	Freq	(%)
Age	21-40	54	23.3
	41-60	60	25.9
	61-75	63	27.2
	>75	55	23.7
Sex	Male	114	49.1
	Female	118	50.9
Educational level	Below bachelor's degree	59	25.4
	Bachelor's degree	93	40.1
	Master Degree	65	28.0
	Ph.D.	15	6.5
Income	1500-2000 $	54	23.3
	2001-4000 $	115	49.6
	4001-6000 $	63	27.2
Online shopping experience	< 1 year	40	17.2
	1-3 years	93	40.1
	4-5 years	59	25.4
	6-7 years	40	17.2
	> 7 years	40	17.2

According to the results, Most of the people samples were (27.2%) of the respondents between 61 and 75 years of age. 114 males out of 232 answers, and 118 were female (49.1% vs 50.9%). Most of the people samples education level were a Bachelor's degree 93 with (40.1 %). The majority of the answers income were (2001-4000 $) with (49.6 %). Most of the respondents had one to three years of online shopping experience with (40.1%). The basic information of respondents is shown in Table 2.

Table 3 represents respondents' answers through independent variables such as brand love (hotel chain), the credibility of eWOM, Social Media eWOM quality, adoption, and positive eWOM and Customer Intention to reserve (dependent variable).

Which, 1= Strongly disagreed, 2= Disagreed, 3= Neutral, 4=Agreed, 5= Strongly agreed.

Table 3
Respondents' answers to the Questionnaire, independent and dependent variable N = 232

Item		5-Point Likert - Scale					Total	Weighted Average (%)	Mean	SD	Rank
		1	2	3	4	5					
Feeling chain hotel name is special and unique **(BL1)**	Freq	7	42	51	94	38	810	70 %	3.49	1.060	**14**
	%	3.0	18.1	22.0	40.5	16.4					
Feeling personally satisfied when reserving in this chain hotel **(BL2)**	Freq.	9	44	22	70	87	878	76 %	3.78	1.240	**10**
	%	3.9	19.0	9.5	30.2	37.5					
The chain hotel that doesn't disappoint its customers **(BL3)**	Freq.	0	0	54	123	55	929	80 %	4.00	.686	**7**
	%	0	0	23.3	53.0	23.7					
The hotel has better features compared to the competitors **(BL4)**	Freq.	0	54	63	60	55	812	70 %	3.50	1.09	**13**
	%	0	23.3	27.2	25.9	23.7					
Dealing with this hotel equals sense of self-fulfillment **(BL5)**	Freq.	0	9	54	60	109	965	83 %	4.15	.914	**4**
	%	0	3.9	23.3	25.9	47.0					
Dealing with this hotel equals feel of excitement **(BL6)**	Freq.	7	7	47	70	101	947	82 %	4.081	1.0138	**5**
	%	3.0	3.0	20.3	30.2	43.5					
Feeling Attractiveness of eWOM (encompasses similarly, familiarity and likability) **(CR1)**	Freq.	9	23	38	69	93	910	78 %	3.922	1.1445	**8**
	%	3.9	9.9	16.4	29.7	40.1					
Trust with the source credibility of eWOM **(CR2)**	Freq.	7	9	7	110	99	981	85 %	4.228	.9138	**2**
	%	3.0	3.9	3.0	47.4	42.7					
Trust with eWOM review accuracy and comprehensive **(CR3)**	Freq.	0	9	23	107	93	980	84 %	4.185	.9046	**3**
	%	0	3.9	9.9	46.1	40.1					
Agreeing with the content of SM-eWOM **(SM_eWOM1)**	Freq.	0	9	63	114	46	893	77 %	3.849	.7777	**9**
	%	0	3.9	27.2	49.1	19.8					
Following the suggestion of SM-eWOM information **(SM_eWOM2)**	Freq.	7	6	34	175	10	871	75 %	3.754	.7116	**11**
	%	3.0	2.6	14.7	75.4	4.3					
Detecting the	Freq.	10	10	50	60	102	930	80 %	4.008	1.104	**7**

Continued

relevance of eWOM **(SM_eWOM3)**	%	4.3	4.3	21.6	25.9	44					
The ability of judgement the quality of eWOM **(SM_eWOM4)**	Freq.	10	0	13	98	111	996	86 %	4.293	.9165	**1**
	%	4.3	0	5.6	42.2	47.8					
Feeling Social Support of hotel website **(SM_eWOM5)**	Freq.	0	25	38	169	0	840	72 %	3.620	.6729	**12**
	%	0	10.8	16.4	72.8	0					
Getting advice about the hotel from people **(Positive_eWOM1)**	Freq.	7	16	22	99	88	941	81 %	4.056	1.011	**6**
	%	3.0	6.9	9.5	42.7	37.9					
Friends shared their personal experiences about the hotel **(Positive_eWOM2)**	Freq.	10	7	46	116	53	891	77 %	3.840	.9559	**9**
	%	4.3	3.0	19.8	50	22.8					
Getting positively about the advantages of the hotel **(Positive_eWOM3)**	Freq.	10	13	7	98	104	969	84 %	4.176	1.031	**3**
	%	4.3	5.6	3.0	42.2	44.8					
Customer Intention to Reserve in hotel **(CIR)**	Freq.	10	10	49	106	57	886	76 %	3.819	.9943	**10**
	%	4.3	4.3	21.1	45.7	24.6					

SD= ""Standard Deviation "

Concerning of **Brand Love** dimensions, the results showed that “Dealing with this hotel equals sense of self-fulfillment” had 83% % as a rate of the maximum possible score. This means that most of customers be satisfied because of the high quality of service in addition to providing all the facilities in the hotel so they will love the hotel brand. This finding agreed with Carroll and Ahuvia (2006) who stated that Brand love is an exciting degree of beneficial dependency a happy customer has for a label for the company. But the item “Feeling chain hotel name is special and unique” had 70% as a rate of the minimum possible score.

Furthermore, the results of this study revealed that in terms of the **Credibility** the item of “Trust with the source credibility of eWOM” had 85% as a rate of the maximum possible score. This finding agreed with Wang (2016) who mentioned that eWOM 's quality and credibility have a significant impact on the perceived value of eWOM tourists. On the other hand, the item “Feeling Attractiveness of eWOM (encompasses similarly, familiarity and likability) had 78% as a rate of the minimum possible score.

Also, the answers of this study showed that in terms of the **Social Media** the item of “The ability of judgement the quality of eWOM” had 86% as a rate of the maximum possible score. This means that the customers are aware of the concept and dimensions of electronic word of mouth. On the other hand, the item “Feeling Social Support of hotel website” had 72% as a rate of the minimum possible score. This

means that the hotel's lack of modern information and links that show the hotel's services and facilities on social networking sites such as (Facebook and Twitter). This finding disagreed with Seller and Laurindo (2018) who addressed strategies for enhancing word-of-mouth on fan sites, and the prevalence of poor links as a factor in customer interaction on social networking in word-of-mouth.

Regarding **Positive_eWOM** dimensions, the results illustrated that the item of" Getting positively about the advantages of the hotel" had 84% as a rate of the maximum possible score. On the other hand, the item of "Friends shared their personal experiences about the hotel" had 77% as a rate of the minimum possible score. This means that some of the customers do not have the desire to present their experiences in the hotel. They may not find their expectations or exceed their expectations for the services and facilities provided in the hotel. Thus, this may affect the sales of the hotel. This result disagreed with Vincent and Alpha (2012) who stated that positive or negative- eWOM customer reviews have a significant impact on sales.

Finally, if the eWOM dimensions (Brand love, Credibility, Social Media, and Positive_eWOM) are achieved, will lead to the fact that there is an intention for customers to reserve in hotels. Table 3 illustrates this issue.

Before examining the proposed hypothesis is supported or not, researchers found from the demographic data, that the (Income) variable has a positive influence on customer intention to reserve in the hotel. In another word, customers whose have a high income agreed to reserve in the hotel. Table 4 showes the ANOVA model results.

Table 4

ANOVA Model Summary of Income variable

R	R Square	Adjusted R Square	Std. Error of the Estimate	Sum of Squares	F	df	Mean Square	Sig.
.359	.129	.125	.93001	29.467	34.070	1	29.467	.000

Independent Variable: Income
Dependent Variable: Customer Intention to reserve in hotel
Sig < 0.05

Regarding hotels customers answers, the findings showed that the sub variable "**The ability of judgment the quality of eWOM**" from "Social Media eWOM quality and adoption "had 86% as a rate of the maximum possible score and highest Mean value (4.293) with standard deviation (0. 9165). Also, the sub variable "You trust with the source credibility of eWOM "from "**The credibility of eWOM** "had 85% with a Mean value (4.228) and standard deviation (0. 9138).

We used ANOVA to verify the impact of independent variables such as brand love (hotel chain), the credibility of eWOM, Social Media eWOM quality and adoption, and positive eWOM on Customer Intention to reserve (dependent variable). According to Tables (5,7,9,11), the values of p are all smallest than 0.05 which indicates that all proposed hypotheses are supported.

Table 5
ANOVA Model Summary of Brand love

R	R Square	Adjusted R Square	Std. Error of the Estimate	Sum of Squares	F	df	Mean Square	Sig.
.660	.436	.421	.75650	99.630	29.015	6	16.605	.000

Independent Variable: Brand love
Dependent Variable: Customer Intention to reserve in hotel
Sig < 0.05

The finding showed in Table 4 indicated that H1 is supported as sig < 0.005

H1 Brand love has a positive influence on Customer Intention to reserve in hotel

Table 6
Regression analysis of the moderating effect of Brand love on the relation between Customer Intention to reserve in hotel

Model	Standardized Coefficients Beta	T	Sig.
Feeling the chain hotel name is special and unique	-.081	-1.295	.197
Feeling personally satisfied when I reserved in this chain hotel	-.001	-.017	.986
The chain hotel that doesn't disappoint its customers	1.192	5.189	.000
The hotel has better features compared to the competitors	-.534	-2.902	.004
Dealing with this hotel equals a sense of self-fulfillment	.049	.593	.554
Dealing with this hotel equals a feel of excitement	-.129	-1.609	.109

Sig < 0.05

The results in Table 6 indicated that:

H1.3 The chain hotel doesn't disappoint its customers has a significant effect on Brand love, as its significance <0.05

H1.4 The hotel has better features compared to the competitors has a significant effect on Brand love, as its significance 0.04

Table 7
ANOVA Model Summary of the credibility of eWOM

R	R Square	Adjusted R Square	Std. Error of the Estimate	Sum of Squares	F	df	Mean Square	Sig.
.618	.382	.374	.78659	87.326	47.046	3	29.109	.000

Independent Variable: The credibility of eWOM
Dependent Variable: Customer Intention to reserve in hotel *Sig < 0.05

The finding showed in Table 6 indicated that H2 is supported as sig < 0.005

H2 The credibility of eWOM has a positive influence on Customer Intention to reserve in hotel

Table 8
Regression analysis of the moderating effect of the credibility of eWOM on the relation between Customer Intention to reserve in hotel

Model	Standardized Coefficients Beta	T	Sig.
Feeling Attractiveness of eWOM (encompasses similarly, familiarity and likability)	1.004	11.192	.000
Trusting with the source credibility of eWOM	-.063	-1.172	.242
Trusting with eWOM review accuracy and comprehensive	-.616	-6.957	.000

Sig < 0.05

The results in Table 8 indicated that:

H2.1 Feeling Attractiveness of eWOM (encompasses similarly, familiarity and likability) has a significant effect on the credibility of eWOM, as its significance is <0.05

H2.3 Trusting with eWOM review accuracy and comprehensive has a significant effect on the credibility of eWOM, as its significance is <0.05

Table 9
ANOVA Model Summary of Social Media eWOM quality and adoption

R	R Square	Adjusted R Square	Std. Error of the Estimate	Sum of Squares	F	df	Mean Square	Sig.
.917	.842	.838	.40004	192.230	240.244	5	38.446	.000

Independent Variable: Social Media eWOM quality and adoption
Dependent Variable: Customer Intention to reserve in hotel
Sig < 0.05

The finding showed in Table 9 indicated that H3 is supported as sig < 0.005

H3 The Social Media eWOM quality and adoption have a positive influence on Customer Intention to reserve in the hotel.

Table 10
Regression analysis of the moderating effect of Social Media eWOM quality and adoption on the relation between Customer Intention to reserve in hotel

Model	Standardized Coefficients Beta	T	Sig.
Agreeing with the content of SM-eWOM	.102	2.878	.004
Following the suggestion of SM-eWOM information	.022	.762	.447
Detecting the relevance of eWOM	.766	17.630	.000
The ability to judge the quality of eWOM	-.116	-3.003	.003
Feeling Social Support of hotel website	.026	.776	.438

Sig < 0.05

The results in Table 9 indicated that:

H3.1 Agreeing with the content of SM- eWOM has a significant effect on the Social Media eWOM quality and adoption, as its significance is 0.04.

H3.3 Detecting the relevance of eWOM has a significant effect on the Social Media eWOM quality and adoption, as its significance is <0.05.

H3.4 The ability to judge the quality of eWOM has a significant effect on the Social Media eWOM quality and adoption, as its significance is 0.03.

Table 11
ANOVA Model Summary of Positive E-Word of mouth

R	R Square	Adjusted R Square	Std. Error of the Estimate	Sum of Squares	F	df	Mean Square	Sig.
.809	.654	.650	.58867	149.386	143.695	3	143.695	.000

Independent Variable: Positive E-Word of mouth
Dependent Variable: Customer Intention to reserve in hotel
Sig < 0.05

The finding showed in Table 11 indicated that H4 is supported as sig < 0.005

H4 Positive E-Word of mouth has a positive influence on Customer Intention to reserve in the hotel.

Table 12
Regression analysis of the moderating effect of Positive E-Word of mouth on the relation between Customer Intention to reserve in hotel

Model	Standardized Coefficients Beta	T	Sig.
Getting advice about this hotel from people	-.120	-2.033	.043
Friends shared their personal experiences about this hotel	-.815	-19.955	.000
Getting positively about the advantages of this hotel	.398	6.679	.000

Sig < 0.05

The results in Table 12 indicated that:

H4.1 Getting advice about the hotel from people has a significant effect on Positive E-Word of mouth, as its significance is 0.043.

H4.2 Friends shared their personal experiences about the hotel has a significant effect on Positive E-Word of mouth, as its significance is <0.05.

H4.3 Getting positive about the advantages of the hotel has a significant effect on Positive E-Word of mouth, as its significance is <0.05.

Table 13
The results of the structural equation model

	Structural Path	Estimate Value	t value	P value	Verify
H1	Brand love → Customer Intention to reserve	.75650	-1.636	p<0.001	Supported
H2	The credibility of eWOM → Customer Intention to reserve	.78659	10.037	p<0.001	Supported
H3	Social Media eWOM quality and adoption → Customer Intention to reserve	.40004	2.358	p<0.001	Supported
H4	Positive E-Word of mouth → Customer Intention to reserve	.58867	25.779	p<0.001	Supported

p<0.05 significant

From the previous finding in table 13, researchers state that H1, H2, H3, and H4 are supported

Figure 1 illustrated the influence of independent variables brand love, the credibility of eWOM, Social Media eWOM quality and adoption and Positive E-Word of mouth) on Customer, Intention to reserve in hotel (**dependent variable**).

H1.3 The chain hotel doesn't disappoint its customers has a significant effect on Brand love, as its significance <0.05

H1.4 The hotel has better features compared to the competitors has a significant effect on Brand love, as its significance 0.04

H2.1 Feeling Attractiveness of eWOM (encompasses similarly, familiarity and likability) has a significant effect on the credibility of eWOM, as its significance is <0.05 as (Wang, 2016) also proved.

H2.3 Trusting with eWOM review accuracy and comprehensive has a significant effect on the credibility of eWOM, as its significance is <0.05

H3.1 Agreeing with the content of SM- eWOM has a significant effect on the Social Media eWOM quality and adoption, as its significance is 0.04.

H3.3 Detecting the relevance of eWOM has a significant effect on the Social Media eWOM quality and adoption, as its significance is <0.05.

H3.4 The ability to judge the quality of eWOM has a significant effect on the Social Media eWOM quality and adoption, as its significance is 0.03.

H4.1 Getting advice about the hotel from people has a significant effect on Positive E-Word of mouth, as its significance is 0.043.

H4.2 Friends shared their personal experiences about the hotel has a significant effect on Positive E-Word of mouth, as its significance is <0.05.

H4.3 Getting positive about the advantages of the hotel has a significant effect on Positive E-Word of mouth, as its significance is <0.05.

H1.1(feeling chain hotel name is special and unique) significance (0.197) >0.05, **H1.2**(feeling personally satisfied when reserving in this chain hotel) significance (0.896)>0.05, **H1.5** (Dealing with this hotel equals sense of self-fulfilment) significance (0.554) > 0.05 and **H1.6** (Dealing with this hotel equals feel of excitement) significance (0.109) >0.05 are not supported **H2.2** (Trust with the source credibility of eWOM) significance (0.224) >0.05 are not supported as (Wang, 2016) proved, **H3.2 (**Following the suggestion of SM-eWOM information) significance (0.447)> 0.05, **H3.5** (Feeling Social Support of hotel website) significance (0.438) >0.05 are not supported.

These defects need to be supported and improved by hotels management to keep and retain customers as we demonstrated this issue in the recommendations section.

From the previous results, we deduced that the independent variable **such as Positive E-Word of mouth** has a positive influence on Customer Intention to reserve in the hotel. This variable and its sub- variables achieve this influence. **Brand love** and its sub-variable (H1.3: The chain hotel doesn't disappoint its customers) and (H1.4: The

hotel has better features compared to the competitors).The credibility of eWOM and its sub-variable (**H3.1:** Agreeing with the content of SM- eWOM and **H3.3** Detecting the relevance of eWOM). Also, the Social Media eWOM quality and its sub-variable (**H4.1** Getting advice about the hotel from people, **H4.2** Friends shared their personal experiences about the hotel and **H4.3** Getting positively about the advantages of the hotel).

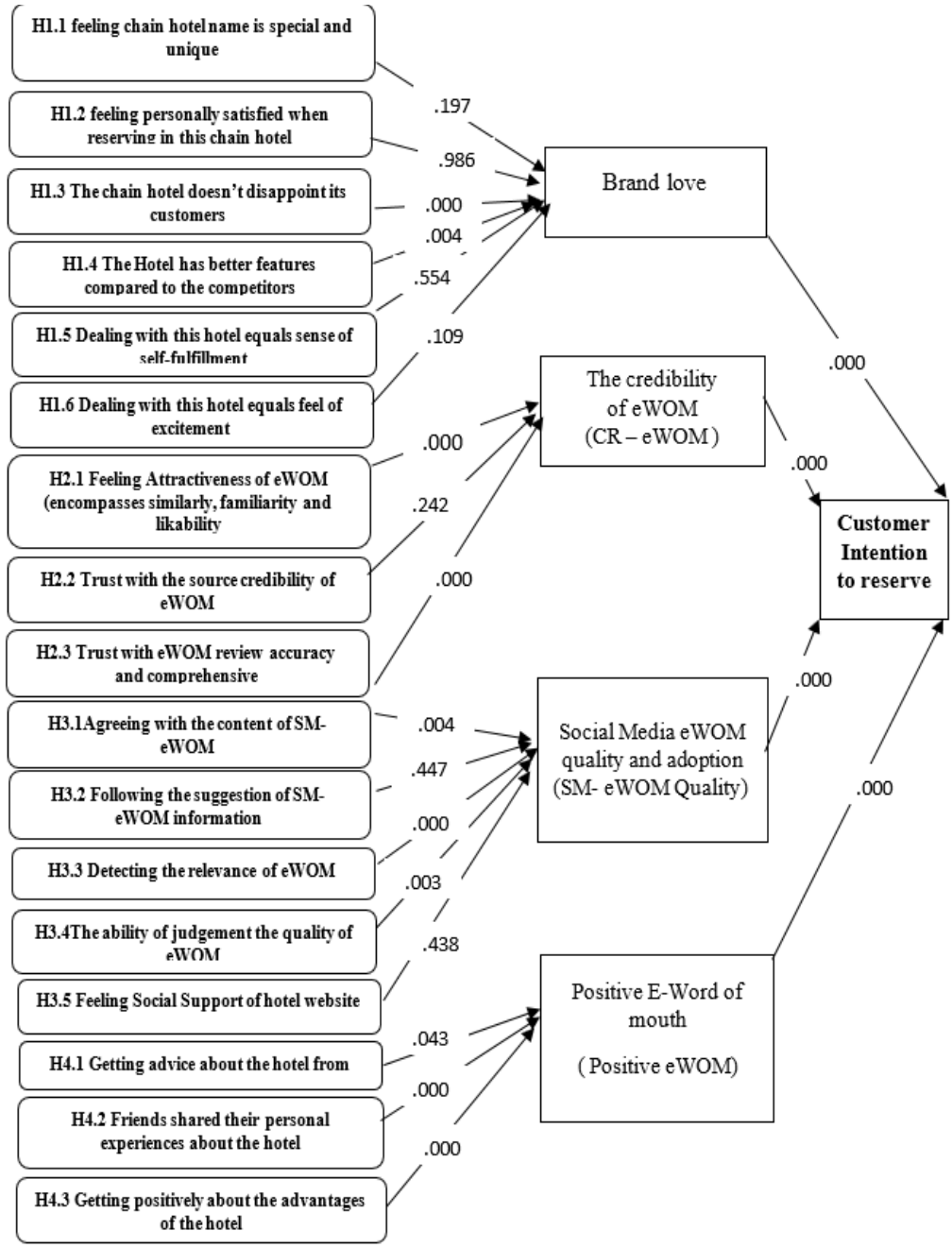

Fig.1. The model about the influence of brand love, the credibility of eWOM, Social Media eWOM quality and adoption, and Positive E-Word of mouth on Customer Intention to reserve in the hotel.

6. Conclusion and Recommendations

This research focused on the influential factors of customers' intention to reserve in the hotel such as brand love, Social Media eWOM quality - adoption, and Positive E-Word of mouth.

The questionnaire survey is divided into two parts, the first one includes some basic demographic variables such as age, sex, educational level, income, and online shopping experience, also, the questionnaire survey found from the demographic data, that the (Income) variable has a positive influence on Customer Intention to reserve in the hotel. In another word, customers whose have a high income, they have a willingness of reserving intention in hotels.

The second part of the questionnaire survey includes independent variables (brand love, Social Media eWOM quality - adoption, and Positive E-Word of mouth) and the dependent variable which is (customers intention to reserve in the hotel). The results of this study indicate that these independent variables have positive influences on Customer Intention to reserve in the hotel.

Recommendations

Some practical implications were presented in this study so that the hotel's management teams can use them as a guide when developing marketing, communication, and customer service strategies to increase the number of customers who prefer to consult eWOM before reserving in the hotel. These practical implications are:

- To support Brand Love dimensions (i.e. Feeling chain hotel name is special and unique, The hotel has better features compared to the competitors, Feeling personally satisfied when reserving in this chain hotel), hotels managers should improve the reputation of their hotels by increases more offers to attract new customers from different countries to increase the reservations in the hotels.
- To support Credibility dimensions (i.e. Feeling Attractiveness of eWOM (encompasses similarly, familiarity and likability, Trust with eWOM review accuracy and comprehensive), hotels managers should ensure that there is no marketing deception about the services and facilities provided in the hotels.
- To support Social Media dimensions (i.e. Feeling Social Support of hotel website, Following the suggestion of SM-eWOM information, Agreeing with the content of SM-eWOM), hotels managers should enhance the social networking services by tracking customer reviews on (Facebook - Twitter - hotel website) about the quality of services and facilities provided in the hotels.
- To support Positive of eWOM dimensions (i.e. Friends shared their personal experiences about the hotel, Getting advice about the hotel from people), hotels managers should exceed the expectations of customers as there is always a comparison between hotels in their features.

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تأثير الكلمة الشفهية الالكترونية على اتخاذ قرارات حجوزات العملاء في الفنادق المصرية

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معلومات المقالة

الكلمات المفتاحية
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الملخص

فيما يتعلق بالمراجعات عبر الإنترنت ، تمت دراسة قوة الكلام الشفهي الإلكتروني (eWOM) بدقة. وبالتالي، فإن وسائل التواصل الاجتماعي تجعل المجتمعات أكثر مصادر المعرفة المفيدة للعملاء للحصول على الخبرة. صمم الباحثون في هذه الدراسة نموذج الاستبيان الذي يهدف إلى فحص المحددات التي تؤثر على نية العملاء للحجز في الفنادق المصرية. بلغ عدد العملاء الذين ملأوا استمارات الاستبيانات 250، وكان من بينهم 232 استمارة صالحة للتحليل الإحصائي (92.8٪). و أظهرت نتائج هذه الدراسة أن دخل العميل له تأثير إيجابي على الحجز في الفندق، علاوة على المتغيرات المستقلة مثل (حب العلامة التجارية، ومصداقية eWOM، وجودة وسائل التواصل الاجتماعي eWOM واعتمادها، والكلام الإلكتروني الإيجابي الشفهي. لهم تأثير إيجابي على نية العميل للحجز في الفندق (متغير تابع). أوصت الدراسة بضرورة قيام مديري الفنادق بتحسين تسويقهم الفندقي من خلال زيادة المزيد من العروض لجذب عملاء جدد من مختلف البلدان لزيادة الحجوزات في الفنادق المصرية. كما أوصت الدراسة بتعزيز خدمات الشبكات الإجتماعية من خلال تتبع آراء العملاء على (Facebook – Twitter – موقع الفندق على الإنترنت) حول جودة الخدمات والتسهيلات المقدمة فى الفنادق.