



Dimensions of Service Quality that Influence Online Ratings and Reviews at the Ascent Premiere Hotel in Pasuruan

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Abstract

Advances in digital technology have transformed how customers obtain information and evaluate hotel services. Online ratings and reviews have become major information sources that influence customers' accommodation choices. This study aims to examine the influence of service quality dimensions on online ratings and reviews at the Ascent Premiere Hotel in Pasuruan. A quantitative approach was employed using the SERVQUAL model, comprising Tangibles, Reliability, Responsiveness, Assurance, and Empathy. Data were collected through questionnaires distributed to 100 respondents who had stayed at the hotel and used its services. Multiple linear regression analysis revealed that the five service quality dimensions simultaneously exert a significant influence on online ratings and reviews ($F = 53.357, p < 0.001$). The coefficient of determination ($R^2 = 0.739$) indicates that 73.9% of the variance in online ratings and reviews is explained by the proposed model. Partially, only Reliability and Empathy significantly influence online ratings and reviews, whereas Tangibles, Responsiveness, and Assurance show no significant effects. Empathy emerged as the most influential dimension, highlighting the importance of personalized attention, while Reliability emphasizes the role of consistent service delivery in encouraging positive customer evaluations. These findings suggest that strengthening interpersonal interactions and service consistency is essential for enhancing hotels' digital reputation..

Keywords: *Electronic Word-of-Mouth (e-WOM), Hospitality Industry, Online Ratings, Online Reviews, Service Quality Dimensions.*



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INTRODUCTION

Advancements in digital technology have fundamentally transformed the way customers search for information, evaluate alternatives, and make hotel booking decisions in an increasingly interconnected tourism ecosystem (Adiningtyas & Millanyani, 2024). Rather than relying solely on promotional information provided by hotels, prospective guests increasingly consult user-generated content available on digital platforms such as Google Reviews, Traveloka, Agoda, and Booking.com before confirming their reservations (Panoiu & Foris, 2024). This transformation reflects a broader shift from firm-controlled communication toward consumer-driven information, where online interactions significantly influence market transparency and purchasing behavior. Hotels are consequently required to maintain not only high operational performance but also a positive digital reputation that can be publicly evaluated by thousands of potential customers. Recent studies further indicate that the integration of hotel website quality with customer-generated online reviews substantially strengthens booking intentions by increasing perceived credibility and reducing uncertainty during the decision-making process (Chan et al., 2025). Similar evidence reported by Ramadhani and Yudhiasta (2026) demonstrates that the dimensions of online reviews significantly shape hotel booking decisions among Traveloka users in Surabaya, confirming that customer-generated evaluations have become strategic assets within the contemporary hospitality industry.

Online ratings and reviews are widely recognized as credible because they originate from firsthand customer experiences that are difficult for firms to manipulate directly (Adiningtyas & Millanyani, 2024). The widespread availability of review platforms has enabled travelers to compare service quality across hotels with greater confidence, making digital evaluations one of the most influential information sources during travel planning (Ahmad & Sharma, 2025). Since online ratings

essentially represent customers' post-consumption evaluations, service quality has become a critical determinant influencing both numerical ratings and written reviews (Lien et al., 2023). Previous studies consistently report that superior service quality enhances customer satisfaction, strengthens electronic word-of-mouth, and encourages customers to voluntarily share positive experiences through online platforms (Lesmana & Balqiah, 2023). Similar findings have also been reported in hospitality research, where service quality directly contributes to customer loyalty, favorable recommendations, and stronger competitive positioning within highly saturated hotel markets (Holisoh & Saefuddin, 2025). Negative service encounters, in contrast, are often disseminated rapidly through digital media and may substantially weaken public trust, making continuous service quality improvement an indispensable managerial priority.

The relationship between service quality and customer evaluation has traditionally been examined using the SERVQUAL framework, which comprises Tangibles, Reliability, Responsiveness, Assurance, and Empathy as the principal dimensions of perceived service quality. Among these dimensions, Reliability and Empathy are frequently considered particularly influential because they directly shape customers' perceptions during service encounters and determine whether hotels successfully fulfill their service promises (Anas, 2024). Hotels that consistently provide accurate, dependable, and personalized services are generally more successful in creating memorable customer experiences that encourage favorable online evaluations (Widyaningsih et al., 2025). Effective complaint handling, prompt responsiveness, and individualized attention further strengthen customers' emotional attachment and reduce dissatisfaction that could otherwise generate negative online reviews (Saputra & Andayani, 2025). Complementary evidence also suggests that service quality positively influences customer satisfaction through both direct interactions and digital service environments, indicating that physical and electronic service quality jointly shape customer perceptions in the hospitality industry (Afraah et al., 2025). Despite these established relationships, the relative contribution of each SERVQUAL dimension to the formation of online ratings and reviews remains insufficiently understood, particularly within Indonesian hotels operating in increasingly competitive regional tourism markets.

Although the relationship between service quality and customer evaluation has received considerable scholarly attention, previous studies continue to report inconsistent findings regarding which service quality dimensions exert the strongest influence on online ratings and reviews (Yinghui et al., 2025). Existing evidence indicates that the impact of individual service quality attributes varies across hotel categories, customer characteristics, and digital booking platforms, suggesting that the effectiveness of each SERVQUAL dimension is highly context-dependent rather than universally applicable (Chan et al., 2025). Numerous hospitality studies have concentrated primarily on customer satisfaction, loyalty, revisit intention, or booking intention, while comparatively limited attention has been devoted to understanding how individual service quality dimensions directly shape online ratings and written reviews that are publicly visible to prospective customers (Angraini et al., 2023). More recent investigations also emphasize the importance of online travel agencies and digital review systems in influencing hotel occupancy and consumer decision-making, yet these studies rarely distinguish which specific dimensions of service quality generate the greatest impact on customer-generated evaluations (Kurniawan & Aswan, 2025). Similar observations have emerged from research on online hotel booking behavior, where customer decision-making is influenced by multiple technological and experiential factors that remain insufficiently integrated into a comprehensive service quality framework (Amalia & Fazizah, 2025). This conceptual and empirical inconsistency indicates the necessity for further investigation that simultaneously evaluates all SERVQUAL dimensions within a specific hotel context to produce findings that are more contextually relevant and managerially actionable.

The need to address this research gap becomes increasingly important as hotels compete not only through tangible facilities but also through their ability to cultivate favorable digital reputations across multiple online platforms. The Ascent Premiere Hotel in Pasuruan represents an appropriate research setting because its competitive position depends substantially on customer perceptions expressed through publicly accessible ratings and reviews, making service quality a strategic determinant of long-term business sustainability. Previous studies have demonstrated that customer satisfaction frequently mediates the relationship between service quality and consumer loyalty, yet the mechanisms through which individual service quality dimensions translate into online evaluations remain underexplored in

the Indonesian hospitality context (Massenga et al., 2025). Research on hotel quality assessment similarly confirms that improvements in service quality significantly enhance customer evaluations, although the relative importance of each SERVQUAL dimension continues to vary across hospitality settings (Nugraha et al., 2026). Evidence from studies examining electronic service quality also indicates that digital interactions increasingly complement conventional face-to-face service encounters, reinforcing the need to investigate service quality from both operational and customer-generated evaluation perspectives (Surenda et al., 2022). Addressing these unresolved issues is expected to enrich theoretical understanding regarding service quality evaluation while providing practical evidence that supports more effective managerial strategies for strengthening hotels' online reputations in increasingly competitive digital markets.

Based on these considerations, this study investigates the influence of the five SERVQUAL dimensions Tangibles, Reliability, Responsiveness, Assurance, and Empathy—on online ratings and reviews at the Ascent Premiere Hotel in Pasuruan. The study also seeks to identify which dimension exerts the greatest influence on customer evaluations shared through digital platforms, thereby providing empirical evidence regarding the relative importance of each service quality component. Rather than treating service quality as a single construct, this research evaluates the distinct contribution of each dimension to explain variations in customers' online assessments within a specific hospitality context. The findings are expected to extend the existing literature on service quality and electronic word-of-mouth by offering a more comprehensive understanding of how customers translate service experiences into publicly accessible digital evaluations. From a practical perspective, the results are anticipated to assist hotel managers in prioritizing service improvement initiatives that generate the greatest impact on online reputation and customer trust. This study ultimately contributes both theoretically and methodologically by strengthening empirical evidence concerning the multidimensional relationship between service quality and online customer evaluations within Indonesia's evolving hospitality industry.

RESEARCH METHODS

This study employed an empirical quantitative approach with an explanatory research design to examine the influence of service quality dimensions on online ratings and reviews at the Ascent Premiere Hotel in Pasuruan. An explanatory design was selected because it enables the examination of causal relationships between multiple independent variables and a dependent variable through hypothesis testing, making it appropriate for identifying the determinants of customer evaluations in the hospitality sector (Hair et al., 2022). The independent variables comprised the five SERVQUAL dimensions, namely Tangibles, Reliability, Responsiveness, Assurance, and Empathy, while the dependent variable was online ratings and reviews. The study population consisted of hotel guests who had previously stayed at the Ascent Premiere Hotel in Pasuruan and shared their evaluations through online review platforms. Respondents were selected using purposive sampling based on the following criteria: at least 17 years old, having stayed at the hotel at least once, and having submitted online ratings or reviews regarding their service experience. A total of 100 eligible respondents participated in the study, and primary data were collected through a structured questionnaire using a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5), which is widely recognized as an effective instrument for measuring customer perceptions and service quality constructs in hospitality research (Ahmad & Sharma, 2025).

The research instrument was developed by adapting indicators of the SERVQUAL dimensions and online ratings and reviews from previous hospitality and electronic word-of-mouth studies to ensure conceptual consistency with the research objectives (Chan et al., 2025). Instrument quality was evaluated through validity and reliability testing, where item validity was assessed using Pearson product-moment correlation and internal consistency was examined using Cronbach's Alpha, with coefficients exceeding the recommended threshold of 0.70 indicating acceptable reliability (Hair et al., 2022). After confirming the adequacy of the measurement instrument, the data were analyzed using multiple linear regression with IBM SPSS Statistics to determine the simultaneous and partial effects of the five service quality dimensions on online ratings and reviews. Hypothesis testing included partial t-tests to evaluate the individual influence of each independent variable, an F-test to examine the collective influence of all predictors, and the coefficient of determination (R^2) to measure the explanatory power of the regression model. All statistical analyses were conducted using a significance

level of 5%, which is commonly adopted in quantitative behavioral and social science research (Hair et al., 2022). Participation was entirely voluntary, respondents provided informed consent before completing the questionnaire, and all personal information was treated confidentially and analyzed anonymously in accordance with established ethical principles for social science research.

RESULTS AND DISCUSSION

Results of Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the influence of the five SERVQUAL dimensions, namely Tangibles, Reliability, Responsiveness, Assurance, and Empathy, on online ratings and reviews at the Ascent Premiere Hotel in Pasuruan. The regression model was estimated using IBM SPSS Statistics to evaluate both the individual and simultaneous effects of the independent variables on the dependent variable. Three statistical procedures were employed to interpret the findings, including the partial *t*-test, the simultaneous *F*-test, and the coefficient of determination (R^2). These procedures provide empirical evidence regarding the significance of each service quality dimension and the explanatory capability of the proposed research model. The results of the regression analysis are presented sequentially in Tables 1–3 and are interpreted based on the established hypothesis testing criteria.

Table 1. Results of Partial T-Test

Variable	Beta	t-value	Sig
Tangibles	0.109	1.224	0.224
Reliability	0.304	2.885	0.005
Responsiveness	0.043	0.404	0.687
Assurance	0.140	1.282	0.203
Empathy	0.385	3.459	0.001

Source: Processed primary data (2026)

Table 1 demonstrates that only Reliability and Empathy significantly influence online ratings and reviews because their significance values are below the 0.05 threshold. Empathy records the highest standardized regression coefficient ($\beta = 0.385$), followed by Reliability ($\beta = 0.304$), indicating that these two dimensions contribute more substantially to customers' online evaluations than the remaining service quality dimensions. Tangibles, Responsiveness, and Assurance exhibit significance values greater than 0.05, suggesting that variations in these dimensions do not independently explain differences in customers' online ratings and reviews within the observed sample. This pattern indicates that guests tend to prioritize dependable service delivery and personalized attention over physical facilities or procedural aspects when sharing their experiences through digital platforms. Comparable findings have been reported by Yinghui et al. (2025), who emphasized that interpersonal service attributes exert stronger effects on customers' online evaluations than tangible service characteristics in the hospitality industry.

Table 2. Results of Simultaneous F-Test

Model	F-value	Sig
Regression	53.357	0.000

Source: Processed primary data (2026)

The simultaneous test presented in Table 2 yields an F-value of 53.357 with a significance level of 0.000, confirming that the regression model is statistically significant. This result indicates that Tangibles, Reliability, Responsiveness, Assurance, and Empathy collectively explain variations in online ratings and reviews among guests of the Ascent Premiere Hotel in Pasuruan. Although several variables are not individually significant, their combined contribution strengthens the predictive capability of the regression model by representing different aspects of customers' service experiences. The findings reinforce the multidimensional nature of service quality, where customers evaluate hotel

performance through an integrated assessment rather than isolated service attributes. Similar conclusions were reported by Chan et al. (2025), who found that customers' booking intentions and digital evaluations are shaped by the interaction between multiple service quality attributes rather than a single dominant factor.

Table 3. Results of Partial T-Test

R	R Square	Adjusted R Square
0.860	0.739	0.725

Source: Processed primary data (2026)

The coefficient of determination shown in Table 3 indicates that the proposed regression model explains 73.9% of the variance in online ratings and reviews, as reflected by an R^2 value of 0.739. This percentage demonstrates that the five SERVQUAL dimensions possess substantial explanatory power in predicting customers' evaluations of hotel services on digital platforms. The remaining 26.1% of unexplained variance suggests that additional determinants outside the present model, including room price, hotel location, perceived value, brand image, prior experience, and customer satisfaction, may also influence online review behavior. The relatively high coefficient of determination indicates that service quality remains one of the principal factors underlying customers' willingness to provide favorable ratings and written reviews. This finding is consistent with Panoiu and Foris (2024), who argued that service experience constitutes one of the primary determinants of customer decision-making and digital evaluation behavior within contemporary online hotel booking environments.

Influence of Service Quality Dimensions on Online Ratings and Reviews

The results of the simultaneous regression analysis indicate that the five dimensions of service quality collectively have a significant influence on online ratings and reviews at the Ascent Premiere Hotel in Pasuruan. This finding demonstrates that customers evaluate hotel performance through a comprehensive assessment of the overall service experience rather than focusing on a single service attribute. The significance of the regression model reflects the interconnected nature of the SERVQUAL dimensions, where each dimension contributes to customers' perceptions during different stages of the service encounter. Online ratings and reviews therefore represent cumulative evaluations that integrate customers' experiences before, during, and after their stay. Such evaluations have become increasingly influential because they are publicly accessible and frequently consulted by prospective guests when comparing accommodation alternatives (Adiningtyas & Millanyani, 2024).

The significant collective influence of the five service quality dimensions confirms that customers perceive hotel services as an integrated experience rather than as isolated operational activities. Tangible facilities may create initial impressions, while reliable service, responsive employees, professional assurance, and empathetic interactions reinforce overall customer perceptions throughout the service process. The interaction among these dimensions contributes to the formation of customer satisfaction, which subsequently encourages guests to provide favorable ratings and written reviews on digital platforms. This pattern indicates that improvements in only one service dimension are unlikely to maximize customer evaluations unless they are accompanied by consistent performance across the remaining dimensions. Hotels are therefore required to implement comprehensive service quality management instead of concentrating on selected operational aspects (Chan et al., 2025).

The present findings also highlight the growing strategic importance of online ratings and reviews within the contemporary hospitality industry. Customers increasingly depend on user-generated content because online reviews provide authentic information derived from previous guests' experiences rather than promotional messages produced by hotels. Positive evaluations strengthen organizational credibility and reduce uncertainty among prospective customers, whereas negative reviews may discourage future bookings despite attractive promotional campaigns. This development has transformed online review platforms into strategic communication channels that directly influence hotel competitiveness. Managers consequently need to recognize that every customer interaction has the potential to affect organizational reputation beyond the immediate service encounter (Panoiu & Foris, 2024).

The empirical evidence further suggests that service quality remains a major determinant of electronic word-of-mouth behavior. Customers who experience satisfactory services are generally more willing to express positive opinions through online review platforms because favorable experiences generate emotional responses that motivate voluntary recommendations. Positive electronic word-of-mouth extends the influence of individual customer experiences by shaping the perceptions of numerous potential guests who have not previously visited the hotel. This mechanism enables hotels with superior service quality to develop stronger digital reputations and maintain sustainable competitive advantages within increasingly saturated hospitality markets. The findings indicate that investments in service quality improvement generate benefits that extend beyond customer satisfaction by strengthening online visibility and public trust (Lesmana & Balqiah, 2023).

Although the regression model demonstrates substantial explanatory power, service quality should not be interpreted as the only determinant of customers' online evaluations. Digital review behavior is influenced by numerous contextual and personal factors, including room rates, perceived value, hotel location, previous travel experiences, and individual customer expectations. These complementary factors interact with service quality to shape the final evaluations expressed through online ratings and written reviews. The existence of additional determinants explains why a proportion of the variation in online ratings remains outside the explanatory scope of the present regression model. Hotels should therefore combine service quality improvement with broader customer experience management strategies to maximize positive online evaluations (Ahmad & Sharma, 2025).

The collective significance of the SERVQUAL dimensions provides important managerial implications for the Ascent Premiere Hotel in Pasuruan. Hotel management should continuously evaluate each component of service quality because customers develop holistic judgments that incorporate operational performance, employee behavior, and interpersonal interactions throughout their stay. Strengthening collaboration among operational departments may also improve service consistency and minimize service failures that could generate unfavorable online reviews. Continuous monitoring of customer feedback across digital platforms can provide valuable information for identifying service deficiencies and establishing evidence-based quality improvement priorities. Such an approach enables hotels to respond proactively to changing customer expectations while maintaining favorable online reputations in competitive tourism markets (Widyaningsih et al., 2025).

Influence of Reliability on Online Ratings and Reviews

The partial regression analysis indicates that Reliability has a positive and statistically significant influence on online ratings and reviews, as evidenced by a significance value of 0.005 and a standardized regression coefficient of 0.304. This finding demonstrates that customers place considerable importance on the hotel's ability to deliver services consistently and in accordance with the promises communicated before their stay. Reliability reflects operational consistency across the entire service process, including reservation accuracy, timely check-in procedures, fulfillment of advertised facilities, and the consistency of service standards experienced by guests. When hotels consistently meet customer expectations, guests are more likely to perceive the service as trustworthy and dependable. Such positive perceptions subsequently encourage customers to express favorable evaluations through online rating and review platforms. These results indicate that operational consistency remains a fundamental prerequisite for establishing a positive digital reputation within the hospitality industry.

The significant influence of Reliability suggests that customers evaluate hotel performance not only based on the quality of physical facilities but also on whether the services received correspond with the expectations established prior to arrival. Guests tend to develop higher levels of trust when hotels consistently provide accurate information, deliver promised services without substantial discrepancies, and maintain service quality throughout the accommodation period. Trust subsequently becomes an important psychological factor underlying customers' willingness to provide positive online feedback because it reduces perceived uncertainty regarding future service encounters. This relationship demonstrates that reliability functions as a mechanism through which service performance is translated into favorable customer evaluations. Hotels that repeatedly fail to deliver consistent services are more likely to receive negative reviews, even when their physical facilities are considered satisfactory. Consistent service delivery significantly enhances customer satisfaction, which subsequently strengthens customers' overall evaluations of hospitality services (Holisoh & Saefuddin, 2025).

The present findings are also consistent with the theoretical foundation of the SERVQUAL model, which identifies Reliability as the organization's ability to perform promised services accurately and dependably over time. In hotel operations, reliability extends beyond technical efficiency because it also reflects customers' confidence that every interaction with hotel personnel will meet expected service standards. Guests generally perceive reliable service as evidence of organizational professionalism, competence, and commitment to maintaining service excellence. Such perceptions become increasingly important within digital environments where customers publicly compare their experiences with those of other travelers through online review platforms. Reliable service therefore contributes not only to immediate customer satisfaction but also to the development of a favorable organizational image in digital marketplaces. Dependable service performance represents one of the principal determinants of customer satisfaction within the hotel industry because it strengthens confidence in service providers (Anas, 2024).

Reliability also plays an essential role in influencing customers' electronic word-of-mouth behavior after completing their hotel stay. Customers who experience consistent service performance are generally more willing to recommend the hotel because their expectations have been fulfilled through dependable operational execution. Positive recommendations shared through online platforms subsequently influence prospective guests by reducing uncertainty associated with hotel selection and increasing confidence in the quality of the accommodation offered. This mechanism demonstrates that reliability generates indirect marketing benefits by encouraging voluntary customer advocacy rather than relying exclusively on conventional promotional activities. The findings therefore indicate that investments in operational consistency contribute simultaneously to customer satisfaction and digital reputation enhancement. Superior service quality strengthens customers' willingness to engage in positive electronic word-of-mouth by creating satisfying service experiences (Lesmana & Balqiah, 2023).

Although Reliability demonstrates a statistically significant influence, its standardized regression coefficient remains lower than that of Empathy, indicating that dependable service alone is insufficient to maximize customers' online evaluations. Customers increasingly expect hotels to complement operational consistency with meaningful interpersonal interactions that create memorable accommodation experiences. This finding suggests that service quality should be managed through a balanced combination of technical performance and relational service delivery rather than emphasizing procedural accuracy alone. Hotels that integrate dependable operational systems with customer-oriented employee behavior are more likely to achieve sustainable improvements in online ratings and reviews. Such an integrated approach enables organizations to satisfy both the functional and emotional expectations of contemporary hotel guests. Reliable service delivery and interactive service attributes jointly strengthen customers' satisfaction and online evaluations within hospitality settings (Yinghui et al., 2025).

From a managerial perspective, the significant influence of Reliability highlights the importance of maintaining standardized operating procedures that ensure service consistency across every customer interaction. Hotel management should continuously monitor operational performance, strengthen employee training programs, and implement systematic quality control mechanisms to minimize discrepancies between promised and delivered services. Regular evaluation of customer complaints and online feedback may also assist managers in identifying operational weaknesses before they negatively affect organizational reputation. Consistent fulfillment of service promises not only strengthens customer trust but also increases the likelihood that guests will voluntarily share positive experiences through digital review platforms. Such strategies contribute to the development of a sustainable competitive advantage because trustworthy service performance encourages both customer retention and positive online visibility. Consistent service quality constitutes an important organizational capability for strengthening long-term customer relationships and improving business performance (Al-Hasani & Yudhiasta, 2024).

Influence of Empathy on Online Ratings and Reviews

The results of the partial regression analysis reveal that Empathy is the most influential service quality dimension affecting online ratings and reviews, as indicated by a standardized regression coefficient of 0.385 and a significance value of 0.001. This finding suggests that personalized attention and employees' ability to understand guests' individual needs play a decisive role in shaping customers'

overall evaluations of hotel services. Unlike tangible facilities or technical service procedures, empathetic interactions create emotional experiences that are more likely to remain in customers' memories after their stay. Guests who perceive sincere concern and individualized treatment are generally more inclined to express their satisfaction through positive online ratings and written reviews. The statistical significance of Empathy demonstrates that emotional aspects of service constitute an important determinant of customers' willingness to share favorable experiences on digital platforms. These findings reinforce the importance of developing customer-oriented service cultures that prioritize meaningful interpersonal interactions alongside operational excellence.

Empathy represents the extent to which hotel employees demonstrate genuine care, attentiveness, and responsiveness toward guests' specific expectations throughout the service encounter. Customers increasingly expect hospitality providers not only to deliver accurate services but also to establish positive interpersonal relationships that enhance the overall accommodation experience. Personalized communication, courteous behavior, and a proactive willingness to assist customers contribute to the development of emotional attachment between guests and the hotel. Such emotional connections frequently become the most memorable aspect of the service experience and strongly influence customers when preparing online evaluations after their visit. Service encounters characterized by empathy also increase customers' perceptions of being respected and appreciated as individuals rather than merely recipients of standardized services. Similar observations have been reported in hospitality research, indicating that personalized service experiences significantly improve customer satisfaction and online evaluations through stronger emotional engagement (Yinghui et al., 2025).

The dominant influence of Empathy suggests that customers assign greater value to interpersonal experiences than to several technical dimensions of service quality when evaluating hotel performance online. Modern hospitality services increasingly emphasize experience creation, where emotional value complements functional service quality in determining customer perceptions. Guests who receive individualized attention are more likely to forgive minor operational shortcomings because positive interpersonal interactions strengthen their overall impression of the service encounter. This finding explains why Empathy demonstrates a higher standardized coefficient than Reliability, despite both variables significantly influencing online ratings and reviews. The result indicates that emotional satisfaction has become a strategic source of competitive advantage within the contemporary hospitality industry. Previous studies similarly concluded that personalized customer care substantially enhances perceived service quality and strengthens customer loyalty toward hospitality service providers (Widyaningsih et al., 2025).

The findings also support the growing importance of customer experience management in maintaining favorable digital reputations. Positive emotional experiences frequently motivate customers to engage in electronic word-of-mouth by voluntarily recommending hotels through online review platforms and social media. Such recommendations extend the influence of individual service encounters because prospective guests often rely on previous customers' experiences when selecting accommodation. Hotels capable of consistently delivering empathetic services therefore possess greater opportunities to strengthen public trust and improve their competitiveness within digital tourism markets. Positive online reviews generated through empathetic service interactions also contribute to long-term organizational reputation and sustainable customer acquisition. Similar evidence indicates that personalized service quality significantly encourages positive online review behavior and strengthens consumers' booking intentions through enhanced customer satisfaction (Ahmad & Sharma, 2025).

Although Empathy emerges as the most dominant predictor in the present study, its effectiveness depends on consistent implementation across all stages of hotel service delivery. Employees require not only technical competence but also interpersonal communication skills that enable them to recognize and respond appropriately to diverse customer expectations. Continuous staff training, effective internal communication, and supportive organizational cultures are therefore essential for sustaining empathetic service performance over time. Integrating empathy into daily operational practices enables hotels to differentiate themselves from competitors offering similar physical facilities and pricing strategies. Such differentiation becomes increasingly valuable because emotional experiences are difficult for competitors to imitate and often produce lasting impressions among customers. The importance of integrating interpersonal service quality with operational performance has also been emphasized in

previous hospitality studies examining customer satisfaction and digital evaluation behavior (Anas, 2024).

From a managerial perspective, the dominant influence of Empathy highlights the need for hotel management to strengthen employee capabilities in delivering personalized and customer-centered services. Managers should encourage frontline employees to communicate proactively, recognize guests' preferences, and respond sensitively to customer concerns throughout the service process. Regular evaluation of online customer feedback may assist management in identifying interpersonal service strengths as well as opportunities for continuous improvement. Hotels that consistently demonstrate empathy are more likely to generate positive electronic word-of-mouth, strengthen customer trust, and maintain favorable online reputations in highly competitive hospitality markets. These advantages extend beyond immediate customer satisfaction because positive digital evaluations influence future booking decisions and reinforce organizational competitiveness. Developing an organizational culture that values empathy should therefore become an integral component of long-term service quality management strategies (Lesmana & Balqiah, 2023).

CONCLUSION

This study aimed to examine the influence of the five SERVQUAL dimensions—Tangibles, Reliability, Responsiveness, Assurance, and Empathy—on online ratings and reviews at the Ascent Premiere Hotel in Pasuruan. The findings demonstrate that the five service quality dimensions collectively have a significant influence on customers' online evaluations, confirming that service quality is a fundamental determinant of hotels' digital reputation. The coefficient of determination (R^2) of 0.739 indicates that 73.9% of the variation in online ratings and reviews can be explained by the proposed regression model. This result suggests that customers evaluate hotel performance through a comprehensive assessment of multiple service quality dimensions rather than relying on a single service attribute. The findings further confirm the applicability of the SERVQUAL framework in explaining customer-generated evaluations within the context of Indonesia's hospitality industry. Overall, maintaining high service quality across multiple dimensions is essential for strengthening customer perceptions and encouraging favorable online reviews. This study therefore contributes empirical evidence to the growing body of research on the relationship between service quality and digital customer evaluations in the hotel sector.

The partial regression analysis reveals that only Reliability and Empathy have significant positive effects on online ratings and reviews, with Empathy emerging as the most influential predictor. These findings indicate that customers place greater importance on consistent service delivery, personalized attention, and employees' ability to understand guests' individual needs than on physical facilities or procedural aspects of service. In contrast, Tangibles, Responsiveness, and Assurance were not found to significantly influence customers' online evaluations within the context of this study. Accordingly, the management of the Ascent Premiere Hotel in Pasuruan should prioritize improving service consistency while fostering a customer-oriented culture that emphasizes empathy and meaningful interpersonal interactions. Strengthening employee communication skills and maintaining reliable service standards are expected to enhance customer satisfaction and generate more positive online ratings and reviews. Future research is encouraged to incorporate additional variables, such as customer satisfaction, perceived value, hotel image, electronic word-of-mouth, or customer loyalty, to obtain a more comprehensive understanding of the determinants of online evaluations in the hospitality industry. Such studies may also expand the research scope by involving different hotel categories and geographical locations to improve the generalizability of the findings.

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