



The Role of E-Trust as Mediating Variable on Predicting the Effect of Website Design Quality and Online Reviews on Online Booking Intention

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ABSTRACT

Digital technology has increased access to information and made online travel booking more convenient, impacting the public's increased consumption of products and services. In online booking platforms, both Website Design Quality and Online Reviews, including appearance, navigational functionality, and consumer feedback, can influence consumers' trust and considerations. This research explores the influence of the quality of Website Design and Online Reviews on Online Booking Intention. E-Trust will act as a mediating variable in this study. The research was conducted among followers of one of the official Instagram accounts of an Online Booking Platform who had yet to make any transactions. A questionnaire was used to collect data, and 138 respondents participated. The data were analysed using Structural Equation Modelling Partial Least Square, and the results indicate that good Website Design Quality and Positive Online Reviews significantly influence Online Booking Intention. These findings also highlight the importance of E-Trust in influencing consumers during their decision-making process.

Keywords: *Website Design Quality, Online Reviews, Online Booking Intention, E-Trust.*

1. INTRODUCTION

We experience the increasingly rapid developments in this digital era in various fields, especially in technology. Communities can easily access information, from the latest news. One of the impacts is on the people's need for travel; people can easily plan and prepare their trip before leaving through broad access to information and the convenience of online ordering. They can find information about travel destinations, transportation, accommodation, and other travel activities through search engines, websites, blogs, and social media platforms. That way, they can learn about their destinations of interest, compare options, and make more informed travel decisions. With just a few clicks, we can book plane, train, or bus tickets, secure accommodation at hotels or inns, and buy holiday packages or tours. This convenience allows them to organize their trips without relying on traditional travel agents, saving time and effort.

E-commerce, also known as electronic commerce, is a branch of business that relies on the Internet. This specific requirement must be met by increasing the number of businesses using e-commerce to carry out their business. Bank Indonesia (BI) estimates that total

e-commerce transactions will reach IDR 30.8 trillion in February 2022, down 12.82% on an annual basis from the February 2021 level of IDR 27.3 trillion, while total e-commerce transactions reach IDR 222.9 trillion in February 2022, up 27.67% on an annual basis from the February 2021 level of IDR 174.6 trillion transactions [1]. Indonesia's electronic market (e-commerce) can potentially significantly contribute to Southeast Asia's growth. Based on RedSeer's analysis, it was found that the growth of Indonesia's e-commerce market was due to factors such as a consumer-driven economy, a largely illiterate population, a rapidly growing digital economy, and consumers' need for easy access to everything. [2].

In Indonesia, there are many e-commerce that are scattered, as well as a lifestyle super app providing the largest accommodation supply in Southeast Asia, including hotels, apartments, guest houses, homestays, resorts, and villas, which makes the lifestyle super app an online ticket sales platform with accommodation options and complete package. An online booking platform website is an example of an online store serving consumers, or B2C (Business-to-Consumer), in electronic commerce from which business owners and consumers benefit. Business owners can expand market

reach and increase sales through this platform. As for consumers, they get easy and fast access to search, compare, and book accommodation at competitive prices [3]. Additional features such as user reviews, photos, and detailed information also give consumers confidence and clarity in purchasing decisions [4]. Of course, for e-commerce, website design quality is one of the critical things in it. Website Design Quality is one of the essential things. One thing that everyone who does business online should pay attention to is the primary online travel agent (OTA). It is not just what is seen from the interesting content; it is also how to convince them that whatever they need can be found on the website in question, causing the website visitor to feel uncomfortable. The quality of Website design can be described as the overall quality of the website, with the two most important components being the usability of the site and the quality of its graphics [5] [6]. These aspects are crucial for a website; the better the quality, the greater the certainty that consumers will be interested or able to make purchases on the website [7]. With a qualified quality website, the quality of information can be conveyed precisely based on criterion after criterion of the existing dimensions, the characteristics that make information valuable and helpful for us [8]. We know that e-commerce cannot be separated from online reviews, and the importance of this will have an impact on companies and business people in the future. Online Reviews are one of the essential things in business because consumers are increasingly relying on them for purchasing decisions [9]. Online Reviews play an important role in shaping businesses in digital markets. It can help to develop brands, attract new prospects, and drive more opinions and strategies to grow and improve the business [10] [11] [12]. Online Reviews are an important source for companies or businesses, and consumer reviews are becoming more important daily [13]. Indirectly, it will create trust or trust [14]. The e-trust dimension consists of three dimensions: ability, benevolence, and integrity. Ability refers to the competence and characteristics of the seller/organization in influencing a specific area, kindness is the seller's willingness to provide mutually beneficial satisfaction between himself and the consumer, and integrity relates to how the behavior or habits of the seller run his business [15]. That way, online booking intention is created, namely consumer interest in the media to make bookings or purchase decisions so that transactions can occur. Online ordering intention is a psychic activity due to inquiries and concerns over certain desired goods or services [16] [17]. Booking intention determines customer purchase intentions in searching for product attributes online, so booking intention is included as an information search category in the pre-trip stage [18] [19]. As seen in today's e-commerce environment, several websites function as online travel agents (OTAs) and provide information on hotel, airfare, and cruise tickets. Customers can easily find the tickets or hotel rooms they want on the site. As a result, the motivation of

consumers to purchase products online is their desire and commitment to do so. This research will observe the behavior of the public or potential customers on an online booking platform brand about their perspective on the product and service innovations offered by the brand, which involves features and testimonials from several consumers in their experiences using applications or products or services in the application. Through innovation and technology, online booking platforms continue to improve their functionality and ease of use. Some platforms have even integrated artificial intelligence and natural language processing to provide users with more personalized and relevant recommendations.

2. LITERATURE REVIEW

2.1. Website Design Quality

These websites consist of almost all the text and colour page elements, formatted text, images, animations, videos, and sounds needed to build a commercial marketplace. The goal of a website is to deliver content to customers and complete transactions [20]. The faster and more reliably these two goals are accomplished, the more effective the website will be from that perspective transactional. Website design quality as how well the design of a website can meet the tastes desired by website visitors [21]. Website design quality can be interpreted as the overall quality of a website, where this quality includes two main aspects, namely the quality of the display aspect and its navigational function [22].

2.2 Online Reviews

Online reviews from customers are interpreted as the results of product evaluations downloaded on company sites or third party sites [23]. Online reviews provide consumers with perceptions of shopping sites and products that enhance consumers' ability to make better purchasing decisions, the higher the sense of control provided by online customer reviews (OCR), the more likely a customer is to make purchases online [24] [25] [26] [27].

2.3. E-Trust

This trust cannot simply be recognized by other parties/business partners, but must be built from scratch and can be proven. Thus, trust is an important issue in the context of e-commerce and an important factor in various social interactions involving uncertainty and dependency [6] [29] [30] [31].

2.4 Online Booking Intention

Online booking intention is the willingness and tendency of consumers to participate in online commerce, which involves evaluating website quality and product information. Booking intention is a conative result influenced by information search, product evaluation, and channel selection, whereas conative is a personal intention and motivation of consumers to make purchases voluntarily [28].

2.5 Website Design Quality to Online Booking Intention

Website quality significantly positively influences consumer e-trust, and e-trust also positively influences online ordering intentions [32] [33].

2.2.2. The Influence of Online Reviews to Online Booking Intention

Customer reviews have an effect on purchase intentions. This review has a very high level of control over customer purchase intentions [34] [35]. Text-based reviews (reviews) have a greater impact than rating-based reviews (ratings). This is also proven, a review is very influential on someone's purchase intention because the review comes from the direct experience of people who have bought a product in e-commerce [36].

2.2.3. The Influence Website Design Quality to E-Trust

Website design quality as how well the design of a website can meet the tastes desired by website visitors [21]. Customer trust or Customer trust is all the knowledge they have and all the conclusions they draw. [37].

2.2.4. The Influence Online Reviews to E-Trust

The online customer review variable has a large impact on the level of trust in online shopping [38]. Online customer reviews give an impact on consumer trust and purchase intentions. Consumer comments give more control to potential customers, so that these contents affect consumer confidence in e-commerce [9].

2.2.5. The Influence E-Trust to Online Booking Intention

One of the key components of the buyer-seller interaction is trust. [39]. It has long played a significant role in choosing whether or not to purchase a specific item from a particular retailer. [40]. E-trust positively influences online ordering intentions [41]. It also has a strong impact on online booking intention [33].

2.2.6 The Influence Website Design Quality to Online Booking Intention, E-Trust as mediated variable

Customers are more likely to be interested in purchasing on a website they trust. Previous research on online purchases suggests that consumers' inclination to shop at a store is positively influenced by their trust in the online retailer or website. [42] [43]. The significance of websites in influencing consumer online behaviour is that they give users the information they need to decide where to book hotels online. [44].

2.2.7. The Influence Online Reviews to Online Booking Intention, E-Trust as Mediated Variable

The amount of review required to impact the trust is higher than the level needed to influence buying intention since faith precedes purchase intention. So that in e-commerce, the reviews given through the media are not big enough to influence purchase intentions [24]. Online reviews can affect trust and online booking intention [9].

3. METHOD AND DATA

3.1. Method

3.1.1. Research Plan

This study describes a causal relationship between variables and uses a quantitative approach, so it is a descriptive research or explanatory research [45]. The variables used in this study consist of Website Design Quality (X1) and Online Reviews (X2) Independent Variables which influence Online Booking Intention (Y) as the dependent variable through E-Trust (Z) as a mediating variable. The conceptual framework in this study can be formulated as illustrated as follows:

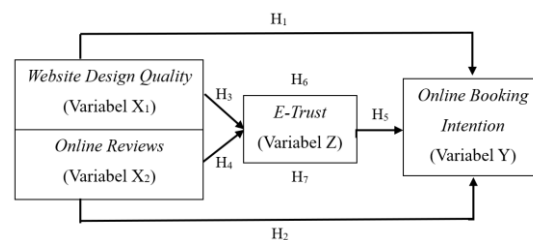


Figure 1. Conceptual Framework

3.1.2. Population and sample

The population in this study is Followers Official Instagram Account one of the Online Booking Platforms. It is an infinite population, which means that the amount cannot be found clearly, while the sampling method used is purposive sampling method.

The sample of this study are followers one of the Online Booking Platforms who have never made a transaction before, with the total number 138 respondents.

3.1.3. Research Instruments

This study uses 35 instrument statements given according to variable measurement indicators. Website Design Quality variable measurement indicators are Entertainment, Usability and Ease of Use [32]. Online Reviews variable indicators are Usefulness of online reviews, Timeliness of online reviews, and Volume of online [12]. Then the Online Booking Intention indicator is measured using Transactional Interest, Exploratory Interest and Referential Interest [46]. Then E-Trust with indicators of Ability, Benevolence, and Integrity [6].

3.1.4. Data Analysis

Smart-PLS used to analyse the data. It is carried out by calculating two sub-models including the outer model and the inner model. Outer Model analysis is needed to determine the feasibility level of the data which consists of the Validity Test and Reliability Test. The validity test was seen and concluded using the Average Variance Extracted (AVE), Discriminant Validity, and Convergent Validity. Whether Cronbach Alpha value used to determining the instrument is reliable or not.

Inner Model Analysis is a models and hypotheses test, indicate by R-Square, F-Square, and Path

Coefficient Estimation. R-Square examines the contribution of the independent variables in forming the dependent variable, while the F-Square investigates the extent to which the impact of the independent variables on the dependent variable and categorizes it as weak, medium or large.

3.2 Data

3.2.1. Descriptive Analysis

Respondents of this study were classified based on gender, age, and type of work. The majority of respondents who took part in the survey were women with an age range between 19 to 22 years, covering about 67% and the remaining 33% were men. The majority of these respondents are students.

The results indicate that website design quality with the score of 3.57 is able to provide good web quality for followers of their Instagram accounts. Online reviews with the score 3.57 are able to help consumers. The average value of online booking intention is 3.43 and trust the ability to provide products or services with average e-trust score of 3.50.

3.2.2. Validity Test

The measurement model or external model shows the ability of the indicators to translate the latent variables being measured. Individual measurements that reflect high ability are stated if the correlation is > 0.7 [47]. All variables in this study can be declared valid. Validity can also be measured using the average variance extraction value (AVE). Based on the recommended AVE value is > 0.5, so all variables are considered valid.

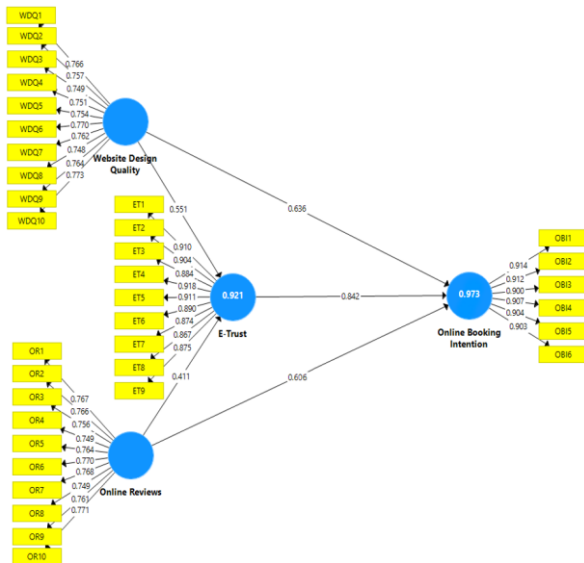


Figure 2. Outer Model

Based on the results of the Discriminant Validity test (Cross Loading), the value of the latent variable cross-load indicator is known to have a higher cross-load value compared to other variables. Therefore, it will be assumed that all latent variables have good discriminant validity [47]. Furthermore, based on the test results, Table 2 shows that the square root value of the AVE or Fornell-Lacker's Criteria has a higher value than 0.7, so

the discriminant validity is good or all variables are valid.

Table 1. Average Variance Extracted (AVE)

Variable	AVE	
Website Design Quality	0.577	Valid
Online Reviews	0.581	Valid
Online Booking Intention	0.822	Valid
E-Trust	0.797	Valid

Table 2. Discriminant Validity

Variable	Z	Y	X1	X2
E-Trust	0.893			
Online Booking Intention	0,983	0,907		
Online Reviews	0,957	0,945	0,762	
Website Design Quality	0,958	0,958	0,990	0,760

3.2.3. Reliability Test

The following data shows that the Cronbach Alpha score for each variable is recorded > 0.7, so it can be said that the level of reliability of this variable is high.

Table 3. Reliabilities

Variable	Cronbach Alpha	
Website Design Quality	0,968	Reliable
Online Reviews	0,957	Reliable
Online Booking Intention	0,920	Reliable
E-Trust	0,919	Reliable

In evaluating the inner model R-Square plays a role in testing the fit of the model or alignment test. The greater the R-Square value, the greater the influence of the independent variables on the dependent variable. The following is the result of calculating the R-Square value:

Table 4. R-Square Result

Variable	R-Square
E-Trust	0,921
Online Booking Intention	0,973

In accordance with Table 4, it shows that the website design quality, online reviews, and e-trust variables have a very strong effect on online booking intention of 97.3%. It is high influence category. The e-trust variable has contributed to the influence of website design quality and online reviews in forming online booking intention of 92.1%, It is also high category, while the rest of the other variables outside the research are categorized as low.

F-Square is used to measure the systematic quality of the model in this study. F-Square values of 0.02, 0.15, and 0.35 are used in interpreting the extent to which latent variable predictor influences are at the structural level and can be categorized as weak, moderate, or large influences [47]. The following table displays the results of the F-Square analysis of each variable for this study:

Tabel 5. F-Square

Variabel	Z	Y	X2	X1
E-Trust		0,327		
Online Booking Intention				
Online Reviews	0,043	0,173		
Website Design Quality	0,077	0,282		

According to Table 5, the results of the F-Square test show that website design quality has a fairly high influence on online booking intention (0.282). However, website design quality (0.077) and online reviews (0.043) have little effect on e-trust. Online reviews have a moderate effect on online booking intention (0.173), and e-trust has a fairly high influence on online booking intention (0.327).

3.2.4. Hypothesis Analysis

Estimation for path coefficient is used for hypothesis testing by taking into account the significance level of influence between variables and the measurement coefficient value with a significant t-statistic value using the bootstrap method [47]. The criteria used for hypothesis testing are the coefficient value or original sample (O) having a positive value which can indicate a positive effect and the t-statistic value (O/STDEV) > 1.96 and a p value < 0.05 indicating the significance of the independent variable to the variable dependent. In addition, there are sample mean (M) and standard deviation (STDEV) data. The results of these calculations are listed in Table 6 below:

Table 6. Estimate for Path Coefficients

Variable	O	M	STDEV	O/STDEV	P Value
X ₁ -> Y	0.636	0.652	0.216	2.948	0.004
X ₂ -> Y	0.606	0.620	0.177	2.771	0.006
X ₁ -> Z	0.551	0.532	0.205	2.684	0.008
X ₂ -> Z	0.411	0.430	0.202	2.041	0.043
Z -> Y	0.842	0.838	0.078	10.821	0.000
X ₁ -> Z -> Y	0.464	0.446	0.175	1.978	0.05
X ₁ -> Z -> Y	0.347	0.360	0.003	2.558	0.012

4. DISCUSSION

4.1 Website Design Quality, Online Reviews, Online Booking Intention, dan E-trust Description

4.1.1. Website Design Quality

The grand mean of website design quality is 3.57, which means that respondents agree on the items presented in the questionnaire in this study. There are 10 question items for the website design quality variable, namely the platform has attractive visuals, innovative site design, fun sites, effective information, information as needed, trusted sites, easy-to-read site pages, easy-to-

read site texts, easy-to-operate sites, and finally the site can be used to increase the skills. From the assessment carried out, it turns out that the majority of respondents gave a positive evaluation of the quality of the website design on the online booking platform. This shows that website design quality has a very good contribution to the sustainability of the website. With an attractive, innovative and easy-to-use display and features, this platform has succeeded in building a positive impression and trust in its users. Good website design quality has a significant impact on consumer perception and can play an important role in attracting and retaining visitors and users on the online platform. The positive experience provided by the quality of the site design can increase customer satisfaction and loyalty, which in turn can have a positive impact on the platform's long-term success and growth amidst the increasingly fierce competition in the digital world.

4.1.2. Online Reviews

The grand mean of online reviews is 3.57 which indicates that respondents feel that the existing online reviews have a fairly high impact. Research respondents gave various answers with the majority agreeing on the statement items presented in the research questionnaire. There are 10 statement items presented including reviews according to the information needed, appropriate reviews, reliable reviews, useful reviews, important reviews, attention-grabbing reviews, interesting reviews, reviews influencing enthusiasts, reviews influencing interest in ordering. With online reviews that can be accessed on a website, a person's interest in buying a product or service, be it goods or services, is getting higher. Online reviews play an important role in influencing consumer purchasing decisions, as they become a valuable source of information that potential buyers trust. This study shows that the majority of respondents gave positive evaluations of the online reviews on the platform under study. This indicates that online reviews on the platform have a significant impact on influencing consumer interest. Consumers tend to have more confidence and trust in these pages based on the reviews given by previous users. So it can be concluded that the presence of online reviews on the platform is a relevant factor on the platform that is able to influence consumer interest to believe in and trust the page.

4.1.3. Online Booking Intention

According to the results of the grand mean is 3.43, it can be categorized that followers agree on online booking intentions on the platform. There are 6 statement items in the questionnaire including interest in products on the platform, considering decisions before making a purchase, referring products or services, interesting products, interest in finding information related to products on the platform, and the last is interest in the products or services owned by the platform. According to the results of the respondents' responses, they generally agreed with all of the questionnaire's suggested items. The study's findings indicate that most followers rate their desire to make an

online reservation on the platform under investigation favourably. In other words, they tend to have a high tendency to order products or services through the online system provided by the platform. Thus, the platform's ability to accept online bookings significantly impacts getting followers interested in placing orders for goods or services, whether in the form of services or products, through the online system provided by the platform. This high trend rate can be an important factor in the platform's success in capturing and retaining active users and increasing the conversion rate from potential users to users who are actively using its services.

4.1.4. E-Trust

The grand mean of e-trust is 3.50. It can be categorized that followers agree on e-trust. There are 9 statement items presented through a questionnaire including platforms that are trusted in providing goods and services, are experienced platforms, platforms are recognized for their existence, provide the best service, provide benefits for users, provide satisfaction for users, are open, and are able to maintain a good reputation. Based on the results of the exposure of each item on the questionnaire, it was concluded that respondents tend to believe that this platform is reliable in providing the goods and services they need. They also think that this platform has sufficient experience in the industry and is recognized for its existence. In addition, users feel that this platform provides the best service, provides benefits for them, and gives satisfaction in using its services. Another factor that also influences the level of trust is that this platform is open, meaning that it provides sufficient information and transparency for its users. In addition, this platform is also considered capable of maintaining its reputation well, thus providing extra confidence for consumers to use its services. With this high level of trust, consumers feel more confident and have confidence in the quality and reputation that the platform has. This can be an important factor in increasing consumer loyalty and supporting platform branding efforts as a trusted and reliable choice for users. This high level of trust can also help the platform expand its market share and increase the conversion rate from potential users to active users.

4.2 The Variable Effects

4.2.1. The effect of Website Design Quality on Online Booking Intention

There is a positive and significant influence between website design quality (X1) on online booking intention (Y). Based on Table 6, it can be seen that the coefficient value or the original sample (O) value is positive, namely 0.636 which indicates the direction of the relationship between X1 and Y is significant with a t statistic value of 2.948 (> 1.96) or a p value of 0.004 (< 0.05), so it can be concluded that H1 is accepted. So it shows that website design quality has a direct effect on online booking intention. A website's design quality can significantly impact customers' intentions to use online booking systems to place purchases. This is

because the majority of respondents strongly agree that if a website is designed as attractive as possible, then consumers will be easily interested in visiting it and seeing more about the products and services offered. In this study, website design quality gets a good evaluation in the minds of consumers because it is considered attractive and useful. This makes consumers feel that the website provides information that is relevant and according to their needs. Good quality website design makes the user experience more pleasant and efficient. Consumers find it easier to get the information they are looking for and feel interested in exploring further the products and services offered by the platform. Thus, attractive and useful website design quality can be an important factor in increasing consumer online booking intention. Good design will influence consumers' positive perceptions of the platform and encourage them to take further steps in making transactions. These findings suggest that the intention to make an online booking depends on the quality of the website design. [4] [48] [49] [50] [51] [52].

4.2.2. The Effect of Online Reviews On Online Booking Intention

Online reviews (X2) positively and considerably impact the likelihood of making an online reservation (Y). Based on Table 6, it can be seen that the coefficient value or the original sample (O) value is positive, namely 0.606 which indicates the direction of the relationship between X2 and Y is significant with a t statistic value of 2.771 (> 1.96) or a p value of 0.006 (< 0.05), so it can be concluded that H2 is accepted. So it shows that online reviews have a significant effect on online booking intention. Online reviews from consumers have a strong impact on the decision to order products or services through online booking platforms. Consumers are very enthusiastic about online reviews because these reviews are based on real experiences of previous consumers who have used the facilities provided by online booking platforms, such as travel and lodging services. These reviews provide valuable insights and information for potential customers in considering their choices. Reviews on a page or platform that are intended to provide criticism and suggestions on a platform are considered very helpful for potential customers who are looking for information regarding this matter. These reviews provide a more objective view and can help consumers make a wiser decision. With online reviews, potential customers don't need to hesitate anymore in choosing a product or service from a platform. They can read and consider the good and bad experiences of other users through the online reviews that have been listed there. It affects consumer perceptions about the platform and their decision to make an online reservation. As a result, online reviews are one of the key factors influencing purchasing decisions and service utilization in this digital era. Reviews from previous consumers have had a major influence on shaping consumer perceptions and beliefs about the platform, as well as influencing them to place orders through online booking platforms. These

findings suggest that Internet reviews influence the intention to make an online reservation. [3] [10] [14] [53] [54] [55].

4.2.3. *The Effect of Website Design Quality On E-Trust*

There is a positive and significant influence between website design quality (X1) on e-trust (Z). Based on Table 6, it can be seen that the coefficient value or the original sample (O) value is positive, namely 0.551 which indicates the direction of the relationship between X1 and Z is significant with a t statistic value of 2.684 (> 1.96) or a p value of 0.008 (< 0.05), so it can be concluded that H3 is accepted. So this confirms that website design quality has a direct and significant effect on e-trust. Website Design Quality can affect a consumer's trust because if the website design is presented in an orderly and attractive way. Good Website Design Quality, including easy navigation and well-functioning features, can help create a positive user experience. Consumers tend to trust platforms that offer a clean, intuitive and easy-to-access interface. Attractive design and good functionality also help consumers feel comfortable and easy to find the information they are looking for. A good quality website design also helps in building a positive and professional image of the platform. Users who are impressed with the appearance and ease of use of the platform tend to have high trust in the platform. When a platform has succeeded in building trust through a good quality website design, this can become the basis for increasing the sustainability and success of the platform. By maintaining good design quality and continuing to innovate, the platform can maintain the trust that has been built by consumers and attract more new consumers. Thus, website design quality plays an important role in influencing consumer perception and trust in the platform, and can have a direct impact on the sustainability and success of the platform in a competitive market. These results indicate that website design quality has an effect on e-trust [4] [32] [33] [56] [57] [58] [59].

4.2.4. *The Effect Of Online Reviews On E-Trust*

Online reviews (X2) have a favourable and considerable impact on e-trust (Z). Based on Table 6, it can be seen in the coefficient value or the original sample (O) value is positive, namely 0.411 which indicates the direction of the relationship between X2 and Z is significant with a t statistic value of 2.041 (> 1.96) or a p value of 0.043 (< 0.05), so it can be concluded that H4 is accepted. It serves as another proof that internet reviews positively and significantly impact e-trust. Online reviews provide an opportunity for potential customers to gain insights and views from the perspective of other users who have used the platform. These reviews become a valuable source of information that potential customers can rely on when considering whether the platform can be trusted or not. Trust that has been built through interesting testimonials or reviews from previous users can be strengthened again by positive reviews from other users. These positive

reviews further strengthen the perception of potential customers that the platform is a trusted place to make transactions or obtain services. When consumers are using the platform for the first time, they tend to look at the existing interface first. However, after that, they will usually go to the reviews left by previous users. This process helps consumers in strengthening their belief that this platform is indeed trusted. This trust is the result of the fulfilment of good service that has been felt by consumers before. When customers are happy with the goods and services the platform offers, they tend to give positive reviews, which in turn will strengthen the trust of potential customers in the platform. Thus, online reviews are essential in influencing consumer e-trust and can be relevant to the platform's success in a competitive market. Positive reviews from previous users can help build a good image, increase the trust of potential consumers, and support efforts to brand the platform as a trusted and reliable choice. These results indicate that online reviews have an effect on e-trust [14] [55] [58] [60] [61] [62].

4.2.5. *The Effect of E-Trust on Online Booking Intention*

E-trust (Z) and online booking intention (Y) have a favourable and significant relationship. Based on Table 6, it can be seen that the coefficient value or the original sample (O) value is positive, namely 0.842 which indicates the direction of the relationship between Z and Y is significant with a t statistic value of 10.486 (> 1.96) or a p value of 0.002 (< 0.05), so it can be concluded that H5 is accepted. Shows that it is true that e-trust has an effect on online booking intention. E-trust is a trust that has been built by consumers. When consumers have high e-trust towards a platform, they tend to feel more confident about making online transactions through that platform. E-trust makes consumers feel confident that the platform is safe, reliable and reliable in providing the product or service they need. This high level of trust increases the possibility of consumers to place orders through the online system. Consumers who feel confident in the platform will be more inclined to use its services repeatedly and may even recommend the platform to others. Additionally, e-trust is crucial in dispelling any reservations or worries that potential clients may have. Consumers who are initially hesitant or sceptical about online transactions may be more inclined to place an order if they have a high level of e-trust in the platform. Thus, the continuity of online ordering will always continue for consumers who feel that the platform can provide trust and safety for them. E-trust, a crucial element influencing online booking intents, can be improved to increase conversion rates from potential consumers to active platform users. These findings suggest that e-trust influences the likelihood of making an online reservation [14] [32] [50] [53] [57] [59] [62] [63] [64].

4.2.6. *The indirect effect of Website Design Quality on Online Booking Intention through E-Trust*

Through e-trust (Z), there is a positive and sizeable indirect relationship between website design quality (X1) and online booking intention (Y). Based on Table 6, it can be seen that the coefficient value or the original sample (O) value is positive, namely 0.464 which indicates the direction of the relationship between X1 and Y through Z is significant with a t statistic value of 1.978 (> 1.96) or a p value of 0.05 (< 0.05), so it can be concluded that H6 is accepted. In this study, a professional, attractive and easy-to-use design plays an important role in reflecting a reliable brand image. Good design quality can give the impression that the platform is serious in presenting its products and services, thereby increasing consumer confidence in the platform. Good design can also affect consumer perceptions of the reliability and quality of the products offered by the platform. Consumers tend to associate attractive and functional designs with quality products and services. On the other hand, a bad or unprofessional design can give the impression that the product or service offered is not of high quality. An attractive and professional design appearance is a factor that convinces consumers before they make a purchase or order decision through the platform. Consumers will feel more confident and comfortable in making transactions if they see a platform with an attractive design and easy to use. Satisfying user experience from good website design also contributes to creating a sense of comfort and motivation for consumers to make transactions. Consumers who are satisfied with a positive user experience are likely to return to using services from the platform and may even become loyal customers. In an increasingly competitive digital world, good design is an important aspect in creating attractiveness for consumers and building strong relationships between consumers and platforms. Attractive design and ease of use will help the platform to maintain and increase the customer base and provide a pleasant experience for consumers in transactions. This resulted increased consumer trust and confidence to place orders through the platform. These results indicate that website design quality indirectly influences online booking intention through e-trust [4] [32] [49] [57] [59].

4.2.7. *The indirect effect of Online Reviews on Online Booking Intention through E-Trust*

There is a positive and significant indirect effect between online reviews (X2) on online booking intention (Y) through e-trust (Z). Based on Table 6, it can be seen that the coefficient value or the original sample (O) value is positive, namely 0.347 which indicates the direction of the relationship between X2 and Y through Z which is significant with a t statistic value of 2.558 (> 1.96) or a p value of 0.012 (< 0.05), so it can be concluded that H7 is accepted. Online reviews are considered an objective and reliable source of information by consumers. Reviews from other users

who have used the brand or product provide a more realistic picture of the user experience than advertisements or promotions created by the brand or company itself. Consumers tend to believe more in peer reviews than marketing claims of brands. Online reviews have an important role in building consumer trust in the brand or product being reviewed. Positive reviews can give consumers confidence that the brand or product is of good quality and can meet their expectations. Conversely, unfavourable evaluations may serve as a caution to customers to exercise caution or seek alternatives. Online reviews must be carefully monitored and managed by brands and businesses. Brands or companies must respond positively to reviews given by consumers, especially negative reviews. An enthusiastic and prompt reaction might demonstrate that a company values consumer feedback and is working to raise the quality of its goods or services. Proper management of online reviews also helps build a positive reputation for a brand or company. A good reputation will increase consumer confidence in the brands and products offered. Consumers tend to be more interested in transacting with brands or companies that have a positive reputation and are valued by other users. In addition, online reviews can also encourage higher interest in transactions. Consumers who see positive reviews from other users tend to feel more confident in purchasing or ordering products. Positive reviews can provide additional incentives for consumers to try the product or service being reviewed and increase their interest in transacting.

5. CONCLUSION

We conclude that website design quality and online reviews significantly impact online booking intention and e-trust. It also positively affects the choice to make an online reservation. E-trust is also required to shape the impact of website design quality and online reviews on the intention to make an online booking. Therefore, all theories are considered valid.

For future research, it would be better to increase the number of research samples and add more varied variable dimensions. Meanwhile, for companies in related fields are advised to maintain, continue, and improve the quality of content and activities on social media and website design quality on their platforms. Moreover, as online reviews left by consumers on the comments page have a positive review value which will later have an impact on sales, so companies should maintain the quality of their products and services. Finally, businesses need to preserve consumer-built trust (e-trust) so that future customers may make online booking decisions without hesitation or much thought.

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