# 'The hotel were graet'

The effects of valence and language errors on the attitude towards the hotel, review credibility, booking intention and eWOM intention of consumers
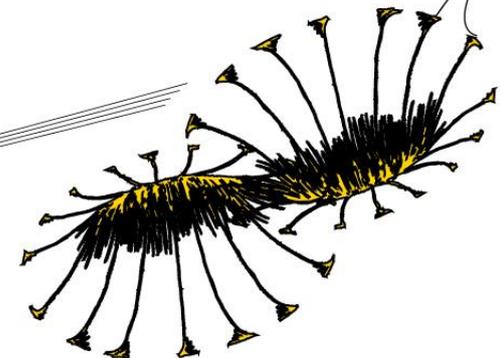
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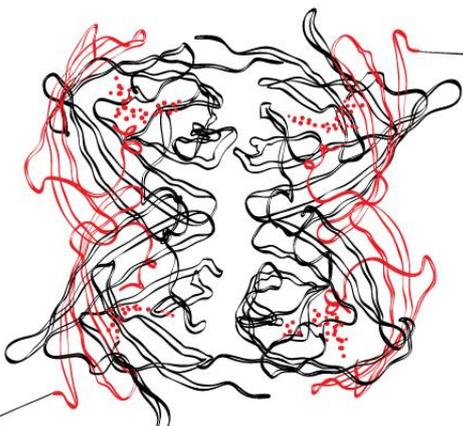
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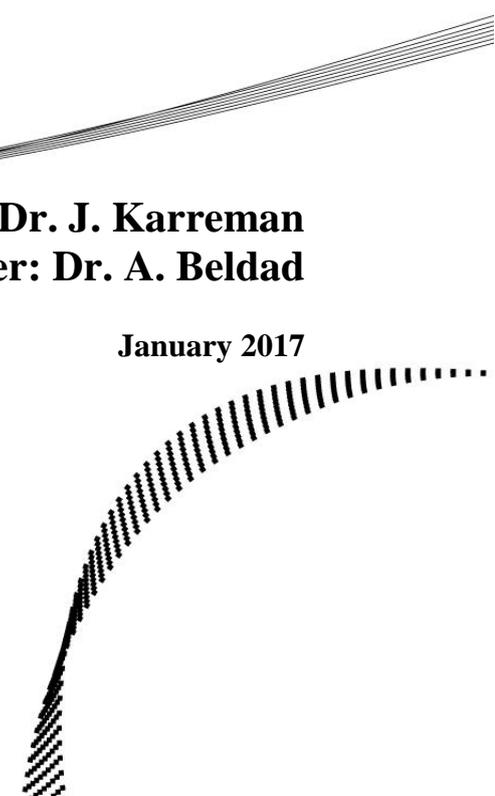
Abstract

Today when consumers are searching for a hotel, they often consult online reviews. Electronic word of mouth (eWOM) has become one of the most influencing marketing tools, where people can share their opinions anonymously. In the hospitality industry where experience products are provided, online reviews are particularly important, because the quality of the service is unknown before consumption. Online reviews play a critical role in the online sales of the hospitality and tourism industry.

There are many studies done into online reviews in the hospitality industry, because they have a strong impact on the sales, awareness and booking intentions of consumers. In this study the review valence and language mistakes in online reviews are researched. Valence refers to the positive and negative orientation of information about a hotel. The mistakes in online reviews are compared to well written online reviews. In this research the influence of valence and the mistakes in online reviews are measured on the consumers' attitude towards the hotel, review credibility, booking intention and eWOM intention. The research question is: *To what extent do valence of online reviews and language mistakes in online reviews of hotels have an influence on the review credibility, attitude towards hotel, booking intention and eWOM intention of consumers?*

In this study a 3 x 2 experimental design was used, in total there were six versions, each version consisted of a list of ten different online reviews. Regarding the valence there were two versions established, namely one with only positive reviews (10;0) and one with a mix of positive and negative reviews (7;3). Regarding the language there were three versions established, namely well written reviews, reviews with grammar mistakes made by the writer and machine translated (MT) reviews with mistakes. A questionnaire was used to explore the effects of these variables. There were 206 respondents, the mean age was 35 years. The respondents are recruited through Facebook and through email. The respondents are Dutch and mainly from the Eastern part of The Netherlands. .

An univariate analysis was performed to measure the main effects. The results regarding the valence indicated that positive reviews had a more positive influence on the attitude towards the hotel, review credibility, booking intention and eWOM intention, compared to the mix of positive and negative reviews. The results regarding the use of language indicated that well written reviews had a more positive influence on attitude towards the hotel, booking intention and eWOM intention, compared to the reviews with mistakes. There was an interaction effect between valence*language for the review credibility. The credibility was the best when the reviews were positive and MT.

This study confirmed that only positive reviews have a more positive influence on the consumers compared to the mix of positive and negative reviews, which means that hotels should focus on satisfying their guests and stimulate them to spread positive online reviews. This study also confirmed that well written reviews have a more positive influence on the consumers, compared to online reviews with mistakes. Therefore mistakes in online reviews must be avoided. Because there is still not much known about mistakes in online reviews (made by either humans or machine translations), a recommendation for future research is to investigate in the mistakes in online reviews.

Table of content

1. Introduction

Today many people purchase their products online and less people are basing their purchase decisions on the information that companies provide. There are many people who buy products online and then leave comments and recommendations on websites. Nowadays companies have to cope with a large amount of reviews from consumers. This form of user generated content is called electronic word of mouth (eWOM) or online reviews.

Within the services industries, where there are mainly intangible services, many people rely more and more on online reviews. Online marketing management is therefore becoming more popular within the hospitality industry. Potential guests search for travel experiences of other guests, in order to decide on their booking intention, attitude towards hotel, review credibility and eWOM intention. The central part of this research is electronic word of mouth (EWOM) of hotels.

Online reviews are important for companies, research has shown evidence that online reviews have a direct influence on the booking sales. Consumers are influenced by the online reviews, also whether they are positive or negative. The presence or the balance of positive and negative reviews is also called the valence of online reviews. There are many studies about the valence of online reviews. For example, when there are only positive reviews, the purchase intentions are higher than when there are only negative reviews. However, when there are only positive reviews consumers might get suspicious why there are no negative reviews at all. There are many possibilities to research valence, this study focuses on two possibilities, namely one version with only positive reviews and one version with a mix of positive and negative reviews.

It does not matter who is writing a text, it is quite common that a writer makes mistakes in writing. Within online reviews, where any consumer can write an online review there are also many mistakes. According to Jansen and de Roo (2012) consumers are influenced negatively by mistakes in texts. There is not much known about the influence of mistakes on consumers when they are reading online reviews.

World's largest travel website is TripAdvisor, there are over 75 million online reviews or opinions. People from all over the world are using TripAdvisor. Tsao et al. (2015) reported that 87% of the people believed that reviews on TripAdvisor helped them to make hotel choices more confidently and 98% considered the reviews to be accurate. Many of these people want to read online reviews in their own language, therefore TripAdvisor started with automatic translations, also called machine translations (MT). Machine translations sometimes generate mistakes, because these messages are not always correctly written or translated.

Mistakes in online reviews can be caused by the writer or by the machine translator. Potential consumers might be influenced by these MT online reviews with mistakes or by human made mistakes in online reviews.

Many studies have been done towards the valence of online reviews, however there is only little information available about the mistakes in online reviews or about machine translations of online reviews. The combination of the valence and the influence of language mistakes is worth to investigate, because it will give insight in how people interpret online reviews. It is interesting to understand the influence of mistakes combined with the influence of positive and negative reviews on the consumers' attitude and intentions.

This study will provide practical implications about the factors which make online reviews appealing to consumers. This study provides also insights in how consumers react to positive/negative reviews and mistakes in online reviews. Consumers focus on the quality of online reviews and the quality is influenced by machine translations, so mistakes might have an influence on the consumers. To measure the influence on consumers the following variables are used: the booking intention, attitude towards the hotel, review credibility and eWOM intention. This research is interesting for review websites, marketers, booking websites and hotels, they need to understand the implications of mistakes in online reviews or (wrong) machine translated online reviews.

The main research question is: *To what extent do valence of online reviews and language mistakes in online reviews of hotels have an influence on the review credibility, attitude towards hotel, booking intention and eWOM intention of consumers?*

2. Theoretical framework

2.1 (Electronic) Word of mouth

An important part of communication created by customers is word of mouth (WOM), in which consumers share informal communication between consumers about particular companies, brands, products, or services. Consumers share information and opinions that direct consumers towards specific brands, organisations and services, while on the other hand consumers share information that would direct consumers away from specific brands, organisations and services (Litvin et al. (2008). Litvin et al. (2008) have found that when emotions occur, for example pleasure, satisfaction and sadness, consumers are motivated to share these experiences with each other. When consumers had a satisfactory experience in a hotel it would lead to positive WOM (Kamoen et al. 2014).

WOM communicated through the internet is electronic word of mouth (eWOM). In the last decades the electronic word of mouth (eWOM) has become one of the most influencing marketing tools (Berezan et al. 2013). An important feature of eWOM is that customers can share information anonymously, without geographical or time constraints (Berezan et al. 2013). eWOM may consist of online advice, online reviews and online consumer-to-consumer interaction.

The internet has changed the marketing environment tremendously, the world has become smaller than before. When consumers are returning home from travelling, they might want to give feedback online or they are asked to do so by the hotel or booking website. eWOM ensures that opinions, feelings and thoughts about hotels are shared and spread more widely and rapidly, because it is always available, directed to multiple individuals and is anonymous (Litvin et al. 2008). Therefore the impact of eWOM might be more powerful than the impact of WOM. There are many different ways to share (eWOM) through the internet, examples of these channels are e-mail, blogs, traveller websites, forums, review websites, chatrooms, instant messaging (Blal & Stuurman, 2014; Litvin et al. 2008).

Ye et al. (2009) stated that eWOM or online reviews are particularly important for experience products, rather than search products. In the retail industry where there are mainly search products, the quality can be assessed easily. The hospitality industry provides experience products, which refers to products and/or services in which the quality is unknown before consumption (Ye et al., 2009). Consumers may first consult others on internet for advice, before purchasing an experience product (Wang and Chien 2012). One important characteristic of experience products is the fact that services or intangibles cannot be evaluated before the consumers actually have experienced it. Therefore consumers are searching for evaluations of others. Often prospective guests depend on experiences of others, so they estimate service quality by reading eWOM in order to decide where to stay (Blal and

Sturman, 2014). Schuckert et al. (2015) acknowledged as well that online reviews play a critical role in the online sales of the hospitality and tourism industry, where mainly services are offered and the focus is on guest satisfaction. Exposures to online reviews of hotels improve booking intentions and make consumers more aware of the existence of hotels (Vermeulen and Seegers, 2009). According to Berezan et al. (2013) the use of online reviews or travel forums can offer greater insight regarding consumers' needs, wants and choices. According to Jeong & Jang (2011) the impact of eWOM in hospitality is especially strong. Nowadays the volume of online sales is increasing, especially in the hospitality sector, where the online sales have become the biggest part of their revenue (Schuckert et al. 2015).

2.2 Review valence

In recent years, many different elements of online reviews in the hospitality industry have been studied. One of these elements is review valence, which refers to the positive and negative orientation of information about a hotel, thus, positive or negative reviews (Sparks and Browning, 2011). Review valence has been researched extensively. According to Schuckert et al. (2015) and Tsao et al. (2015) the valence of online reviews has a significant impact on potential consumers and their purchase decisions. Purnawirawan et al. (2015) showed that review valence (either positive or negative) had a stronger influence when reviews are about experience products, rather than search products, thus, review valence has relatively a strong influence in the hospitality industry. Vermeulen and Seegers (2009) found that positive as well as negative reviews increase the customer awareness of hotels. According to Sen and Lerman (2007) both positive and negative reviews are useful. This can be explained by the fact that all reviews (both positive and negative) make consumers more aware of the hotel's existence.

Sparks and Browning (2011) found that positively framed reviews lead to higher purchase intentions and trust in hotels, because consumers are more convinced about the reliability, responsibility, quality and integrity when the reviews are positive. When online reviews are positive, consumers feel more positive about a hotel. According to Vermeulen and Seegers (2009) positive reviews are improving attitudes towards hotels. It sounds pretty logical that positive reviews of hotels are improving the attitudes and purchase intentions of consumers.

However, the presence of negative reviews can be useful. Eisend (2006) stated that review pages with the combination of positive and negative reviews are perceived as more credible, than a review page with only positive or only negative reviews. Consumers would be suspicious when the reviews are only positive and thereby the presence of a few negative reviews might signal that the reviews are genuine (Purnawirawan et al. 2015). According to Kusumasondjaja et al. (2012) consumers are seeking to find negative reviews in the presence of a large number of positive reviews, because they

search for possible problems to provide them with information about possible problems that might occur when experiencing the service.

The research of Doh and Hwang (2009) and Schuckert et al. (2015) have found that the balance of positive and negative reviews is important to consumers. Doh & Hwang (2009) investigated the balance of positive and negative reviews. They had five different groups, these groups consisted all of ten online reviews; 10;0, 9;1, 8;2, 7;3 and 6;4, where in this last group there are 6 positive reviews and 4 negative reviews. Concerning the attitude towards the product, they found that the groups of 10;0, 9;1, 8;2 achieved the highest score, which means that none, one or two negative reviews in a 10 – message set is not harmful and helps to increase brand attitude. Within source credibility, the highest score was in the group 8;2, which means that the balance of 8 positive and 2 negative reviews is credible to the consumers.

It is still interesting to research review valence, because even though it is investigated many times, the studies do have some different results. Different studies found that positive eWOM is resulting in positive attitudes and purchase intentions, while other research found that a mix of positive and negative is better for the review credibility. It is interesting to research different reactions between positive and a mix of positive and negative reviews. That is why different versions of review valence are researched in this study.

2.3 Language review

According to Salehan and Kim (2015) future research may analyse online reviews written in different languages, to include the effect of language on the performance of online reviews. On Tripadvisor there are over 200 million reviews and opinions, these reviews are from users worldwide. Many users of Tripadvisor would like to read reviews in their native language, so the online reviews need to be translated.

To facilitate the translation process, systems were developed in order to translate texts. These systems are referred as machine translators (Oguntimilehin et al., 2015). Machine translations (MT) are used all over the world, in order to break language barriers and increase communication between different countries, peoples and languages.

The main challenge of MT is to achieve high quality of translations, the quality is influenced by human mistakes and mistakes made by MT software. Groves and Mundt (2014) stated that machine translations are far from able to produce a text without mistakes. eWOM is a challenge for MT, because consumers wrote these reviews and therefore these texts are informal and contain spelling errors, stylistic and punctuation errors (Groves and Mundt, 2015; Oguntimilehin et al., 2015). These mistakes are influencing the MT results. Firstly because the mistakes made in the reviews before

translation, might not be recognized by the machine and therefore stay a mistake in the old language. And secondly, because these mistakes in the reviews before translation might have a different meaning and therefore translated into another word (Oguntimelihin et al., 2015). For example, I went there / I went here, the T is missing, which has an influence on the translated text: Ik was daar / Ik was hier.

Machine translations in texts are done word for word, but these words have various meanings in the different languages. Another difficulty of MT is the grammar, it differs per language and some sentences are differently formulated. Problems in machine translations are: word order, word sense, pronoun resolution and idioms (Oguntimilehin et al., 2015). Using MT in languages with different word order is difficult and hard to improve. The word sense refers to the fact that some words refer to different meanings. So translations will result in different words, which might lead to wrong translations and sentences. The pronoun resolution refers to pronominal references, this can lead to incorrect translations, it is difficult for machines to know when to use she, he or it. Idioms refers to expressions which have a different meaning when literally translated, this is hard for machine translations, for example: a hot potato, which is a controversial subject, no one wants to talk about, but when it is translated by a machine it would just be a hot potato (hete aardappel in Dutch) (Oguntimilehin et al., 2015).

The major goals of MT are accuracy and speed of translation (Oguntimilehin et al., 2015). There is little information available about the perceived quality of translations (MT) of online reviews of TripAdvisor. However, there is research done towards the influence of mistakes in texts. Writers take much attention in correct use of language (Jansen, 2010). One of the reasons is that mistakes are distracting people from the text.

According to Jansen (2010) it is not bad to make mistakes in text occasionally, however they state that mistakes have an influence on the reader. They found that mistakes had an influence on the perceived quality of the text, the image of the writer and on the intention of the reader. Kloet et al. (2003) researched different mistakes in texts, they have made the division in simple and complex mistakes. They have proven that complex mistakes have an influence on the comprehensibility and the perceived quality of a text. These complex mistakes consisted of incorrect words, wrong repetition of a word or an incorrect verb was used. For example: 'the hotel we go too, was great, great to staying there'/ 'the hotel we went to, was a great hotel and it was nice staying there'. In their research they made letters with these mistakes and showed them to consumers. These consumers were influenced by mistakes and less persuaded about the aim of the text. The research of Jansen and de Roo (2012) also showed that texts with mistakes are evaluated more negatively compared to well written texts.

Within the great amount of research towards online reviews there is not much known about mistakes in online reviews and their effects on potential consumers in the hospitality. The study of Schindler and Bickart (2012) showed that mistakes in online reviews have a negative impact on consumers, they believe the reviews are less valuable. Also Ghose et al. 2008 stated that well written reviews have a more positive effect on consumers, than reviews with mistakes. In this study it is an opportunity to research if mistakes have an influence on the consumers' attitude and intentions.

In this study the division between human made mistakes and mistakes made by MT was made. Because there is not much known about the influence of mistakes in online reviews on consumers, this is an opportunity to investigate if consumers are influenced by mistakes in online reviews, also investigating the two different mistakes (human made mistakes vs. MT mistakes). Based on the literature it is not known whether there are differences expected between the influences of human made mistakes vs. MT mistakes. However there could be a difference between the effects of these two mistakes. This can be explained by the Attribution Theory by Heider, in which people use information in order to explain how and why they act like they do (Loorbach et al., 2013). In this research, consumers could accept mistakes from MT reviews better than human made mistakes, because they might think these mistakes occurred during the machine translation and blame the machine translator for the mistake. They attributed the cause of the mistakes to the machine.

2.4 Influence of eWOM on consumers

In this study the focus is on the valence of online reviews and the effects of mistakes in online reviews (made by consumers or made by machine translations) on consumers' attitude and intention. Research has shown that online reviews have an influence on consumers, on their attitude towards the hotel attitude (Doh and Hwang, 2009; Park and Lee, 2009), the review credibility (Cheung and Thadani 2012; Doh and Hwang, 2009), the booking intention (Chang et al. 2008; Chen et al. 2008; Sparks and Browning, 2011) and eWOM intention (Yang, 2013). These variables are used to measure the effects of valence and mistakes in reviews on consumers.

Brand attitude is the evaluation of a consumer of the reviewed object. According to Chang and Chieng (2006) brand attitude is the overall positive or negative evaluation of a brand. Vermeulen and Seegers (2009) and Purnawirawan et al. (2015) found that positive reviews improve attitudes towards hotels, because positive responses influences consumers positively. Vermeulen and Seegers (2009) also stated that more negative reviews has a more negative effect on the attitude towards the hotel. However Doh and Hwang (2009) found that a few negative messages in a positive set of reviews, would improve the attitude of consumers. The study of Doh and Hwang (2009) is focused on search products, whereby the theory of Vermeulen and Seegers (2009) is focusing on experience products, therefore the study of Vermeulen and Seegers (2009) is more applicable to this research. Therefore H1 was established.

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H1: Positive reviews have a more positive influence on attitude towards the hotel than the mix of positive and negative reviews.

Credibility of an online review is very important to consumers, because it is the perceived degree of accurate and truthful information (Cheung and Thadani, 2012). Ayeh et al. (2013) stated that credibility is the believability of the information or source. The credibility of an online review is difficult to determine, because all people can post online reviews, no matter if they are experts or non-experts. It is hard to confirm whether a review is true or made by an expert. Trust and expertise are two factors which are used to determine the review credibility (Schuckert et al. 2015). Source credibility is the evaluation of the source of the reviews.

According to Wang and Chien (2012) consumers who are convinced of the credibility of a review, are easier to persuade to buy the product and have a good product attitude to the product. When consumers are not convinced of the credibility of a review, they are not easy to persuade to buy the product and have a worse product attitude. Sen and Lerman (2007) found that consumers find a negative review more accurate, informative, and useful than a positive one. According to Kusumasondjaja et al. (2012) and Purnawirawan et al. (2015) a negative review in combination with positive online reviews is perceived as more credible than only positive reviews, because it indicates that they are not controlled or censored by the company and it signals that the reviews are genuine and come from real consumers. Therefore H2 was established.

H2: The mix of positive and negative reviews have a more positive influence on review credibility than only positive reviews.

Booking intention refers to the intention to buy the service or book the hotel, this factor is related to purchase intention (Wang and Chien, 2012). Online reviews works as a medium between consumers and hotels, the satisfaction of previous consumers as well as the information helps potential consumers to make their purchase decision (Schuckert et al. 2015). According to Sparks and Browning (2011) booking intentions are influenced by the valence of online reviews. According to Wang and Chien (2012) purchase intention is the probability that a certain purchase behaviour will take place. Results of the studies of Sparks and Browning (2011) and Ye et al (2009) have shown that positive reviews increase the number of bookings in a hotel. Therefore hypothesis H3 was established.

H3: Positive reviews have a more positive influence on the booking intention than the mix of positive and negative reviews.

According to Yang (2013) the intention to spread eWOM is an important predictor of company service performance and customer loyalty. Yang (2013) also states that consumers are motivated to exchange information in order to help other consumers, they assist other consumers by providing comments and

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reviews about their experiences. Besides helping other consumers, consumers also are motivated in helping the company when they are satisfied with the product or experience (Brown et al. 2005). When consumers are delighted with the service of a company, they are motivated to support the company in return. According to Yang (2013) and Purnawirawan et al. (2015) the intention to spread eWOM is higher when consumers are reading positive reviews, that is why H4 was established.

H4: Positive reviews have a more positive influence on the intention to spread eWOM than the mix of positive and negative reviews.

In this research well written reviews, reviews with grammar mistakes made by humans and MT reviews with grammar mistakes are researched. As already mentioned in paragraph 2.3 the reader is influenced by mistakes in a text (Jansen, 2010) and readers are less persuaded about the aim of the text when the text contains mistakes (Kloet et al. (2003). Oguntimilehin et al. (2015) stated that there are some problems with MT, because MT might cause mistakes. In this research both MT reviews and mistakes in reviews are researched. Schindler and Bickart (2012) showed that errors in online reviews were associated with less valuable reviews. Jansen (2010) found that when there are mistakes in the text, these are noticed and it leads to a more negative rating. There is little information available about the influence of mistakes in online reviews on the consumers' attitude towards the hotel, review credibility, booking intention and the intention to spread eWOM.

The well written reviews are expected to have the most positive influence on the consumers, because then consumers are not distracted due to mistakes (Jansen, 2010) and because consumers associate mistakes with less valuable reviews (Schindler and Bickart, 2012). The MT online reviews and online reviews with grammar mistakes are expected to have a more negative influence on consumers, because the comprehensibility of a text is also influenced by mistakes (Kloet et al. 2003; Schindler and Bickart, 2012). In this study the difference between MT online reviews and online reviews with grammar mistakes was also investigated.

Ghose et al. (2008) stated that online reviews which are well written are more helpful and influential compared to reviews which contain errors. Ladhari and Michaud (2015) stated that quality of information is influencing the attitude of consumers. The attitude of consumers is more positive when they are convinced about the quality of information (Ladhari and Michaud, 2015). Well written reviews have a positive relation with the quality of the information. That is why in this research it is expected that well written reviews have more positive influence on the attitude towards the hotel, therefore H5 was established.

H5: Correct written Dutch reviews have a more positive influence on attitude towards the hotel than machine translated reviews and online reviews with grammar mistakes.

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O'Reilly et al. (2016) stated that well written reviews has a positive impact on the source credibility. That is why in this research it is expected that well written reviews have a positive influence on the review credibility. Therefore H6 was established.

H6: Correct written Dutch reviews have a more positive influence on review credibility than machine translated reviews and online reviews with grammar mistakes.

Ghose et al. (2008) have found that mistakes in online reviews have an influence on the purchase intention of consumers. They stated that mistakes in online reviews have a negative impact on the product sales, especially for products whose quality can be assessed only after purchase (Ghose et al. 2008). Because this is also the case in booking an hotel (as it is an experience product), it was expected that mistakes in online reviews have a negative influence on the booking intention, therefore H7 was established.

H7: Correct written Dutch reviews have a more positive influence on booking intention than machine translated reviews and online reviews with grammar mistakes.

Yang (2013) stated that the usefulness of an online review is the greatest predictor of eWOM intentions. Mistakes in online reviews have an effect on the comprehensibility of a text (Kloet et al., 2003), which in turn has an effect on the usefulness of a text. Therefore it was expected that mistakes in online reviews have a negative impact on the intention to spread eWOM. Therefore, H8 was established.

H8: Correct written Dutch reviews have a more positive influence on intention to spread eWOM than machine translated reviews and online reviews with grammar mistakes.

This study is the opportunity to research review valence in combination with how well an online review was written. Review valence is already extensively researched, however still interesting. And it is not researched in combination with how well a review was written. Because there is no literature available about the combination of valence and how well a review was written, this research investigated if there were interaction effects. H9 was established, to investigate whether there is an interaction effect.

H9: Correct written Dutch reviews with positive reviews have the most positive influence on attitude towards the hotel, review credibility, booking intention and eWOM intention compared to machine translated reviews with grammar mistakes and the mix of positive and negative reviews.

3. Method

In this chapter the method and measures are described. The following elements are described: design of the research, procedure, pre-test, participants, stimulus materials and measures.

3.1 Design

In this part of the study an experimental approach is used in order to answer the main research question: *To what extent do valence of online reviews and language mistakes in online reviews of hotels have an influence on the review credibility, attitude towards hotel, booking intention and eWOM intention of consumers?*

In this study a 3 (language: well written reviews vs. poorly written reviews vs. MT reviews) x 2 (valence: positive vs. mix of positive and negative reviews) experimental design was used. The first independent variable is the language of review, which is divided into Dutch reviews correct written – Dutch reviews with grammar mistakes – machine translated Dutch reviews with grammar mistakes. The second independent variable is valence, which is divided into positive reviews and a mix of positive vs. negative reviews (7 positive and 3 negative). This study focused on the effects of the mentioned independent variables on the dependent variables: review credibility, attitude towards the hotel, booking intention and eWOM intention.

3.2 Procedure

A questionnaire was used to explore the effects of the independent variables on the dependent variables. This research was conducted by means of an online questionnaire, Qualtrics was used to set up the questionnaire. The respondents were recruited through different communication channels. The questionnaire was posted on Facebook and LinkedIn, everyone was asked to fill in the questionnaire and to share with their friends and relatives. Also an e-mail with the questionnaire was send to family, friends and relatives.

In the current study six different sets of online reviews were used as stimulus materials, this resulted into six different questionnaires. The questionnaire started with an introduction, it started with explaining for what education this study was done. Then the respondents were thanked for their participation. Before starting the questionnaire the respondents were informed about what was to come, it was explained that the questions were about their feelings or thoughts and there are no wrong answers, also information about the duration of 5 minutes was given, as well as the possibility to stop at any time and about the anonymity. This was done to make the respondents comfortable and motivate them to fill in the questionnaire. The respondents were equally and randomly divided over the six different questionnaires.

After the introduction, one of the six versions of online reviews was shown. There were ten online reviews and the respondents were asked to read the online reviews carefully. After reading the online reviews, the questionnaire started. First there were questions about review credibility, followed by attitude towards the hotel, booking intention and eWOM intention. First questions about the credibility and attitude were asked, because when the intentions (booking and eWOM) were first, this could influence the answers of the attitude. After this, there followed several manipulation check questions and afterwards demographic questions. The manipulation check questions are described in paragraph 3.6. These questions were asked in the end, because when the manipulation check questions were in the beginning of the questionnaire, respondents might be influenced by placing the emphasis on these questions. The demographic questions were asked in the end, respondents then already filled out the rest of the questionnaire and are motivated to fill out some simple questions about their demographics. When the respondents completed the survey, they were thanked for their participation. When respondents had any questions, they could contact the researcher through e-mail.

3.3 Pre-test

A pre-test was conducted in order to test the questionnaire, also if the participants understood the manipulation of the online reviews they had to read. In short, if they understood the differences in positive and negative reviews and the differences in how well the reviews were written (well written, mistakes, MT). This pre-test was done by asking participants to fill in the online questionnaire. Afterwards they were asked to give feedback or any remark about the questionnaire. In the pre-test there were 12 participants. Some remarks were: 'Clear questions', 'Easy to answer', 'the negative reviews caught my attention', 'wow, these reviews are poorly written!'.

The twelve participants consisted of 7 females and 5 males, the mean age was 39 years. Within the manipulation check of positive and negative reviews 11 out 12 (91.70%) gave the correct answer and within the manipulation check of the language (well written, mistakes, MT) 12 out 12 (100%) gave the correct answer. This showed that the participants of the pre-test did understand the manipulation of the independent variables. After analysing the pre-test, the main questionnaire was set up and distributed.

3.4 Materials

The questionnaires were supported by the stimulus materials, as already mentioned there were six versions. The versions were (1) positive reviews and well written, (2) mix of positive/negative reviews and well written, (3) positive reviews and poorly written with grammar mistakes, (4) mix of positive/negative reviews and poorly written with grammar mistakes, (5) positive reviews and poorly written with mistakes from MT, (6) mix of positive/negative reviews and poorly written with mistakes from MT. The different versions of the stimulus materials are attached to the appendix. Below, there are some examples how these online reviews were set up in the questionnaire.

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In figure 1 the difference between positive and negative reviews is shown, in the text it is very clear that the guest is not satisfied (Kees) or very satisfied (Saskia). In the red coloured round the round dots show the appreciation, one dot means horrible and 5 dots means excellent. In figure 2 the differences the versions how well it was written is shown. The first review is the poorly written review, the mistakes are shown here with the red lines. The second review is well written. The third review is poorly written, with a foreign name 'Jason' and it is made clear that the review is machine translated, shown in the red box.
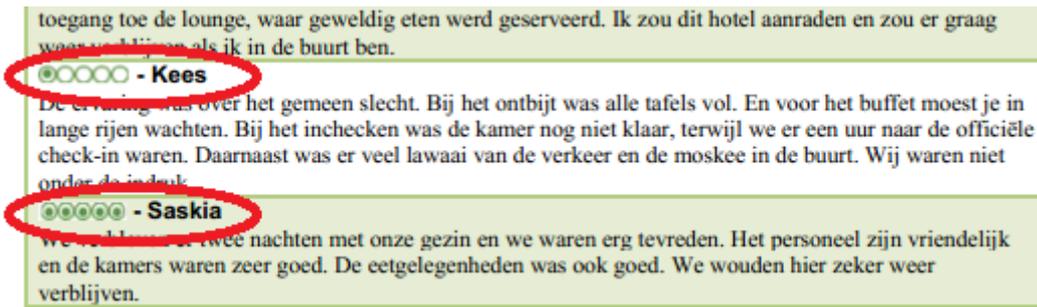
Figure 1: Positive and negative reviews

Figure 2: Poorly written, well written and MT online reviews

3.5 Measures

The questions about the dependent variables were adopted from literature, in order to increase reliability and validity. The dependent variables which were studied in this research are review credibility, attitude towards hotel, booking intention and eWOM intention. The questionnaire consisted of questions in order to find out whether the manipulations of the independent variables had an influence on the four dependent variables. The questions used in the questionnaire are adopted from literature and are translated into Dutch. The questionnaire can be found in the appendix B.

Review credibility was measured by 7-point Likert scale (ranging from 1: strongly disagree to 7: strongly agree) with an five item scale from Ayeh et al (2012). This scale consists of the following

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items: undependable/dependable, honest/dishonest, unreliable/reliable, insincere/sincere, untrustworthy/trustworthy. The reliability of this scale was good, Cronbach's α = 0,796.

Attitude towards hotel was measured by a five-item scale from and Donthu (2001). These five items were very bad/very good, very nice/very awful, very attractive/very unattractive, very desirable/very undesirable and extremely likable/extremely unlikable. The reliability of this scale was excellent, α = 0.965.

Booking intention was measured by a 7-point Likert scale ranging from 1: strongly disagree to 7: strongly agree. The statements which are used for this construct are: 'After reading the online reviews, it makes me desire to book the hotel', 'I will consider booking the hotel after I read the online reviews', 'I intend to try the product discussed in the online review' and 'in the future, I intend to book the hotel discussed in the online review'. These statements are retrieved from Baker and Churchill (1977) and Yoo and Donthu (2001). The reliability of this scale was excellent, α = 0.948.

EWOM intention was measured by a four item scale from Chen and He (2003), Brown et al. (2005) and Yang (2013). The scale consists of the following items: 'I would recommend this hotel to my friends', 'I would talk favourably about this hotel to others', 'I would recommend my friends and family to book this hotel' and 'I intend to share my experiences with others'. The reliability of this scale was excellent, α = 0.912.

Before analysing the results of these different variables, the reliability had to be determined. In order to measure the internal consistency (reliability), the Cronbach's Alpha was measured for the four different dependent variables. For the four dependent variables the Cronbach's Alpha was >0.70, which means that the internal consistency was good. This means that the items per dependent variable are closely related in the group and thus are reliable. None of the items were deleted.

3.6 Manipulation check

In the questionnaire there were two questions asked to check if the manipulation were understood by the respondents. The manipulation check was done for the two independent variables, which were valence and language.

Within valence there were two different versions of materials, namely one with 10 positive reviews and one version with 7 positive reviews and 3 negative reviews. The question which was asked in the questionnaire was: 'The online reviews were a) all reviews were positive b) all reviews were negative c) a mix of positive and negative reviews'. An overview of the answers the respondents gave in the questionnaire is shown in table 1. This manipulation was understood by the respondents, 85% of the respondents gave the correct answer to the manipulation check question about the valence.

Table 1: Manipulation check valence

Valence	Positive / Well written	Mix / Well written	Positive / Grammar mistakes	Mix / Grammar mistakes	Positive / MT online reviews	Mix / MT online reviews
Positive reviews	28	1	27	3	23	0
Negative reviews	0	0	0	3	0	1
Mix of positive and negative reviews	4	27	11	33	9	36

Within language there were three different versions of materials, namely one version with well written online reviews, one version with online reviews which consists of grammar mistakes and one version with machine translated online reviews which consists of grammar mistakes. The question which was asked in the questionnaire was: 'The online reviews were a) Well written b) Not well written, there were grammar mistakes.'

An overview of the answers the respondents gave in the questionnaire is shown in table 2. In two versions of the questionnaire the manipulation was interpreted incorrectly. The manipulation check was not successful in Version A and B, only 59% and 43% gave the correct answer to this manipulation. So it seems like the respondents did not understand the manipulation of these versions. In the versions C-D-E-F the manipulation was understood, 93% of the respondents gave the correct answer. There were no respondents removed from this study, because there are significant differences found between the well written reviews and the poorly written reviews. Further explanation can be found in the results.

Table 2: Manipulation language

Language	Positive / Well written	Mix / Well written	Positive / Grammar mistakes	Mix / Grammar mistakes	Positive / MT online reviews	Mix / MT online reviews
Well written reviews	19	12	5	2	2	1
Poorly written, there were grammatical errors	13	16	33	37	30	36

3.7 Participants

Participants were recruited through the different social media and through email. Data derived from respondents who did not complete the questionnaire were removed from the dataset. This resulted in a total of 206 respondents, of which 76 were male and 130 female. The age varied from 17 to 70, with a mean age of 35,53 (SD=12.70). In the questionnaire there were three questions asked about their demographics. These questions were asked to determine the characteristics of the respondents. The

demographic questions were: 'what is your age', 'what is your gender' and 'what is your level of education'. An overview of the demographic variables is shown in table 3.

Table 3: Overview demographic variables

	Version A	Version B	Version C	Version D	Version E	Version F
Male	18	12	10	17	6	13
Female	14	16	28	22	26	24
Mean Age	36,13	35,04	35,45	37,67	32,81	34,24
Primary school	0,00%	0,00%	0,00%	2,56%	0,00%	0,00%
LBO/Mavo/VMBO or similar	3,12%	3,57%	2,63%	0,00%	0,00%	2,70%
Havo/VWO or similar	12,50%	10,71%	2,63%	7,69%	6,25%	0,00%
MBO	9,38%	21,43%	10,53%	7,69%	21,88%	16,22%
HBO	50,00%	39,29%	71,05%	61,54%	59,38%	59,46%
University	25,00%	25,00%	13,16%	20,51%	12,50%	21,62%
Total respondents	32	28	38	39	32	37

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4. Results

The results of this study are described in this chapter. The effects of the proportion positive online reviews (the valence) and the different online reviews with and without grammar mistakes are measured on the dependent variables (review credibility, attitude towards hotel, booking intention and eWOM intention), these are presented in this section. An univariate analysis of variance was performed to measure the main effects of the independent variables on the dependent variables.

4.1 Attitude towards hotel

The hypothesis regarding the main effect of valence on the attitude towards the hotel was *H1: Positive reviews have a more positive influence on attitude towards the hotel than the mix of positive and negative reviews.* In table 4 an overview of the means and standard deviations is shown. The results show that a significant main effect is visible for valence on attitude towards the hotel $(F(1, 205) = 61.58, p<0.001)$. This shows that the positive reviews leads to a more positive attitude towards the hotel (M=5.57), whereas the mix of positive/negative reviews leads to a more negative attitude towards the hotel (M=4.19). These findings indicate that H1 is supported.

Table 4: Attitude towards the hotel

Attitude towards hotel		Positive N=102 MEAN (SD)	Mix of positive/negative N=104 MEAN (SD)	Combined
Well written	N=60	5,57 (1.02)	4.19 (1.04)	4.93 (1.23)
Grammar mistakes	N=77	4.67 (1.19)	3.77 (1.38)	4.22 (1.36)
Machine translated	N=69	5.16 (1.28	3.63 (0.90)	4.34 (1.33)
Combined		5.11 (1.22)	3.84 (1.15)	

The hypothesis regarding the main effect of the language on the attitude towards the hotel was: *H5: Correct written Dutch reviews have a more positive influence on attitude towards the hotel than machine translated reviews and online reviews with grammar mistakes.* The results show that a significant main effect is visible for language on attitude towards the hotel $(F(2, 205)=5.71, p=0.004)$. This shows that at least one of the language variables has a significant effect on the attitude towards the hotel. In order to find which variables differ significantly from each other, the Bonferroni-method was used. In Table 5 an overview of these test results is shown. Based on the Bonferroni test results, there is a significant difference between the well written and the grammar mistakes (p=0.006) and between the well written and machine translated online reviews (p=0.037). In both cases the attitude towards the hotel is higher with the reviews with grammar mistakes and the MT reviews. There is no

significant difference between the online reviews with grammar mistakes and the MT online reviews (p=1.00). These findings indicate that H5 is supported.

No interaction effect was found for valence*language on attitude towards the hotel (F(4, 205)=7.60, p=0.235).

Table 5: P-values language vs. attitude towards the hotel

Dependent variable	Language	Language	P-value
Attitude towards the hotel	Well written	Grammar mistakes	0.006
		MT online reviews	0.037
	Grammar mistakes	Well written	0.006
		MT online reviews	1.000
	MT online reviews	Well written	0.037
		Grammar mistakes	1.000

4.2 Review credibility

The hypothesis regarding the main effect of valence on the review credibility was: *H2: The mix of positive and negative reviews have a more positive influence on review credibility than only positive reviews.* In table 5 an overview of the means and standard deviations is shown. The results show that there is not a significant main effect for valence on the review credibility, (F(1, 205)=3.43, p=0.066). Because p=0.066 is approaching significance, the effect is explained. When the reviews are positive the credibility is rated higher (M=4.20) in comparison with the mix of positive/negative reviews (M=3.95). H2 was rejected, because it was expected that the mix of positive/negative reviews was more credible than only positive reviews.

Table 6: Review credibility

Review credibility		Positive N=102 MEAN (SD)	Mix of positive/negative N=104 MEAN (SD)	Combined
Well written	N=60	4,39 (0.75)	3.71 (0.84)	4.08 (0.86)
Grammar mistakes	N=77	3.79 (1.41)	4.04 (1.44)	3.92 (1.42)
Machine translated	N=69	4.50 (1.12)	4.03 (1.13)	4.25 (1.14)
Combined		4.20 (1.18)	3.95 (1.19)	

The hypothesis regarding the main effect of language on the review credibility was *H6: Correct written Dutch reviews have a more positive influence on review credibility than machine translated reviews and online reviews with grammar mistakes.* The results show that there is no significant main effect for language on the review credibility, (F(2, 205) =1.62 and p=0.201). This means that the hypothesis 6 was not supported by this study. This means that well written reviews do not have a more positive effect on review credibility than the reviews with grammar mistakes or MT reviews.

The hypothesis regarding the interaction effect between the independent factors valence and language was: *H9: Correct written Dutch reviews with positive reviews have the most positive influence on attitude towards the hotel, review credibility, booking intention and eWOM intention compared to machine translated reviews with grammar mistakes and the mix of positive and negative reviews.* There is an interaction effect between valence and language for the variable credibility (F(4, 205)=3.01, p=0.051). In this case it means that review credibility is the highest when the reviews are positive and machine translated (M=4.50). The second highest review credibility is when all the reviews are positive and are well written (M=4.39). So when all the reviews were positive, the MT online reviews were rated higher on review credibility than well written reviews. When the reviews were positive, the credibility was higher when the reviews were well written or MT. This compared to the reviews with grammar mistakes. In the mix of positive and negative reviews, the credibility showed similar results when the reviews had grammar mistakes or were MT, while the well written reviews scored lower. Remarkable, because in the mix of positive and negative reviews the means of the credibility went down when the reviews were well written and MT, while the means of the credibility went up when the reviews had grammar mistakes. This pattern is remarkable and only visible in the variable review credibility. Based on this study the hypotheses is not supported, because it was expected that the most positive influence on consumers was the combination of correct written reviews which were positive. An overview of the interaction is shown in the graph below.
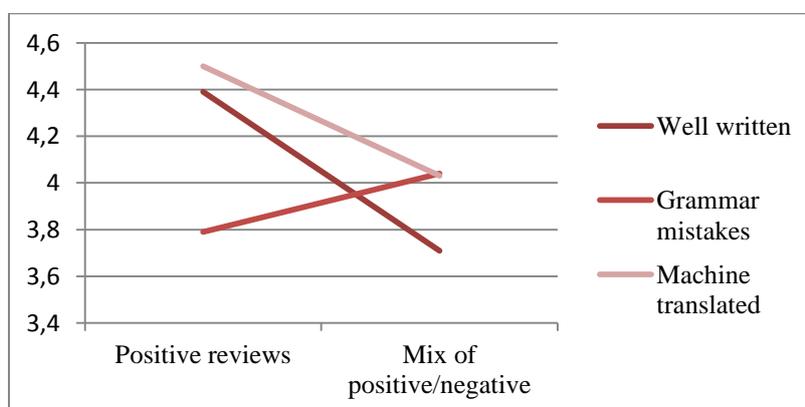

Figure 3: Interaction effect

4.3 Booking intention

The hypothesis regarding the main effect of valence on the booking intention was: *H3: Positive reviews have a more positive influence on the booking intention than the mix of positive and negative reviews.* In table 6 an overview of the means and standard deviations is shown. The results show that there is a significant main effect for valence on the booking intention, $(F(1, 205) = 41.15, p < 0.001)$. This means that positive reviews (M=4.46) have a more positive effect on booking intentions than a mix of positive/negative reviews (M=3.22). Therefore the formulated hypotheses H3 is supported in this study.

Table 7: Booking intention

Booking intention		Positive N=102 MEAN (SD)	Mix of positive/negative N=104 MEAN (SD)	Combined
Well written	N=60	4.92 (1.08)	3.61 (1.36)	4.31 (1.37)
Grammar mistakes	N=77	4.06 (1.59)	3.24 (1.54)	3.64 (1.61)
Machine translated	N=69	4.47 (1.46)	2.91 (1.05)	3.63 (1.47)
Combined		4.46 (1.44)	3.22 (1.35)	

The hypothesis regarding the main effect of the language on the booking intention was: *H7: Correct written Dutch reviews have a more positive influence on booking intention than machine translated reviews and online reviews with grammar mistakes.* The results show that a significant main effect is visible for language on the booking intention, $(F(2, 205)=7.60$ and $p=0.019)$. This shows that at least one of the language variables has a significant effect on booking intention. In order to find which variables differ significantly from each other, the Bonferroni-method was used. In table 8 an overview of these test results is shown. Based on the Bonferroni test results, there is a significant difference between the well written and the grammar mistakes (p=0.032) and between the well written and machine translated online reviews (p=0.033). In both cases the booking intention is higher when the online reviews are well written. There is no significant difference between the online reviews with grammar mistakes and the MT online reviews (p=1.000). These findings indicate that H7 is supported.

No interaction effect was found for valence*language on booking intention $(F(4, 205)=1.39, p=0.253)$.

Table 8: P-values language vs. booking intention

Dependent variable	Language	Language	P-value
Booking Intention	Well written	Grammar mistakes	0.032
		MT online reviews	0.033
	Grammar mistakes	Well written	0.032
		MT online reviews	1.000
	MT online reviews	Well written	0.033
		Grammar mistakes	1.000

4.4 eWOM intention

The hypothesis regarding the main effect of valence on the eWOM intention was: *H4: Positive reviews have a more positive influence on the intention to spread eWOM than the mix of positive and negative reviews.* In table 7 an overview of the means and standard deviations is shown. The results show that there is a significant main effect for valence on eWOM intention, ($F(1, 205) =38.84$, $p<0.001$). This means that positive reviews (M=4.20) have a more positive effect on eWOM intention than a mix of positive/negative reviews (M=3.10). Therefore the formulated hypotheses H4 was supported in this study.

Table 9: eWOM intention

eWOM intention		Positive N=102 MEAN (SD)	Mix of positive/negative N=104 MEAN (SD)	Combined
Well written	N=60	4.78 (0.89)	3.45 (1.27)	4.16 (1.26)
Grammar mistakes	N=77	3.78 (1.38)	3.10 (1.39)	3.45 (1.42)
Machine translated	N=69	4.11 (1.37)	2.84 (1.07)	3.43 (1.37)
Combined		4.20 (1.30)	3.10 (1.26)	

The hypothesis regarding the main effect of the language on the eWOM intention was: *H8: Correct written Dutch reviews have a more positive influence on intention to spread eWOM than machine translated reviews and online reviews with grammar mistakes.* The results show that a significant main effect is visible for language on the eWOM intention, ($F(2, 205)=5.88$, $p=0.003$). This shows that at least one of the language variables has a significant effect on eWOM intention. In order to find which variables differ significantly from each other, the Bonferroni-method was used. In table 10 an overview of these test results is shown. Based on the Bonferroni test results, there is a significant difference between the well written and the grammar mistakes ($p=0.007$) and between the well written

and machine translated online reviews(p=0.008). In both cases the eWOM intention is higher when the online reviews are well written. There is no significant difference between the online reviews with grammar mistakes and the MT online reviews (p=1.000). These findings indicate that H8 is supported.

No interaction effect was found for valence*language on eWOM intention ($F_{(4, 205)}$=1.52, p=0.222).

Table 10: P-values language vs. eWOM intention

Dependent variable	Language	Language	P-value
eWOM intention	Well written	Grammar mistakes	0,007
		MT online reviews	0,008
	Grammar mistakes	Well written	0,007
		MT online reviews	1,000
	MT online reviews	Well written	0,008
		Grammar mistakes	1,000

5. Discussion & Conclusions

The main goal of this study was to determine the influence of the valence and mistakes in online reviews on the attitude towards the hotel, review credibility, booking intention and eWOM intention. The literature study provided an overview of the existing theories. Based on the existing literature hypotheses were established. In this chapter conclusions and a discussion of the results is given, as well as practical implications, limitations and recommendations for future research.

The main research question was: *To what extent do valence of online reviews and language mistakes in online reviews of hotels have an influence on the review credibility, attitude towards hotel, booking intention and eWOM intention of consumers?*

5.1 Attitude towards the hotel

The results shown as expected through the literature (Purnawirawan et al. 2015; Vermeulen and Seegers, 2009) that positive reviews (10;0) have a more positive effect on the attitude towards the hotel, compared to the mix of positive and negative reviews (7;3). This research confirms the expectation that the consumers attitude towards the hotel is more positive when all the reviews were positive. And when there were three negative reviews in a set of ten reviews, the attitude towards the hotel was significantly more negative than in a set with only positive reviews.

The attitude towards the hotel is also influenced by mistakes in online reviews. It was expected that well written reviews had a more positive effect on the attitude towards the hotel (Kloet et al. 2003; Schindler and Bickart 2012), compared to the reviews with grammar mistakes and MT online reviews. The results shown that well written reviews had indeed the best influence on the attitude towards the hotel, compared to the online reviews with mistakes. The online reviews with mistakes had a negative influence on the attitude towards the hotel.

There were no significant differences found between MT online reviews and online reviews with mistakes and their influence on the attitude towards the hotel. This might be explained by the manipulations, in both versions the same mistakes were made. For future research the suggestion is to check the manipulation of both kind of mistakes, MT and human made mistakes, and to include different kind of mistakes (for example grammar mistakes vs. spelling mistakes or wrong word order). There was no interaction effect between valence and mistakes in online reviews for the variable attitude towards the hotel.

5.2 Review credibility

The results showed that only positive reviews had a more positive effect on the review credibility, compared to the mix of positive and negative reviews. However it was expected that the mix of positive and negative reviews would have a more positive effect on review credibility, because previous research stated that the presence of negative reviews in a positive set of reviews was perceived as more credible (Kusumasondjaja et al. 2012; Purnawirawan et al. 2015). In addition consumers are sceptical when they only read positive reviews (Doh and Hwang, 2009). An explanation for this result is the fact that a few negative reviews in a positive set of reviews has the most positive effect on review credibility, however in this research it was chosen to create a mix of positive (7) and negative (3) reviews, this valence of (7;3) might consist of too much negative reviews.

The results showed that there was no significant effect for language on the review credibility. This is remarkable, because it was expected that well written reviews had a more positive effect on review credibility than poorly written reviews (online reviews with mistakes and MT online reviews). The credibility of a review is determined by the perceived accurate and truthful information and the believability of the information (Ayeh et al. 2013; Cheung and Thadani, 2012). That is why in this research it was expected that poorly written reviews had a negative impact on the review credibility. That there was no effect found between both well written and poorly written reviews on the review credibility, may be explained by that the respondents were convinced about the credibility of the review, no matter if they were well written or poorly written. This because the reviews might consist of the content they are searching for. When they are searching for certain criteria of an hotel and the reviewer does write about these aspects, the reader can be convinced, even though there are mistakes in the review.

The only interaction effect in this study was found between valence and language for the variable review credibility. The review credibility was rated the highest when all reviews were positive and were MT online reviews. The pattern in this variable was deviating from the other variables, in this variable the means of the grammar mistakes and machine translated reviews were different. When all the reviews were positive, the MT reviews scored the highest on review credibility, followed by the well written reviews. Remarkably, the machine translated positive reviews were rated higher than the positive reviews with grammar mistakes. Another remarkable fact is that in the mix of positive and negative reviews the means of the reviews with grammar mistakes and the MT reviews are similar, while the mean of the well written reviews is lower than the poorly written reviews. So when the reviews were positive, the respondents were less influenced by the mistakes by MT, than by the reviews with grammar mistakes. In the case of review credibility the patterns of well written reviews and MT reviews are similar. So respondents found the credibility higher when the mistakes were due

to machine translations, rather than mistakes made by humans. In the mix of positive and negative reviews these means of both kind of mistakes (grammar vs. MT) were quite the same.

A possible explanation is that when consumers read MT positive online reviews, they believe these mistakes are made by the machine. When they read the mix of positive and negative MT reviews, the consumers might be influenced by the negative parts and rate the review lower. So in the positive set of online reviews the respondents found the MT reviews not as bad as the grammar mistakes, whilst in the mix of positive and negative reviews the grammar and MT mistakes were similar rated.

5.3 Booking intention

The results have shown that positive reviews have a more positive effect on the booking intention, compared to the mix of positive and negative reviews. The booking intention is higher when the reviews are all positive, this was also expected because Sparks and Browning (2011) and Ye et al. (2009) stated that positive reviews increase the number of bookings in a hotel.

The booking intention of consumers is also influenced by mistakes in online reviews. It was expected that well written reviews had a more positive effect on the booking intention, compared to MT online reviews and online reviews with mistakes. This was expected because mistakes influences readers negatively (Jansen, 2010) and because Ghose et al. (2008) stated that mistakes in online reviews have a negative impact on the product sales. The results have shown that well written reviews had indeed the best influence on the booking intention, compared to online reviews with mistakes and MT online reviews. Well written reviews had the most positive influence on the booking intention. This can be explained by the fact that respondents were negatively influenced by the mistakes (Ghose et al. 2008) and might associate mistakes with less valuable reviews (Schindler and Bickart, 2012). There was no interaction effect between valence and language for the variable booking intention.

5.4 eWOM intention

The results have shown that positive reviews have a more positive effect on the intention to spread eWOM, compared to the mix of positive and negative reviews. So the eWOM intention is higher when the reviews are positive, this was also expected through literature (Yang, 2013), who stated that satisfied consumers are motivated to assist other consumers with their positive experiences.

The intention to spread eWOM is also influenced by the language of the review. It was expected that well written reviews had a more positive effect on the eWOM intention compared to online reviews with mistakes and MT online reviews, because mistakes influence the readers negatively (Jansen, 2010). The results shown that well written reviews had indeed the best influence on the eWOM intention. There were no significant differences found between MT online reviews and online reviews

with mistakes. The well written reviews had the most positive influence on intention to spread eWOM. There was no interaction effect between valence and language for the variable eWOM intention.

There were no interaction effects found between valence*language for the variables attitude towards the hotel, booking intention and eWOM intention. Although it was expected that the well written positive online reviews had the most positive effect on the dependent variables. However there is so little information available about the use of language in reviews, future research could investigate the influences of different mistakes in reviews.

5.5 Practical implications

The main results of this study indicated that positive reviews have a more positive effect on the attitude towards the hotel, review credibility, booking intention and eWOM intention. These results are interesting for review websites, marketers, booking websites and hotels.

It is important for hotels to satisfy their guests and stimulate them to spread positive eWOM. Negative eWOM should be avoided, because it has a negative effect on the consumers, this can be done by taking good care of complaints. When negative online reviews are published, the hotel should respond adequately in order to solve the problems (webcare). On different review websites (e.g. Facebook and TripAdvisor) it is possible for an hotel to react to online reviews. When there is a complaint, they can react to solve the problem or to handle the complaint by for example offering a free night to stay.

It was also proven by this study that well written online reviews have a more positive effect on consumers' attitude towards the hotel, booking intention and eWOM intention. Regarding to the use of language the practical implication is that well written reviews have a more positive effect on consumers, therefore mistakes in online reviews must be avoided. Review websites or hotels could investigate whether a grammar check or spelling check could assist them in avoiding or reducing mistakes in online reviews. In the case of MT online reviews, review websites or hotels could investigate whether they can improve these machine translation systems in order to reduce mistakes.

5.6 Limitations and future research

The first limitation of this research was the manipulation check. In the main study many respondents answered wrong to the manipulation check questions. An explanation for this wrong interpretation of the respondents might be that they think 'there must be mistakes' even though there were no mistakes. In the research of Jansen and de Roo (2012) a similar situation was visible, in their research they stated that respondents were influenced by the expected presence of mistakes. The results of the manipulation check showed that consumers did not understand the manipulation when the reviews were well written. Which is remarkable, because there were significant effects found that well written

online reviews had the most positive influence on attitude towards the hotel, booking intention and eWOM intention. In future research the manipulation check question can be changed, in order to avoid the 'wrong' answers.

Secondly, it was difficult to create ten realistic online reviews, without any information about where it was located, what name the hotel had, how many stars the hotel had etcetera, this was deliberately not shown, so respondents were not influenced by these factors. However these factors are of course visible in a real review website (e.g. TripAdvisor).

Thirdly, there were only two sets of valence, only positive reviews (10;0) vs. mix of positive and negative reviews (7;3). Positive reviews had the most positive influence on consumers, however it would have been better to compare these results to the different versions with other proportions of positive vs. negative online reviews, for example 9;1 and 8;2.

Fourthly, the poorly written reviews (MT online reviews and online reviews with mistakes) consisted both of four grammar mistakes in each online review. In real review websites, the machine translated online reviews consists of more than four mistakes. Therefore future research might focus more on MT online reviews, because there is still not much known about the influence of mistakes in online reviews by MT. Many online reviews which are MT include many mistakes, due to the MT software. This might influence potential consumers, because mistakes have a negative influence consumers. Future research could include more dependent variables concerning the actual text, e.g. readability of the text. Future research is needed to provide a deeper understanding of the effects of mistakes in online reviews.

5.7 Conclusion

This study investigated the influence of valence and the influence of mistakes in online reviews, on the attitude towards the hotel, review credibility, booking intention and eWOM intention. In this study it was proven that positive reviews have the most positive influence on consumers' attitude towards the hotel, review credibility, booking intention and eWOM intention, compared to the mix of positive and negative reviews. Another conclusion drawn from this research is that well written online reviews have the most positive influence on consumers (attitude towards the hotel, booking intention and eWOM intention). There were no differences found between the effects of human made mistakes and MT mistakes. There was no interaction effect found between the valence and the use of language, except for review credibility.

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Appendix A – Six versions of online reviews

◎◎◎◎◎ - Janny en Henk

We waren erg onder de indruk van dit hotel. Het is zeer gunstig gelegen. Het personeel is erg behulpzaam en vriendelijk. Ook kregen we een kamer-upgrade. We zijn vaste gasten, daarom kregen we toegang tot de lounge, waar geweldig eten werd geserveerd. Ik zou dit hotel aanraden en zou er graag weer verblijven als ik in de buurt ben.

◎◎◎◎◎- Kees

In november 2015 zijn wij in dit hotel geweest. Het hotel was mooi en schoon. Ook is de locatie erg goed. Er zijn toeristische bezienswaardigheden dichtbij en het is ook een geweldige plek voor tours. Het personeel heeft ons geadviseerd om 's nachts een taxi te nemen, omdat het gebied vanaf het hotel naar het centrum dan niet altijd veilig is. Er zijn altijd geregistreerde taxi's bij het hotel en daarnaast biedt het hotel op vaste tijden een pendeldienst aan naar het centrum.

◎◎◎◎◎ - Saskia

Het personeel was vriendelijk en behulpzaam. We kregen een kamer met een mooi uitzicht. Het ontbijt in het restaurant was erg goed. Ons verblijf in dit hotel was erg comfortabel.

◎◎◎◎◎- Fam. Jansen

Wij waren supertevreden over dit hotel. De locatie is zeer goed. De kamers waren erg goed en voorzien van een minibar en koffie/thee faciliteiten. Het personeel is zeer behulpzaam. Bij het hotel is een goede en veilige parkeergelegenheid. Al met al een zeer goede optie in deze stad.

◎◎◎◎◎ - Coen

We verbleven hier in het hoogseizoen en we waren erg blij met dit hotel. De kamers zijn prachtig ingericht en zeer schoon. De suite met twee slaapkamers is ideaal voor gezinnen en qua budget. De deluxe kamers zijn ruim en mooi. Daarnaast hebben ze comfortabele bedden. We hebben genoten van ons verblijf. Dit hotel is zeker aan te bevelen. We zullen zeker terugkomen.

◎◎◎◎◎ - Elke

Het was een fantastisch verblijf met een geweldige prijs-kwaliteitverhouding. Voor mij waren het internet en het bed het belangrijkste, aangezien ik er was voor mijn werk. Het internet was betrouwbaar en snel. Ook was het bed zeer comfortabel. Ik zal er zeker weer verblijven als ik weer in deze stad ben.

◎◎◎◎◎ - Fam. De Jong

We verbleven er twee nachten met ons gezin en we waren erg tevreden. Het personeel was vriendelijk en de kamers waren zeer goed. De eetgelegenheden waren ook goed. We zullen hier zeker weer verblijven.

◎◎◎◎◎ - De Wit

Het hotel heeft een goede ligging. Onze kamer, de service en het ontbijt waren allemaal uitstekend. Personeel was erg vriendelijk, behulpzaam en bereidwillig. We zullen er zeker weer verblijven wanneer we weer in deze stad zijn.

◎◎◎◎◎ - Lisanne

Het hotel heeft een gunstige ligging, het personeel is vriendelijk, behulpzaam en direct beschikbaar wanneer nodig. Er is een gratis shuttle naar het centrum. Het hotel heeft een uitstekende service.

◎◎◎◎◎ - Fam. De Vries

De medewerkers van dit hotel waren zeer behulpzaam en vriendelijk. Wij waren erg tevreden over dit hotel. Het ontbijt was erg goed en we vonden de ligging ook zeer gunstig.

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⦿⦿⦿⦿⦿ - Janny en Henk

We waren erg onder de indruk van dit hotel. Het is zeer gunstig gelegen. Het personeel is erg behulpzaam en vriendelijk. Ook kregen we een kamer-upgrade. We zijn vaste gasten, daarom kregen we toegang tot de lounge, waar geweldig eten werd geserveerd. Ik zou dit hotel aanraden en zou er graag weer verblijven als ik in de buurt ben.

⦿○○○○ - Kees

De ervaring was over het algemeen slecht. Bij het ontbijt waren alle tafels vol. En voor het buffet moest je in lange rijen wachten. Bij het inchecken was de kamer nog niet klaar, terwijl we er een uur na de officiële check-in waren. Daarnaast was er veel lawaai van het verkeer en de moskee in de buurt. Wij waren niet onder de indruk.

⦿⦿⦿⦿⦿ - Saskia

We verbleven er twee nachten met ons gezin en we waren erg tevreden. Het personeel was vriendelijk en de kamers waren zeer goed. De eetgelegenheden waren ook goed. We zullen hier zeker weer verblijven.

⦿○○○○ - Fam. Jansen

Wij waren zeer ontevreden over de schoonmaaksters van dit hotel. De kamers waren niet schoon. Nadat de schoonmaaksters waren geweest, lagen er nog natte handdoeken op de vloer. Slechte ervaring met de schoonmaaksters dit hotel. Bij het ontbijt was het veel te druk, waardoor we lang moesten wachten op een tafel.

⦿○○○○ - Coen

Wij hadden dit hotel geboekt omdat we hadden verwacht dat de kwaliteit goed zou zijn. De sfeer van het hotel viel ons tegen. Ook was het personeel niet allemaal even vriendelijk en waren we niet tevreden over hoe schoon onze kamer was.Kortom we hadden meer verwacht voor ons geld.

⦿⦿⦿⦿⦿ - Elke

Het personeel was vriendelijk en behulpzaam. We kregen een kamer met een mooi uitzicht. Het ontbijt in het restaurant was erg goed. Ons verblijf in dit hotel was erg comfortabel.

⦿⦿⦿⦿⦿ - Fam. De Jong

Wij waren supertevreden over dit hotel. De locatie is zeer goed. De kamers waren erg goed en voorzien van een minibar en koffie/thee faciliteiten. Het personeel is zeer behulpzaam. Bij het hotel is een goede en veilige parkeergelegenheid. Al met al een zeer goede optie in deze stad.

⦿⦿⦿⦿⦿ - De Wit

Het hotel heeft een goede ligging. Onze kamer, de service en het ontbijt waren allemaal uitstekend. Personeel was erg vriendelijk, behulpzaam en bereidwillig. We zullen er zeker weer verblijven wanneer we weer in deze stad zijn.

⦿⦿⦿⦿⦿ - Lisanne

Het hotel heeft een gunstige ligging, het personeel is vriendelijk, behulpzaam en direct beschikbaar wanneer nodig. Er is een gratis shuttle naar het centrum. Het hotel heeft een uitstekende service.

⦿⦿⦿⦿⦿ - Fam. De Vries

De medewerkers van dit hotel waren zeer behulpzaam en vriendelijk. Wij waren erg tevreden over dit hotel. Het ontbijt was erg goed en we vonden de ligging ook zeer gunstig.

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◎◎◎◎◎ - Janny en Henk

We waren erg onder de indruk van de hotel. Het is zeer gunstig gelegen. Het personeel zijn erg behulpzaam en vriendelijk. Ook kreeg we een kamer-upgrade. We zijn vaste gasten, daarom kregen we toegang toe de lounge, waar geweldig eten werd geserveerd. Ik zou dit hotel aanraden en zou er graag weer verblijven als ik in de buurt ben.

◎◎◎◎◎- Kees

In november 2015 zijn ik in dit hotel geweest. Het hotel was mooi en schoon. Ook waren de locatie erg goed. Er zijn toeristische bezienswaardigheden dichtbij en het zijn ook een geweldige plek voor tours. Het personeel heeft ons geadviseerd om 's nachts een taxi te gebruiken, omdat het gebied vanaf het hotel naar het centrum dan niet altijd veilig is. Er is altijd geregistreerde taxi's bij het hotel en daarnaast biedt het hotel op vaste tijden een pendeldienst aan naar het centrum.

◎◎◎◎◎ - Saskia

Het personeel zijn vriendelijk en behulpzaam. We kregen het kamer met een mooie uitzicht. Het ontbijt in het restaurant waren erg goed. Ons verblijf in dit hotel was erg comfortabel.

◎◎◎◎◎- Fam. Jansen

Wij was supertevreden over dit hotel. De locatie is zeer goed. De kamers waren erg goed en voorgezien van een minibar en koffie/thee faciliteiten. Het personeel waren zeer behulpzaam. Bij het hotel is een goede en veilige parkeergelegenheid. Al met alles een zeer goede optie in deze stad.

◎◎◎◎◎ - Coen

We verbleven hier in het hoogseizoen en we waren erg blij met de hotel. De kamers zijn prachtig ingericht en zeer schoon. De suite met twee slaapkamers is ideaal voor gezinnen en qua binnen budget. De deluxe kamers zijn ruime en mooi. Daarnaast hebben ze comfortabele bedden. We hebben genoten van onze verblijf. Dit hotel is zeker aan te bevelen. We zullen zeker terugkomen.

◎◎◎◎◎ - Elke

Het was een fantastische verblijf met een geweldige prijs-kwaliteitverhouding. Van mij waren het internet en de bed het belangrijkste, aangezien ik er ben voor mijn werk. Het internet was betrouwbaar en snel. Ook was het bed zeer comfortabel. Ik zal er zeker weer verblijven dan ik weer in deze stad ben.

◎◎◎◎◎ - Fam. De Jong

We verbleven er twee nachten met onze gezin en we waren erg tevreden. Het personeel zijn vriendelijk en de kamers waren zeer goed. De eetgelegenheden was ook goed. We wouden hier zeker weer verblijven.

◎◎◎◎◎ - De Wit

Het hotel hebben een goede ligging. Ons kamer, de service en de ontbijt waren allemaal uitstekend. Personeel was erg vriendelijk, behulpzaam en bereidwillig. We zullen er zeker weer verblijf wanneer we weer in deze stad zijn.

◎◎◎◎◎ - Lisanne

Het hotel een gunstige ligging, het personeel zijn vriendelijk, behulpzaam en direct beschikbaar wanneer we nodig. Er is een gratis shuttle naar het centrum. Het hotel hebben een uitstekende service.

◎◎◎◎◎ - Fam. De Vries

De medewerkers van de hotel waren zeer behulpzaam en vriendelijk. Wij hadden erg tevreden over deze hotel. Het ontbijt was erg goed en we vonden hun ligging ook zeer gunstig.

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⊚⊚⊚⊚⊚ - Janny en Henk
We waren erg onder de indruk van de hotel. Het is zeer gunstig gelegen. Het personeel zijn erg behulpzaam en vriendelijk. Ook kreeg we een kamer-upgrade. We zijn vaste gasten, daarom kregen we toegang toe de lounge, waar geweldig eten werd geserveerd. Ik zou dit hotel aanraden en zou er graag weer verblijven als ik in de buurt ben.

⊚⊚⊚⊚⊚ - Kees
De ervaring was over het gemeen slecht. Bij het ontbijt was alle tafels vol. En voor het buffet moest je in lange rijen wachten. Bij het inchecken was de kamer nog niet klaar, terwijl we er een uur naar de officiële check-in waren. Daarnaast was er veel lawaai van de verkeer en de moskee in de buurt. Wij waren niet onder de indruk.

⊚⊚⊚⊚⊚ - Saskia
We verbleven er twee nachten met onze gezin en we waren erg tevreden. Het personeel zijn vriendelijk en de kamers waren zeer goed. De eetgelegenheden was ook goed. We wouden hier zeker weer verblijven.

⊚⊚⊚⊚⊚ - Fam. Jansen
Wij waren zeer ontevreden over de schoonmaak van dit hotel. De kamers waren niet schoon. Nadat de schoonmaaksters zijn geweest, lagen er nog natte handdoeken op de vloer. Slechte ervaring met de schoonmaaksters van deze hotel. Bij het ontbijt was het veel te druk, waardoor we lang moesten wacht op een tafel.

⊚⊚⊚⊚⊚ - Coen
Wij hadden deze hotel geboekt omdat we hadden verwachting dat de kwaliteit goed zou zijn. De sfeer van het hotel viel ons tegen. Ook was de personeel niet allemaal even vriendelijk en waren we niet tevreden over hoe schoon onze kamer was. Kortom we hadden meer verwacht van onze geld.

⊚⊚⊚⊚⊚ - Elke
Het personeel zijn vriendelijk en behulpzaam. We kregen het kamer met een mooie uitzicht. Het ontbijt in het restaurant waren erg goed. Ons verblijf in dit hotel was erg comfortabel.

⊚⊚⊚⊚⊚ - Fam. De Jong
Wij was supertevreden over dit hotel. De locatie is zeer goed. De kamers waren erg goed en voorgezien van een minibar en koffie/thee faciliteiten. Het personeel waren zeer behulpzaam. Bij het hotel is een goede en veilige parkeergelegenheid. Al met alles een zeer goede optie in deze stad.

⊚⊚⊚⊚⊚ - De Wit
Het hotel hebben een goede ligging. Ons kamer, de service en de ontbijt waren allemaal uitstekend. Personeel was erg vriendelijk, behulpzaam en bereidwillig. We zullen er zeker weer verblijf wanneer we weer in deze stad zijn.

⊚⊚⊚⊚⊚ - Lisanne
Het hotel een gunstige ligging, het personeel zijn vriendelijk, behulpzaam en direct beschikbaar wanneer we nodig. Er is een gratis shuttle naar het centrum. Het hotel hebben een uitstekende service.

⊚⊚⊚⊚⊚ - Fam. De Vries
De medewerkers van de hotel waren zeer behulpzaam en vriendelijk. Wij hadden erg tevreden over deze hotel. Het ontbijt was erg goed en we vonden hun ligging ook zeer gunstig.

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⊚⊚⊚⊚⊚ - Nyssa

We waren erg onder de indruk van de hotel. Het is zeer gunstig gelegen. Het personeel zijn erg behulpzaam en vriendelijk. Ook kreeg we een kamer-upgrade. We zijn vaste gasten, daarom kregen we toegang toe de lounge, waar geweldig eten werd geserveerd. Ik zou dit hotel aanraden en zou er graag weer verblijven als ik in de buurt ben.

⊚⊚⊚⊚⊚- Heidi J

In november 2015 zijn ik in dit hotel geweest. Het hotel was mooi en schoon. Ook waren de locatie erg goed. Er zijn toeristische bezienswaardigheden dichtbij en het zijn ook een geweldige plek voor tours. Het personeel heeft ons geadviseerd om 's nachts een taxi te gebruiken, omdat het gebied vanaf het hotel naar het centrum dan niet altijd veilig is. Er is altijd geregistreerde taxi's bij het hotel en daarnaast biedt het hotel op vaste tijden een pendeldienst aan naar het centrum.

⊚⊚⊚⊚⊚ - Shaheen

Het personeel zijn vriendelijk en behulpzaam. We kregen het kamer met een mooie uitzicht. Het ontbijt in het restaurant waren erg goed. Ons verblijf in dit hotel was erg comfortabel.

⊚⊚⊚⊚⊚- Veronika en Luke

Wij was supertevreden over dit hotel. De locatie is zeer goed. De kamers waren erg goed en voorgezien van een minibar en koffie/thee faciliteiten. Het personeel waren zeer behulpzaam. Bij het hotel is een goede en veilige parkeergelegenheid. Al met alles een zeer goede optie in deze stad.

⊚⊚⊚⊚⊚ - Johnsons

We verbleven hier in het hoogseizoen en we waren erg blij met de hotel. De kamers zijn prachtig ingericht en zeer schoon. De suite met twee slaapkamers is ideaal voor gezinnen en qua binnen budget. De deluxe kamers zijn ruime en mooi. Daarnaast hebben ze comfortabele bedden. We hebben genoten van onze verblijf. Dit hotel is zeker aan te bevelen. We zullen zeker terugkomen.

⊚⊚⊚⊚⊚ - Scott Bennett

Het was een fantastische verblijf met een geweldige prijs-kwaliteitverhouding. Van mij waren het internet en de bed het belangrijkste, aangezien ik er ben voor mijn werk. Het internet was betrouwbaar en snel. Ook was het bed zeer comfortabel. Ik zal er zeker weer verblijven dan ik weer in deze stad ben.

⊚⊚⊚⊚⊚ - Hansson

We verbleven er twee nachten met onze gezin en we waren erg tevreden. Het personeel zijn vriendelijk en de kamers waren zeer goed. De eetgelegenheden was ook goed. We wouden hier zeker weer verblijven.

⊚⊚⊚⊚⊚ - Ernest

Het hotel hebben een goede ligging. Ons kamer, de service en de ontbijt waren allemaal uitstekend. Personeel was erg vriendelijk, behulpzaam en bereidwillig. We zullen er zeker weer verblijf wanneer we weer in deze stad zijn.

⊚⊚⊚⊚⊚ - Walz

Het hotel een gunstige ligging, het personeel zijn vriendelijk, behulpzaam en direct beschikbaar wanneer we nodig. Er is een gratis shuttle naar het centrum. Het hotel hebben een uitstekende service.

⊚⊚⊚⊚⊚ - Jason

De medewerkers van de hotel waren zeer behulpzaam en vriendelijk. Wij hadden erg tevreden over deze hotel. Het ontbijt was erg goed en we vonden hun ligging ook zeer gunstig.

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⊙⊙⊙⊙⊙ - Nyssa

We waren erg onder de indruk van de hotel. Het is zeer gunstig gelegen. Het personeel zijn erg behulpzaam en vriendelijk. Ook kreeg we een kamer-upgrade. We zijn vaste gasten, daarom kregen we toegang toe de lounge, waar geweldig eten werd geserveerd. Ik zou dit hotel aanraden en zou er graag weer verblijven als ik in de buurt ben.

Dit is een machinevertaling vanuit het Engels Wat is dit?   Vertaald door: 🖥️➡️
Language Weaver
Machinevertalingen weergeven   Ja ⦿ Nee ◯

⊙⊙◯◯◯ - Heidi J

De ervaring was over het gemeen slecht. Bij het ontbijt was alle tafels vol. En voor het buffet moest je in lange rijen wachten. Bij het inchecken was de kamer nog niet klaar, terwijl we er een uur naar de officiële check-in waren. Daarnaast was er veel lawaai van de verkeer en de moskee in de buurt. Wij waren niet onder de indruk.

Dit is een machinevertaling vanuit het Engels Wat is dit?   Vertaald door: 🖥️➡️
Language Weaver
Machinevertalingen weergeven   Ja ⦿ Nee ◯

⊙⊙⊙⊙◯ - Shaheen

We verbleven er twee nachten met onze gezin en we waren erg tevreden. Het personeel zijn vriendelijk en de kamers waren zeer goed. De eetgelegenheden was ook goed. We wouden hier zeker weer verblijven.

Dit is een machinevertaling vanuit het Engels Wat is dit?   Vertaald door: 🖥️➡️
Language Weaver
Machinevertalingen weergeven   Ja ⦿ Nee ◯

⊙⊙◯◯◯ - Veronika en Luke

Wij waren zeer ontevreden over de schoonmaak van dit hotel. De kamers waren niet schoon. Nadat de schoonmaaksters zijn geweest, lagen er nog natte handdoeken op de vloer. Slechte ervaring met de schoonmaaksters van deze hotel. Bij het ontbijt was het veel te druk, waardoor we lang moesten wacht op een tafel.

Dit is een machinevertaling vanuit het Engels Wat is dit?   Vertaald door: 🖥️➡️
Language Weaver
Machinevertalingen weergeven   Ja ⦿ Nee ◯

⊙⊙◯◯◯ - Johnsons

Wij hadden deze hotel geboekt omdat we hadden verwachting dat de kwaliteit goed zou zijn. De sfeer van het hotel viel ons tegen. Ook was de personeel niet allemaal even vriendelijk en waren we niet tevreden over hoe schoon onze kamer was. Kortom we hadden meer verwacht van onze geld.

Dit is een machinevertaling vanuit het Engels Wat is dit?   Vertaald door: 🖥️➡️
Language Weaver
Machinevertalingen weergeven   Ja ⦿ Nee ◯

⊙⊙⊙⊙⊙ - Scott Bennett

Het personeel zijn vriendelijk en behulpzaam. We kregen het kamer met een mooie uitzicht. Het ontbijt in het restaurant waren erg goed. Ons verblijf in dit hotel was erg comfortabel.

Dit is een machinevertaling vanuit het Engels Wat is dit?   Vertaald door: 🖥️➡️
Language Weaver
Machinevertalingen weergeven   Ja ⦿ Nee ◯

⊙⊙⊙⊙⊙ - Hansson

Wij was supertevreden over dit hotel. De locatie is zeer goed. De kamers waren erg goed en voorgezien van een minibar en koffie/thee faciliteiten. Het personeel waren zeer behulpzaam. Bij het hotel is een goede en veilige parkeergelegenheid. Al met alles een zeer goede optie in deze stad.

Dit is een machinevertaling vanuit het Engels Wat is dit?   Vertaald door: 🖥️➡️
Language Weaver
Machinevertalingen weergeven   Ja ⦿ Nee ◯

⊙⊙⊙⊙⊙ - Ernest

Het hotel hebben een goede ligging. Ons kamer, de service en de ontbijt waren allemaal uitstekend. Personeel was erg vriendelijk, behulpzaam en bereidwillig. We zullen er zeker weer verblijf wanneer we weer in deze stad zijn.

Dit is een machinevertaling vanuit het Engels Wat is dit?   Vertaald door: 🖥️➡️
Language Weaver
Machinevertalingen weergeven   Ja ⦿ Nee ◯

⊙⊙⊙⊙⊙ - Walz

Het hotel een gunstige ligging, het personeel zijn vriendelijk, behulpzaam en direct beschikbaar wanneer we nodig. Er is een gratis shuttle naar het centrum. Het hotel hebben een uitstekende service.

Dit is een machinevertaling vanuit het Engels Wat is dit?   Vertaald door: 🖥️➡️
Language Weaver
Machinevertalingen weergeven   Ja ⦿ Nee ◯

⊙⊙⊙⊙⊙ - Jason

De medewerkers van de hotel waren zeer behulpzaam en vriendelijk. Wij hadden erg tevreden over deze hotel. Het ontbijt was erg goed en we vonden hun ligging ook zeer gunstig.

Dit is een machinevertaling vanuit het Engels Wat is dit?   Vertaald door: 🖥️➡️
Language Weaver
Machinevertalingen weergeven   Ja ⦿ Nee ◯

Appendix B: Questionnaire

Beste deelnemer,

Alvast bedankt voor het invullen van de enquête. Deze is onderdeel van mijn onderzoek voor het afstuderen aan de Universiteit Twente voor de opleiding Master Communicatiewetenschap – specialisatie marketingcommunicatie.

Aan het begin van de enquête krijg je een aantal online reviews over een hotel te zien, daarna worden daar vragen over gesteld. De vragen gaan over je mening of houding, er zijn dus geen goede of foute antwoorden.

Het beantwoorden van de vragenlijst zal ongeveer 5 minuten duren. Het is op elk moment mogelijk om te stoppen met de vragenlijst, maar voor het onderzoek is het belangrijk dat je alle vragen beantwoordt. Het is een volledig anonieme vragenlijst. De ingevulde gegevens worden alleen voor dit onderzoek gebruikt. Voor vragen of opmerkingen kun je contact opnemen met e.m.hilbrink@student.utwente.nl.

Succes!

Els Hilbrink

>>

Hieronder staan enkele online reviews over een hotel. Lees de online reviews en ga dan verder naar de volgende pagina.

Geef aan in hoeverre je het eens bent met de volgende stellingen. De beoordelingen van TripAdvisor zijn:

Afhankelijk	○	○	○	○	○	○	○	Onafhankelijk
Niet eerlijk	○	○	○	○	○	○	○	Eerlijk
Te vertrouwen	○	○	○	○	○	○	○	Niet te vertrouwen
Oprecht	○	○	○	○	○	○	○	Niet oprecht
Betrouwbaar	○	○	○	○	○	○	○	Onbetrouwbaar

Bepaal jouw houding ten opzichte van het hotel dat wordt beschreven in de online reviews:

Zeer positief	○	○	○	○	○	○	○	Zeer negatief
Zeer aangenaam	○	○	○	○	○	○	○	Zeer onaangenaam
Zeer aantrekkelijk	○	○	○	○	○	○	○	Zeer onaantrekkelijk
Zeer uitnodigend	○	○	○	○	○	○	○	Niet uitnodigend
Zeer vriendelijk	○	○	○	○	○	○	○	Zeer onvriendelijk

Hieronder staan een aantal beweringen met betrekking tot de online reviews over een hotel. Geef aan in hoeverre je het hiermee (on)eens bent.

	Helemaal mee oneens	Oneens	Gedeeltelijk mee oneens	Neutraal	Gedeeltelijk mee eens	Mee eens	Helemaal mee eens
Na het lezen van de online reviews wens ik dit hotel te boeken	○	○	○	○	○	○	○
Ik overweeg dit hotel te boeken na het lezen van de online reviews	○	○	○	○	○	○	○
Ik heb de intentie om het hotel uit de online reviews uit te proberen	○	○	○	○	○	○	○
Ik ben van plan om in de toekomst het benoemde hotel te gaan boeken	○	○	○	○	○	○	○

Geef aan in hoeverre je het eens bent met de volgende stellingen:

	Helemaal mee oneens	Oneens	Gedeeltelijk mee oneens	Neutraal	Gedeeltelijk mee eens	Mee eens	Helemaal mee eens
Ik zou dit hotel bij mijn vrienden aanraden	○	○	○	○	○	○	○
Ik zou positief praten over dit hotel tegen anderen	○	○	○	○	○	○	○
Ik zou mijn vrienden/familie aanraden dit hotel te boeken	○	○	○	○	○	○	○
Ik ben van plan om mijn ervaringen met anderen te delen	○	○	○	○	○	○	○

De online reviews waren:

○ Allemaal positief

○ Allemaal negatief

○ Zowel positief als negatief

De online reviews waren:

○ Foutloos geschreven

○ Niet goed geschreven, er stonden grammaticale fouten in

Heb je al eens een hotel via het internet geboekt?

○ Ja

○ Nee

Lees je voordat je een hotel boekt online reviews over het hotel?

Nooit	Bijna nooit	Soms	Meestal	Altijd
○	○	○	○	○

Wat is je leeftijd?

[   ]

Wat is je geslacht?

○ Man

○ Vrouw

Wat is je hoogst genoten opleiding?

○ Geen opleiding

○ Lagere school

○ LBO/Mavo/VMBO of vergelijkbaar

○ Havo/VWO of vergelijkbaar

○ MBO

○ HBO

○ WO

○ Anders, namelijk:

[   ]

Bedankt voor je tijd om aan deze enquête deel te nemen.
Je antwoord is geregistreerd.

Voor vragen of opmerkingen kun je contact opnemen met e.m.hilbrink@student.utwente.nl.