The Impact of Online Reviews on Consumer Restaurant and Hotel Selection Decisions in Türkiye[1]

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ABSTRACT

The study is set to assess the impact of online reviews on consumer restaurant and hotel selection decisions in Türkiye. The hypothesis was that there is a positive the effect of recentness of website reviews on consumer restaurant and hotel selection decisions in Türkiye. There is a positive effect of characteristics of reviews on consumer restaurant and hotel selection decisions in Türkiye. There is a positive effect of the usefulness of the review on consumer restaurant and hotel selection decisions in Türkiye. There is a positive effect of reliability on consumer restaurant and hotel selection decisions in Türkiye. There is a positive effect of popularity of websites on consumer restaurant and hotel selection decisions in turkey. The data was collected using questionnaires from 399 respondents from the selected online restaurants that included staff and customers of the restaurants and hotels. The data collected was analyzed based on descriptive statistics and regression analysis. The study results indicate that there was a positive effect of online reviews on consumer decision-making. The study concludes that though the state of contribution was low, an improved state of recentness in reviews by the customer can enhance the development of the decisions making by customers. Secondly, the study concludes that characteristics of the reviews have a low though significant effect on the customer restaurant decision-making. The study concludes that usefulness had a low contribution to consumer restaurant and hotel selection decisions. The study concludes that the usefulness of the reviews is quite low study concludes that there is a need for improving the reliability of reviews. The study concludes that limited effectiveness in reviews was cited and had a low effect on the customer decisions on the restaurants hence the improved popularity of websites has a positive effect on consumer restau-

rant and hotel selection decisions in turkey. The study recommends for the urgency and recentness are improved and maintained in a manner that can generate effective work values for the customer's proper decision-making. There is a need for improved coherence on the side of the customers by making it a viable avenue to induce online reviews over time. Fourthly, there is a need for the improved reliability of the online reviews by having the restaurants improve, and increase their online presence to have a properly developed effort.

Keywords: *Hotels, Restaurants, Consumer, Online Reviews, Türkiye.*

INTRODUCTION

Internet connectivity has been the fundamental source of the information, that many large consumers have used in the means that have changed consumer behaviors. The most main transformation in contemporary customer conduct existed in the transition from a passive to a lively and up-to-date customer (Parikh et al., 2016). Online assessments and rankings contain transitory outline information around customer positioning, publicly rated names of critics demonstrating the effectiveness of formerly posted analyses, and other produces acquired (Wu, 2013). Online websites and online customers provide a safeguard that there is a segment for online assessments on their websites, which can assist customers to acquire information (PrabhaKiran and Vasantha S. 2015). Creation of appraisal becomes a significant base for clientele to sort online gaining choices as they can turn into in order from assessments, ranking, and sentiment.

The online restaurant review provides a consideration of the platform in determining accessibility for the expression of ideas. The instances for the permitted use to support the engagements for the deliberate center for the local restaurants in the culture and food systems permitting the determination for the talks for the platforms on the sharing experiences online (Parikh et al, 2016). In the additional form of the hotel determinants in the offering the information for the term for the food, services, physical environment, quality, and price (Yang, 2017). The key feature for shown types of hotel evaluation such as the professional examinations, semi-professional and user-generation evaluations for the organization (Parikh et al, 2016).

STATEMENT OF THE PROBLEM

Online customer assessments have turned into progressively significant advertising power for firms and also a major encouraging element for new-fangled produce auctions. This is because consumers have the authority of creating or flouting products by distributing their product understanding with other clients in online customer evaluations (Choi, Florian & Miller, 2016). The preceding investigation designates that the optimistic effects of C2C connections in OBCs are that clients' doubt about products and services can be reduced and clients' insight into the business can be amended. Online customer evaluations are a fresh theme; however, it is fresh it has impending for corporations (Cui, Lui & Guo, 2012). It is significant for administrators to study how to accomplish the information flow on OBCs to give an optimistic influence on customers and work to decrease the undesirable influence (**Agnihotri & Bhattacharya, 2016**). The inspiration of online consumer evaluations on consumer purchasing behavior is a relatively well-researched topic, but there are difficulties that earlier research has not covered. The thesis investigation problem is how online customer examinations inspire customer purchasing conduct.

PURPOSE OF THE STUDY

The study was set to evaluate the effect of online assessments on consumer restaurant and hotel selection decisions in Türkiye.

RESEARCH HYPOTHESIS

H$_{1:}$ There is a positive the effect of recentness of website reviews on consumer restaurant and hotel selection decisions in Türkiye.

H$_{2:}$ There is a positive effect of characteristics of reviews on consumer restaurant and hotel selection decisions in Türkiye.

H$_{3:}$ There is a positive effect of usefulness of reviews on consumer restaurant and hotel selection decisions in Türkiye.

H$_{4:}$ There is a positive effect of reliability on consumer restaurant and hotel selection decisions in Türkiye.

H$_{5:}$ There is a positive effect of popularity of websites on consumer restaurant and hotel selection decisions in Türkiye.

JUSTIFICATION FOR THE STUDY

The main resolution of the proposition is to increase a more profound empathy of how online customer assessments inspire purchasing conduct in the purchasing procedure, to be able to assist corporations in handling in what way online customer evaluations can inspire corporation events such as produce auctions and firm name. The study will determine the degree and extent to which online reviews contribute and facilitate the buying behaviors in the restaurant selection.

LITERATURE REVIEW
ONLINE REVIEWS

This part provides an elaborate explanation of what other authors have written about the subject of study. It is the review of literature majorly concentrating on the objectives of the research. The research is intended to evaluate the consequence of online evaluation on consumer restaurant selection.

The online assessments have transformed the chic of customers' obtaining conduct in the eating place business, and numerous academics obligate premeditated the insinuation of online examinations in the restaurant business (Taylor &Atay, 2016; Yan, Wang, &Chau, 2015). When customers alone have adequate data about the excellence of a facility or produce until a specific service has been acquired, they are most likely to guise this information ahead of time (Parikh et al., 2014). In addition, online restaurant examinations yield potential clients to build a link with numerous other users, and they are able to select a restaurant that suits their selection criteria by reading online evaluations. Taylor and Aday (2016) conclude that patrons pay more responsiveness to a restaurant that has constructive appraisals rather than undesirable ones.

EFFECT OF RECENTNESS OF WEBSITE REVIEW ON CUSTOMER RESTAURANT AND HOTEL SELECTION DECISIONS

The online appraisals are the recentness: The date for the online value for the post of the determined form is the recentness developed for the avenues that can increase the significance for the organization in the current basis of the study in the kind of parts for the consequences for the travels in the determination (Cheung and Thadani (2016) recognized recentness as one of the significant issues that are related with the reply. Tran (2015) contend that the positive effect of the effect for the restaurant for high ranking and attractions and more consumers for the rating, that are important issue in determining the online success for the business and play an important role for appraisals and suitably provided ranks such that the one for the five ranks in appearing for the more use of them. According to Jurafsky et al, (2014) in the restaurant for one star for ratings in making the consumers before the choice of the debate for the food for the services.

Conyette (2012) shows that consumers affect the booking intention in the same manner as Purnawirawan, De Pelsmacjer, and Dens (2012) arguing that the perception of the use of the environment positive form of attitude toward the product and services on the filling of the existence of the review for the description that shows the suggestion for the reader exposure to accommodation responding to hotel likeliness in the evaluation of the responses provided in defense. Ladhari and Michaud (2015) argue that the study for capacity provides an assessment of the need for the scope of trust integrity, meaning for the good hotels' promises for competence showing the hotel skills and abilities (Wang, Law, Hung, & Guillet, 2014). The hospitable environment of trust can be weighed as an important aspect of the helping the minimizing uncertainty for the vulnerable form of transactions (Wang et al., 2014). The trust for the direct effect in booking intention for the positive relationship in booking and therefore for the trust to the hotel could major barrier for sales.

EFFECT OF CHARACTERISTICS OF REVIEWS ON CONSUMER RESTAURANT AND HOTEL SELECTION DECISIONS

The general focus provided is that experience is increased through essential sources given in the attainment of values. The creation of the tourists' experiences is the most appropriate means for the personal experiences for the customer tourists that increase the involvement of stakeholders for the experiences in tourism. Travels connected to platforms are provided in the posts of the reviews in suggesting options for tourism and restaurant plus hotel experiences in the not used use for creating the tools for tourism in the crucial sources for marketing information in the tours of experiences in the services provided.

Grissemann and Stokburger-Sauer argued that the tourists are close collaboration with the services agents and creation of unique experiences for the provisions in pay or more travel developments. The experiences are hence for tourism and provided the smart destined fonts for encouraging the tourist purchasing behaviors. Developments for shifts lead to considerations in power creations for the argument of creation in personal and unique forms experiencing the central values for co-creating in the organizations.

Online reviews have become a major source of information for consumers to find a product or services that fit consumer needs. Research reports depict that 93% of consumers refer to online reviews for the product or service-related information and this online information influence their final purchase decisions. They also state that consumers read an average of seven reviews to decide if a business is good (or not) (Figueiredo and Castro, 2019).

Beverley et al (2016), who examined customer reviews within the tourism field, the result showed that shoppers online see reviews as providing a quick and easy way to compare and evaluate tourism and hospitality products. They help to reduce the risk which is potentially associated with purchases online. Erkan and Evans (2016) describes customer reviews as being considered trustworthy in the sense that they give an objective opinion. Thus, online reviews have been shown to have a significant influence on consumers' purchase decision-making

EFFECT OF USEFULNESS OF REVIEW ON CONSUMER RESTAURANT AND HOTEL SELECTION DECISIONS

The means and determination of the usefulness of the appraisal procedures for the customers depend on how the customers view the evaluation for depending on the different factors (Chevalier & Mayzlin, 2014). The status of the components is put to ensure an useful value for the concentration on the assessment for the alignments. The nature of usefulness can be attained and measured in an understandable version to attain the product's values in the same form for the organization. The customers in the opposing form advice received are intended to generate products related values in an organization.

Chang et al. (2015) describe the severe issues of the importance of assessing the issues that affect consumer evaluation. The considerations for the

difficulty means for the organizations are intended to generate consumer-perceived service failure for the issues other than the minor.

EFFECT OF THE RELIABILITY ON CONSUMER RESTAURANT AND HOTEL SELECTION DECISIONS

Researches done by the several authors show that the efficiency of the online rates and reviews provide information in confirming the relative limitedness. The online review is a mere form of representation, and consumers prefer the same. Reviewers are not of random form drawn for the use in the populations. Anderson (1998, p.15) established that extreme focus on satisfaction levels are extremely dissatisfied customers for the need in initiation for the word to mouth communication. I and Hitt (2008) established, that the potential for bias in consumer reviews for product introductions over the periods of time. The empirical form of evidences are provided in the rates for the capable form of a basis for the future rates provided on the social effects of the reviews (Aral & Walker, 2012, p. 337)

In a similar focus, Park and Kim (2008) did a study from the twin in perspectives for the authors' expertise's on the customer expertise. Findings reveal that the recognitions are for the type of review provided in attributing to the recognitions in the type of attributions for customers in experiencing their view status for the purchasing intentions. Even Duan et al. (2008) provided that the online review is fundamental for supporting the direct effects on the purchasing processes for the attainment of reliability in providing the selling. Pantelidis (2010) also conducted his study on consumers' reliability in an online context and highlighted six well-known restaurant attributes that consumers take into account for their final choice: food, service, atmosphere, the price was most important for the consumer while menu and design were least important.

EFFECT OF POPULARITY OF WEBSITES ON CONSUMER RESTAURANT AND HOTEL SELECTION DECISIONS

The study conducted by Papathanassis and Knolle (2011) revealed that positive or negative reviews influence the consumers in different forms in greater effect for the positive effects provide a support on the positive ones. There was a significant and more form for examining the comments on critical review. Chevalier and Maizline (2006) established that improving the forms of the review in the book for the site leads to relatively

increased sales for the books on the sites. The marginal forms of the effect for the 1-star reviews the forms the summary forms of the customers suspecting the review forms in the business environments for the basis in the parties. The negative form of reviews is provided in the coming of the reliable sources. Ignorance of the plausible or falsification in a negative effect in damage in competition for the trustworthiness in rates for high and for good rates in the customer review processes.

Park and Kim (2008) did a study on the form of perspectives for the expert and customer expertise in the findings show that the cognition in fit for the type of review connected to centric benefits and customer levels for the expertise in solving the inconsistent form for online customer review in the purchasing intentions.

Milliman (2017) posited that sometimes the physical restaurant environment plays a more dominant role in consumer choice than other factors or the product itself. Therefore, if the consumer perceives restaurant attributes as attractive in online reviews and less-inviting offline, they may choose another restaurant to dine at. Restaurant's physical environment has been reported to influence customers in physiological, cognitive, emotional as well as psychological, and sociological

METHODOLOGY AND FINDINGS

The study employed a descriptive research design based on quantitative research approaches. The research used both quantitative research approaches in study designs as it was used through business-oriented research.

The study population was the customers of selected online restaurants and hotels in Istanbul Türkiye, the population of restaurants that is estimated to be 10 restaurants were chosen. The study attained a sample of 399 respondents who provided information using questionnaires. The sample population was arrived at using the Slovene's formula as illustrated below. The restaurants are estimated to be having a population of 270,000 respondents including the staff and customers of the restaurants. These are the people who provided information for the study.

$$n=\frac{N}{1+N(e)^2}$$

$$n=\frac{270,000}{677.175}$$

n=399 respondents

The researcher used both purposive and random sampling techniques to gather data. The customers were purposively selected since they are located in different locations and have adequate information and thus have sufficient knowledge concerning the study.

DATA COLLECTION INSTRUMENTS

The study employed closed-ended questionnaires, the questionnaires were closed-ended based on a five Likert scale measure of strongly agree 5, Agree 4, Not sure 3, Disagree, 2 and Strongly disagree 1. Questionnaires were used as the main data collection instruments for the respondents. The questionnaires were used to collect information from staff and customers of restaurants in Türkiye.

VALIDITY

The validity tests the degree of correctness of the research instruments and in this case the questionnaires. To ensure the validity of the questionnaires, the researcher used the previous scales of the previous author's works in research that were published. These ensured that the questionnaires were validated in the questionnaires.

KMO AND BARTLETT'S TEST

The test for KMO and Barlett's tests conducted to indicate the values of 0.7 on the KMO for all the variables in the study which points to the validity of the research instruments. The values for Barlett's tests were all significant at 0.000, the study findings show that the research instrument used is worthy of the usage and so validity values are hence reliable.

Table 1: KMO and Barlettt's Test

Communalities		
Factors	**KMO test**	**Bartlett's test**
Recentness of review	.875	0.00
Characteristics of reviews	.803	0.00
Usefulness of review	.752	0.00
Reliability	.926	0.00
Popularity of websites	.942	0.00

Consumer restaurant and hotel selection decisions in Türkiye.	.725	0.00

Extraction Method: Principal Component Analysis.

DATA ANALYSIS

Analyzing the data got from the field, the data was sorted, coded, and then analyzed statistically using SPSS. First, the demographic characteristics of the respondents were analyzed by use of frequencies and percentages. Simple linear regression Co-efficient analysis was used to test the relationship among the variables and regression coefficient models to determine the extent to which the independent variables impact on the dependent variable.

DEMOGRAPHIC TRAITS OF THE RESPONDENTS

Here the researcher sought to attain responses from the study regarding the demographic traits based on the gender of the respondents, age, education, marital status, and incomes of the respondents. The findings of the study are presented in the tabulations provided here.

Table 2: Showing the Demographic Characteristics of Respondents

Gender	Frequency	Percent
Male	221	55.4
Female	178	44.6
Total	**399**	**100.0**
Age		
18-27 years	77	19.3
28-37 years	152	38.1
38-47 Years	94	23.56
48 Years above	76	19.04
Total	**399**	**100.0**
Education		
Bachelors	66	16.54
Masters	223	55.89
Phd	110	27.57
Total	**399**	**100.0**
Marital Status		
Single	110	27.57
Married	244	61.15
Separated	45	11.28
Total	**399**	**100.0**
Income		
<4250TRY	80	20.05
4250-5000TRY	11	2.76
5000-6000TRY	153	38.35
>6000TRY	155	38.84
Total	**399**	**100.0**

Source: Primary Data, 2022

Table 2 shows responses on the demographic characteristics of respondents, the information attained from the study concerning the gender of the respondents indicate that male respondents were the majority with 55.4% of the respondents while the female counterparts were 44.6% of the study. Concerning the age of respondents, the majority of respondents were in the age of 28-37 years who were 38.1% of the study, those of 18-27 years were 19.3% of the study, then those of 38-47 years were 23.56% of the study and finally, those of 48 years above were 19.04% of the study. On the education of the respondents, the study provided that bachelor's holders were 16.54% of the study while master holders were 55.89% of the study and finally Ph.D. holders were 27.57% of the study. Results in the study concerning the income earnings, it was provided that the income holders of 5000-6000TRY were 38.35% of the respondents, those of <4250TRY were 20.05% of the study, 4250-5000TRY were 2.76% of the study and finally those of >6000TRY were 38.84% who were the majority.

DESCRIPTIVE STATISTICS ON THE ONLINE REVIEW VARIABLES OF THE STUDY

Table 3: Descriptive Statistics on the Online Review Variables of the Study

	Mean	Std. D	Interpretation
I review the hotel place before or at least 3 times in a week.	4.560	.878	Very good
The review responses are provided before the end of the day.	4.118	.859	Good
The products reviews are conducted and responses provided are instant.	4.213	.969	Good
There is promptness in meaning for responses on the hotel reviews.	4.276	1.161	Very good
The quality of the products induce my frequency in reviews.	4.761	.696	Very good
Products quality facilitate my frequency reviews of the restaurant	4.532	.779	Very good
Recentness of review	**4.418**	**.758**	**Very good**
Consumer reviews are done and a prompt response is attained.	4.263	.940	Very good
The reviews on restaurants are supported by the better site applications	4.552	.643	Very good
Customer review platforms facilitate frequent hotel reviews.	4.324	.918	Very good
There are provided guide specifications to facilitate online reviews.	3.979	1.016	Good
The Professional reviews done are effectively approved and accurate responses provided.	4.216	.505	Good
Characteristics of Reviews	**4.211**	**.551**	**Good**
Online customer reviews services are not complicated.	4.562	.545	Very good
Online customer reviews services do not take a lot of work as a reader.	4.334	.522	Very good
Online customer reviews services do not require a lot of effort.	4.562	.545	Very good
My interaction with online customer reviews is clear and understandable.	4.520	.838	Very good
Online customer reviews services are not confusing.	4.922	.349	Very good
Usefulness of Reviews	**4.380**	**.394**	**Very good**
People who post online reviews are generally trustworthy.	4.226	.702	Good
The information through customer reviews is kept confidential.	3.276	1.281	Fairly good
I trust that reviews done are authentic and provide the rightful information I need.	4.371	.847	Very good
I believe that the review provide truthful information on my needs.	4.226	.740	Good
Reliability of Reviews	**4.025**	**.791**	**Good**
Reviews on sites are done in a more trusted manner.	4.130	.718	Good
More popular sites used for review are more authentic and used	4.691	.462	Very good
The websites that are more prominent provide with reliable information.	4.892	.389	Very good
The reviews are done on the most popular sites, they provide more authentic information.	4.746	.435	Very good
Popularity of Websites	**4.614**	**.403**	**Very good**
Online Review	**4.213**	**0.579**	**Good**

Source: Primary data, 2022

Results in Table 3 show descriptive statistics on the Online review Variables of the study, the study shows that online review is based on 5 constructs which include Recentness of review with 6 items, then characteris-

tics of Reviews had 5 items, Usefulness of Reviews had 4 items, reliability of the review with 4 items, Popularity of Websites had 5 items. The study results show that the state of the online review was generally good with the mean (M=4.213), and the standard deviation was 0.579 interpreted as good meaning that the state of the online review system is generally good among the hotel reviewers. The constructs of Recentness of review, characteristics of Reviews, Usefulness of Reviews, reliability of the review, and Popularity of websites all had the means of good and very good indicating that the respective review state of the dimensions of the online system are properly anchored towards work.

Table 4: Descriptive Statistics on Consumer Restaurant and Hotel Selection Decision in Türkiye

	Mean	Std. D	Interpretation
I conduct a search from close friends and relatives before selecting the restaurant.	4.545	.807	Very good
I collect the information, assess before planning to select the restaurant.	4.587	.492	Very good
I assess the costs and quality provisions before selecting the restaurant.	4.545	.807	Very good
My selection of restaurant is based on the closer proximity of the restaurant.	4.201	.967	Good
My hotel selection is based on those that offer products and services at a lower cost.	4.027	.864	Good
Quality is what I mostly consider before selecting a restaurant.	4.545	.807	Very good
I consider efficiency in delivery of the products before selecting the restaurant.	4.587	.492	Very good
I select a restaurant based on the reliability of the restaurant	4.746	.435	Very good
Consumer restaurant and hotel selection decision in Türkiye	**4.473**	**.431**	**Very good**

Source: Primary data, 2022

Table 4 show descriptive statistics on Consumer restaurant and hotel selection decision in Türkiye. The study results indicate that the mean results were 4.473, and the standard deviation was .431 interpreted as generally good implying that the state of consumer restaurant selection decisions in Türkiye was generally moderately operating in the organization implying that the state of consumer restaurant selection is generally moderate in the Türkiye hotel and restaurant selection.

EXPLORATORY FACTOR ANALYSIS

The study section presents the confirmatory factory and reliability analysis tests composed of the different scales employed in the study variables for the scales of the study. The results on the Recentness of Review had 6 items, Characteristics of Reviews had 5 items, Usefulness of Reviews had 5 items, Reliability of Reviews had 4 items, Popularity of Websites had 4 items and finally consumer restaurant and hotel selection decision in Türkiye had 8 items. The study items are valid and reliable from the scale before continuing to test the hypothesis of the study based on the KMO measure for the sample based on explained variance percentages shown in Table 4.

Table 5: Factor Loadings

Items	Recentness of Review	Item Loading
	Recentness of Review	.957
	Characteristics of Reviews	.934
	Usefullness of Reviews	.988
	Reliability of Reviews	.923
	Popularity of Websites	.971
	Consumer restaurant and hotel selection decisions in Türkiye	.980
	P-value	0.000

Source: Primary data, 2022

Results in Table 5 on the validity and reliability indicate that the respondents provided information based on the test scales were above 0.6, the responses from the tests indicate that all items were above 0.6 item load value indicating that all the items in the questionnaire scales were taken for the tests as no item was actually removed.

Table 6: Analysis of Variance (ANOVA) Between Demographic Characteristics and Consumer Restaurant and Hotel Selection Decisions in Türkiye

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Gender	Between Groups	20.799	3	6.933	35.253	.000
	Within Groups	77.485	394	.197		
	Total	98.284	397			
Age	Between Groups	111.873	3	37.291	50.427	.000
	Within Groups	291.366	394	.740		
	Total	403.239	397			
Education	Between Groups	35.309	3	11.770	34.451	.000
	Within Groups	134.603	394	.342		
	Total	169.912	397			
Marital Status	Between Groups	38.555	3	12.852	48.455	.000
	Within Groups	104.500	394	.265		
	Total	143.055	397			
Income	Between Groups	433.943	3	144.648	445.492	.000
	Within Groups	127.929	394	.325		
	Total	561.872	397			

Source: Primary data, 2022

The results presented in table 6 show that all the variables had a significance level of 0.000 and below which means that there was no significant difference between demographic characteristics and outsourcing. The results imply that respondents of these categories hold the same view on consumer restaurant and hotel selection decisions in Türkiye irrespective of their Gender, age, education, and a marital status. The results on (0.000) significance level indicate that information provided on consumer restaurant and hotel selection decisions in Türkiye is affected by gender, age, income and marital status, and education of respondents.

H₁: There is a Positive the Effect of Recentness of Website Reviews on Consumer Restaurant and Hotel Selection Decisions in Türkiye

Table 7: Regression Analysis on Effect of Recentness of Reviews on Consumer Restaurant and Hotel Selection Decisions in Türkiye

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.301[a]	.091	.088	.41208

a. Predictors: (Constant), Recentness of review

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.707	1	6.707	39.497	.000[b]
	Residual	67.244	396	.170		
	Total	73.951	397			

a. Dependent Variable: Consumer restaurant and hotel selection decision in Türkiye

b. Predictors: (Constant), Recentness of review

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.716	.122		30.397	.000
	Recentness of review	.171	.027	.301	6.285	.000

a. Dependent Variable: Consumer restaurant and hotel selection decision in Türkiye

Source: Primary data, 2022

In assessing the effect of the recentness of review on consumer restaurant and hotel selection decisions in Türkiye. The model summary shows that the r-value is 301. The study results indicate that the recentness of the review had a 30.1% effect on the consumer restaurant and hotel selection decision in Türkiye. The study standard error estimate had a .41208 value indicating the closeness of the data. On the analysis of variance, it was found that the recentness of review had a significant effect on consumer restaurant and hotel selection decision in Türkiye, the sig-value was 0.000,

below the P-value of 0.05 which indicate that there is a significant effect of the recentness of the review and customer restaurant and hotel selection decisions in Türkiye. Concerning the coefficients of analysis, the study had that recentness of the review and the constant customer restaurant and hotel selection decisions in Türkiye are significantly related. The T-values are 6.285 for the recentness of the review and the constant was 30.397 indicated with the respective levels of significance as 0.000 and 0.000, since the P-values are above 0.05, the researcher argues that there is a positive and significant effect of the recentness of review on the customer restaurant and hotel selection decision in Türkiye. The first hypothesis is upheld, the researcher contends that there is a positive the effect of recentness of website reviews on consumer restaurant and hotel selection decisions in Türkiye.

H₂: There is a Positive Effect of Characteristics of Reviews on Consumer Restaurant and Hotel Selection Decisions in Türkiye

Table 8: Effect of Characteristics of Reviews on Consumer Restaurant and Hotel Selection Decisions in Türkiye

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.418ᵃ	.174	.172	.39265

a. Predictors: (Constant), Characteristics of Reviews

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.898	1	12.898	83.657	.000ᵇ
	Residual	61.053	396	.154		
	Total	73.951	397			

a. Dependent Variable: Consumer restaurant and hotel selection decisions in Türkiye

b. Predictors: (Constant), Characteristics of Reviews

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.076	.154		19.964	.000
	Characteristics of Reviews	.327	.036	.418	9.146	.000

a. Dependent Variable: Consumer restaurant and hotel selection decision in Türkiye

Source: Primary data, 2022

In assessing the effect of characteristics of reviews on consumer restaurant and hotel selection decisions in Türkiye. The model summary shows that the r-value is 418. The study results indicate that characteristics of reviews had a 41.8% effect on the consumer restaurant and hotel selection decision in Türkiye. The study standard error estimate had an 83.657 value indicating the closeness of the data. On the analysis of variance, it was found that the characteristics of reviews had a significant effect on consumer restaurant and hotel selection decision in Türkiye, the sig-value was 0.000, below the P-value of 0.05 which indicate that there is a significant effect of characteristics of reviews and customer restaurant and hotel selection decisions in Türkiye. Concerning the coefficients of analysis, the study had those characteristics of reviews and the constant customer restaurant and hotel selection decisions in Türkiye are significantly related. The T-values are 19.964 for the recentness of the review and the constant was 9.146 indicated with the respective levels of significance as 0.000 and 0.000, since the P-values are above 0.05, the researcher argues that there is a positive and significant effect of characteristics of reviews on the customer restaurant and hotel selection decisions in Türkiye.

H₃: There is a Positive Effect of Usefulness of Review on Consumer Restaurant and Hotel Selection Decisions in Türkiye

Table 9: Effect of Usefulness of Review on Consumer Restaurant and Hotel Selection Decisions in Türkiye

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.841[a]	.707	.706	.23397

a. Predictors: (Constant), Usefulness of Reviews

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52.273	1	52.273	954.887	.000[b]
	Residual	21.678	396	.055		
	Total	73.951	397			

a. Dependent Variable: Consumer restaurant and hotel selection decisions in Türkiye

b. Predictors: (Constant), Usefulness of Reviews

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.256	.137		1.865	.063
	Usefulness of Reviews	.921	.030	.841	30.901	.000

a. Dependent Variable: Consumer restaurant and hotel selection decision in Türkiye

Source: Primary data, 2022

In assessing the effect of the Usefulness of Reviews on consumer restaurant and hotel selection decisions in Türkiye. The model summary shows that the r-value is 841. The study results indicate that the Usefulness of reviews had a 84.1% effect on the consumer restaurant and hotel selection decision in Türkiye. The study standard error estimate had a .23397 value indicating the closeness of the data. On the analysis of variance, it was found that the usefulness of reviews had a significant effect on consumer restaurant and hotel selection decision in Türkiye, the sig-value was 0.000, below the P-value of 0.05 which indicate that there is a significant effect of

the usefulness of review and customer restaurant and hotel selection decisions in Türkiye. The T-values are 30.901for recentness of the review and the constant was 1.865 indicated with the respective levels of significance as 0.000 and 0.000, since the P-values are above 0.05, the research argues that there is a positive and significant effect of the usefulness of the review on the customer restaurant and hotel selection decision in Türkiye.

H$_4$: There is a Positive Effect of The Reliability on Consumer Restaurant and Hotel Select Decisions in Türkiye

Table 10: Effect of Reliability of Review on Consumer Restaurant and Hotel Selection Decisions in Türkiye

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.723[a]	.522	.521	.29874

a. Predictors: (Constant), Reliability of Reviews

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.608	1	38.608	432.596	.000[b]
	Residual	35.342	396	.089		
	Total	73.951	397			

a. Dependent Variable: Consumer restaurant and hotel selection decisions in Türkiye

b. Predictors: (Constant), Reliability of Reviews

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta		
1	(Constant)	2.888	.078		37.191	.000
	Reliability of Reviews	.394	.019	.723	20.799	.000

a. Dependent Variable: Consumer restaurant and hotel selection decisions in Türkiye

Source: Primary data, 2022

In assessing the effect of the reliability of reviews on consumer restaurant and hotel selection decision in Türkiye. The model summary shows that the r-value is .723. The study results indicate that reliability of reviews had 72.3% effect on the consumer restaurant and hotel selection decisions in Türkiye. The study standard error estimate had 432.596 value indicating closeness of the data. On the analysis of variance, it was found that that reliability of reviews had a significant effect on consumer restaurant and hotel selection decision in Türkiye, the sig-value was 0.000, below the P-value of 0.05 which indicate that there is a significant effect of reliability of reviewson customer restaurant and hotel selection decisions in Türkiye. Concerning the coefficients of analysis, the study had that reliability of reviews and the constant customer restaurant and hotel selection decision in Türkiye are significantly related. The T-values are 20.799for reliability of the review and the constant was 37.191indicated with the respective levels of significance as 0.000 and 0.000, since the P-values are above 0.05, the researcher argue that there is a positive and significant effect of reliability of the review on the customer restaurant and hotel selection decisions in Türkiye.

H₅: There is a Positive Effect of Popularity of Websites on Consumer Restaurant and Hotel Selection Decisions in Türkiye

Table 11: Effect of Popularity of Websites on Consumer Restaurant and Hotel Selection Decisions in Türkiye

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.701ᵃ	.491	.490	.30824

a. Predictors: (Constant), Popularity of Websites

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.325	1	36.325	382.317	.000ᵇ
	Residual	37.625	396	.095		
	Total	73.951	397			

a. Dependent Variable: Consumer restaurant and hotel selection decisions in Türkiye

b. Predictors: (Constant), Popularity of Websites

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.015	.178		5.715	.000
11	Popularity of Websites	.749	.038	.701	19.553	.000

a. Dependent Variable: Consumer restaurant and hotel selection decisions in Türkiye

Source: Primary data, 2022

In assessing the effect of the Popularity of Websites on consumer restaurant and hotel selection decisions in Türkiye. The model summary shows that the r-value is .701. The study results indicate that the popularity of websites had a 70.1% effect on the consumer restaurant and hotel selection decision in Türkiye. The study standard error estimate had a .30824 value indicating the closeness of the data. On the analysis of variance, it was found that the popularity of websites had a significant effect on consumer restaurant and hotel selection decision in Türkiye, the sig-value was 0.000, below the P-value of 0.05 which indicate that there is a significant effect of the popularity of websites on customer restaurant and hotel selection decisions in Türkiye. The researcher argues that there is a positive and significant effect of popularity of websites on the customer restaurant and hotel selection decisions in Türkiye.

CONCLUSIONS

First objective results conclude that the state of recentness for website reviews has a positive effect on consumer restaurant and hotel selection decisions. There, the study concludes that though the state of contribution was low, an improved state of recentness in reviews by the customer can enhance the development of the decisions making by customers.

Secondly, the study concludes that characteristics of the reviews have a low though significant effect on the customer restaurant decision-making. The study concludes that developing an avenue for improved decision-making by the customers.

Thirdly the study reveals that there was a positive effect of usefulness of reviews on consumer restaurant and hotel selection decisions in Türkiye. The study concludes that usefulness had a low contribution to consumer restaurant and hotel selection decisions. The study concludes that the usefulness of the reviews are quite low.

Fourthly, the study concludes that there is a need for improving reliability for review. The study concludes that limited effectiveness in the reviews was cited and had a low effect on the customer decisions on the restaurants, hence the improved form of the review can generate an improved form of the assessment to determine flexible works.

Finally, popularity of websites has a positive effect on consumer restaurant and hotel selection decisions in Türkiye. The researcher further concludes that the popularity of the websites are limited though their increased usage is fundamental for generating the performance of the organizations.

RECOMMENDATIONS

The study makes the following recommendations based on the study findings from the field.

There is a need to improve online shopping sites by hotel owners so that reviews in terms of urgency and recentness is improved and maintained in a manner that can generate effective work values for the customer's proper decision making.

Secondly, there is a need for the development of review features to enhance and facilitate the frequency of the reviews on the websites. These will generate cohesion and the manner of customer reviews on the sites for needs at their own time.

The usefulness of review provides the mechanism that is viable for enabling the consumer restaurant and hotel selection decisions in Türkiye. There is a need for improved coherence on the side of the customers by making it a viable avenue to induce the online reviews over time.

Fourthly, there is a need for the improved reliability of the online reviews by having the restaurants improved, and increase their online presence in order to have proper developed efforts to generate effective working for the customers through online portals in the provided for forms of the reviews.

Finally, the study recommends that there is a need for improving the popularity of websites by generating a viable form effective website quality, and the contents to influence of the environment that can generate the improved development of the websites and provide ease of reach for the websites.

LIMITATIONS OF THE STUDY

Researchers are viewed negatively, usually respondents think negatively about researchers. This study however emphasized to the respondents that the study was purely for academic purposes and also encouraged them to volunteer willingly.

The hindrance of time due to the busy schedules for the responses was handled by ensuring that the researcher attains sufficient time and concentration aimed at developing effectiveness in the system of collection of data, respondents were reached using emails, and questionnaires were filled in their appropriate time.

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