The effect of over-reviewing on consumer perception and brand image at the Mercure Hotel Bandung

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Journal of Tourism, Culinary, and Entrepreneurship

e-ISSN: 2776-0928

Publisher:
School of Tourism,
Universitas Ciputra Surabaya,
Indonesia

Keywords:
Over-reviewing
Electronic Word-of-Mouth
Consumer Perception
Brand Image
Digital Reputation Management

Received: *June 4, 2026*
Revised: *June 23, 2026*
Accepted: *June 28, 2026*

ABSTRACT

This study aims to examine the effect of over-reviewing on consumer perception and brand image at Mercure Hotel Bandung. Over-reviewing is defined as a form of electronic word-of-mouth (e-WOM) characterized by excessive, disproportionate, or extreme reviews that may influence consumers' evaluations of a service. This research employed a quantitative approach using questionnaire-based data collected from respondents who had experience with hotel services and exposure to online reviews. The data were analyzed using validity and reliability testing as well as regression analysis to examine the relationships among variables. The findings indicate that over-reviewing has a significant influence on both consumer perception and brand image. The results suggest that consumer perception is more responsive to online review content, while brand image tends to develop more gradually through cumulative consumer experiences and information exposure. Furthermore, excessive online reviews play an important role in shaping initial consumer judgments and influencing the overall image of a hotel brand. The study highlights the importance of effective online review management as part of a hotel's digital reputation strategy. These findings provide practical insights for hotel managers in understanding the impact of online reviews on consumer behavior in the digital era.

1. INTRODUCTION

The rapid development of digital technology has significantly transformed consumer behavior in selecting accommodation services, particularly hotels (Kusumawidjaya et al., 2021). One of the most influential sources of information in the decision-making process is online reviews generated by previous guests (Qamar & Harmawan, 2025). These reviews are commonly accessed through hotel booking platforms, review websites, and social media channels, providing prospective customers with valuable insights into service quality, facilities, and overall guest experiences. According to Putra and Adriyanto (2025), online reviews not only influence consumers' purchase intentions but also shape their emotional responses toward a product or service before an actual purchase is made. Consequently, online reviews have become an important factor in determining consumer trust and hotel selection.

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From a theoretical perspective, online reviews are considered a form of Electronic Word-of-Mouth (e-WOM), which refers to positive or negative statements made by consumers and shared through digital platforms. e-WOM is widely recognized as a credible source of information because it is perceived as originating from actual customer experiences rather than from company-generated promotional content. Previous studies have shown that credible online reviews can significantly influence consumers' perceptions, attitudes, and purchasing decisions (Ahn & Lee, 2024). In the hospitality industry, guests often rely on online reviews to evaluate service quality, hotel facilities, staff professionalism, and overall customer satisfaction (Natalia et al., 2024).

Despite their benefits, the increasing volume of online reviews has also created challenges related to information quality and credibility. Roman et al. (2024) argue that digital platforms are increasingly exposed to misleading reviews, including fake reviews, incentivized reviews, and manipulated ratings. Excessively positive or excessively negative reviews may distort consumers' perceptions and reduce trust in online information (Song et al., 2023). Research conducted by Fan et al. (2022) revealed that more than 81% of travelers read online reviews before making hotel reservations, while 55% compare reviews from multiple platforms before making a final decision. These findings highlight the substantial influence of online reviews on consumer behavior and hotel reputation.

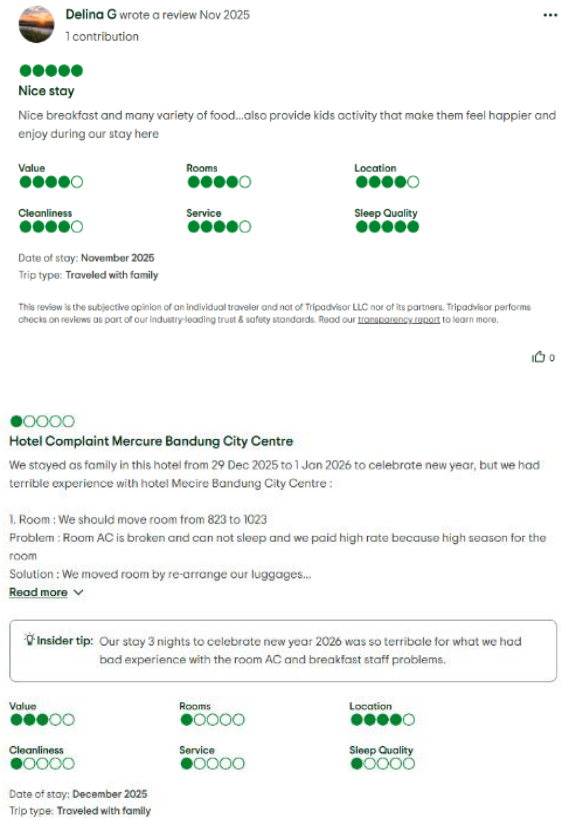
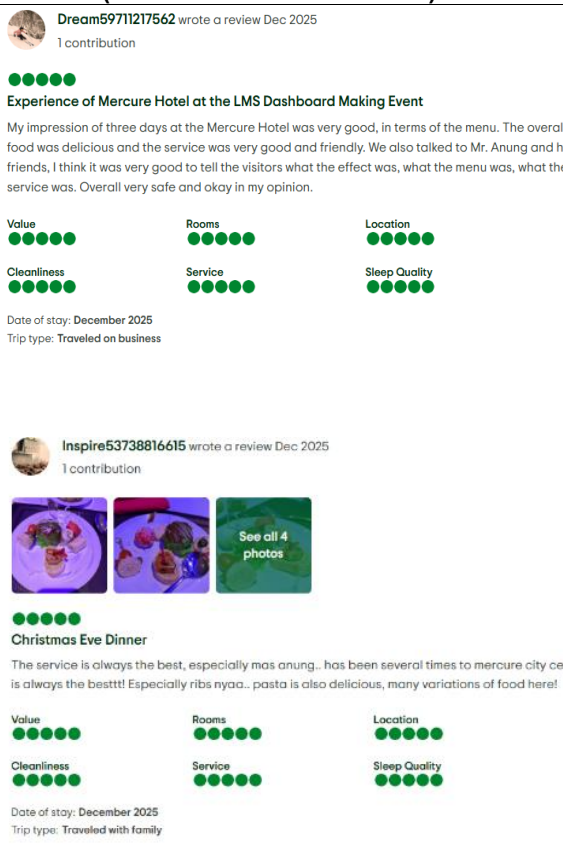
The phenomenon of excessive reviews, often referred to as over-reviewing, has emerged as a significant issue in the tourism and hospitality industry (Nathania et al., 2023). Over-reviewing occurs when an unusually high number of extremely positive or extremely negative reviews dominate the available information, potentially creating an unbalanced representation of actual service quality (Kübler et al., 2024). This phenomenon can be explained through Information Overload Theory, which suggests that consumers have limited cognitive capacity to process information (Kusi et al., 2022). When exposed to excessive or contradictory information, consumers may have trouble in evaluating the credibility of available reviews and making rational decisions (Bo et al., 2023). As a result, online reviews may create information bias rather than providing an accurate representation of customer experiences.

In addition to affecting consumer perception, excessive reviews may also influence brand image. According to Brand Image Theory, brand image refers to the set of perceptions, beliefs, and impressions that consumers hold regarding a particular brand (Santoso et al., 2021). A positive brand image can increase customer trust, satisfaction, and loyalty, while a negative brand image can discourage potential customers from purchasing a product or service. In the hotel industry, brand image is shaped not only by direct customer experiences but also by information disseminated through digital platforms (Susilo & Utomo, 2021). Therefore, online reviews play a crucial role in constructing and maintaining a hotel's reputation in the marketplace (Rashid et al., 2021).

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This phenomenon is particularly relevant to Mercure Hotel Bandung, which has experienced dynamic patterns of online reviews in recent years. Several reviews provide extremely positive ratings with limited objective explanations, while others present highly negative evaluations that may not accurately reflect the overall guest experience. Such imbalances can influence prospective customers' perceptions and create uncertainty regarding the actual quality of the hotel's services and facilities. Consequently, consumers may develop expectations that are either unrealistically high or excessively negative, potentially affecting their booking decisions.

Table 1. Low - High Hotel Reviews

Low Hotel Reviews (A Special Phenomenon)	High Hotel Reviews (A Common Phenomenon)
	

2. METHODOLOGY

This study uses a quantitative research approach with a correlational design to examine the relationship between over-reviewing, consumer perception, and brand image at Mercure Hotel Bandung. A quantitative approach was selected because this study involves numerical data analysis to test hypotheses and identify the relationships among research variables. The population in this study consists of users who have accessed or experienced online hotel reviews related to Mercure Hotel Bandung. The sample was determined using a purposive

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sampling technique, with criteria including respondents who have experience with hotel services and exposure to online reviews. The sample size was calculated using the Cochran formula with a margin of error of 7%, resulting in a total of 196 respondents considered representative for this research.

Data collection was conducted through an online questionnaire distributed via digital platforms. The research instrument used a 7-point Likert scale to measure respondents' perceptions of the research variables. The variables measured include over-reviewing as the independent variable, while consumer perception and brand image are measured as dependent variables. The questionnaire items were developed based on indicators related to excessive online reviews, consumer evaluation, service perception, hotel reputation, trust, and brand consistency.

Data analysis was performed using SPSS software through descriptive analysis, validity and reliability testing, and regression analysis to examine the influence of over-reviewing on consumer perception and brand image. The research method was designed to provide empirical evidence regarding the role of online reviews in shaping consumer perceptions and hotel brand image.

3. RESULTS AND DISCUSSION

Characteristics Respondents

Respondent characteristics describe the demographic profile, hotel experience, and online review behavior of 196 consumers at Mercure Hotel Bandung.

Table 2. Characteristics Respondents

Variables	Category	Frequency (N)	Percentage (%)
Gender	Man	94	48.0
	Woman	102	52.0
	Total	**196**	**100.0**
Range Age	18–29 years	41	20.9
	30–39 years	42	21.4
	40–49 years	38	19.4
	50–59 years	34	17.3
	≥ 60 years	41	20.9
	Total	**196**	**100.0**
Education & Work	Still in school (high school/vocational school)	34	17.3
	Diploma/Bachelor Students	43	21.9
	Graduate of new (not yet) Work)	35	17.9
	Work beak time	33	16.8
	Work full time	24	12.2
	Businessman	27	13.8
	Total	**196**	**100.0**

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Variables	Category	Frequency (N)	Percentage (%)
Frequency Stay at a Hotel	Never	39	19.9
	1 time	45	23.0
	2–3 times	36	18.4
	4–5 times	33	16.8
	> 5 times	43	21.9
	Total	**196**	**100.0**
Once Read Online Reviews	Yes	93	47.4
	No	103	52.6
	Total	**196**	**100.0**
Once See Hotel Reviews	Yes	90	45.9
	No	106	54.1
	Total	**196**	**100.0**
Consideration Review in Decision	Yes	103	52.6
	No	93	47.4
	Total	**196**	**100.0**

Source: SPSS Data Processing (2026)

Based on Table 2, the respondents were relatively balanced by gender, with female respondents slightly outnumbering males. The age distribution was also fairly even, with the largest proportion belonging to the 30–39 age group. Respondents came from diverse educational and occupational backgrounds, indicating a heterogeneous sample. Regarding hotel stay experience, most respondents had stayed at a hotel at least once, suggesting familiarity with hotel services. In terms of exposure to online reviews, the proportions of respondents who had and had not read or viewed hotel reviews were relatively balanced. Furthermore, more than half of the respondents reported considering online reviews when making decisions related to hotel services. Overall, the demographic characteristics indicate that respondents with varied backgrounds and experiences, providing a broad perspective on the influence of over-reviewing on consumer perception and brand image.

Analysis Descriptive

The descriptive analysis was conducted to describe the characteristics of respondents' responses toward the research variables, namely over-reviewing, consumer perception, brand image, and review stimulus. This analysis aims to identify the response patterns and general tendencies of respondents regarding the influence of over-reviewing on consumer perception and brand image at Mercure Hotel Bandung.

The descriptive analysis results indicate that the over-reviewing variable reflects variations in respondents' perceptions regarding excessive language, content inconsistency, and the credibility of online reviews. Respondents generally perceive that some hotel reviews contain excessive elements and may not fully represent the actual service conditions. This finding indicates that excessive online reviews have the potential to influence consumer trust and the way consumers interpret information related to hotel services.

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The consumer perception variable demonstrates that online reviews contribute to the formation of consumers' initial impressions, evaluations of service quality, and expectations toward hotel services. The responses indicate that consumers tend to use online reviews as a reference in assessing hotel performance before making service-related decisions. Meanwhile, the brand image variable shows that consumers' perceptions of hotel reputation, trustworthiness, and image consistency are influenced by information obtained from online reviews. This suggests that digital reviews play an important role in shaping consumer perceptions of hotel brand image. Furthermore, the review stimulus variable indicates that online review content is capable of attracting consumer attention and influencing their evaluation of hotel services. The differences in respondents' responses reflect variations in how individuals interpret and assess online review information.

Based on the descriptive statistical analysis, all research variables demonstrate sufficient variation in respondents' responses. The over-reviewing and consumer perception variables show relatively similar response tendencies, while the brand image variable presents a wider distribution of responses compared to other variables. The review stimulus variable shows a relatively more consistent response pattern. Overall, the collected data provide a comprehensive representation of respondents' perceptions regarding over-reviewing, consumer perception, brand image, and review stimulus at Mercure Hotel Bandung.

Validity Test

Validity test done For know whether each statement item in questionnaire capable measure variables study in a way appropriate. Items are declared valid if mark correlation more big from r value of the table and shows strong relationship with a total score variable.

Table 3. Validity Test of Review Excessive

Indicator	Item	Correlation	Validity
Excessive language	X 1.P 1	0.781	Valid
	X 1.P 2	0.827	Valid
	X 1.P 3	0.813	Valid
	X 1.P 4	0.812	Valid
Inability conformity content	X 1.P 5	0.783	Valid
	X 1.P 6	0.820	Valid
	X 1.P 7	0.817	Valid
Trust	X 1.P 8	0.789	Valid
	X 1.P 9	0.790	Valid
	X 1.P 10	0.833	Valid

Source: SPSS Data Processing (2026)

Based on Table 3, all items in the variable review excessive own calculated r value more big from r table of 0.139. The correlation value range between 0.781 to 0.833, so show that

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all statement items capable measure variables review excessive with good. Thus, all items are declared valid and suitable. used in research at the Mercure Hotel Bandung.

Table 4. Validity Test of Consumer Perception

Indicator	Item	Correlation	Validity
First impressions	Y 1.P 11	0.816	Valid
	Y 1.P 12	0.793	Valid
	Y 1.P 13	0.787	Valid
	Y 1.P 14	0.790	Valid
Evaluation quality	Y 1.P 15	0.791	Valid
	Y 1.P 16	0.805	Valid
	Y 1.P 17	0.788	Valid
Expectation	Y 1.P 18	0.769	Valid
	Y 1.P 19	0.813	Valid
	Y 1.P 20	0.808	Valid

Source: SPSS Data Processing (2026)

Based on Table 4, all items in the variable consumer perception own the calculated r value is above the r table of 0.139. The correlation value is in the range of 0.769 to 0.816, so that show that each item has strong relationship with a total score variable. Therefore, that is, all items in the variable consumer perception declared valid and can used in study.

Table 5. Validity Test of Brand Image

Indicator	Item	Correlation	Validity
Reputation	Y 2.P 21	0.828	Valid
	Y 2.P 22	0.776	Valid
	Y 2.P 23	0.802	Valid
	Y 2.P 24	0.811	Valid
	Y 2.P 25	0.768	Valid
Trust	Y 2.P 26	0.809	Valid
	Y 2.P 27	0.807	Valid
	Y 2.P 28	0.817	Valid
Consistency image	Y 2.P 29	0.810	Valid
	Y 2.P 30	0.813	Valid

Source: SPSS Data Processing (2026)

Based on Table 5, all items in the variable image brand own calculated r value more big compared to r table of 0.139. The correlation value range between 0.768 to 0.828 which shows that all items are capable measure variables image brand with good. Thus, all items in the variable image brand declared valid and worthy used in study.

Table 6. Validity Test of Stimulus Review

Item	Correlation	Validity
SU.P 31	0.851	Valid
SU.P 32	0.828	Valid
SU.P 33	0.820	Valid
SU.P 34	0.858	Valid
SU.P 35	0.817	Valid

Source: SPSS Data Processing (2026)

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Based on Table 6, all items in the review stimulus variable own higher calculated r value big from r table of 0.139. The correlation value is in the range 0.817 to 0.858, so show that all statement items capable measure stimulus review variable in a way right. Therefore, that, all items are declared valid and can be used in study.

Reliability Test

Table 7. Reliability Test of Review Excessive, Consumer Perception, Brand Image and Review Stimulus

Variables	Cronbach's Alpha	Number of Items	Valid Respondent	Information
Review Excessive	0.940	10	196	Reliable
Consumer Perception	0.936	10	196	Reliable
Consumer Image	0.939	10	196	Reliable
Stimulus Review	0.891	5	336	Reliable

Source: SPSS Data Processing (2026)

Based on Table 7, all variables study own Cronbach's Alpha value is above 0.60 so all over variables stated reliable. Variable review excessive own Cronbach's Alpha value is 0.940, while variables consumer perception of 0.936. Variable image brand own mark of 0.939 and review stimulus of 0.891. High Cronbach's Alpha value show that the statement items on each variables own level good consistency in measure construct research. Thus, all instrument study about influence review excessive to consumer perception and image the brand at the Mercure Hotel Bandung is stated reliable and worthy used in the next data analysis process.

Analysis Multiple Linear Regression

Table 8. Review Excessive to Consumer Perception

ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40,718.002	1	40,718.002	525.354	.000 [b]
	Residual	15,036.136	194	77.506		
	Total	55,754.138	195			

a. Dependent Variable: Consumer Perception
b. Predictors: (Constant), Review Excessive

Source: SPSS Data Processing (2026)

Based on Table 8, it is obtained calculated F value amounting to 525,354 with mark significance of 0.000. Significance value the more small from 0.05, so that show that variables review excessive influential significant to consumer perception. These results show that the more tall influence review excessively received consumers, then will influence consumer perception towards the hotel. In addition, the Sum of Squares value in the regression section is 40718.002, indicating that variables review excessive capable explain variations in variables consumer perception with Enough good. Thus, the hypothesis states that that review excessive influential to consumer perception can accepted.

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Table 9. Review Excessive to Brand Image

ANOVA [a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	25,597.825	1	25,597.825	152.762	.000 [b]
	Residual	32,508.027	194	167.567		
	Total	58,105.852	195			

a. Dependent Variable: Consumer Perception
b. Predictors: (Constant), Review Excessive

Source: SPSS Data Processing (2026)

Based on Table 9, it is obtained calculated F value amounting to 152,762 with mark significance of 0.000. Significance value the more small from 0.05, so that show that variables review excessive influential significant to image brand. This result show that overrated reviews can influence view consumer to hotel image. In addition, the Sum of Squares value in the regression section is 25597.825, indicating that variables review excessive capable explain variations in variables image brand. Thus, the hypothesis states that that review excessive influential to image brand can accepted.

Hypothesis Testing (T-Test and F-Test)

Based on Table 10, it is known that that variables review excessive own t - value amounting to 22,921 with mark significance of 0.000. This value more small from 0.05, so that can concluded that review excessive influential significant to consumer perception. In addition, the value beta coefficient of 0.855 indicates that the influence exerted nature positive, meaning the more tall level review excessive, then consumer perception towards the hotel will also increase in a way significant. Thus, the hypothesis research that states existence influence review excessive to consumer perception can accepted.

Table 10. T-Test Variables of Review Excessive on Consumer Perception

Coefficients [a]						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		ß	**Std. Error**	**Beta**		
1	(Constant)	6.116	1.589		3.848	.000
	Review Excessive	.842	.037	.855	22.921	.000

a. Dependent Variable: Consumer Perception

Source: SPSS Data Processing (2026)

Based on Table 11, the variables review excessive own t - value amounting to 12,360 with mark significance 0.000. Significance value the more small from 0.05, so that can concluded that review excessive influential significant to image brand. In addition, the value beta coefficient of 0.664 indicates that the influence exerted nature positive, meaning the more

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tall review excessive, then image hotel brands will also follow increase in a way significant. Thus, the hypothesis states that that review excessive influential to image brand can accepted.

Table 11. T-Test Variables of Review Excessive on Brand Image

Coefficients [a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		ß	Std. Error	Beta		
1	(Constant)	14.054	2.337		6.015	.000
	Review Excessive	.668	.054	.664	12.36	.000

a. Dependent Variable: Brand Image

Source: SPSS Data Processing (2026)

Based on Table 12, it is obtained calculated F value amounting to 525,354 with mark significance of 0.000. Because the value significance is smaller from 0.05, then can concluded that the regression model significant. This shows that variables review excessive in a way simultaneously influential to consumer perception. Thus, the research model stated worthy used for explaining influence review excessive to consumer perception at the Mercure Hotel Bandung.

Table 12. F-Test Variables of Review Excessive on Consumer Perception

ANOVA [a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40,718.002	1	40,718.002	525.354	.000 [b]
	Residual	15,036.136	194	77.506		
	Total	55,754.138	195			

a. Dependent Variable: Consumer Perception
b. Predictors: (Constant), Review Excessive

Source: SPSS Data Processing (2026)

Based on Table 13, it is obtained calculated F value amounting to 152,762 with mark significance of 0.000. Because the value significance is smaller from 0.05, then can concluded that the regression model significant. This is show that review excessive in a way simultaneous influential to image brand. With Thus, the regression model used stated worthy for explain influence review excessive to image brands in research This is at the Mercure Hotel Bandung.

Table 13. F-Test Variables of Review Excessive on Brand Image

ANOVA [a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25,597.825	1	25,597.825	152.762	.000 [b]
	Residual	32,508.027	194	167.567		
	Total	58,105.852	195			

a. Dependent Variable: Brand Image
b. Predictors: (Constant), Review Excessive

Source: SPSS Data Processing (2026)

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Coefficient Determination (R Square)

Based on Table 14, the R Square value of 0.730 indicates that variables review excessive capable explain variation consumer perception by 73.0%, while the rest 27.0 % is influenced by other variables outside study this. This result shows that influence review excessive to consumer perception classified as strong.

Table 14. R Square Test Variables of Review Excessive on Consumer Perception

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.855 [a]	.730	.729	880.374

a. Predictors: (Constant), Review Excessive

Source: SPSS Data Processing (2026)

Based on Table 15, the R Square value of 0.441 indicates that variables review excessive capable explain variation image brand amounting to 44.1%, while the remaining 55.9% influenced by other variables outside research. The results show that influence of the excessive review to image brand is in the category moderate. In general, overall, coefficient determination indicates that review excessive own more influence big to consumer perception compared to brand image in research conducted at the Mercure Hotel Bandung.

Table 15. R Square Test Variables of Review Excessive on Brand Image

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.664 [a]	.441	.438	1.294.477

a. Predictors: (Constant), Review Excessive

Source: SPSS Data Processing (2026)

Discussion

The Influence of Review Excessive on Consumer Perception

The results indicate that excessive reviews have a significant positive effect on consumer perception at Mercure Hotel Bandung. This is evidenced by a significance value of 0.000 (<0.05) and a beta coefficient of 0.855, indicating a strong relationship. The R Square value of 0.730 shows that 73% of consumer perception can be explained by excessive reviews. These findings suggest that extreme online reviews, whether positive or negative, play an important role in shaping consumers' initial impressions, expectations, and evaluations of hotel services. This influence is strengthened by the respondent profile, which is dominated by individuals aged 18–39 years who are highly exposed to digital information and online platforms.

The findings are consistent with Ariansyah et al. (2025), Pramesti and Abdillah (2024), and Roman et al. (2024), who found that online reviews significantly influence consumer perceptions and purchasing decisions. Furthermore, Santoso et al. (2021) explain that digital

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information and promotional content contribute to the formation of destination and brand perceptions. Similarly, Wijaya and Susilo (2021) found that e-WOM strengthens consumer trust and purchase intention, while Hanggraito (2021) emphasizes that online information has become an important consideration in tourism-related decision-making. Therefore, excessive reviews can be considered a key factor influencing consumer perception in the hospitality industry.

The Influence of Review Excessive on Brand Image

The results show that excessive reviews have a significant positive effect on the brand image of Mercure Hotel Bandung, with a significance value of 0.000 (<0.05), beta coefficient of 0.664, and R^2 value of 0.441. This indicates that 44.1% of brand image variation is explained by excessive reviews, while the remaining factors are influenced by service quality, direct customer experiences, and marketing communication. Theoretically, online reviews act as external stimuli that shape brand image through consumer perceptions, trust, and reputation. Excessive or extreme reviews can strengthen or weaken consumers' impressions of a brand. Respondents with limited hotel experience tend to rely more on online reviews, while experienced guests evaluate the brand based on direct experiences.

These findings support Nahan and Abdi (2024), who stated that brand image influences consumer decisions in hotel selection. Azzahra and Nainggolan (2022) also emphasized that e-WOM contributes to brand image formation through digital consumer perceptions. Furthermore, Fan et al. (2022) highlighted that online review structures affect consumer trust, which ultimately influences brand image. Therefore, excessive reviews significantly affect brand image, although their influence is weaker compared to consumer perception because brand image is formed through a longer and cumulative process.

The Simultaneous Effect of Review Excessiveness on Consumer Perception and Brand Image

The results of the simultaneous hypothesis testing using the F-test indicate that excessive reviews have a significant influence on consumer perception and brand image at Mercure Hotel Bandung, as shown by the significance value of 0.000 (<0.05). These findings confirm that the regression model is statistically significant and that excessive reviews represent an important factor in explaining changes in consumer perception and brand image. The coefficient of determination (R Square) demonstrates that excessive reviews explain 73% of the variation in consumer perception and 44.1% of the variation in brand image. The greater contribution toward consumer perception indicates that consumer perceptions are more responsive to external digital information, whereas brand image is a more complex construct

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that develops through accumulated experiences, consumer trust, and consistent brand evaluations over time.

From the perspective of information processing theory, consumers construct evaluations through the stages of receiving, interpreting, and integrating external information. Excessive reviews, characterized by high intensity and extreme evaluations, can act as a strong informational stimulus that influences consumers' cognitive and emotional responses. These initial perceptions may subsequently contribute to the formation and reinforcement of brand image.

This finding is consistent with Roman et al. (2024), who stated that extreme online reviews can influence consumer evaluation through cognitive and emotional mechanisms. Fan et al. (2022) further emphasized that the characteristics and credibility of online reviews influence consumer trust, which becomes an important foundation in forming brand image. Similarly, Ariansyah et al. (2025) found that online reviews significantly contribute to consumer perceptions and decision-making processes in the tourism sector. In addition, Wiastuti and Kurnia (2021) highlighted that digital reviews provide important information regarding hotel attributes, including service quality, facilities, and guest experiences.

Therefore, excessive reviews can be concluded to have a significant simultaneous effect on consumer perception and brand image at Mercure Hotel Bandung. The findings indicate that online reviews function as a strategic digital stimulus that influences both short-term consumer evaluations and long-term brand reputation formation.

4. CONCLUSION

This study aims to examine the effect of over-reviewing on consumer perception and brand image at Mercure Hotel Bandung. Based on the analysis of 196 respondents, the findings indicate that over-reviewing has a significant influence on consumer perception and brand image. This shows that excessive online reviews play an important role in shaping consumers' evaluations and perceptions of hotel services, as well as contributing to the formation of brand image.

Theoretically, this study contributes to the understanding of electronic word-of-mouth (e-WOM) as a digital information source that influences consumer decision-making processes. Excessive reviews can act as a stimulus that affects how consumers interpret service quality and form perceptions toward a hotel brand. Practically, the findings highlight the importance of online review management as part of digital reputation strategies. Hotel management needs to actively manage online reviews by responding appropriately to negative feedback and maintaining positive consumer experiences to ensure consistency in brand image.

This study has several limitations. The research was conducted only at Mercure Hotel Bandung, which limits the generalization of the findings. In addition, this study focuses only

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on over-reviewing, consumer perception, and brand image without considering other factors such as service quality, customer satisfaction, or loyalty. Future research is recommended to involve broader research objects, including additional variables, and apply qualitative or mixed-method approaches to gain deeper insights into how consumers interpret excessive online reviews in the hospitality industry.

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