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How Negative eWOM Affects Purchase Intention: Evidence from Indonesian Traveling Apps Users

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Abstract. *Traveling apps are effective tools to search information and purchase tourism products. Online reviews are the most influential information source in the tourism industry. This study determines the effect of eWOM factors: informational determinants (perceived eWOM usefulness and eWOM perceived credibility of online reviews); personal determinants (using experience of eWOM and product involvement); and the effects of negative reviews (perceived diagnosticity of negative reviews and negative review impression) on purchase intention in traveling applications through some mediating variables (attitude toward online review, attitude toward product, attitude toward brand, and eWOM adoption). This study uses Information Adoption Model and integrates consumer attitude. There were 356 respondents collected through online survey and purposive sampling. Further, Structural Equation Modeling was employed to analyze 17 hypotheses. The results showed that only perceived credibility of online review has no indirect impact on purchase intention. It exhibits the importance role of consumers' attitude and eWOM adoption as mediating variables in promoting purchase intention. This study contributes to industry, especially traveling application managers to arrange their eWOM strategies and travel product providers in managing their brand activities.*

Keywords: *Online review, negative eWOM, Information Adoption Model.*

Abstrak. *Aplikasi traveling efektif digunakan untuk mencari informasi dan membeli produk wisata. Ulasan online adalah sumber informasi paling berpengaruh dalam industri pariwisata. Studi ini menganalisis pengaruh faktor eWOM: informational determinants (perceived eWOM usefulness dan perceived eWOM ecredibility of online reviews), personal determinants (using experience of eWOM dan product involvement), serta effects of negative reviews (perceived diagnosticity of negative reviews dan negative review impression) terhadap purchase intention dalam aplikasi traveling dengan beberapa variabel mediasi (attitude terhadap online review, attitude terhadap produk, attitude terhadap brand, dan eWOM adoption). Penelitian ini menggunakan Information Adoption Model. Terdapat 356 respon yang dikumpulkan melalui survei online dengan purposive sampling. Structural Equation Modeling digunakan untuk menganalisis 17 hipotesis. Hasil penelitian menunjukkan bahwa hanya perceived credibility of online review tidak memiliki dampak tidak langsung terhadap purchase intention. Penelitian ini menunjukkan pentingnya peran sikap konsumen dan adopsi eWOM sebagai variabel mediasi dalam meningkatkan purchase intention. Penelitian ini memberikan kontribusi kepada industri, khususnya pengelola aplikasi perjalanan untuk mengatur strategi eWOM mereka dan penyedia produk perjalanan dalam mengelola aktivitas merek mereka.*

Katakunci: *Online review, eWOM negatif, Information Adoption Model.*

Introduction

As the result of the easing impact of the Covid-19 pandemic in Indonesia, the domestic tourism industry is starting to recover. Data published by the Country's Central Statistics Agency (Central Bureau of Statistics, 2022) stated that the number of foreign tourists from January to October 2022 cumulatively increased sharply: 305,35% compared to the same period the previous year. The tourism industry is one of the contributors to the country's economic growth. Traveling app is one-stop solution for travelers to plan their traveling activities and enhance their travelling experience (Travel Daily News, 2021). Traveling applications in Indonesia such as Traveloka, Agoda, and Tiket.com are more widely used to book hotels than other traditional booking methods, such as direct bookings to hotels' (Populix, 2021).

In traveling applications, consumers are faced with a large number of reviews while searching or shopping for travel products. Electronic Word of Mouth (eWOM) is the most significant and influential source of information in the tourism industry (Chong et al., 2018). Consumers nowadays rather build trust from communication about product and service with other customers, than from contents generated by marketers (Majlesi Rad & Haji pour Soushtari, 2020). Many studies have used the Information Adoption Model (IAM) to examine how consumers adopt information and then change their intention and behavior in communication platforms mediated by technology. Wang (2016) emphasized that IAM can be developed so that it can relate to different fields by adding variables into the base model. When reading reviews about certain products or brands in online platforms, determining factors or determinants of these reviews are present. Hsu (2022) classifies the factors from the review into two groups: the informational determinants and personal determinants. These two factors explain how informational and individual factors can influence people when reading a review.

However, this research has not included the variables of negative reviews. Negative reviews are important since consumers tend to seek them out in particular (Izogo et al., 2023) to understand product performance. Moreover, negative reviews can affect consumers' attitude. Negative reviews can raise higher levels of consumer concern, compared to positive reviews (Filieri et al., 2019). This means that although the number of negative reviews is fewer than the positives ones, they can attract more of readers' attention, making it a vital determinant of consumers' attitude.

Le & Ha (2021) categorized the effects of negative reviews as perceived diagnosticity of negative reviews and negative review impression. These variables may affect consumers' attitude in online platforms while attitude can predict consumers' actual behavior. Therefore, it is important to know how consumers' attitude caused by negative eWOM attributes in traveling applications after reading reviews can lead to purchase intention.

Taking all theories and directions from past researches, this study integrated IAM, eWOM factors, and negative reviews, to ultimately analyze how those variables influence purchase intention with consumers' attitude as mediators. Thus, these following research purposes are outlined: (1) Do informational determinants and personal determinants of online review affect consumers' attitude toward online review? (2) Do perceived diagnosticity of negative review and negative review impression formation can affect consumers' attitude toward product and brand?, and (3) How does consumers' attitude while reading online review in traveling apps affect purchase intention?.

Research conducted by Hsu (2022) has integrated numerous relevant variables in the research model regarding eWOM in order to analyze consumers' attitude caused by eWOM more comprehensively. Different from that study discussing online reviews in general (Hsu, 2022), this study focused only on negative reviews since they cause higher level of concern in consumers' mind.

This study will enrich existing IAM theories by integrating and analyzing the variables of consumers'attitude caused by negative online reviews, while making it applicable to a different geographical region. The advancing internet technology and increasing communication between consumers in online platforms that may affect their attitude, should be analyzed further to help application managers in organizing their eWOM strategy and induce purchase intention in the platform, hence improving the industry sector of the country. Also, insights from this study are useful for business owners to understand how negative reviews impact potential consumers' attitude towards their product and brand and ultimately their purchase intention in online platforms.

In the tourism industry, eWOM is the most influential source of information (Chong et al.*,* 2018) since online platforms such as traveling apps allow consumers to increase product choices, share information regarding their opinion, evaluation, and experience after using certain products or brands (Gibreel et al., 2018; Phua et al., 2017).

Research model, variables, and hypotheses in this study was adopted from prior research by Hsu (2022) about consumers' attitude caused by customer reviews in online shopping platforms in Taiwan. The current study analyzed different, yet relevant object: online traveling apps and focuses specifically on negative reviews. To analyze the effects of negative reviews, literature study was conducted and two additional variables regarding the effects of negative review (Le & Ha, 2021) were added to further analyze their impact to consumers' attitude and purchase intention. To conclude, this research adopts the IAM, enriching it with three categories of dependent variables: informational determinants, personal determinants, and effects of negative review; mediating variables: consumers' attitude and eWOM adoption; and dependent variable: purchase intention.

The Information Adoption Model (IAM) demonstrates how information is adopted change consumers' intentions and behavior in communication platforms mediated by computer (Sussman and Siegal, 2003). Hsu (2022) used two variables from IAM: perceived usefulness and credibility to explore how IAM in the context of eWOM. These variables were then grouped into one category: informational determinants. Perceived usefulness refers to the degree to which consumers think that online reviews are helpful in their online shopping activity (Acharya *et al.*, 2022). When receiving a useful information, consumers' attitude may be affected. Sainy & Singh (2023) also found in their study that perceived usefulness significantly affect consumers' attitude while reading online reviews. Therefore, the hypothesis was constructed:

H1: Perceived usefulness of online reviews positively affects attitude toward online reviews

Perceived credibility can be understood as the extend of which someone perceive a review to be true and believable (Izogo et al.*,* 2023). When reading messages in online reviews and considering them to be credible, consumers tend to adopt messages written in online reviews (Chih et al., 2013). Therefore, the following hypothesis was developed:

H2: Perceived eWOM credibility of online reviews positively affects attitude toward online reviews

The personal determinant category is reflected into two variables: using experience of eWOM and product involvement. The variable using experience of eWOM refers to consumers' knowledge and using experience regarding online review (Hsu, 2022). This means that when consumers have knowledge about certain kind of products, this knowledge can help them evaluate similar product in the future. Online reviews that are written based on experiences can affect emotion and attitude of other readers and help them acquire indirect product experience (Luan et al., 2016). When the reviews read by consumers align with their experiences, attitudes towards online reviews tend to develop (Hsu, 2022). Therefore, the next hypothesis was proposed

H3: Using experience of eWOM positively affects attitude toward online reviews.

Product involvement involves consumers personal ego, reflecting their connection to certain products or services (Jiang et al., 2022). Different levels of involvement affect consumers' attitude and ultimately their purchase intention (Peng et al., 2019). Higher level of consumers' involvement towards a product, the more they tend to be proactive and positive about it (Lee et al., 2015). When applied to online review, customers with high level of involvement have strong motivation to search information in the review section and compare them before making purchases. Therefore, hypothesis four was proposed

H4: Product involvement positively affects attitude toward online reviews

The effects of negative review category consisted of two variables: perceived diagnosticity of negative review and negative review impression formation. Le & Ha (2021) mentioned that customers see negative reviews to be diagnostic. This means that information in negative reviews is useful to disclose potential product failure (Filieri et al., 2019). Negative reviews written about poor performance of products and brands can cause consumers to have negative valuation of the product and brand. Hence, increasing their tendency to develop negative attitude towards the product and brand reviewed (Le & Ha, 2021). Therefore, these two hypotheses were proposed.

H5: Negative review diagnosticity negatively affects attitude toward product

H6: Negative review diagnosticity negatively affects attitude toward brand

The variable negative review impression formation refers to the negative impression formed in the initial stage caused by reading negative reviews has an anchoring impact, and is able to affect consumers' attitude in the subsequent stages (Cummings & Dennis, 2018). According to the information processing theory, negative information received in the early stage can be used in the evaluation process, therefore changing customers' opinion and attitude (Kuan et al., 2015; Le & Ha, 2021).

These negative reviews can cause consumers' negative evaluation, resulting in consumers' negative attitude towards the reviewed products and brands (Le & Ha, 2021). Hence, the two following hypotheses were constructed.

H7: Negative review impression formation negatively affects attitude toward product

H8: Negative review impression formation affects attitude toward brand

Moreover, the anchoring effect of negative reviews can change customers' impression and opinion in the later stages of information processing (Cummings & Dennis, 2018). This means that after reading negative online reviews and receiving negative information, consumers form impressions that are consistent with those negative reviews. Therefore, the following hypothesis was proposed:

H9: Perceived diagnosticity positively affects negative review impression formation.

As the mediating variables, three variables of consumers' attitude and eWOM adoption were adopted. The three variables of consumers' attitude are: attitude towards online reviews, attitude towards product, and attitude towards brand. Broadly, attitude can be defined as consumers' evaluation towards something. In this study, consumers' attitude towards online reviews refers to consumers' evaluation towards online reviews, as whether they can rely on it to understand product and brands' performance (Mumuni et al., 2019). Attitude toward product refers to whether consumers feel if the product is high performing, useful, and interesting (Hsu, 2022). Lastly, Rizvi & Oney (2018) defined attitude toward brand as customers' overall evaluation or assessment of a brand. In online platform, the exchange of information and experience written in online reviews stimulates product sales, consumers' understanding of product's value, and consumers' attitude (Rosario et al., 2016; Hsu et al., 2013). Review valence that shows either positive, negative, or neutral remarks of the online review can affect consumers online behavior and product sales (Roy et al., 2021).

Since this research focuses on negative reviews, researcher suspected that if a negative review is reliable to disclose poor product and brand performance, consumers' negative attitude toward reviewed product and brand is likely to develop. Therefore, these two following hypotheses were proposed:

H10: Attitude toward online reviews negatively affects attitude toward product

H11: Attitude toward online reviews negatively affects attitude toward brand

Lastly, the variable eWOM adoption can be understood as the activity of processing useful information form eWOM that enables consumers to make decision form opinion and suggestions from other consumers (Sussman & Siegal, 2003; Hussain et al., 2017).
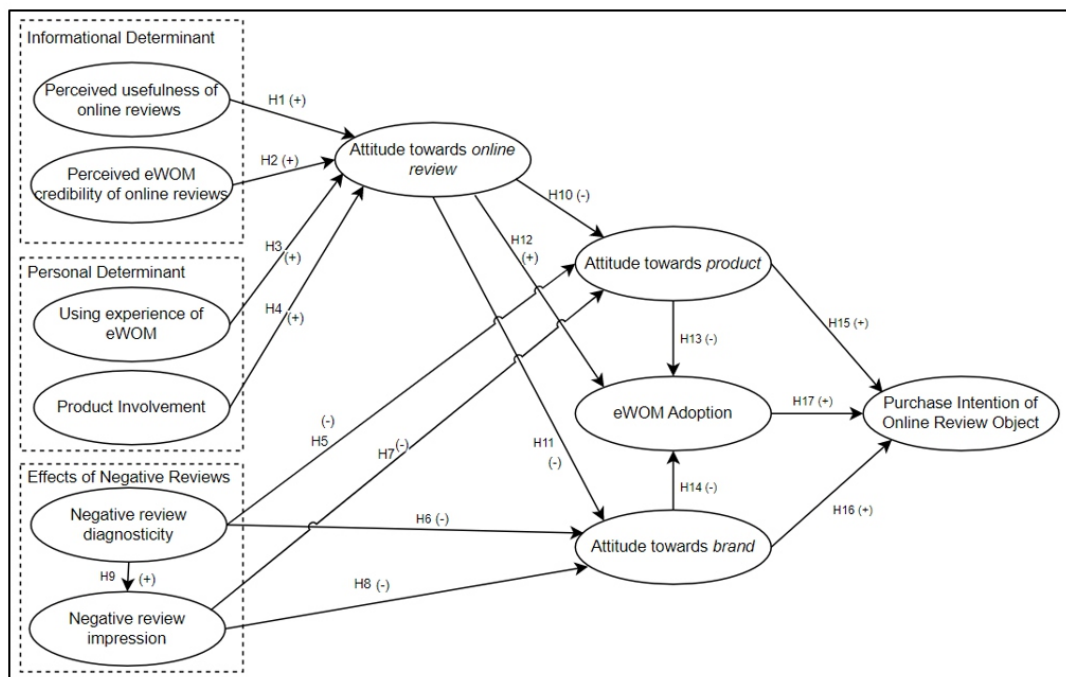

Figure 1.
Research Model

According to the IAM theory, consumers' attitude change after receiving certain information (Sussman & Siegal, 2003). Attitude directly affects consumers' intention of using eWOM (Shih et al., 2013). Therefore, the next hypothesis was made:

H12: Attitude toward online reviews positively affects eWOM adoption

Moreover, when consumers develop positive attitude towards brand and product, the more possible it is for them to adopt eWOM (Lee & Shin, 2014). Hsu (2022) found that attitude toward product and brand have significant influence on eWOM adoption.

However, there has not been many studies that empirically defined the relationship between the intrinsic influences of attitude towards product and attitude towards brand toward eWOM adoption. This research focuses on negative reviews, where consumers are hypothesized to have negative evaluation or attitude towards the reviewed product and brand. Therefore, it is suspected that negative consumer attitude supports the eWOM adoption process. Thus, the following two hypotheses were constructed:

H13: Attitude toward product negatively affects eWOM adoption

H14: Attitude toward brand negatively affects eWOM adoption

Lastly, the variable of interest of this research is purchase intention which refers to consumers' willingness to purchase a certain product in a certain situation or time (Lu et al., 2014). Having a favorable believe and attitude toward product form purchase intention directly (Ching et al., 2013). In this study, consumers' attitude is in line with consumers' purchase intention. When the attitude is favorable, purchase intention is developed. On the contrary, if customers have negative attitude, their purchase intention is not likely to develop. Therefore, the following hypotheses were developed:

H15: Attitude toward product positively affects purchase influence intention of online reviews.

H16: Attitude toward brand positively affects purchase influence intention of online reviews.

Lee et al., (2021) conducted research about eWOM in social media and Gen Y intention in booking luxurious hotel, found that information contained in eWOM is useful to be adopted and affects consumers' purchase intention. Other study found that eWOM in the form of online review in traveling sites induces consumers' attitude to adopt certain information and ultimately directs to purchase intention (Pour et al., 2020). Therefore, this following hypothesis were constructed:

H17: eWOM adoption positively affects purchase intention of online review objects.

Research Methodology

To answer the research questions and analyze the research hypotheses, this study used quantitative approach and questionnaire was used for data collecting. Since this study highly focused on eWOM in traveling applications, respondents who were eligible to fill the research questionnaire were those that had read online reviews while searching for traveling products in the applications. In Indonesian traveling platforms, online reviews are only present in hotels and destination tickets.

Therefore, several criteria needed to be met by respondents are:
(1) Respondents are users of travel applications
(2) Respondents have searching experience on the platform
(3) Products that respondents search must be either hotel booking or travel destinations' tickets purchasing
(4) Respondents found at least one negative review in the search

To make sure these criteria were met, screening questions were included in the beginning of the survey. If one or more criteria was not fulfilled, then the respondent was not eligible to fill the survey.

In total there were 11 variables measured in this study. Items for all variables are adopted from questionnaire items used in various previous studies. A total of 4 items proposed by Park & Lee (2009a) were used to measure perceived usefulness of online review. Three items proposed by Cheung et al., (2009) were used in this study to measure perceived credibility. Using experience of eWOM is measured with 5 items proposed by Park., et al (2011), while product involvement is measured by 5 items proposed by Nambisan & Baron (2007). A total of 3 items proposed by Jiang & Benbasat (2004) were used to measure perceived diagnosticity of negative reviews, while negative review impression is measured by 4 items proposed by Purnawirawan et al. (2012). Attitude toward online review is measured by 4 items proposed by Mumuni et al., (2019) while attitude toward product and brand, both are measured by 3 items proposed by Lafferty & Goldsmith (1999). To measure eWOM adoption, 6 items proposed by Essi Pöyry (2011) were adopted. Lastly, 5 items proposed by Lu et al., (2014) were adopted to measure purchase intention.

All statements in the questionnaire were measured with a seven-point Likert scale (1: strongly disagree, 7: strongly agree), except for the variables: negative review impression, attitude toward online review, attitude toward product, and attitude toward brand.

These 4 variables used the semantic differential scale so respondents could evaluate and rate each item within two opposite polars (adjectives for each item can be found in Table 2 and placed the left-hand side and right-hand side of the scale respectively). The survey was distributed in October 2022 and collected a total of 356 responses.

To analyze correlation between variables, statistical method was used. This research adopted Structural Equation Modelling (SEM) using SMARTPLS software. Data analysis using SMARTPLS consisted of measurement model and structural model (Irwan & Adam, 2015). Measurement model analyzed the outer model, referring to how well indicators represented the latent variable. While the structural model analyzed the inner model and described the power of estimation between variables.

Results and Discussion

A Total of 356 responses were collected from all over Indonesia. Respondents' characteristics showed that most of the respondents lived in big and modern cities and familiar with travelling application technology. 51,1% of the total respondents worked as employees while 62,4% of the total respondents had bachelor degrees. This showed that most respondents have sufficient knowledge and able to adopt technology, were in their productive and active age, which made them tend to adopt travelling application technology for holiday needs or business purposes. Detailed category of respondents is displayed in Table 1.

The outer model was first analysed by assessing the value of factor loading. This analysis showed that one questionnaire items (PI2) was not valid since it had factor loading value below 0.5. Therefore, this item was eliminated and excluded in the further stage of data analysis. Convergent validity of each questionnaire item was determined using the factor loading and Average Variance Extracted (AVE). The validity criteria for these two parameters were above 0.5. Table 2 shows result of convergent validity test. It can be concluded that all indicator items were valid since each item has factor loading and AVE above 0.5. Discriminant validity was also assessed using the Fornell-Larcker Criterion. From the results displayed in the table 3, it can be seen that the highest correlation for each variable was with the variable itself so that all variables were valid.

Variable reliability was assessed using the standard value of Cronbach's alpha and Composite Reliability (CR). To determine whether a variable is reliable, the Cronbach's alpha value needs to be greater than 0.6, while the CR value to be greater than 0.7 (Ghozali, 2016). The result of reliability test is shown in Table 2. From the result, it can be concluded that all variables were reliable.

Table 1.
Category of Respondents

Demographic	Frequency	Percentage
Gender		
Male	123	34,6%
Female	227	63,8%
Choose not to answer	6	1,7%
Age		
17– 24	67	18,8%
25 – 34	201	56,5%
35 – 44	45	12,6%
45 – 54	19	5,3%
> 54	24	6,7%
Living Area		
Jabodetabek	231	64,9%
Java (Outside Jabodetabek)	87	24,4%
Sumatera	25	7,0%
Kalimantan	3	0,8%
Sulawesi	6	1,7%
Nusa Tenggara	2	0,6%
Bali	2	0,6%
Education		
Junior High School	1	0.3%
High School	81	22,8%
Diploma	24	6,7%
Bachelor	222	62,4%
Master	28	7,9%
Occupation		
Employee	182	51,1%
Civil servant	11	3,1%
Entrepreneur	37	10,4%
Housewife	52	14,6%
Students	36	10,1%
Others	35	9,8%
Traveling apps usage in last three months		
1	133	37,4%
2– 3	150	42,1%
4– 5	49	13,8%
> 5	24	6,7%

Table 2.
Reliability and Convergent Validity Assessmen

Variable	Indicator	Loading Factor	AVE	Cronbach's Alpa	CR
Perceived usefulness of online reviews (PU)	Online reviews are useful to me	0,781			
	Online reviews make purchasing easier	0,805			
	Online reviews make me a smarter shopper	0,841	0,685	0,847	0,897
	Online reviews are very beneficial to me	0,881			
Perceived credibility of online reviews (PC)	I think review is factual.	0,925			
	I think review is accurate.	0,955	0,869	0,925	0,950
	I think review is credible.	0,916			
Using Experience of eWOM (UE)	I always read online review written by others.	0,822			
	I always write online review.	0,662			
	I always share knowledge and information.	0,693	0,559	0,831	0,875
	I always read online reviews when I was shopping.	0,820			
	I always write online reviews when I finished shopping.	0,727			
Product Involvement (PRI)	Rate the product according to these dimensions. The product is…				
	Important	0,846			
	Relevant	0,782	0,732	0,907	0,932
	Means a lot to me	0,915			
	Matters to me	0,912			
	Of concern to me	0,815			
Perceived diagnosti-city of negative reviews (PD)	The negative review improves my ability to make purchase decision.	0,894			
	The negative review provides me with insights into whether or not I would like this product.	0,933	0,826	0,895	0,935
	The negative review contains useful information about this product.	0,900			

Table 2. (Continued)
Reliability and Convergent Validity Assessmen

Variable	Indicator	Loading Factor	AVE	Cronbach's Alpa	CR
Negative review impression formation (NRI)	I have the impression that people are satisfied/dissatisfied with the product.	0,869			
	I have the impression that people had a good/bad opinion of the product.	0,920			
	I have the impression that people have a positive/negative opinion of the product.	0,921	0,794	0,913	0,939
	I have the impression that people would/would not recommend the product.	0,854			
Attitude toward online reviews (ATOR)	The online review is helpful for my decision-making.	0,819			
	The online review makes me confident in purchasing a product.	0,760			
	I find the online review to be informative.	0,837	0,645	0,818	0,826
	This online review is a great way to discover bad things about products.	0,794			
Attitude toward product (ATP)	After reading the review, I find this product to be bad/good.	0,945			
	After reading the review, I find this product to be unfavorable/favorable.	0,943	0,901	0,945	0,965
	After reading the review, I find this product to be unsatisfactory/satisfactory.	0,960			
Attitude toward brand (ATB)	After reading the review, I find this seller (brand) to be bad/good.	0,972			
	After reading the review, I find this seller (brand) to be unfavorable/favorable.	0,975	0,945	0,971	0,981
	After reading the review, I find this seller (brand) to be unsatisfactory/satisfactory.	0,969			

Table 2. (Continued)
Reliability and Convergent Validity Assessmen

Variable	Indicator	Loading Factor	AVE	Cronbach's Alpa	CR
eWOM adoption (EA)	The online review has significant influence.	0,847			
	The online review really helped.	0,806			
	The online review provided different ideas.	0,779			
	The online review mentioned helpful things.	0,857	0,640	0,888	0,914
	I followed the suggestions given in online review.	0,775			
	I agreed with the opinion given in online review.	0,731			
Purchase intention (PI)	I would consider buying this product.	0,791			
	I have no intention to buy this product.	-			
	It is possible that I would buy this product).	0,831	0,719	0,874	0,911
	If I am in need, I would buy this (product).	0,887			
	I will purchase (brand) the next time I need a (product).	0,880			

Table 3.
Disciminant Validity Assessment

	ATB	ATOR	ATP	EA	NRI	PC	PD	PI	PRI	PU	UE
ATB	**0,972**										
ATOR	-0.403	**0,803**									
ATP	0,588	-0.452	**0,949**								
EA	-0.560	0,533	-0.581	**0,800**							
NRI	-0.604	0,338	-0.671	0,340	**0,891**						
PC	-0.329	0,242	-0.325	0,309	0,207	**0,932**					
PD	-0.310	0,406	-0.406	0,424	0,339	0,304	**0,909**				
PI	0.010	0,274	-0.003	0,228	0.086	0,054	0,124	**0,848**			
PRI	-0.360	0,336	-0.343	0,342	0,289	0,132	0,349	0,183	**0,856**		
PU	-0.362	0,378	-0.391	0,427	0,279	0,347	0,453	0,124	0,267	**0,828**	
UE	-0.374	0,311	-0.390	0,352	0,290	0,227	0,369	0,108	0,325	0,292	**0,748**

Lastly, this research assessed the fitness of the model using the Normal Fit Index (NFI) and Standardized Root Mean Square Residual (SRMR). The NFI of the research model was 0.742 which indicated that the fitness of the model was 74,2%. While the model's SRMR value was 0.077. To assess the model fit using the SRMR, value smaller that 0.08 is reflected a good fit of the model (Cho et al., 2018). Therefore, it can be concluded that the model was a good fit.

In terms of average values, the variables that used the Likert scale: perceived usefulness of online review, perceived credibility of online review, using experience of eWOM, product involvement, perceived diagnosticity of negative review, attitude toward online review, eWOM adoption, and purchase intention had average values above 4. Therefore, it can be said that the majority of respondents agreed with the statements in the questionnaire.

Regarding the variables measured using the semantic differential scale: negative review impression formation had the average value above 4, which means that most respondents agreed that negative reviews they had read formed negative impression about brands and products in their mind. The variables attitude toward product and attitude toward brand also had average value below 4, indicating that most consumers have bad evaluation about the product and brand. The standard deviation value is below the average value, so it can be said that the data obtained from the questionnaire is spread evenly.

The structural model analysis tests the research hypothesis. Using bootstrapping method in SMARTPLS with a confidence level of 95% and 5.000 sample iterations, path coefficients and t-statistics were obtained. Hypotheses with t-statistic value greater than 1.645 were accepted.

Table 4.
Descriptive Statistics of Questionnaire Responses

Variable	Indicator	Mean	St. Dev
Perceived usefulness of online reviews	Item 1	6,079	1,191
	Item 2	5,904	1,407
	Item 3	6,315	0,927
	Item 4	6,312	0,993
Perceived credibility of online reviews	Item 1	5,697	1,389
	Item 2	5,517	1,387
	Item 3	5,542	1,303
Using Experience of eWOM	Item 1	6,264	1,214
	Item 2	4,430	1,917
	Item 3	4,989	1,783
	Item 4	6,199	1,200
	Item 5	4,775	1,922
Product Involvement	Item 1	5,913	1,101
	Item 2	5,966	1,115
	Item 3	5,545	1,296
	Item 4	5,511	1,331
	Item 5	5,798	1,172
Perceived diagnosticity of negative reviews (PD)	Item 1	6,312	0,979
	Item 2	6,267	0,922
	Item 3	6,270	0,907

Table 4.
Descriptive Analysis of Questionnaire Responses (Continued)

Variable	Indicator	Mean	St. Dev
*Negative review impression formation (*NRI)	Item 1	5,986	1,139
	Item 2	5,882	1,221
	Item 3	5,857	1,271
	Item 4	5,626	1,418
Attitude toward online reviews (ATOR)	Item 1	6,028	1,323
	Item 2	5,758	1,433
	Item 3	6,090	1,060
	Item 4	6,166	1,000
Attitude toward product (ATP)	Item 1	2,851	1,655
	Item 2	2,789	1,636
	Item 3	2,702	1,646
Attitude toward brand (ATB)	Item 1	3,090	1,784
	Item 2	3,056	1,773
	Item 3	2,890	1,747
eWOM adoption (EA)	Item 1	5,632	1,445
	Item 2	5,868	1,341
	Item 3	5,711	1,373
	Item 4	5,848	1,282
	Item 5	5,124	1,614
	Item 6	5,242	1,512
Purchase Intention (PI)	Item 1	5,402	1,608
	Item 2	4,329	1,875
	Item 3	4,930	1,609
	Item 4	5,287	1,666
	Item 5	5,230	1,684

In the research model, perceived usefulness affected attitude toward online review positively while perceived credibility did not exert a significant effect on attitude toward online review. Both using experience of eWOM and product involvement had a significant and positive influence on attitude toward online review. Analyzing the effects of negative review, perceived diagnosticity of negative review did not affect consumers' attitude toward product and brand significantly. However, since it had a significant influence on negative review impression, it affected consumers' attitude toward product and brand indirectly since negative review impression had negative significant effect on attitude toward product and brand. Consumers' attitude toward online review affected both attitude toward product and brand, also eWOM adoption. Consumers' attitude toward online review, as well as attitude toward brand affected eWOM adoption while consumers' attitude toward product did not. Lastly, purchase intention was affected by eWOM adoption, attitude toward product, and attitude toward brand. Thus, H2, H5, H6, and H14 were not supported. The SEM-PLS result is displayed in Table 5.

Table 5.
PLS-SEM Result

	Path	Path Coefficients	T-statistics	Result
H1	Perceived Usefulness of Online Review → Attitude toward online reviews	0,336	4,599	Supported
H2	Perceived Credibility of Online Review → Attitude toward online reviews	0,078	1,385	Not Supported
H3	Using Experience of eWOM → Attitude toward online reviews	0,156	2,079	Supported
H4	Product Involvement → Attitude toward online reviews	0,267	3,738	Supported
H5	Perceived Diagnosticity of Negative Review → Attitude Toward Product	-0,036	0,583	Not Supported
H6	Perceived Diagnosticity of Negative Review → Attitude Toward Brand	0,057	1,024	Not Supported
H7	Negative Review Impression → Attitude Toward Product	-0,582	12,189	Supported
H8	Negative Review Impression → Attitude Toward Brand	-0,549	9,514	Supported
H9	Perceived Diagnosticity of Negative Review → Negative Review Impression	0,488	9,361	Supported
H10	Attitude toward online reviews → Attitude Toward Product	-0,148	2,715	Supported
H11	Attitude Toward Online Reviews → Attitude Toward Brand	-0,169	2,629	Supported
H12	Attitude toward online reviews → eWOM Adoption	0,630	15,374	Supported
H13	Attitude Toward Product → eWOM Adoption	-0,133	1,440	Not Supported
H14	Attitude Toward Brand → eWOM Adoption	-0,193	2,253	Supported
H15	Attitude Toward Product → Purchase Intention	0,153	1,955	Supported
H16	Attitude Toward Brand → Purchase Intention	0,166	2,075	Supported
H17	eWOM Adoption → Purchase Intention	0,509	8,832	Supported

Perceived usefulness was found to affect attitude toward online reviews significantly. This means that when perceiving an information to be useful, consumers will develop a positive attitude toward it (Abedi et al., 2019). This correlation aligned with research findings by scholars (Hsu, 2022; Ayeh, 2015). Therefore, if travel application managers want users to adopt information in an online review, they have to make sure that reviews contain useful information about the product and brand.

Perceived credibility did not influence attitude toward online review significantly. This may be caused by reviews in Indonesian traveling applications do not have clear information about the reviewer characteristics and the content itself. Anonymous and short-length review hinder consumers to evaluate the online review (Shan, 2016), hence this variable does not affect consumers' attitude toward online review.

Both using experience of eWOM and the variable product involvement affected attitude toward online review. This correlation aligned with theories and findings from other scholars (Luan et al., 2016; Hsu 2022). This means that before deciding to purchase a travel product, consumers' past experience and involvement level toward a product and brand affect their attitude toward online review. Travel companies and can utilize this research finding by educating consumer about their brand and product and develop a Customer Relationship Management to keep a close relationship with their customers.

Regarding the effects of negative review, perceived diagnosticity of online review did not impact consumers' attitude, while negative review impression did. The presence of correlation between perceived diagnosticity and negative review impression made perceived diagnosticity affect consumers' attitude indirectly, hence both variables of effects of negative review affect consumers' attitude toward product and brand, where this correlation had a negative direction.

This means that negative review could result in consumers' negative evaluation of products and brands. This correlation was supported by research findings in other studies (Le & Ha, 2021, Kuan et al., 2015; Cummings & Dennis, 2018).

Regarding consumers' attitude: consumers' attitude toward online review affected the other attitude variables: attitude toward product and brand. This means that when consumer rely on negative reviews to understand the performance of the product, their negative evaluation toward brand product is likely to develop.

In the framework of IAM, attitude toward product did not influence eWOM adoption. Consumers' need to have certain level of understanding of a product or brand in order to adopt eWOM (Hsu, 2022). Some consumers have past experience and knowledge about brands, causing them to develop brand familiarity towards certain brand. This highlights the importance of branding strategies that companies should do to promote brand familiarity. Lastly, purchase intention was affected by eWOM adoption, attitude toward product and brand. These three variables are key factors that influence consumers' purchase decision (Hsu, 2022).

Conclusion

From six independent variables, perceived usefulness of online review does not exert an indirect significant impact toward purchase intention. Regarding the effects of negative review, both perceived diagnosticity of negative review and negative review impression ultimately impacts consumers' attitude negatively. Attitude toward online review affects attitude toward product, as well as attitude toward brand. In respect to IAM, eWOM adoption is influenced by attitude toward online review and attitude toward brand Lastly, purchase intention in traveling application is influenced by eWOM adoption, attitude toward product, and attitude toward brand.

This research findings have enriched the IAM with new variables such as negative reviews and attitude in traveling application as the new context, making the IAM more relevant and comprehensive. This research has added a new point of view regarding the correlation between perceived credibility and attitude toward online review, especially in the context of traveling application. This research also found that consumers' attitude toward product does not affect information adoption while reading online review while attitude toward brand does, caused by the ability a brand has to form impressions in consumers' mind through branding strategies.

Findings of this research can be utilized by travelling application managers to improve their eWOM strategy by focusing factors of online review that actually have impact on consumers' attitude. For instance, to hinder consumers' negative evaluation toward products and brands caused to negative reviews, application managers can enable interaction between reviewer and product/service provider by providing reply feature for provider to respond to the negative reviews (Le & Ha, 2021). Research findings can also be utilized by travel product / service providers to strengthen their branding efforts through operational and marketing decisions since brand has a significant role toward consumers' attitude, information adoption, and purchase intention.

The research limitation is regarding the absence of explicit validation whether the research respondents have purchased travel products or never at all. However, there are some questions in the questionnaire indicating that the respondents have purchased products via traveling application. Secondly, this research has not specified the brands of travel products or services, therefore, some respondents may have familiarity towards some brands. This study also did not define specific traveling product as the research object. This may cause different level of consumers' involvement towards some products that further affects their responses

regarding the variables measured in this research. Thirdly, there is an imbalance in the proportion of respondents' demographic which can cause variables included in this research tend to apply to some demographic group only.

In future research, more specific demographic groups such as millennials or Z-generation can be determined in advance. In addition, future research can consider different objects to test model and variables in different context and environment. Other variables such as price, perceived risk, information quantity, and perceived value should be considered to be integrated in future research. These variables were absent in this research but may have significant effect towards consumers' decision in travelling applications. Future research may also examine further the variable perceived credibility that showed no indirect impact to purchase intention in the context of traveling apps since in many studies, models, and literature reviews show that it is a vital variable in the context of eWOM in online shopping.

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