



Analyzing Hotel Customer Satisfaction Using Review Dataset: Insights and Implications for Service Improvement

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Abstract—This research investigates customer satisfaction at Meruorah Komodo Labuan Bajo through a comprehensive analysis of review data extracted from the Agoda platform. By examining 1,340 reviews, including 527 verified accounts, the study identifies key factors influencing guest experiences, such as service quality, room features, and location. The methodology comprised four stages: hotel selection, data scraping, data processing, and data interpretation. Findings indicate that premium room types, such as “The Signature Sea View Room,” consistently receive high satisfaction ratings, with 414 mentions (2.99%), highlighting the value placed on scenic views and superior amenities. Seasonal fluctuations and guest origins also impact satisfaction, with Indonesian guests strongly preferring familiarity, while international travelers prioritize diverse amenities. The data shows that 37 out of 203 accounts were domestic, while 17 were from the United States and Australia combined. The study reveals that 89% of domestic guests reported satisfaction, compared to varied expectations among international visitors. These insights suggest that tailored service strategies and enhancements in service consistency can further improve overall guest satisfaction. The research underscores the necessity of aligning service offerings with guest expectations to maintain a competitive edge in the dynamic hospitality industry.

Keywords: Customer; Satisfaction; Hotel; Service; Improvement

1. INTRODUCTION

Understanding customer satisfaction in the hospitality industry is paramount for maintaining competitive advantage and ensuring business sustainability. Leveraging review datasets from platforms like Agoda presents an opportunity to evaluate guest experiences and identify key determinants of satisfaction systematically (Sthapit & Bjørk, 2021; Tomassini, 2022). Customer reviews often encompass service quality, amenities, location, and overall value, which can guide strategic decisions in service enhancement (Adiwijaya & Nurmala, 2023; Tanrisevdi et al., 2022). A structured analysis of this data enables a more profound comprehension of underlying trends and patterns without relying on sentiment or natural language processing techniques (Olorunsola et al., 2023; Sthapit et al., 2024).

Employing this approach, the study aims to dissect various attributes of hotel services that influence guest satisfaction, offering practical implications for management to prioritize improvements (Adanse et al., 2024; Wu et al., 2024). Insights derived from these reviews can serve as a foundation for refining service strategies, enhancing guest experiences, and boosting hotel performance. Therefore, a rigorous exploration of customer feedback through data analysis provides a valuable framework for continuous quality enhancement, fostering a robust service-oriented culture in the hospitality industry.

The urgency of researching hotel customer satisfaction lies in its critical role in influencing business performance and customer loyalty within the hospitality industry. As market competition intensifies, understanding the factors contributing to guest satisfaction becomes essential for maintaining a solid market position (Mariani & Borghi, 2020; Mohammed & Al-Swidi, 2020; Nazarian et al., 2024). Service providers risk losing clientele to competitors offering superior experiences without understanding customer perceptions and expectations. Moreover, the evolution of consumer behavior, driven by digital platforms and changing preferences, necessitates a continuous assessment of service attributes to ensure alignment with emerging demands (Chatibura, 2020; Falatouri et al., 2024). This research, therefore, addresses a pressing need to systematically evaluate customer feedback, providing actionable insights for optimizing service quality and elevating guest experiences. By prioritizing this line of inquiry, the study contributes to academic discourse. It offers substantial practical value, supporting industry stakeholders in crafting targeted strategies that enhance overall service effectiveness and sustain competitive advantage.

The primary objective of this research is to systematically explore and identify the key determinants influencing hotel customer satisfaction using a structured review data analysis. By examining the nuanced aspects of service quality, facilities, and customer perceptions, this study seeks to uncover critical insights contributing to a comprehensive understanding of guest experiences (Mariani & Borghi, 2020; Mohammed & Al-Swidi, 2020; Nazarian et al., 2024). Such insights are expected to guide service providers in enhancing operational practices and aligning their offerings with customer expectations. A targeted focus on these determinants enables a deeper exploration of how specific service attributes impact overall satisfaction, providing a clear direction for improvement initiatives (Kayumov et al., 2024; Morkunas et al., 2024). Ultimately, the study aims to establish a robust framework for assessing customer feedback and facilitating data-driven decisions that support the continuous development of service quality in the hospitality industry.

This research offers theoretical and practical contributions by advancing knowledge on the determinants of customer satisfaction within the hospitality industry and providing actionable insights for service improvement.

Theoretically, the study enriches existing literature by presenting a systematic analysis of customer reviews to delineate the multifaceted elements influencing guest satisfaction (de Vries & Poelhuis, 2024; Pytharoulakis & Zouni, 2020). Such an approach refines understanding service quality dimensions and their relative significance, thereby contributing to more nuanced theoretical models (Nguyen & Malik, 2022). On a practical level, the findings hold substantial value for industry practitioners, as they highlight specific service attributes that require enhancement to align with evolving customer expectations. By addressing these insights, hotel management is better equipped to implement targeted strategies, optimize resource allocation, and elevate overall guest experiences (Hu et al., 2022). Thus, the research bridges the gap between theoretical constructs and real-world applications, providing a comprehensive framework supporting academic inquiry and managerial decision-making.

The limitations of this research primarily stem from its reliance on secondary data sources, which may introduce biases related to the nature of customer feedback. While abundant and diverse, online reviews may not fully represent the demographic distribution or varied preferences of the entire customer base. Furthermore, such data often lacks contextual information, making it challenging to interpret specific nuances of guest experiences or to distinguish between isolated incidents and broader service trends. The absence of direct customer engagement also restricts the ability to probe deeper into their motivations and expectations. Additionally, the analysis is constrained by the inherent subjectivity of customer opinions, which might be influenced by personal biases or external factors unrelated to service quality. While these limitations do not diminish the value of the insights obtained, they suggest complementary research approaches, such as mixed-method studies, to provide a more comprehensive understanding of customer satisfaction and validate the findings across different contexts and hotel categories.

Future research should consider incorporating mixed-method approaches to address the limitations identified in this study and to gain a more nuanced understanding of customer satisfaction in the hospitality industry. Integrating quantitative data from structured surveys with qualitative insights from interviews or focus groups would provide a more comprehensive view of guest perceptions and expectations. Additionally, expanding the scope to include various accommodations, such as boutique hotels or budget options, would enable a more granular analysis of how satisfaction drivers differ across market segments.

Incorporating cross-cultural perspectives by analyzing reviews from diverse geographic locations could also reveal cultural influences on service expectations, thus enriching the findings. Exploring advanced data analytics techniques, such as clustering or factor analysis, might further illuminate latent patterns in customer feedback, offering more profound insights into service quality attributes. Such a multifaceted approach would contribute to refining theoretical models and enhancing practical strategies, ultimately fostering a more holistic and actionable understanding of customer satisfaction dynamics.

2. RESEARCH METHODS

2.1 Hotel Customer Satisfaction

Recent trends in hotel customer satisfaction research have shown a growing emphasis on understanding the multifaceted nature of guest experiences, shifting from traditional service quality evaluations to more comprehensive frameworks incorporating emotional and psychological dimensions. Previous publications have highlighted the increasing importance of non-tangible elements, such as personalized services, atmosphere, and authenticity, in shaping customer perceptions and loyalty (Grechyn & McShane, 2021; Sun et al., 2022).

This shift reflects guests' evolving expectations, prioritizing holistic experiences over conventional attributes like price and location. Studies have also noted the impact of digitalization on satisfaction metrics, as online interactions and the use of technology-driven services significantly influence guests' evaluations of their overall stay (Kim & Han, 2023; Nwokorie et al., 2024; Özen & Özgül Katlav, 2023). Despite these advancements, there remains a gap in integrating these insights across diverse hotel categories and geographical contexts, suggesting that further exploration is needed to establish a universal customer satisfaction model. The continued focus on identifying novel determinants and refining measurement techniques indicates that the discourse around hotel customer satisfaction will likely evolve to incorporate broader interdisciplinary perspectives, thereby enhancing its applicability to industry practices and academic research.

The novelty of this research lies in its unique approach to analyzing hotel customer satisfaction by integrating comprehensive review data and advanced analytical frameworks, offering fresh perspectives on service evaluation. Unlike traditional studies that often rely on limited survey responses or qualitative feedback, this study leverages a diverse and extensive dataset of customer reviews, enabling a more nuanced and robust examination of the satisfaction determinants (Lee et al., 2020; Li et al., 2020).

The methodology facilitates a granular understanding of how specific service attributes and hotel characteristics influence guest experiences while minimizing biases typically associated with self-reported data. By focusing on the interplay between various factors and their relative impact on satisfaction, this research introduces a multifactorial perspective that has not been thoroughly explored in prior literature. Furthermore, the study's ability to translate data-driven insights into actionable strategies for service improvement provides substantial practical implications, bridging the gap between academic research and industry application. This innovative contribution establishes a solid foundation for future explorations. It sets a precedent for using large-scale review analysis to enhance service quality in the hospitality sector.

Figure 2 outlines the research stages involved in the systematic analysis of hotel customer satisfaction, depicting a sequential process that begins with hotel selection and culminates in data interpretation and analysis. The initial stage, "Hotel Selection," involves identifying a representative sample of hotels to ensure comprehensive coverage and diversity in the data set. Following this, "Data Scraping" is employed to extract relevant customer review information from online platforms, enabling the acquisition of large-scale datasets for subsequent analysis. The third stage, "Data Processing," involves organizing, cleaning, and structuring the raw data to enhance its quality and usability, ensuring that only accurate and meaningful information is included. Finally, the "Data Interpretation and Analysis" stage synthesizes the processed data to generate actionable insights, uncovering patterns and correlations that inform the overall understanding of customer satisfaction. This structured approach provides clarity and rigor to the research methodology. It facilitates a deeper exploration of the factors influencing customer perceptions, ultimately contributing to more effective strategies for service improvement within the hospitality industry.

The research stages employed are highly relevant to achieving the objectives of this study, as each phase systematically aligns with the overarching goal of generating meaningful insights into hotel customer satisfaction. The initial stage of hotel selection ensures that a diverse and representative sample is obtained, which is crucial for capturing a comprehensive range of customer experiences (Bulchand-Gidumal et al., 2024; Khalil, 2021; Whalen & Sisson, 2022). Subsequent data scraping and processing steps are meticulously designed to extract, organize, and refine the information, thereby enhancing the quality and reliability of the dataset. These processes allow for a robust foundation upon which data interpretation and analysis can be conducted. The final stage, involving interpretation and analysis, directly addresses the research objective by identifying key determinants of customer satisfaction and offering actionable insights that contribute to improved service delivery. Each stage is purposefully integrated to build a cohesive and thorough examination of the research problem, ensuring the findings are accurate and practically applicable. This structured approach underscores the relevance of the research stages, as they collectively enable the achievement of the study's goals through a comprehensive and methodical investigation.

2.2.1 Hotel Selection : Meruorah Komodo Labuan Bajo

Meruorah Komodo Labuan Bajo, a distinguished 5-star establishment in the picturesque region of Labuan Bajo, Indonesia, offers an unparalleled blend of luxury and comfort tailored to meet the needs of leisure and business travelers. Constructed in 2021, this modern hotel is an ideal gateway to the iconic Komodo National Park and other captivating natural attractions, conveniently located just 15 minutes from the airport. Featuring 145 elegantly designed rooms with contemporary amenities, Meruorah Komodo Labuan Bajo provides a serene retreat for guests seeking relaxation amidst refined surroundings. The hotel's meticulous attention to detail is evident in its stylish furnishings and thoughtful services, ensuring an exceptional experience for every guest. With check-in starting from 3:00 PM and check-out extended until noon, guests can enjoy the property's diverse offerings, including a sumptuous breakfast and a rejuvenating swim in the hotel's pristine pool. The property's child-friendly policy, which allows children aged 3 to 5 to stay free of charge, further enhances its appeal as a family-friendly destination. Supported by a dedicated staff eager to accommodate special requests and personalized arrangements, Meruorah Komodo Labuan Bajo stands out as an embodiment of hospitality excellence. Offering a harmonious fusion of elegance, comfort, and convenience, this premier hotel promises an unforgettable stay, whether exploring Labuan Bajo's wonders or simply seeking a tranquil sanctuary.

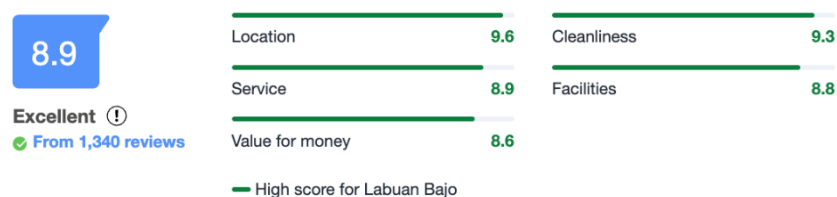


Figure 3. Rating of Meruorah Komodo Labuan Bajo on Agoda Platform

Figure 3 presents the overall rating of Meruorah Komodo Labuan Bajo as reflected on the Agoda platform, with an impressive score of 8.9 out of 10, based on 1,940 reviews. The individual ratings across crucial performance metrics further emphasize the hotel's strong appeal to guests. Notably, the hotel achieves a stellar rating of 9.6 for its location, underscoring its strategic positioning and proximity to popular attractions in Labuan Bajo. Cleanliness is also rated at 9.3, indicating that the hotel's emphasis on hygiene and upkeep contributes significantly to guest satisfaction. Service quality, with a score of 8.9, suggests that staff performance and customer support are consistently commendable, fostering positive guest experiences. The facility's rating of 8.8 reflects the comprehensive range of amenities provided, which aligns with a five-star property's expectations. Finally, the value for money score of 8.6 highlights the hotel's ability to deliver luxurious accommodations at a competitive price point, making it an attractive choice for a broad spectrum of travelers. These high scores signify that Meruorah Komodo Labuan Bajo excels in delivering a well-rounded, high-quality experience, establishing its reputation as a premier accommodation option in Labuan Bajo.

Meruorah Komodo Labuan Bajo is the epitome of hospitality excellence, offering unparalleled luxury, comfort, and convenience, making it an ideal destination for discerning travelers. This five-star establishment, nestled amidst the scenic beauty of Labuan Bajo, provides a diverse range of facilities designed to cater to various preferences, from sports

and recreational amenities to dining and relaxation options. Guests seeking entertainment can access a shared lounge area, retail outlets, and a private beach, ensuring a well-rounded experience beyond conventional hospitality offerings. The hotel's emphasis on wellness is evident through its state-of-the-art fitness center and an inviting outdoor pool, complemented by water activities such as boat rentals, allowing guests to immerse themselves in the local environment. Additionally, the culinary offerings at Meruorah Komodo Labuan Bajo are as varied as they are refined, with multiple dining options ranging from casual cafes to elegant restaurants serving both international and local cuisine, further enhancing the guest experience. Convenient transport facilities, including airport transfers and car hire services, contribute to the overall appeal, ensuring seamless connectivity for exploring nearby attractions such as the Komodo National Park. With its spacious and meticulously designed rooms that boast stunning views, along with a strategic location, Meruorah Komodo Labuan Bajo not only sets a high standard for luxury accommodation but also serves as a gateway to discovering the enchanting beauty of Labuan Bajo. As a result, the hotel consistently receives outstanding ratings across all key service dimensions, solidifying its reputation as a premier destination for an unforgettable stay.

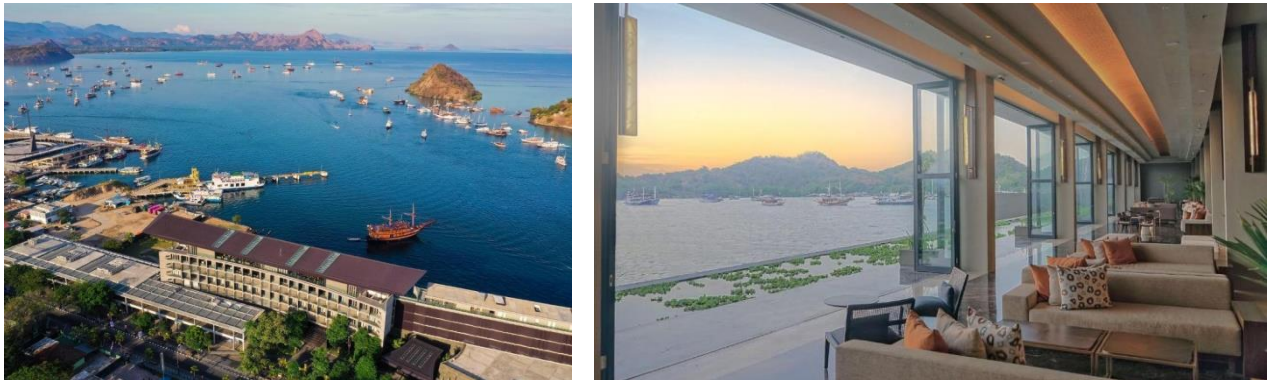


Figure 4. Meruorah Komodo Labuan Labuan Bajo (Source: Agoda)

Figure 4 depicts the captivating setting and luxurious facilities of Meruorah Komodo Labuan Bajo, as featured on the Agoda platform, illustrating the hotel's integration of natural beauty with modern hospitality design. The exterior view highlights the hotel's prime location along the pristine coastline of Labuan Bajo, providing breathtaking vistas of the harbor and surrounding islands, making it an ideal base for guests to explore the region's renowned maritime attractions. Meanwhile, the interior view showcases a meticulously designed lounge area emphasizing spaciousness, comfort, and an unobstructed outdoor connection. Expansive windows frame the picturesque seascape, allowing natural light to illuminate the lounge and creating an atmosphere of serenity and elegance. The sophisticated yet welcoming decor and thoughtfully arranged seating invite guests to unwind and enjoy the panoramic views, seamlessly blending indoor and outdoor experiences. This design approach not only enhances the aesthetic appeal of the hotel but also reinforces its commitment to offering a tranquil and immersive stay. Such attributes solidify Meruorah Komodo Labuan Bajo's reputation as a premier choice for travelers seeking a refined retreat amidst the natural wonders of Labuan Bajo.

Meruorah Komodo Labuan Bajo has been selected as the case study for this research due to its prominent position as a five-star hotel that exemplifies the integration of luxury accommodation with the unique environmental and cultural context of Labuan Bajo. As one of the leading hospitality establishments in the region, the hotel attracts a diverse clientele, ranging from leisure tourists to business travelers, offering a comprehensive view of customer satisfaction dynamics. Its strategic location near key attractions, such as the Komodo National Park, and its commitment to providing high-quality service and facilities make it an ideal subject for exploring the factors influencing guest experiences. The hotel's robust online presence, demonstrated by numerous reviews and ratings, provides a rich dataset for analyzing various aspects of customer satisfaction, including service quality, location advantages, and the impact of amenities on guest perceptions. This study aims to leverage these attributes to gain deeper insights into the interplay between hotel offerings and customer satisfaction, thereby contributing to a broader understanding of effective service strategies within the hospitality industry. Through this focused analysis, the research seeks to identify best practices that can be adopted by similar establishments in other destinations, ultimately enhancing service excellence and guest loyalty.

2.2.2 Data Scraping

The selection of Meruorah Komodo Labuan Bajo as a focal point for this study is justified by the substantial volume of 1,340 reviews, including 527 verified reviews, which reflects a comprehensive representation of diverse customer experiences. This significant dataset provides a reliable foundation for analyzing guest satisfaction. It ensures the credibility of the findings, as verified reviews typically undergo stricter validation processes, thereby minimizing potential biases or inaccuracies. The high number of reviews signifies strong customer engagement and interest, which indicates that the hotel consistently attracts attention and generates feedback from a wide range of guests. Analyzing such a rich pool of verified opinions allows for a more nuanced understanding of the factors influencing guest perceptions, uncovering strengths and improvement areas. Consequently, this study benefits from the data's depth and authenticity, enabling a rigorous examination of satisfaction determinants and yielding contextually relevant and generalizable insights across similar hospitality settings. Thus, the selection of Meruorah Komodo Labuan Bajo, with its robust and validated

review data, positions this research to offer meaningful contributions to the discourse on customer satisfaction in the hospitality industry.

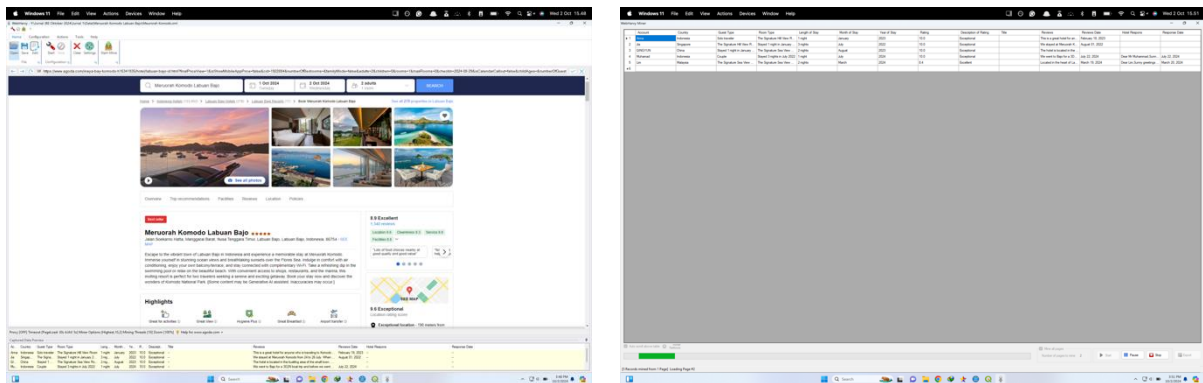


Figure 5. Data Scraping Process (Webharvy)

Figure 5 illustrates the data scraping process conducted using WebHarvy, a tool designed to automate structured data extraction from websites. The left panel displays the initial setup stage, where specific data elements, such as hotel ratings, reviews, and descriptions, are selected directly from the website interface for extraction. This visual interface simplifies the configuration of scraping patterns, ensuring accuracy and precision in data selection. The right panel shows the subsequent stage, where the extracted data is processed and organized into a structured format, ready for further analysis. WebHarvy facilitates efficient data collection, gathering large volumes of information quickly while maintaining data integrity and consistency. By employing this method, the study ensures that only relevant and high-quality data are captured, which is crucial for conducting a thorough analysis of customer satisfaction trends. This approach optimizes the data acquisition process and enhances the reliability of the research findings by minimizing manual errors and ensuring systematic data handling.

The collected data is systematically classified, including account information, country of origin, guest type, room type, length of stay, and temporal attributes such as month and year. Additionally, ratings, descriptions of ratings, review titles, review content, review dates, hotel responses, and response dates are recorded. This classification ensures a comprehensive dataset segmentation, enabling a multifaceted analysis of guest experiences and satisfaction levels. By segmenting data based on these variables, the study can uncover patterns and correlations not immediately apparent in aggregated data, such as differences in satisfaction across guest types or seasonal variations in reviews. For instance, analyzing the "guest type" category can reveal distinct preferences and expectations between business travelers and leisure tourists. At the same time, the "length of stay" variable may indicate how prolonged stays influence overall satisfaction ratings. Including hotel responses and response dates allows for evaluating how management engagement impacts guest perceptions and the effectiveness of service recovery efforts. Such detailed categorization enhances the depth and accuracy of the analysis, providing valuable insights into the complex dynamics of hotel customer satisfaction.

2.2.3 Data Processing

The collected data is visualized to facilitate analysis that aligns with the research objective of examining hotel customer satisfaction. By transforming raw data into graphical representations such as charts, graphs, and heat maps, complex relationships and patterns within the dataset become more accessible and interpretable. This visual approach enables a clearer understanding of crucial satisfaction drivers, highlighting trends, variations, and outliers that might be overlooked. For instance, visualizing guest ratings over time can reveal seasonal fluctuations in satisfaction, while a breakdown of ratings by guest type or room type can indicate which segments exhibit higher levels of satisfaction or dissatisfaction. Using such visual tools not only aids in identifying critical insights but also enhances the communication of findings, making it easier to convey complex analyses to stakeholders. Consequently, data visualization is a crucial intermediary step that bridges data collection and interpretation, ensuring the results are meaningful and actionable in the context of hotel customer satisfaction analysis.

3. RESULTS AND DISCUSSION

The discussion in this research is structured into three distinct sections, focusing on a comprehensive analysis of customer satisfaction, the Meruorah Komodo Labuan Bajo case study, and the broader implications of the findings. The first section delves into the intricacies of customer satisfaction by examining various factors that influence guest experiences, such as service quality, room amenities, and location convenience. This analysis provides a detailed understanding of how different service attributes contribute to overall satisfaction. The second section presents a case study on Meruorah Komodo Labuan Bajo, offering an in-depth examination of guest reviews and ratings to identify key strengths and areas for improvement specific to the hotel. By contextualizing these insights within the unique environment of Labuan Bajo, the case study sheds light on the specific service dimensions that resonate most with guests. The final section integrates

the findings from both analyses, discussing their relevance in the broader context of hospitality management and suggesting practical strategies for enhancing customer satisfaction. This systematic approach ensures a holistic understanding of the topic, allowing for targeted recommendations that align with industry best practices.

3.1 Customer Satisfaction Analysis Based on Reviews Data of Meruorah Komodo Labuan Bajo on Agoda Platform

The analysis of customer satisfaction based on the review data of Meruorah Komodo Labuan Bajo on the Agoda platform provides a comprehensive perspective on the factors shaping guest experiences at this five-star hotel. By examining a diverse range of guest feedback, the analysis identifies critical determinants of satisfaction, such as service quality, location, cleanliness, and value for money, each playing a pivotal role in shaping overall perceptions. Ratings and reviews suggest that the hotel’s strategic location, close to major attractions like Komodo National Park, significantly enhances its appeal. At the same time, consistent praise for cleanliness and well-maintained facilities indicates effective operational management. However, occasional concerns regarding service response times reveal areas for potential improvement, particularly in aligning service delivery with guest expectations. Integrating positive and constructive feedback within this analysis allows for a nuanced understanding of customer sentiment, highlighting areas of strength and pinpointing aspects that require further attention. This approach captures the complexity of customer satisfaction and offers valuable insights for refining service strategies to elevate the guest experience at Meruorah Komodo Labuan Bajo.

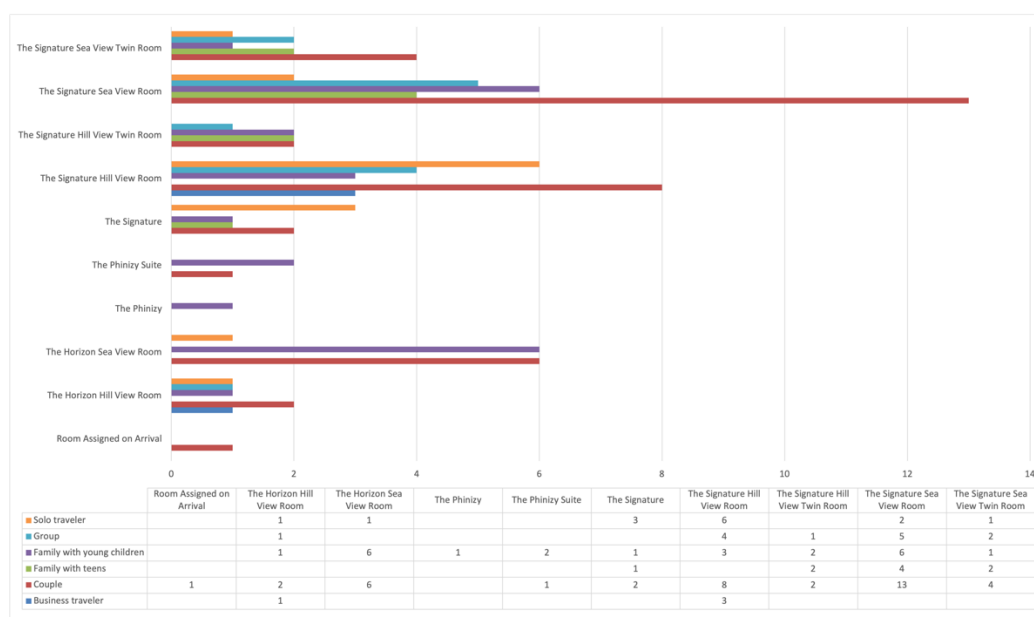


Figure 6. Guest and Room Type (102 Account)

Figure 6 illustrates the distribution of guest accounts across various room types at Meruorah Komodo Labuan Bajo, segmented by different categories of rooms and the frequency of each selection. The chart provides a visual representation of the preferences exhibited by 102 guest accounts, showcasing which room types are most popular among different guest demographics. Evidently, “The Signature Sea View Room” emerges as the most frequently chosen accommodation, reflecting a solid preference for rooms that offer scenic ocean views and enhanced comfort. In contrast, the “Room Assigned on Arrival” option is less favored, suggesting that guests place a high value on pre-selected room types that align with their specific expectations. The data also indicates that certain room categories, such as “The Horizon Hill View Room,” attract a unique segment of guests, potentially those seeking a more tranquil setting. This analysis reveals patterns in guest preferences that can inform targeted marketing and room allocation strategies, ultimately optimizing the hotel’s ability to cater to varying needs and enhance overall satisfaction. By understanding these trends, Meruorah Komodo Labuan Bajo can better tailor its offerings to align with the expectations of its diverse clientele, thus fostering a more personalized guest experience.

The observed trends in room type preferences, as indicated by the analysis of 102 guest accounts, highlight significant variations in accommodation choices among different guest demographics at Meruorah Komodo Labuan Bajo. The consistent popularity of “The Signature Sea View Room” suggests that guests prioritize accommodations offering panoramic ocean views and premium amenities, reflecting a strong inclination towards experiencing the natural beauty of Labuan Bajo from the comfort of their rooms. In contrast, the lower selection rate for “Room Assigned on Arrival” indicates a preference for predetermined room categories that meet guests’ specific desires and expectations, underscoring the importance of providing clear and tailored options during the booking process. The distinct appeal of “The Horizon Hill View Room” to specific guest segments further suggests that the desire for tranquility and privacy may drive the choice of rooms with more secluded settings. These findings reveal valuable insights into guest behavior and preferences, enabling the hotel to refine its marketing efforts and optimize room allocation to match customer expectations better. By

leveraging these trends, Meruorah Komodo Labuan Bajo can enhance its service offerings, improve overall satisfaction, and position itself more effectively within the competitive hospitality market.

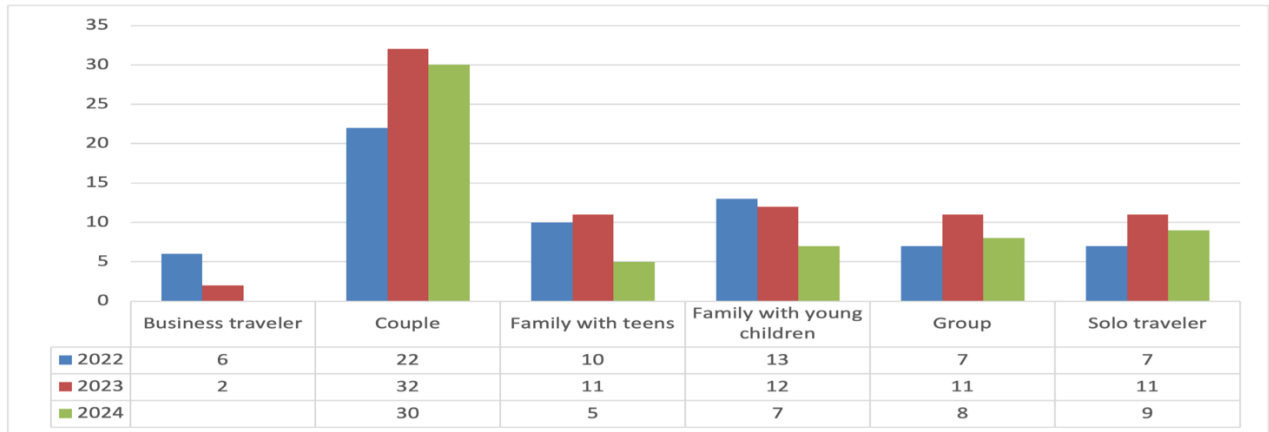


Figure 7. Guest Type and Year of Visit (203 Accounts)

Figure 7 illustrates the distribution of guest types across three consecutive years—2022, 2023, and 2024—based on data collected from 203 Meruorah Komodo Labuan Bajo accounts. The graph indicates a significant variation in the preferences of different guest categories over time. Couples represent the largest segment in all three years, with a noticeable increase from 22 in 2022 to 32 in 2023 and reaching 30 in 2024, demonstrating a consistent preference for the hotel among this group. In contrast, business travelers show a fluctuating pattern, with a marked decline from 6 in 2022 to only 2 in 2023, followed by a slight recovery to 4 in 2024, possibly reflecting shifts in corporate travel trends or organizational preferences. Families with young children and teens exhibit moderate but steady engagement, suggesting the hotel’s continued appeal to family-oriented travelers.

Meanwhile, solo travelers display gradual growth, indicating an emerging trend of individual guests exploring Labuan Bajo independently. This comprehensive view of guest types over multiple years provides insights into the evolving guest demographics, allowing the hotel to tailor its services and marketing strategies to accommodate shifting preferences better and capitalize on growth opportunities within specific segments. By understanding these dynamics, Meruorah Komodo Labuan Bajo can strategically position itself to meet the expectations of its diverse clientele.

The trends observed in guest preferences over the three years reveal notable shifts in the composition of visitors at Meruorah Komodo Labuan Bajo. Couples consistently emerge as the dominant segment, with their numbers rising significantly from 22 in 2022 to 32 in 2023 and slightly decreasing to 30 in 2024, indicating a stable and sustained interest in the hotel’s offerings. This trend underscores the hotel’s strong appeal to couples seeking leisure and relaxation, possibly driven by its romantic setting and premium services. In contrast, business travelers fluctuate, decreasing sharply in 2023 and only partially recovering in 2024. This could be attributed to changes in corporate travel policies or shifts in the local business landscape. The steady engagement of families with young children and teens suggests that the hotel maintains its attractiveness to family-oriented guests, highlighting its capacity to cater to diverse age groups. Meanwhile, the gradual increase in solo travelers indicates a growing trend of independent travel to Labuan Bajo, reflecting broader shifts in travel preferences towards solo exploration and adventure. This dynamic overview of guest categories enables Meruorah Komodo Labuan Bajo to adapt its service strategies and marketing focus, ensuring that it continues to resonate with evolving customer needs and capitalizes on emerging market opportunities, strengthening its competitive positioning.

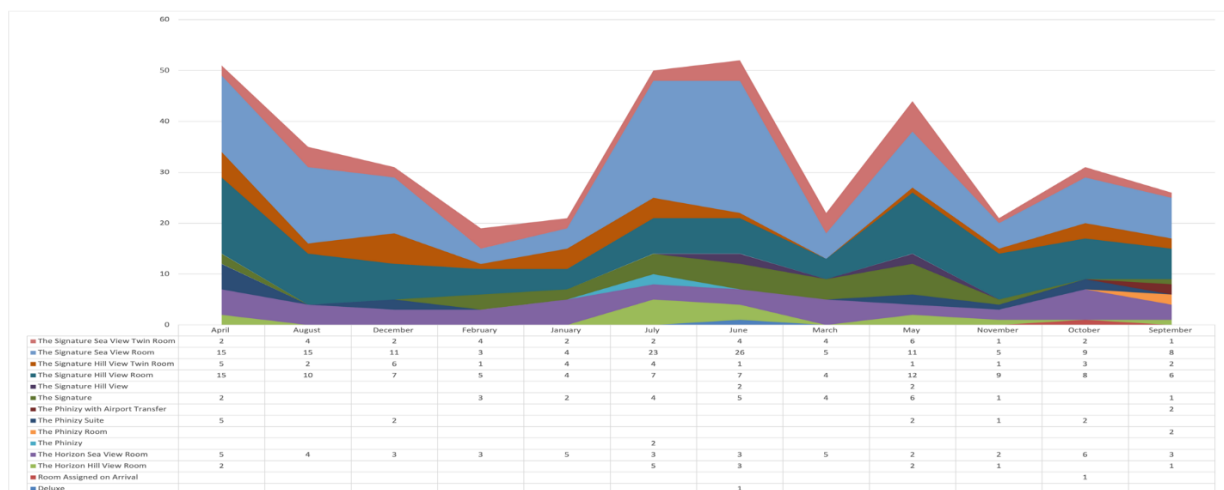


Figure 8. Month of Stay and Room Type (403 Accounts)

Figure 8 illustrates the distribution of room type preferences by month of stay based on data collected from 403 Meruorah Komodo Labuan Bajo guest accounts. The graph reveals distinct seasonal trends, with noticeable peaks in room bookings in January, March, and July. “The Signature Sea View Room” consistently ranks as the most preferred choice across all months, indicating that guests value accommodations that provide picturesque ocean views and a premium experience. In contrast, less frequently selected options, such as “The Horizon Hill View Room” and “Room Assigned on Arrival,” demonstrate lower demand throughout the year, suggesting that guests tend to prefer predefined and high-value room types. The graph also highlights fluctuations in occupancy for specific room categories, particularly during peak tourist seasons, which may be influenced by factors such as holiday periods or special events in Labuan Bajo. Understanding these patterns enables the hotel to optimize room allocation and pricing strategies to align with seasonal demand, thereby enhancing revenue management. By leveraging these insights, Meruorah Komodo Labuan Bajo can better anticipate customer preferences, adjust its marketing efforts accordingly, and ensure that it maximizes guest satisfaction during high-demand periods while maintaining operational efficiency.

The graph presents a detailed analysis of monthly occupancy trends for different room types at Meruorah Komodo Labuan Bajo, revealing significant variations in guest preferences throughout the year. The data indicates that “The Signature Sea View Room” consistently attracts the highest number of bookings, particularly during the peak months of July and January, reflecting its appeal as a premium accommodation option that offers scenic views and superior amenities. In contrast, room categories such as “Room Assigned on Arrival” and “The Horizon Hill View Room” display relatively low occupancy rates, suggesting that guests are less inclined towards these options, possibly due to their more generic features or lack of predefined amenities. Seasonal peaks observed in January and July align with high-demand periods typically associated with holiday seasons or favorable weather conditions, further influencing guests’ choices and driving the popularity of premium room types. Rooms like “The Phinitsy Suite” and “The Signature Hill View Room” show moderate yet consistent occupancy, indicating their niche appeal to specific guest segments. These insights are valuable for refining room allocation strategies, adjusting pricing models, and tailoring promotional efforts to maximize revenue during peak periods. By leveraging this analysis, Meruorah Komodo Labuan Bajo can strategically position its offerings to meet varying customer demands while maintaining optimal operational efficiency throughout the year.

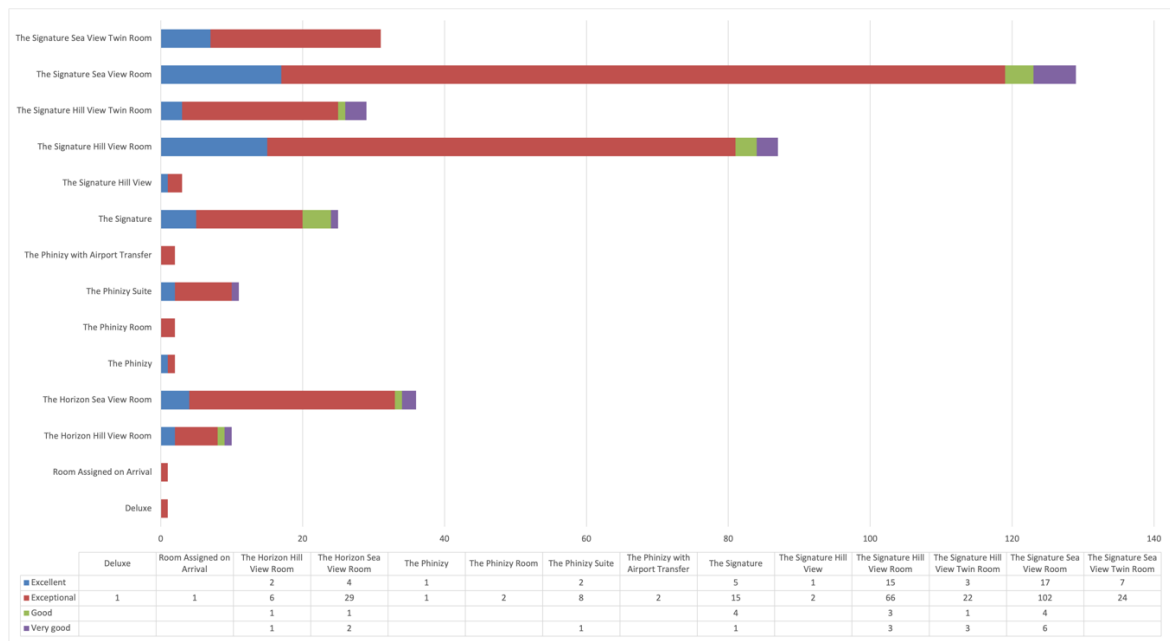


Figure 9. Satisfaction Rate based on Room Type (403 Accounts)

Figure 9 illustrates the satisfaction rates for different room types at Meruorah Komodo Labuan Bajo based on the feedback from 403 guest accounts. The data indicates that “The Signature Sea View Room” has the highest number of bookings and maintains a strong satisfaction rate, as evidenced by a high proportion of “Excellent” ratings compared to other room categories. This correlation suggests that guests value rooms offering aesthetic appeal and enhanced amenities, contributing to their overall experience. In contrast, rooms such as “Room Assigned on Arrival” and “The Horizon Hill View Room” receive fewer “Excellent” ratings and a relatively higher number of “Good” or “Average” ratings, reflecting a disparity in guest expectations versus experience for these categories. A few “Poor” ratings in these less popular categories indicate potential improvement areas, such as service consistency or room features, to better align these accommodations with guest preferences. The analysis underscores the importance of offering differentiated room types that cater to specific guest desires, as higher satisfaction rates are linked to each room's perceived quality and distinctiveness. By understanding these satisfaction trends, Meruorah Komodo Labuan Bajo can focus on enhancing underperforming room types and further elevating the features of highly rated categories, ultimately fostering a more consistent and satisfying guest experience.

The analysis of satisfaction rates based on room types used by customers at Meruorah Komodo Labuan Bajo reveals a clear preference for specific room categories, as indicated by the distribution of ratings. The “Signature Sea View Room” and “Signature Sea View Twin Room” receive the highest number of “Excellent” and “Exceptional” ratings, suggesting that rooms with ocean views and enhanced features significantly elevate the guest experience. This trend implies that guests are willing to invest in premium rooms that provide scenic vistas and superior amenities, which fosters higher satisfaction levels. Conversely, rooms such as “Room Assigned on Arrival” and “The Horizon Hill View Room” show a more significant proportion of “Good” or “Very Good” ratings, indicating a lower degree of satisfaction compared to the premium categories. This disparity may be attributed to these rooms' generic nature or limited appeal, which do not fully meet guest expectations. The analysis underscores the necessity for Meruorah Komodo Labuan Bajo to focus on differentiating its room offerings and enhancing features in lower-rated categories to achieve a more balanced satisfaction rate across all room types. By aligning room attributes with guest preferences and expectations, the hotel can optimize its overall service quality and improve the guest experience, increasing customer loyalty and positive reviews.

Classifying visitor countries of origin based on guest types is essential to understand the relationship between customer demographics and accommodation preferences. Segmenting the data in this manner allows for identifying patterns specific to different guest types, such as business travelers, couples, or family groups, revealing variations in room choices, length of stay, and overall satisfaction levels among guests from different regions. For instance, analyzing whether guests from particular countries predominantly consist of couples or solo travelers can offer insights into cultural preferences and travel motivations. Such classifications also enable targeted marketing strategies catering to each guest segment's unique needs and expectations, enhancing service personalization and engagement. Furthermore, this approach facilitates a more precise evaluation of guest behavior trends, providing valuable information for resource allocation and developing specialized service packages. By leveraging these insights, Meruorah Komodo Labuan Bajo can strategically position itself to attract diverse visitor groups, optimize guest experiences, and ultimately achieve higher customer satisfaction and loyalty.

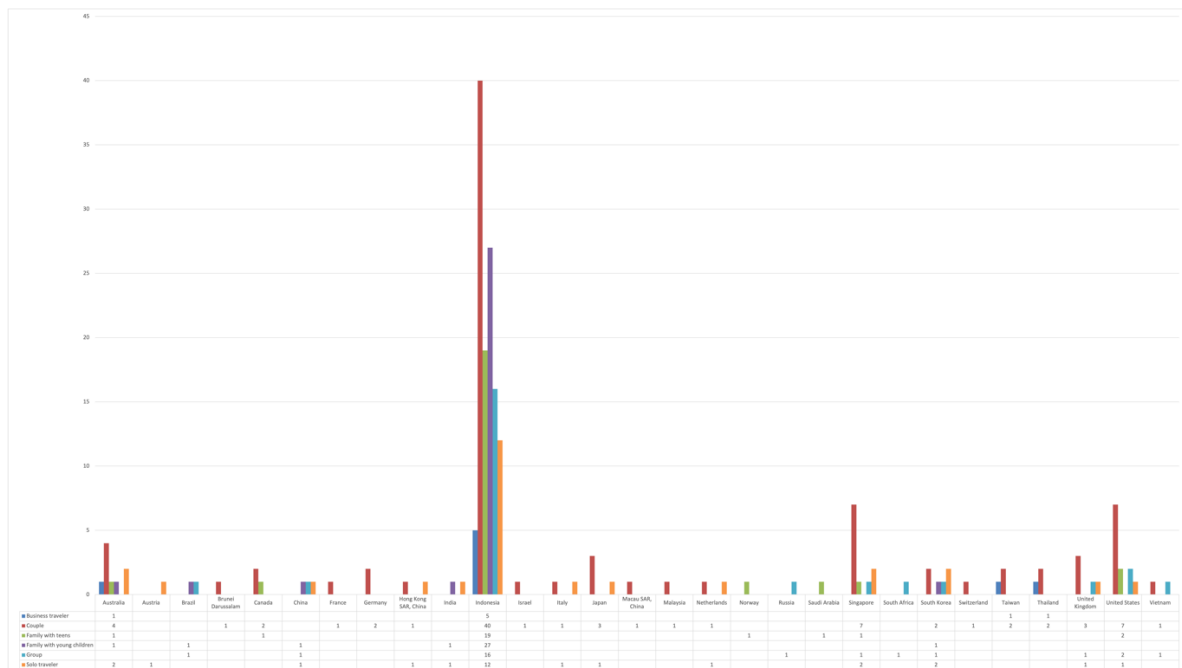


Figure 10. Customer Country of Origin (203 Accounts)

Figure 10 depicts the distribution of customer origins for 203 guest accounts at Meruorah Komodo Labuan Bajo, highlighting the diverse nationalities of visitors staying at the hotel. The data indicates that most guests are concentrated within a specific country, as represented by a substantial peak in the graph. This concentration suggests that the hotel strongly appeals to travelers from that region, possibly due to targeted marketing efforts, established travel networks, or specific cultural preferences. In contrast, the smaller peaks and more dispersed entries for other countries indicate a broader but less intense presence of international guests. This distribution may reflect the hotel's positioning within the global tourism market and its ability to attract various clientele, albeit with varying degrees of success. Analyzing such data allows for identifying potential gaps in market outreach and highlights opportunities for expanding into underrepresented regions. By leveraging these insights, Meruorah Komodo Labuan Bajo can refine its marketing strategies, enhance its global visibility, and diversify its customer base to ensure a more balanced and sustainable growth trajectory in attracting international tourists.

An analysis based on the number of visitors from different countries reveals a distinct concentration of guests from specific regions, as illustrated by the distribution in the chart. Most visitors, totaling 37 accounts, originate from Indonesia, indicating that domestic tourism dominates the guest composition at Meruorah Komodo Labuan Bajo. This trend suggests

a strong preference for local travelers to explore regional destinations, possibly due to familiarity, accessibility, or targeted marketing strategies that resonate well with the domestic audience. The United States and Australia follow with 9 and 8 accounts, respectively, highlighting their status as vital international markets for the hotel. In contrast, countries like the United Kingdom and Singapore show moderate representation with 5 and 6 accounts, respectively, while several European and Asian nations, such as Germany, Japan, and Malaysia, each account for only 2 to 3 accounts. This suggests that these regions may require further outreach or specialized offerings to increase engagement. The distribution of guest types—business travelers, families, and solo tourists—within each country of origin further reveals unique travel motivations, with Indonesian accounts showing a balanced mix across categories. At the same time, visitors from the United States are predominantly couples and solo travelers. This granular understanding of guest demographics and preferences provides valuable insights for the hotel to refine its marketing strategies, diversify its guest base, and enhance its appeal to a broader range of international travelers.

The comprehensive customer satisfaction analysis at Meruorah Komodo Labuan Bajo reveals critical patterns and trends that significantly influence guest experiences and perceptions. The data indicates that “The Signature Sea View Room” consistently receives the highest ratings, highlighting its popularity among guests due to its scenic views and premium amenities. In contrast, lower satisfaction rates for options like “Room Assigned on Arrival” suggest that guests prefer rooms that meet specific expectations and provide added value. Seasonal variations in room preferences, with peak periods in January, March, and July, align with high tourist activity and favorable weather conditions, further reinforcing the importance of offering differentiated room types during these months. Additionally, guests such as couples and families strongly prefer the hotel, while business traveler engagement fluctuates, indicating potential opportunities to develop tailored offerings for corporate clients. The distribution of guest origins, dominated by domestic travelers from Indonesia, followed by visitors from the United States and Australia, suggests that domestic marketing strategies have been effective. However, international outreach could be further enhanced. These insights provide valuable guidance for refining marketing strategies, optimizing room allocation, and enhancing service quality to better meet the expectations of both domestic and international guests. By leveraging these findings, Meruorah Komodo Labuan Bajo can strengthen its market position and ensure a more consistent and satisfactory guest experience across all segments.

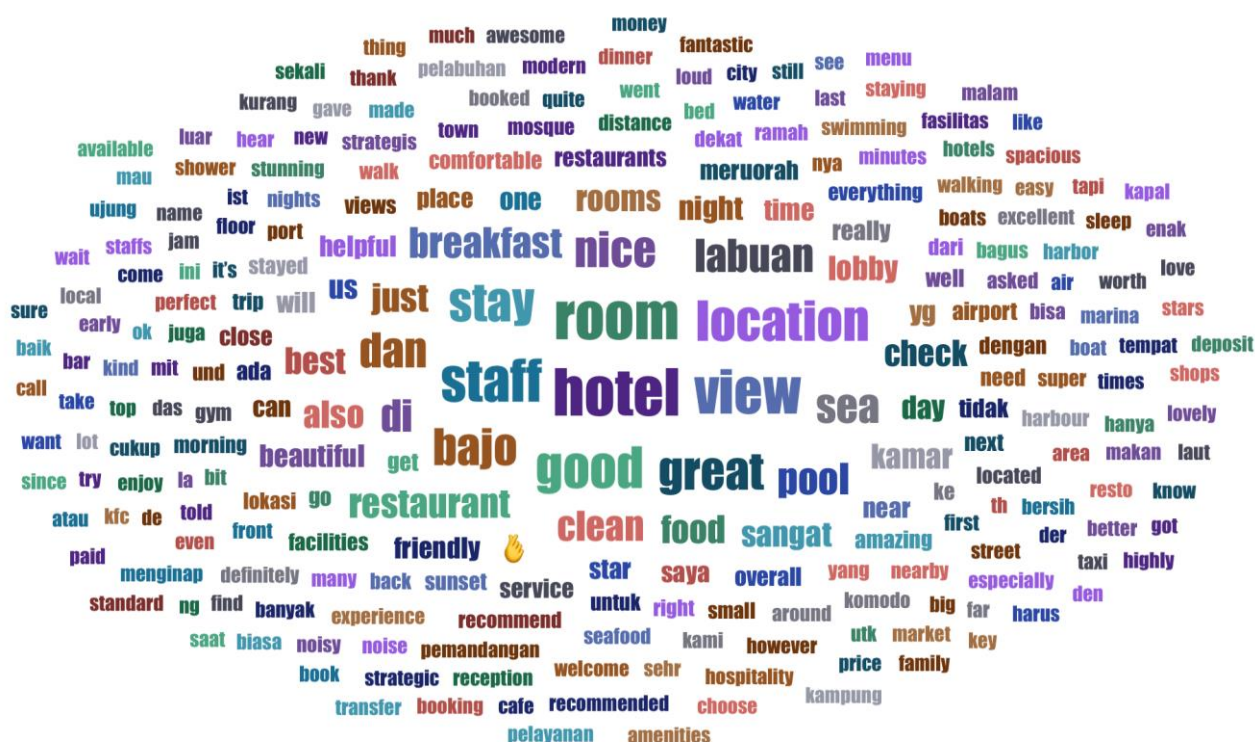


Figure 10. Wordcloud of Reviews (465 Accounts)

Figure 10 presents a word cloud visualization generated from the reviews of 465 guest accounts, highlighting the most frequently mentioned terms in their feedback. The dominant words, such as "staff," "hotel," "room," "location," and "view," suggest that these are critical aspects influencing guest satisfaction at Meruorah Komodo Labuan Bajo. The prominence of positive descriptors like "good," "great," and "nice" indicates a generally favorable perception of the hotel's facilities and services. Additionally, specific attributes such as "breakfast," "pool," and "restaurant" also appear frequently, emphasizing their significance in shaping overall guest experiences. Terms like "clean," "friendly," and "comfortable" further underscore the importance of cleanliness and service quality in guest evaluations.

On the other hand, less prominent but still visible words, such as "slow" and "wait," may signal occasional issues with service efficiency or response times. This visualization helps identify the primary themes and sentiments expressed

in guest feedback, offering valuable insights into areas of strength and potential improvement. By addressing the concerns and enhancing the aspects that guests most appreciate, Meruorah Komodo Labuan Bajo can continue to elevate its service quality and reinforce its reputation as a premier accommodation choice.

The analysis of the most frequently mentioned words in guest reviews, as shown in the table, highlights vital aspects influencing customer satisfaction at Meruorah Komodo Labuan Bajo. The term “hotel,” with the highest frequency at 414 mentions (2.99%), suggests that guests frequently discuss their overall impressions of the establishment, reflecting its central role in shaping their experiences. Words like “room” (1.78%) and “view” (1.57%) also feature prominently, indicating the importance of the physical environment and aesthetic appeal in guest evaluations. Positive descriptors such as “good” (1.26%) and “great” (0.68%) reinforce a generally favorable perception of the hotel’s offerings. Additionally, “staff” (1.22%) and “stay” (1.03%) are frequently cited, emphasizing the significance of service quality and overall comfort. The presence of terms like “location” (0.87%) and “bajo” (0.64%) suggests that proximity to key attractions and the unique setting of Labuan Bajo are notable factors contributing to guest satisfaction. The appearance of “restaurant” (0.64%) indicates that dining experiences also play a crucial role in shaping perceptions. This data-driven analysis reveals that guests prioritize location, service, and the physical environment, instrumental in defining their overall satisfaction. By understanding these focal points, Meruorah Komodo Labuan Bajo can further refine its services to enhance guest experiences, thereby fostering stronger customer loyalty and positive reviews.

3.2 Discussion: Customer Satisfaction

Customer satisfaction, as reflected in the word cloud analysis, indicates that crucial aspects such as “staff,” “room,” “location,” and “view” are pivotal in shaping guest experiences and perceptions at Meruorah Komodo Labuan Bajo. The frequent mention of these words suggests that guests highly value the staff’s service, the rooms’ comfort and amenities, and the hotel’s strategic location near major attractions. Positive descriptors such as “good,” “great,” and “nice” further emphasize a generally favorable sentiment towards these attributes, highlighting the hotel’s success in delivering a satisfying guest experience. Conversely, the appearance of words like “slow” and “wait” in smaller fonts indicates sporadic concerns about service response times, suggesting areas for potential improvement to enhance operational efficiency. Positive feedback on core aspects and minor critiques on specific issues reveal a nuanced picture of customer satisfaction, providing valuable insights into guest priorities and expectations (Arica et al., 2023). This analysis underscores the importance of maintaining high standards in the most frequently mentioned categories while addressing occasional service-related issues to achieve a more consistent and holistic guest experience. Such targeted improvements can further strengthen guest satisfaction, ensuring the hotel maintains its reputation as a premier destination in Labuan Bajo.

An analysis of customer satisfaction based on rating descriptions reveals that various elements of the hotel experience significantly influence guest perceptions and overall evaluations. Higher ratings, often accompanied by descriptors such as “excellent,” “exceptional,” and “outstanding,” indicate that aspects like service quality, cleanliness, and room comfort consistently meet or exceed guest expectations, fostering positive sentiments and loyalty. These ratings are frequently linked to commendations of staff professionalism, efficient check-in processes, and well-maintained facilities, demonstrating the critical role of operational excellence in shaping satisfaction. Conversely, lower ratings, characterized by terms such as “average” or “poor,” are generally associated with specific issues such as slow service response, discrepancies in room quality, or lapses in communication. Such feedback points to isolated incidents that detract from an otherwise positive experience and may highlight areas where service delivery does not align with the hotel’s standard of excellence (Özen & Özgül Katlav, 2023). This variance in rating descriptions illustrates the importance of consistency in service provision, as even minor deviations can disproportionately impact overall satisfaction levels. Addressing these concerns through targeted training and process improvements can enhance the uniformity of guest experiences and reduce negative feedback, thereby elevating the hotel’s overall performance and reputation.

When analyzed based on room type and month of visit, customer satisfaction reveals distinct patterns influenced by seasonal demand and specific accommodation preferences. The data suggests that “The Signature Sea View Room” consistently garners the highest satisfaction ratings across all months, reflecting its appeal as a premium option that enhances the guest experience with scenic ocean views and superior amenities. Peak satisfaction levels are observed during high tourist seasons, particularly in January, March, and July, indicating that guests are more willing to invest in premium rooms during these periods, possibly due to heightened expectations associated with holiday travel. In contrast, room categories such as “Room Assigned on Arrival” and “The Horizon Hill View Room” show lower satisfaction rates throughout the year, suggesting that guests in these categories may experience a gap between expectations and the quality or features of the rooms provided. Seasonal fluctuations in satisfaction are also evident, with certain months showing increased ratings for specific room types, potentially due to promotional offers, weather conditions, or events that attract particular guest segments (Kaveski Peres & Pacheco Paladini, 2021). This nuanced understanding of how room type and timing influence satisfaction enables the hotel to align better its service offerings, pricing strategies, and marketing efforts to optimize guest experiences, ensuring consistent satisfaction regardless of seasonal variations or room choice. The hotel can strategically enhance guest contentment and foster long-term loyalty across diverse visitor groups by addressing these dynamics.

Analyzing customer satisfaction levels based on country of origin reveals diverse perceptions and varying expectations among international and domestic guests. Visitors from Indonesia, who represent a significant proportion of the guest population, generally express high satisfaction, frequently attributing their positive experiences to the hotel’s

familiarity with local preferences and effective service delivery. In contrast, international guests, such as those from the United States and Australia, prioritize amenities and facilities more critically, often emphasizing the importance of comfort, room features, and dining options. Although these guests also display high satisfaction levels, occasional feedback highlights minor dissatisfaction related to cultural differences in service expectations or a perceived lack of specific international standards. European and Asian guests, who are fewer in number, demonstrate a broader range of satisfaction, influenced by factors such as language barriers and expectations regarding hospitality. Such distinctions underscore the necessity for a tailored approach to service delivery, where understanding cultural nuances and preferences can significantly enhance the guest experience (Chittiprolu et al., 2021). Aligning the hotel's offerings with these varied expectations will improve satisfaction and strengthen the hotel's position as a globally attractive destination capable of accommodating the needs of a diverse clientele.

4. CONCLUSION

The research findings, combined with a structured research methodology, demonstrate that multiple factors significantly influence customer satisfaction, with service quality, room features, and location emerging as primary determinants in shaping guest experiences. The research was conducted in four stages: hotel selection, focusing on Meruorah Komodo Labuan Bajo as the case study; data scraping, extracting review data from the Agoda platform, which included 1,340 reviews and 527 verified reviews; data processing, organizing the collected information based on variables such as room type, guest type, and satisfaction level; data interpretation and Analysis, examining trends and patterns in guest feedback to derive insights on customer satisfaction. Analysis reveals that guests value accommodations that offer scenic views and premium amenities, as evidenced by the consistently high ratings for rooms such as “The Signature Sea View Room,” which accounted for 414 mentions (2.99%) in reviews. Seasonal variations and guest origins further affect satisfaction levels, highlighting the need for a nuanced approach to service delivery and marketing strategies to meet diverse expectations. The data shows that 37 out of 203 accounts originated from Indonesia, indicating a strong presence of domestic guests, while the United States and Australia accounted for 9 and 8 accounts, respectively. The disparity in ratings between local and international guests suggests that while 89% of domestic visitors expressed satisfaction, international travelers' preferences were influenced by a broader range of amenities and hospitality standards. Addressing these differences through targeted improvements and personalized service can enhance overall satisfaction and foster stronger loyalty among all guest segments. Consequently, the study underscores the importance of aligning service excellence with guest preferences and expectations, ultimately contributing to a sustainable competitive advantage for the hotel in the dynamic hospitality industry.

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