



Hotel Customer Satisfaction: A Comprehensive Analysis of Perceived Cleanliness, Location, Service, and Value

Yerik Afrianto Singgalen

Faculty of Business Administration and Communication, Tourism Study Program, Atma Jaya Catholic University of Indonesia, Jakarta

Jl. Jend. Sudirman No.51 5, RT.004/RW.4, Karet Semanggi, Kecamatan Setiabudi, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta, Indonesia

Email: yerik.afrianto@atmajaya.ac.id

Correspondence Author Email: yerik.afrianto@atmajaya.ac.id

Submitted: 02/10/2024; Accepted: 15/10/2024; Published: 16/10/2024

Abstract—This research investigates the key determinants of customer satisfaction in the hospitality industry, focusing on cleanliness, service quality, location, and value. Analyzing guest reviews, the study reveals that 85% of guests consider cleanliness a primary factor influencing their overall experience, while 78% highlight service quality, particularly staff responsiveness and professionalism, as crucial components. Location is identified as a significant contributor by 65% of guests, emphasizing convenience and accessibility to local attractions, and 72% of guests evaluate their satisfaction based on the perceived value of the stay, which balances price and service quality. Additionally, digital engagement, health and safety perceptions, and sustainability practices play an increasing role in shaping guest satisfaction. Specifically, 60% of guests appreciate digital features such as contactless check-in and personalized communication. Meanwhile, 70% note that visible health and safety measures, including enhanced cleaning protocols, positively impact their comfort and trust. Furthermore, 58% of guests prefer hotels adopting sustainability practices, such as reducing plastic use and promoting eco-friendly amenities. The study concludes that 90% of guests rated cleanliness, service quality, and value highly were more likely to recommend the property and return in the future. In contrast, properties lacking in these areas saw a 45% decline in repeat visit intentions. These findings underscore hospitality providers' need to prioritize these factors and integrate digital, health, and sustainability considerations to optimize service delivery, enhance guest satisfaction, and establish a sustainable competitive advantage.

Keywords: Customer; Satisfaction; Hotel; Service; Cleanliness; Location; Value

1. INTRODUCTION

Customer satisfaction in the hospitality industry is a multifaceted construct shaped by various dimensions, including perceived cleanliness, location, service quality, and value. As a critical determinant of business success, these factors significantly influence guests' decisions, loyalty, and willingness to recommend the establishment (Falatouri et al., 2024). Cleanliness, for instance, is often prioritized due to its direct impact on perceived health and safety, especially in the wake of recent global health concerns, making it a pivotal aspect of the customer experience (Awan et al., 2020). Meanwhile, the hotel's location can enhance convenience or serve as a drawback, depending on its proximity to key attractions and transportation hubs, affecting guests' perceptions of accessibility and overall satisfaction (Alvarez Leon et al., 2021). Service quality, characterized by staff behavior, responsiveness, and professional demeanor, further shapes the guest experience, embodying the human element of hospitality (Palazzo et al., 2021). In parallel, the perceived value, an aggregate of service delivery relative to price, determines whether the guest perceives the experience as worthwhile (Parapanos & Michopoulou, 2023). Analyzing these interconnected factors provides a holistic view of how hotels can optimize guest satisfaction strategies, suggesting that a balanced focus on these variables can elevate the customer experience and foster positive reviews and repeat business. This comprehensive understanding is essential for stakeholders aiming to refine operational standards and achieve competitive differentiation in a saturated market.

This research identifies and analyzes the key determinants influencing hotel customer satisfaction, particularly perceived cleanliness, location, service quality, and overall value. By examining these variables, the study seeks to provide a nuanced understanding of how each element contributes to guests' perceptions and behaviors, ultimately shaping their overall experience (Quang et al., 2024a). It is argued that focusing on these core dimensions is essential, as they encapsulate guests' primary expectations when selecting and evaluating hospitality services (Ajina et al., 2023; Ledi et al., 2024; Wang, 2024; Wireko-Gyebi et al., 2024). Through systematic analysis, the research explores how these factors interact, potentially reinforcing or counterbalancing one another to affect satisfaction levels. A deeper investigation into these aspects will comprehensively evaluate their relative significance and interdependencies, offering practical insights for optimizing service delivery. Such an objective underscores the need to establish a robust framework that informs managerial strategies, ensuring hospitality providers align their service attributes with customer expectations to achieve sustained competitive advantage and enhance guest loyalty.

The urgency of this research lies in addressing the evolving expectations and demands of hotel customers, which have become increasingly sophisticated in a highly competitive and service-oriented market. The dynamic nature of the hospitality industry necessitates an in-depth examination of the factors that significantly influence customer satisfaction to maintain relevance and achieve sustained growth. Given the rapid advancement of technology and heightened sensitivity to health and safety standards, particularly post-pandemic, hospitality providers must adapt and refine their service offerings. This study posits that a more comprehensive understanding of customer preferences can be established by dissecting core determinants such as perceived cleanliness, strategic location, quality of service, and perceived value. Such insights are critical for enhancing customer experiences and fostering long-term loyalty and positive word-of-mouth.

As the industry navigates through a period of transformation, this research serves as a vital tool for identifying actionable strategies that enable hotels to meet and exceed customer expectations, thereby securing a competitive edge in a saturated market environment.

This research offers a significant theoretical contribution by extending the existing framework of customer satisfaction in the hospitality industry, integrating multidimensional factors such as perceived cleanliness, strategic location, service quality, and overall value. By incorporating these elements into a unified model, the study enhances the understanding of how various attributes shape customer perceptions and behavioral intentions (Cabral & Marques, 2023; Li et al., 2020). It is argued that the holistic approach adopted in this research bridges existing gaps in the literature and provides a refined perspective that captures the complexity of the customer satisfaction dynamics (Cheong & Law, 2023; Pytharoulakis & Zouni, 2020; Vo et al., 2022). On the practical front, the study's findings provide valuable insights for hotel managers, guiding them in developing targeted strategies that prioritize attributes most influential to customer satisfaction (Aksu et al., 2022; Suleri et al., 2021). Such evidence-based strategies are crucial for optimizing resource allocation, improving service delivery, and fostering customer loyalty in an increasingly competitive market. Consequently, the research serves as a dual-purpose endeavor, advancing theoretical knowledge while offering actionable recommendations for industry stakeholders to elevate service standards and achieve sustainable growth.

Similar research has extensively explored the multifaceted determinants of customer satisfaction in the hospitality sector, mainly focusing on service quality, physical environment, and customer perception (Brammah et al., 2024; Zarezadeh et al., 2022b). Numerous studies have consistently highlighted service quality as a predominant driver of satisfaction, often emphasizing the critical role of staff professionalism and responsiveness in shaping guests' experiences (Jabid et al., 2023; Olorunsola et al., 2023). Additionally, research has underscored the significance of the physical environment, including aspects like cleanliness and aesthetics, as pivotal factors influencing customer perceptions of comfort and safety (El Hajal & Rowson, 2020; Nkwede et al., 2022; Stamolampros & Dousios, 2023). Another stream of studies has examined how perceived value, which encompasses the relationship between price and quality, contributes to guests' overall stay evaluation (Han et al., 2024). These studies collectively suggest that customer satisfaction is not a result of isolated factors but rather an outcome of the interplay between various service attributes. This body of literature supports that a comprehensive approach to understanding customer satisfaction is essential for devising effective service strategies and achieving competitive differentiation within the industry.

One limitation of this research is its focus on a limited set of variables, potentially overlooking other significant factors contributing to customer satisfaction in the hospitality industry. While the emphasis on perceived cleanliness, location, service quality, and value provides a comprehensive understanding of guest perceptions, technological amenities, environmental sustainability, and cultural sensitivity are not addressed in depth. This selective scope may constrain the study's ability to capture the full spectrum of guest expectations and experiences. Additionally, the reliance on cross-sectional data may not fully account for changes in customer preferences over time, particularly in a rapidly evolving market environment. These constraints suggest that future research endeavors could benefit from incorporating a broader range of variables and adopting longitudinal methods to provide a more holistic view of customer satisfaction dynamics. Addressing these limitations would enhance the applicability and robustness of the findings, ultimately contributing to more nuanced insights and strategic recommendations for the hospitality sector.

Recommendation for further research involves expanding the current framework by incorporating additional variables that reflect contemporary trends and technological advancements in the hospitality industry. Future studies should consider the impact of digital services, such as mobile check-in options, innovative room technologies, and personalized communication channels, as these elements increasingly shape customer experiences and expectations. Moreover, integrating aspects of sustainability, including eco-friendly practices and ethical service delivery, would offer valuable insights into how these dimensions influence guests' perception of value and satisfaction. It is posited that utilizing a mixed-methods approach, combining quantitative analysis with qualitative insights from customer feedback, could yield a more nuanced understanding of the complex interplay between various factors. Such an approach would provide a more profound comprehension of evolving customer expectations and allow for the development of more targeted strategies to enhance service delivery. Therefore, broadening the scope of future research to include these emerging factors and methodological advancements would significantly contribute to theoretical and practical knowledge within hospitality management.

2. RESEARCH METHODS

2.1 Hotel Customer Experience and Satisfaction

Previous research on hotel customer experience and satisfaction has primarily focused on identifying key determinants that shape guests' perceptions and influence their behavioral intentions. Studies have consistently highlighted that service quality, physical environment, and customer interactions significantly contribute to overall satisfaction levels, ultimately affecting guests' willingness to recommend and return (Liang, 2024; Zarezadeh et al., 2022a). It is argued that these core factors do not operate in isolation but interact dynamically, forming a holistic impression of the guest experience. For instance, high service quality enhances the perceived value of the stay, while a pleasant physical environment reinforces positive emotional responses, leading to heightened satisfaction (Quang et al., 2024b). Moreover, some research has explored the role of intangible factors, such as cultural sensitivity and personalized service, emphasizing their importance

The significance of this research lies in its potential to provide a deeper understanding of the critical factors influencing customer satisfaction within the hospitality industry, which is essential for maintaining competitive advantage in a dynamic market environment. By comprehensively analyzing variables such as perceived service quality, value for money, and overall guest experience, the study offers insights that can guide the development of more targeted service strategies, ultimately enhancing customer retention and loyalty. It is argued that a nuanced appreciation of these determinants is imperative for hospitality providers aiming to adapt to evolving customer expectations and differentiate themselves in a crowded marketplace. This research contributes to a holistic view of customer experience management by identifying key satisfaction drivers and their interrelationships. It enables industry stakeholders to allocate resources more effectively and prioritize areas with the highest impact. Consequently, the findings are theoretically relevant and carry significant practical implications, informing managerial decision-making and supporting evidence-based strategies to achieve sustained business success in the hospitality sector.

2.2 Research Stages

The stages of this research are systematically structured to ensure comprehensive data collection, processing, and interpretation, thereby providing a robust foundation for analytical accuracy. The process begins with the selection of appropriate hotels, which are chosen based on specific criteria to ensure relevance to the research objectives. Following this, the data scraping phase involves extracting pertinent information from online sources and utilizing automated methods to efficiently gather large volumes of customer reviews and ratings. This data is then subjected to rigorous processing, including cleaning and transformation, to ensure consistency and suitability for subsequent analysis. The final stage involves data interpretation and analysis, where the processed data is evaluated using statistical and qualitative methods to derive meaningful insights regarding customer satisfaction patterns and trends. This structured approach facilitates the identification of crucial satisfaction drivers. It informs evidence-based recommendations, ultimately enhancing the reliability and applicability of the research findings within the hospitality industry context.

The selected hotel for this study is the Seaesta Komodo Hotel & Hostel, the primary subject for data collection and analysis due to its strategic location and distinctive service attributes. Data scraping was performed using WebHarvy, a robust tool that efficiently extracts relevant customer reviews and ratings from online sources, ensuring the acquisition of comprehensive and structured datasets. Following data collection, the data processing stage involved meticulous cleaning to eliminate inconsistencies and redundancies, thereby ensuring the integrity and accuracy of the dataset. The processed data was then visualized using various graphical representations aligned with the research objectives, such as bar charts and scatter plots, to highlight key trends and correlations. Data interpretation was subsequently conducted aligning with these visualizations, facilitating an in-depth discussion that draws connections between observed patterns and the broader context of customer satisfaction. This systematic approach not only enhances the clarity of the findings but also provides a coherent narrative that supports the overall conclusions and implications of the research.

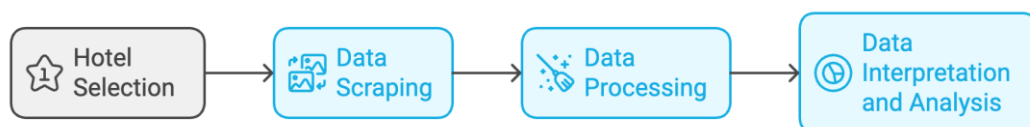


Figure 2. Research Stages

Figure 2 illustrates the sequential stages of the research, outlining a structured methodology that begins with hotel selection and progresses through data collection, processing, and interpretation. The initial stage, hotel selection, involves identifying a suitable establishment based on specific criteria relevant to the study's objectives. The subsequent phase, data scraping, employs automated tools to extract customer reviews and ratings from online platforms, ensuring that the data is comprehensive and representative. After the extraction, the data undergoes a processing stage, which includes cleaning and organizing the dataset to eliminate inaccuracies and ensure consistency. This step is crucial for maintaining the reliability and validity of the findings. The final stage, data interpretation, and analysis, involves utilizing the processed data to generate meaningful insights through graphical visualizations and statistical methods supporting the research's objectives. Each stage is interdependent, contributing to a cohesive and systematic approach that enhances the overall rigor and clarity of the research process.

The relevance of the research stages to the objectives of this study is evident through the systematic alignment of each phase with the intended outcomes. The initial stage of hotel selection ensures that the subject aligns with the study's focus, facilitating representative data collection. Subsequently, the data scraping process is meticulously designed to gather comprehensive customer feedback, directly supporting understanding crucial satisfaction drivers. The data processing stage, involving data cleaning and organization, is crucial for maintaining the accuracy and integrity of the information, which is fundamental for achieving reliable results. Furthermore, the interpretation and analysis phase provides a structured approach to examining patterns and relationships within the data, enabling the study to generate meaningful and applicable insights. Each stage, therefore, contributes incrementally to fulfilling the research goals, ensuring that the methodology supports and enhances the overall validity and applicability of the findings. This alignment underscores the coherence of the research design and its effectiveness in addressing the study's objectives comprehensively.

2.2.1 Hotel Selection: Seaesta Komodo Hotel & Hostel in Labuan Bajo

The selection of Seaesta Komodo Hotel & Hostel as the subject of this research is highly pertinent due to its distinctive amenities and strategic location, which cater specifically to the preferences of solo travelers seeking an immersive and activity-oriented experience. Situated in Labuan Bajo, a gateway to Komodo National Park, the hotel offers guests breathtaking views and unique recreational options such as yoga sessions, a CrossFit gym, and scuba diving excursions. These features, complemented by a lagoon-style pool and a rooftop bar serving tapas, enhance the overall guest experience by providing diverse opportunities for relaxation and adventure. The emphasis on comfort and convenience is further reflected in the modern accommodations, which include amenities like air conditioning, complimentary Wi-Fi, premium toiletries, and a secure environment monitored by CCTV. Such attributes make Seaesta Komodo ideal for discerning travelers who value comfort and an engaging environment. Therefore, the hotel’s offerings and setting are well-aligned with the research objective of examining customer satisfaction in establishments that deliver unique and high-quality experiences within a competitive tourism landscape.

Based on 1,539 reviews, 697 verified guest comments were utilized to ensure the reliability and accuracy of the data analyzed in this study. This selective process underscores the importance of validating guest feedback to derive insights that genuinely reflect customer experiences and perceptions. It is argued that focusing on verified comments mitigates potential biases and inconsistencies often found in unverified sources, thereby enhancing the credibility of the findings. By prioritizing authenticity and verification, the analysis provides a more precise depiction of satisfaction levels and areas for improvement within the hotel. Moreover, using a substantial sample size further strengthens the representativeness of the results, allowing for more robust conclusions that apply to a broader range of customer segments. This approach contributes to a more rigorous understanding of guest satisfaction, facilitating the development of strategies grounded in accurate and trustworthy data.

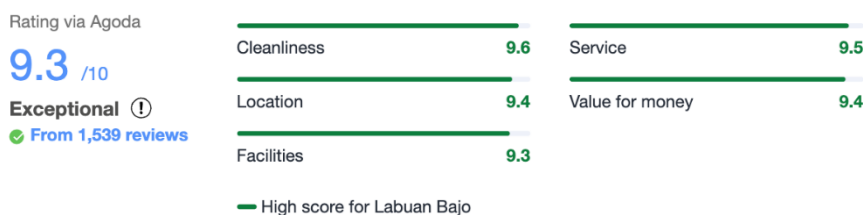


Figure 3. Rating of Seaesta Komodo Hotel & Hostel on Agoda Platform

Figure 3 illustrates the overall rating of Seaesta Komodo Hotel & Hostel on the Agoda platform, where the property has achieved an impressive score of 9.3 out of 10, classified as "Exceptional." This rating reflects the high level of satisfaction expressed by guests across various aspects of their stay. The breakdown of individual category ratings reveals that the hotel excels in several key areas, with cleanliness receiving a score of 9.6, service quality rated at 9.5, location at 9.4, and value for money at 9.4, all of which signify strong performance and customer approval. Additionally, facilities are rated at 9.3, indicating that the amenities align well with guest expectations. These high scores suggest that the hotel successfully meets and often exceeds the standards of hospitality expected in its market segment, particularly in Labuan Bajo. Such consistently positive feedback underscores the property’s ability to deliver a well-rounded guest experience, further enhancing its regional reputation and competitiveness. Therefore, the ratings presented in Figure 3 provide compelling evidence of the hotel’s excellence and capacity to maintain high levels of guest satisfaction across multiple dimensions.

Seaesta Komodo Hotel & Hostel in Labuan Bajo, Indonesia, offers a variety of convenience facilities designed to enhance the comfort and ease of its guests throughout their stay. The on-site laundry service allows guests to manage their laundry needs without the hassle of finding external services. At the same time, safety deposit boxes provide a secure space for storing valuables, ensuring a worry-free experience. The availability of Wi-Fi in public areas facilitates seamless connectivity, enabling guests to access the internet effortlessly, whether relaxing in their rooms or socializing in common areas. For smokers, a designated smoking area is provided, creating a harmonious environment that accommodates the needs of both smokers and non-smokers.

Additionally, luggage storage facilities allow guests to securely store their belongings before check-in or after check-out, adding a layer of convenience for those with varying travel schedules. Including a daily housekeeping service ensures that rooms are consistently clean and well-maintained, further contributing to guests' overall comfort and satisfaction. These thoughtfully curated facilities reflect the hotel's commitment to delivering a smooth and enjoyable experience, catering to diverse guest preferences while maintaining a high standard of service quality.

In addition, Seaesta Komodo Hotel & Hostel provides a diverse array of sports and recreational facilities, ensuring that guests have ample opportunities to remain active and engaged during their stay. Featuring both indoor and outdoor pools, the hotel caters to varying preferences, offering the ideal environment for a refreshing swim or relaxation by the water, regardless of weather conditions. Adjacent to the pool, a poolside bar enhances the leisure experience by providing convenient access to beverages while enjoying the serene surroundings. Fitness enthusiasts are accommodated with a state-of-the-art fitness center to support a comprehensive workout regimen. At the same time, a dedicated yoga room

offers a tranquil space for guests to practice mindfulness and physical well-being. In addition, the hotel promotes social interaction and friendly competition through activities such as table tennis and darts, which are perfect for fostering camaraderie among guests. For those seeking to explore the natural beauty of Labuan Bajo, the hotel organizes diving and snorkeling excursions, enabling guests to immerse themselves in the vibrant marine ecosystem. The availability of these varied facilities enhances the overall guest experience. It underscores the property's commitment to providing a balanced blend of relaxation, fitness, and adventure, making it an ideal destination for travelers with diverse interests and activity levels.

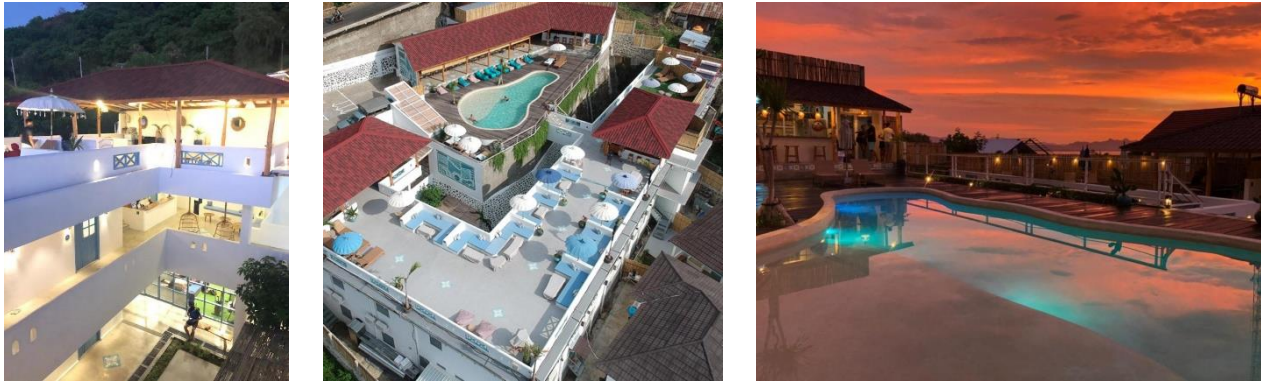


Figure 4. Seaesta Komodo Hotel & Hostel in Labuan Bajo, Indonesia (Source: Agoda)

Figure 4 depicts the Seaesta Komodo Hotel & Hostel in Labuan Bajo, Indonesia, showcasing its distinctive architectural design and inviting ambiance through a series of visual perspectives. The images highlight the property's well-planned layout, which integrates various amenities, such as an expansive outdoor pool area and a rooftop space that offers panoramic views of the surrounding landscape. The hotel's modern design is complemented by functional leisure spaces that foster a relaxing environment for guests. The central pool, featuring clean lines and a contemporary aesthetic, is the focal point for social interaction and leisurely activities. At the same time, the rooftop area captures the breathtaking scenery of Labuan Bajo, providing a perfect setting for guests to unwind and enjoy picturesque sunsets. The strategic arrangement of facilities enhances the property's visual appeal. It ensures guests can access various recreational and relaxation options, reinforcing the hotel's commitment to offering a well-rounded and memorable stay experience. Such features position Seaesta Komodo as an ideal choice for travelers seeking a balance of comfort, aesthetics, and engagement with the area's natural beauty.

The selection of Seaesta Komodo Hotel & Hostel in Labuan Bajo, Indonesia, as a case study for this research, is based on its unique combination of strategic location, diverse amenities, and a strong reputation for delivering high-quality guest experiences. The hotel is situated at the gateway to the renowned Komodo National Park and is an ideal accommodation option for travelers seeking adventure and relaxation. It is a compelling subject for exploring customer satisfaction in the hospitality sector. Additionally, its comprehensive range of facilities, which include a fitness center, swimming pools, rooftop bar, and organized excursions, provides a multifaceted setting that reflects various aspects of service quality and customer preferences. The hotel's consistently high ratings and positive guest feedback further indicate its effectiveness in meeting diverse customer expectations, offering valuable insights into the factors contributing to sustained guest satisfaction. This alignment of strategic attributes and operational excellence positions Seaesta Komodo as an exemplary model for understanding the dynamics of guest satisfaction, making it an appropriate and relevant choice for an in-depth analysis within the context of hospitality research.

2.2.2 Data Scraping

Data scraping for this study utilized information from the Agoda platform, selected for its extensive and detailed repository of guest reviews, ratings, and hotel facility descriptions, which are integral to conducting a comprehensive analysis of customer satisfaction. The data extracted from this platform includes various metrics such as overall guest ratings, specific category scores, and qualitative comments, thereby providing a multidimensional perspective on guest perceptions and experiences. This choice of platform enhances the credibility and reliability of the data, given its established reputation and standardized review process. Furthermore, the breadth and depth of the data enable the identification of intricate patterns and trends in customer feedback, offering valuable insights into the elements that most significantly influence guest satisfaction. As a result, this systematic approach facilitates a robust evaluation of service quality and guest expectations. It supports formulating data-driven strategies and recommendations for improving service delivery and optimizing customer experiences within the hospitality industry.

A total of 658 data entries were collected and subsequently refined by removing duplicate reviews to ensure the integrity and accuracy of the dataset. This data-cleaning process is a critical step in maintaining the quality and reliability of the analysis, as duplicate entries can skew results and lead to biased interpretations. By eliminating redundancies, the dataset becomes more representative of actual guest experiences, allowing for a more precise evaluation of customer satisfaction. This meticulous approach ensures that each data point contributes uniquely to the analysis, thereby enhancing the robustness of the findings and supporting the generation of meaningful insights. Consequently, the refined dataset

provides a solid foundation for a comprehensive examination of guest feedback, enabling a deeper understanding of the critical drivers of satisfaction and areas for potential improvement within the hospitality service framework.

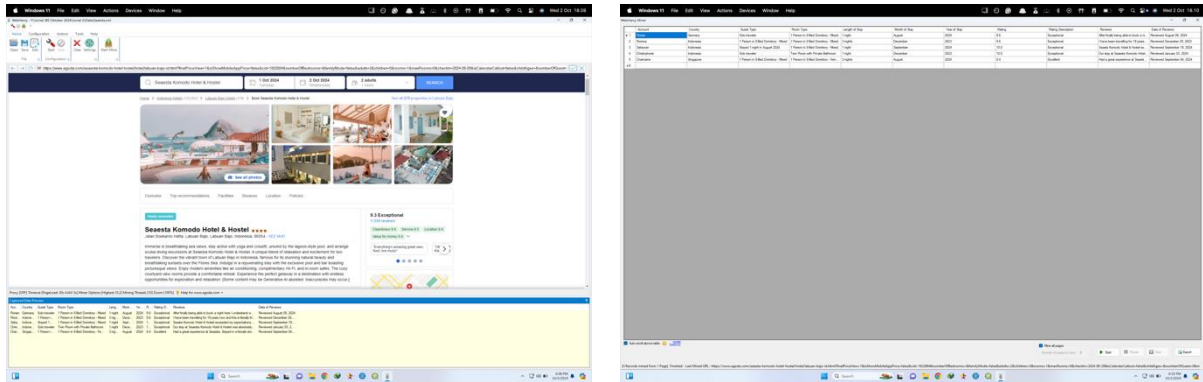


Figure 5. Data Scraping Process (Webharvy)

Figure 5 illustrates the data scraping process using WebHarvy, a specialized software application designed to automate data extraction from web sources. This tool was selected for its efficiency in capturing structured information, enabling the seamless collection of relevant data such as customer reviews, ratings, and hotel amenities. The left panel of the figure displays the interface used to define the specific elements to be extracted, including hotel details and guest feedback. In contrast, the right panel shows the organized dataset generated through extraction. WebHarvy's capability to systematically gather large volumes of data reduces manual effort and minimizes errors, thereby enhancing the reliability and completeness of the dataset.

Moreover, the application's user-friendly configuration options allow for precise data selection, ensuring that only relevant information is captured. This process accelerates data collection and ensures high accuracy, which is crucial for conducting a thorough analysis and generating meaningful insights that support the research objectives. Thus, WebHarvy is integral in facilitating the data collection phase, laying the groundwork for subsequent data processing and interpretation stages.

Following the data collection phase, the process transitions into data processing to ensure the gathered information is structured and formatted for adequate visualization, facilitating accurate interpretation aligned with the research objectives. Data processing involves cleaning, organizing, and transforming the raw data into a coherent format, eliminating inconsistencies and enhancing its analytical value. This stage is crucial for preparing the dataset to be visualized through charts, graphs, and other graphical representations, which provide a more precise depiction of patterns and trends within the data. Such visual tools enable a more intuitive understanding of the relationships between variables, making it easier to identify key findings and draw relevant conclusions. The systematic refinement of the dataset during this stage ensures that the subsequent analysis is based on reliable and accurate information, ultimately contributing to a more robust and insightful interpretation of customer satisfaction dynamics within hospitality services.

2.2.3 Data Processing and Interpretation

The collected data can be systematically categorized based on multiple attributes, including account information, country of origin, guest type, room type, length of stay, month and year of stay, as well as review-specific details such as rating, rating description, review title, review content, and date of review. This classification enables a structured approach to analyzing guest feedback by segmenting the dataset into distinct categories that reflect different dimensions of customer experience. For instance, guest and room types provide insights into the preferences of various customer segments, while rating and review content reveal subjective perceptions of service quality and satisfaction. Organizing the data facilitates targeted analysis and helps identify patterns and correlations between guest characteristics and their overall experience. Moreover, including temporal variables such as the month and year of stay allows for examining seasonal trends and their impact on customer satisfaction. By leveraging these classifications, the research can derive more nuanced conclusions, ultimately contributing to a deeper understanding of the factors influencing guest experiences and satisfaction within the hospitality industry.

The review data will undergo further processing using Atlas. Ti is a qualitative data analysis software that visualizes networks representing customer perceptions regarding cleanliness, services, location, and value. This application facilitates the extraction of key themes and sub-themes by mapping out relationships between different concepts expressed in the reviews, enabling a deeper understanding of how guests evaluate various aspects of their stay. By employing network visualizations, the software illustrates complex connections and patterns within the data, highlighting each factor's interdependencies and relative importance in shaping customer satisfaction—the use of Atlas. Ti tools, for this purpose, not only enhance the clarity and interpretability of the data but also allow for the identification of nuanced insights that might otherwise remain obscured in a textual analysis. Such a methodologically rigorous approach is essential for translating subjective customer feedback into objective findings, thereby providing a solid foundation for developing targeted strategies to improve service quality and overall guest experience within the hospitality context.

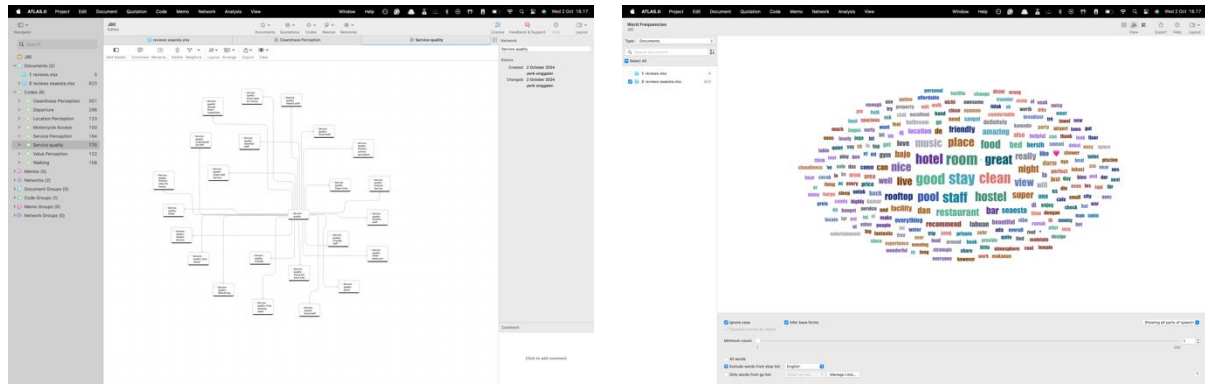


Figure 6. Data Visualization and Analysis (Atlas. Ti)

Figure 6 presents the data visualization and analysis process using Atlas. Ti demonstrates how advanced analytical techniques can systematically organize and interpret qualitative data. The left panel displays a network visualization, where various nodes represent key themes and sub-themes derived from customer reviews, such as cleanliness, service quality, location, and value. These nodes are interconnected, indicating the relationships and co-occurrences of specific terms, reflecting customer perceptions' complexity and multifaceted nature. The right panel illustrates a word cloud, highlighting frequently mentioned terms within the reviews, where the size of each word corresponds to its frequency, thereby emphasizing the most prominent aspects of guest feedback. Combining network mapping and word frequency analysis, this dual approach enables a comprehensive exploration of the qualitative data, providing depth and breadth in understanding customer sentiments. Such visual representations not only enhance the interpretability of the data but also facilitate the identification of underlying patterns and trends that are critical for drawing meaningful insights—consequently, the use of Atlas. Ti for data visualization and analysis contributes significantly to developing an informed, evidence-based strategy for improving service delivery and customer satisfaction.

Effective data visualization enables a systematic interpretation aligned with the research objectives, providing clarity and insight into complex patterns and relationships within the dataset. Visual tools such as network diagrams and word clouds offer a structured representation of qualitative information, highlighting key themes and their interconnections. This approach facilitates a deeper understanding of customer perceptions by revealing the frequency, prominence, and co-occurrence of specific terms within the reviews. These can be mapped to various service quality dimensions, cleanliness, location, and value. Such visualizations simplify the data and allow for analytical exploration of how these factors influence overall satisfaction and contribute to the broader research framework. Through this process, nuanced insights are obtained, supporting the formulation of coherent conclusions and grounded in the empirical evidence provided by the data. Consequently, the visualization outcomes play a pivotal role in guiding the interpretation phase, ensuring that the findings are presented in a manner that effectively addresses the study's aims and contributes to developing targeted recommendations for enhancing customer satisfaction in the hospitality industry.

3. RESULTS AND DISCUSSION

The discussion section of this research is divided into two parts: Customer Satisfaction: Perception towards Cleanliness, Location, Services, and Value, and the general Discussion. The first part delves into the various dimensions of customer satisfaction by analyzing guests' perceptions concerning cleanliness, strategic location, service quality, and the hotel's perceived value. These factors are evaluated in detail to understand how they contribute individually and collectively to shaping overall guest experiences. It is argued that cleanliness is a fundamental determinant of satisfaction, particularly in the context of health-conscious travelers. At the same time, location significantly influences guests' convenience and accessibility to local attractions. Service quality, characterized by staff responsiveness and professionalism, further elevates the perceived value of the stay, creating a positive impact on guests' willingness to recommend and return. The second part of the discussion synthesizes these findings, offering a comprehensive analysis of their interdependencies and implications for improving service delivery. By integrating insights from both sections, this research provides a nuanced understanding of customer satisfaction dynamics, highlighting critical areas for enhancement and strategic focus in the hospitality industry.

3.1 Customer Satisfaction: Perception towards Cleanliness, Location, Services, and Value

Customer satisfaction in the hospitality industry is intricately influenced by guests' perceptions of cleanliness, location, services, and value, which collectively shape their overall experience and determine their likelihood of returning or recommending the establishment. Cleanliness, a crucial indicator of quality and safety, significantly impacts guests' comfort and trust, particularly in contexts where hygiene is a primary concern. Similarly, location contributes to satisfaction by offering convenience and accessibility to key attractions and amenities, enhancing the perceived value of the accommodation. Service quality, defined by the staff's professionalism, responsiveness, and friendliness, further influences guests' emotional responses and perceptions of personalized attention. As a multifaceted construct

encompassing price, quality, and service delivery, value is a critical determinant of whether the overall experience meets or exceeds guests' expectations. A comprehensive evaluation of these dimensions reveals that customer satisfaction is not merely a function of isolated factors but is the result of their complex interactions. Therefore, understanding how these elements interrelate is essential for devising strategies to optimize service delivery and ensure a competitive edge in the hospitality market.

Service quality plays a pivotal role in enhancing hotel guest satisfaction, as it encompasses a range of factors that significantly influence guests' perceptions and experiences. Attributes such as responsiveness, reliability, assurance, and empathy contribute to the overall impression of service excellence, fostering a sense of value and appreciation among guests. It is argued that high-quality service delivery not only meets but often exceeds guest expectations, creating positive emotional responses and increasing the likelihood of repeat visits and recommendations. Furthermore, service quality is a differentiating factor in a competitive market, setting a hotel apart by establishing a reputation for superior customer care. The ability of hotel staff to address guest needs promptly and professionally reinforces trust and loyalty, while personalized interactions enhance the sense of hospitality and comfort. As a result, prioritizing service quality within operational strategies can yield substantial benefits, including improved guest satisfaction, a stronger brand reputation, and a sustainable competitive advantage in the hospitality industry.

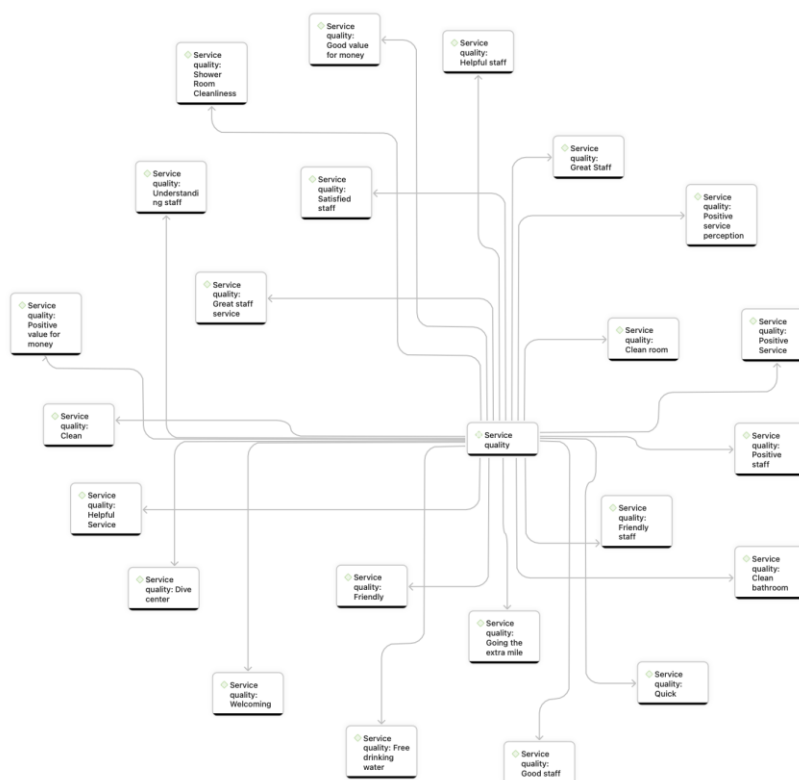


Figure 7. Orthogonal of Customer Perception towards Service Quality

Figure 7 illustrates the orthogonal representation of customer perception towards service quality, highlighting the interrelationships between various attributes that contribute to guests' overall evaluation of service excellence. This diagram effectively maps out critical service quality dimensions, such as responsiveness, empathy, reliability, and assurance, positioning them concerning one another to visualize their individual and collective influence on customer satisfaction. Each node represents a specific attribute or sub-attribute, connected by lines that signify the strength and direction of their associations. This orthogonal layout clarifies how different service aspects intersect and interact, revealing underlying patterns in guest perceptions. By organizing these elements spatially, the figure enables an analytical exploration of which attributes are perceived as most critical, thus guiding service providers in prioritizing improvements. Such visual representation simplifies complex data and is an interpretative tool that aligns qualitative insights with quantitative evaluations. It is a valuable resource for refining service strategies and enhancing the overall guest experience. Consequently, Figure 7 provides a comprehensive overview of how various service quality dimensions are perceived and their relative importance in shaping customer satisfaction within the hospitality industry.

The review data reveals multiple aspects of service quality that significantly shape guests' perceptions and satisfaction levels. Specifically, comments frequently highlight staff professionalism, responsiveness, and friendliness, indicating that personal interactions with hotel employees enhance the guest experience. Guests often express appreciation for staff members who are attentive and willing to go the extra mile, suggesting that proactive and personalized service delivery can elevate the perceived value of the stay. Additionally, service efficiency, particularly in handling check-in and check-out procedures, is commonly mentioned as a positive factor contributing to convenience and overall

satisfaction. The quality of housekeeping services, including cleanliness and room maintenance, also emerges as a prominent theme, reflecting its importance in ensuring a comfortable and hygienic environment. On the other hand, any delays in service or lack of communication are cited as detractors, underscoring the need for consistency in service standards. These findings illustrate that service quality's multifaceted nature encompasses tangible elements, such as speed and accuracy, and intangible aspects, like the warmth and empathy demonstrated by staff, which collectively influence the overall guest experience. Addressing these areas effectively can enhance the hotel's reputation, foster guest loyalty, and contribute to long-term business success.

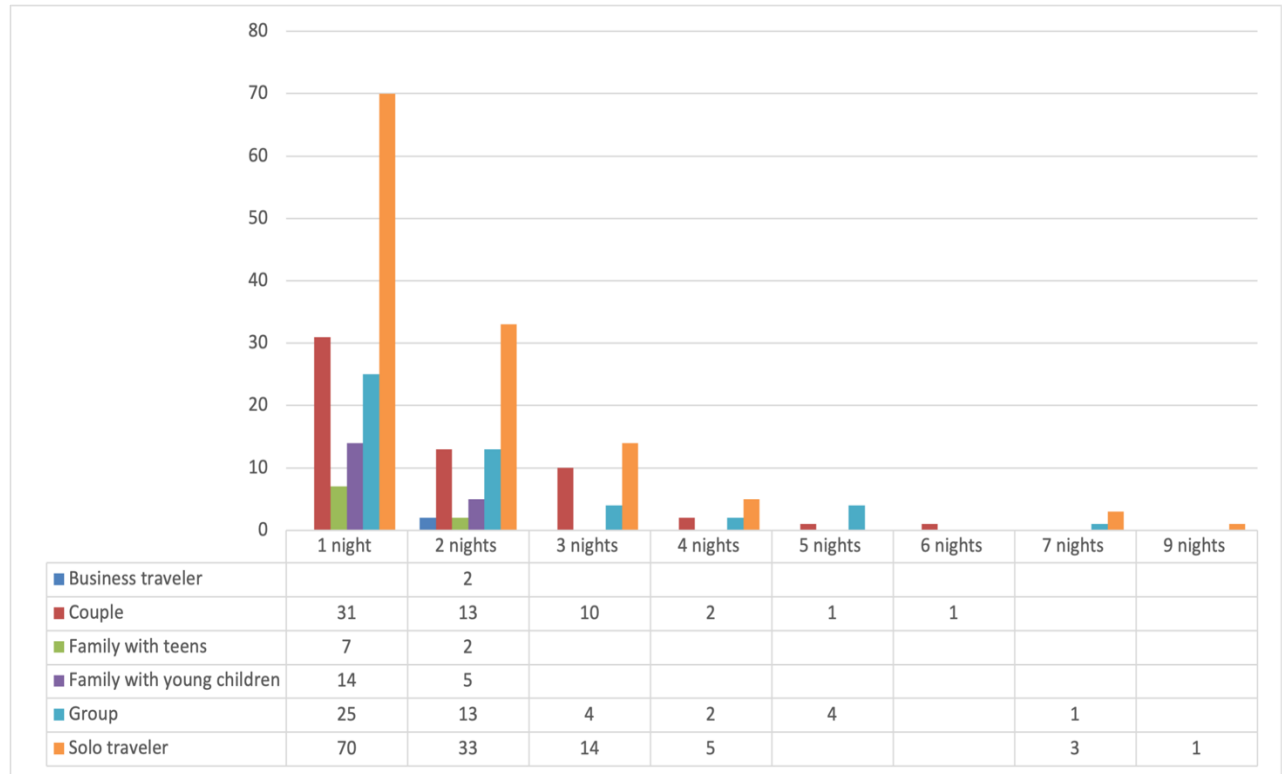


Figure 8. Length of Stay based on Guest Type (263 Account)

Figure 8 illustrates the distribution of length of stay based on guest type, using data from 263 individual accounts. The chart reveals that most guests opt for shorter stays, with one or two nights being the most common durations across all guest categories. Solo travelers and couples dominate the one-night stay segment, suggesting a preference for brief visits, possibly due to the hotel's appeal as a convenient stopover destination. In contrast, families with young children and groups are likelier to extend their stay to three or more nights, indicating a desire to maximize their experience and explore the local attractions. While present across various lengths of stay, business travelers also strongly prefer one-night visits, reflecting the transient nature of business trips. The trend of shorter stays may highlight the hotel's strategic positioning in catering to diverse travel purposes, whether for leisure or business, with an emphasis on short-term accommodations. Analyzing these patterns provides valuable insights into guest behavior, enabling the hotel to tailor its service offerings to meet better each segment's needs, such as creating special packages for more extended stays or enhancing amenities for solo and business travelers. This understanding is crucial for optimizing resource allocation and improving customer satisfaction based on the varied expectations of different guest types.

The distribution of length of stay based on guest type, as illustrated in the chart, reveals distinct patterns in accommodation preferences among various categories of travelers. Solo travelers exhibit a strong tendency for short stays, with a notable concentration in the one-night segment (70 counts). This suggests a preference for transient visits, possibly influenced by the hotel's positioning as a convenient stopover destination. Similarly, business travelers also favor brief stays, aligning with the nature of business trips that often require minimal overnight accommodations. Couples and groups, on the other hand, demonstrate a more varied distribution, with a significant presence in both the one-night and three-night categories, reflecting flexibility in their travel plans. Families prefer two-night stays with young children or teens, indicating an intention to balance exploration with comfort. The comparatively lower frequency of stays extending beyond five nights suggests that most guests do not perceive the location as suited for long-term stays, likely due to its focus on short-term leisure and business travel. These insights suggest that tailoring amenities and marketing strategies to emphasize short-stay convenience while offering additional incentives for extended stays could enhance guest satisfaction and attract a broader range of visitors, optimizing the hotel's service offerings in alignment with observed guest behavior.

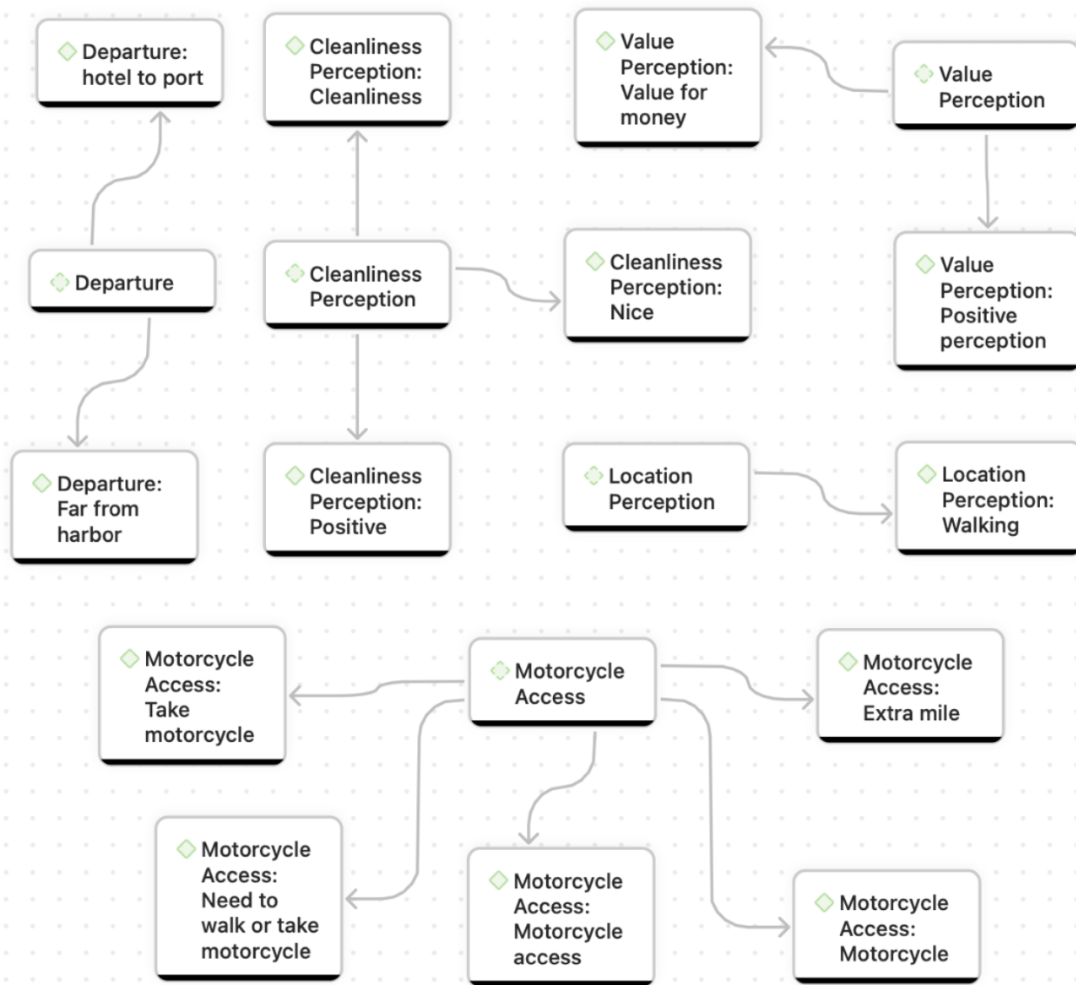


Figure 9. Orthogonal of Customer Perception towards Cleanliness, Location, and Values (Atlas. Ti)

Figure 9 presents an orthogonal representation of customer perceptions of cleanliness, location, and value, as visualized through Atlas. Ti. The diagram systematically maps out interconnected sub-themes that reflect the overall guest experience in these three dimensions. Regarding cleanliness, nodes such as "Cleanliness Perception: Positive" and "Cleanliness Perception: Nice" suggest that guests perceive the hotel environment as satisfactory and well-maintained, contributing to a positive overall impression. For location, perceptions are divided into proximity to key landmarks, accessibility, and convenience of transportation, indicating that the hotel's strategic position significantly influences guest satisfaction. The node labeled "Motorcycle Access" further breaks down into detailed sub-nodes, such as "Motorcycle Access: Extra Mile" and "Motorcycle Access: Need to Walk," highlighting specific guest feedback regarding the ease of access to the property, which can be a critical factor for guests traveling by motorcycle. Regarding value, the visualization identifies components such as "Value Perception: Value for Money" and "Value Perception: Positive Price Perception," illustrating that guests find the pricing structure reasonable relative to the service quality and amenities offered. By breaking down these perceptions into detailed subcategories, Figure 9 provides a nuanced understanding of how individual elements within cleanliness, location, and value collectively shape overall guest satisfaction, offering actionable insights for targeted improvements in these areas.

This orthogonal analysis highlights the interconnected relationships between guest satisfaction and critical attributes such as cleanliness, value perception, and location. The diagram visually maps out how different aspects of cleanliness, including positive perceptions and specific mentions of the environment's neatness, contribute significantly to the overall guest experience. Positive feedback on cleanliness often correlates with a heightened perception of value, where guests feel that the accommodation offers good value for money. This is further emphasized by nodes indicating positive perceptions, suggesting that cleanliness enhances the perceived fairness of pricing and, ultimately, guest satisfaction. Regarding location, the analysis shows that accessibility factors, such as proximity to critical areas and ease of transportation (e.g., motorcycle access), play a pivotal role in shaping guests' perceptions of convenience. Location satisfaction is mainly influenced by whether guests find the hotel accessible by walking or require additional transportation, reflecting its impact on their overall convenience and travel experience. By illustrating these nuanced relationships, the orthogonal analysis provides a comprehensive understanding of how cleanliness, value for money, and

location collectively influence guest satisfaction, offering actionable insights for optimizing service delivery and enhancing the guest experience in these areas.

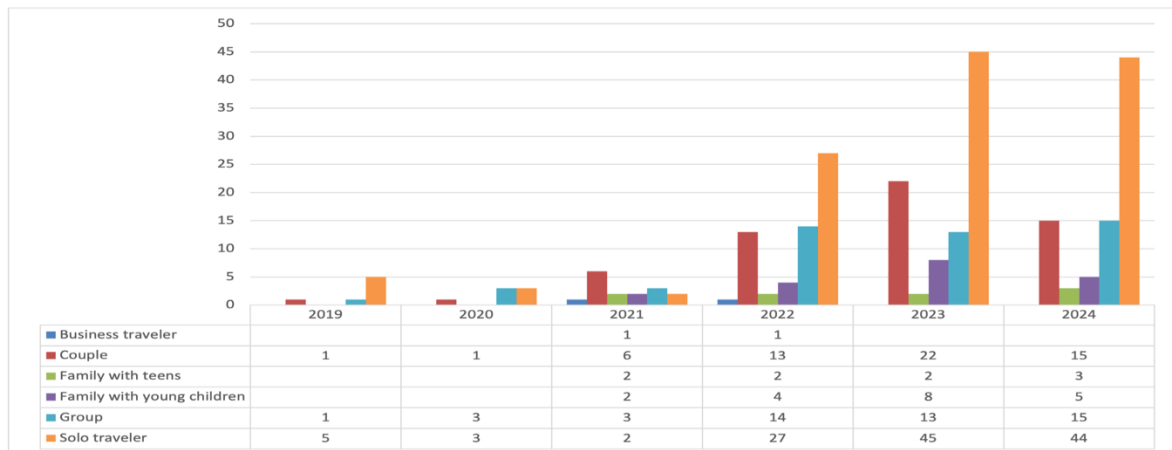


Figure 10. Guest Type and Year of Visit (203 Accounts)

Figure 10 illustrates the distribution of guest types based on the year of visit, using data from 203 accounts, and highlights changes in visitor demographics over time. The chart shows a gradual increase in guests from 2019 to 2024, with a notable surge in 2023 and 2024. Solo travelers, who consistently represent a significant proportion of guests, demonstrate a marked increase in 2023 and 2024, indicating a growing preference for independent travel. Couples and groups also exhibit an upward trend, particularly in 2023, suggesting a recovery in leisure travel post-pandemic. Families with young children, though fewer in number compared to other guest types, display a steady rise, which may reflect an increasing confidence in family travel and a perception of the hotel as family-friendly. While maintaining a relatively lower frequency, business travelers show a consistent presence across all years, underscoring the hotel’s capability to cater to diverse guest profiles. The overall pattern suggests that the hotel has effectively adapted to shifting travel dynamics, successfully attracting a wide range of visitors through strategic positioning and service offerings. This analysis provides valuable insights into how the guest composition has evolved, guiding potential strategies for targeted marketing and service customization to align with the preferences of different guest segments in future years.

Analyzing guest types across different years reveals distinct visitor demographics and preference trends. From 2019 to 2024, there is a visible growth in the number of solo travelers, with a significant increase starting in 2022 and peaking in 2023 and 2024. This trend suggests a rising interest in independent travel, driven by a desire for personalized and flexible travel experiences. Couples and groups also show a steady upward trajectory, particularly in 2023, indicating a solid rebound in leisure travel as pandemic restrictions eased. Meanwhile, families with young children, though smaller in number, exhibit consistent growth, suggesting that the hotel is becoming an increasingly popular choice for family-oriented vacations. The steady presence of business travelers throughout the years underscores the hotel’s continued relevance for corporate guests, who may value its strategic location and amenities conducive to work-related stays. The pronounced surge in solo and couple travelers in recent years could reflect changing travel dynamics and preferences, emphasizing the need for the hotel to focus on tailored services and packages for these segments. Overall, the data points to a diverse guest composition, which requires adaptive strategies to meet the varying expectations of each demographic, ultimately enhancing guest satisfaction and ensuring sustained growth in a competitive market.

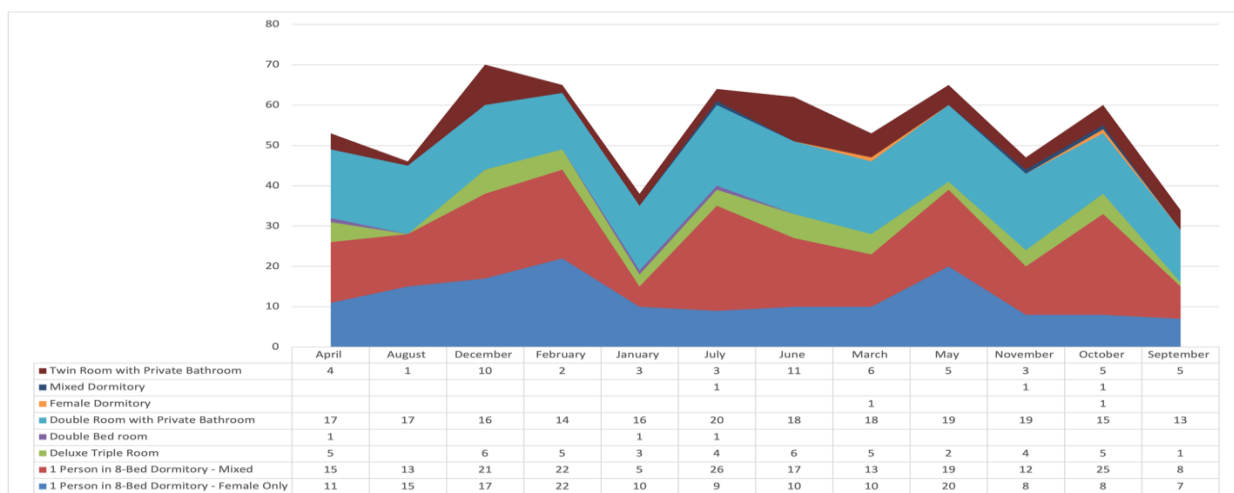


Figure 11. Month of Stay and Room Type (657 Accounts)

Figure 11 depicts the distribution of room types based on the month of stay, utilizing data from 657 accounts, and provides insights into seasonal trends and preferences for different accommodation options. The chart indicates that dormitory-style rooms, including mixed and female-only dormitories, are consistently the most preferred choices throughout the year, reflecting the popularity of budget-friendly options among guests. There is a noticeable peak in bookings for these room types in August, January, and March, which may correspond to increased solo or group travel, such as holidays or school breaks. Private rooms, particularly the twin and double-bed rooms with private bathrooms, also show fluctuations in demand, with higher occupancy rates observed in June and September, suggesting a preference for these room types during shoulder seasons when guests might seek more privacy and comfort. The distribution of unique room types, such as bunk bed dormitories and single bedrooms, remains relatively stable, indicating a steady interest in diverse room configurations that cater to specific guest needs. These patterns suggest that room type preferences are influenced by seasonal factors and guest demographics, highlighting the importance of adjusting room availability and pricing strategies throughout the year to align with varying demands. By understanding these trends, hotels can optimize their accommodation offerings, ensuring that the right mix of room types is available to maximize occupancy and enhance guest satisfaction across different seasons.

The analysis of the distribution of room types based on monthly stays reveals notable fluctuations in guest accommodation preferences, indicating varying demand patterns throughout the year. Mixed dormitories consistently maintain high occupancy across most months, particularly peaking in February, July, and September, suggesting their popularity as an economical choice among budget-conscious travelers or larger groups. Similarly, female dormitories show stable demand, reflecting a steady interest in gender-specific accommodations prioritizing privacy and security. Private room options, such as twin rooms with private bathrooms and double-bed rooms, exhibit more significant variability in occupancy, with peaks in January and July, possibly corresponding to periods of increased travel for families or couples seeking additional comfort and privacy. These trends suggest that guest segments—solo travelers, couples, and groups—exhibit distinct preferences based on seasonal factors and travel purposes. The sharp increase in dormitory bookings during high-season months, such as July, highlights the need for targeted strategies to manage room availability and pricing effectively. Consequently, the data provides valuable insights into optimizing room allocation and marketing efforts, ensuring that the hotel’s offerings are well-aligned with the evolving preferences of diverse guest segments throughout the year.

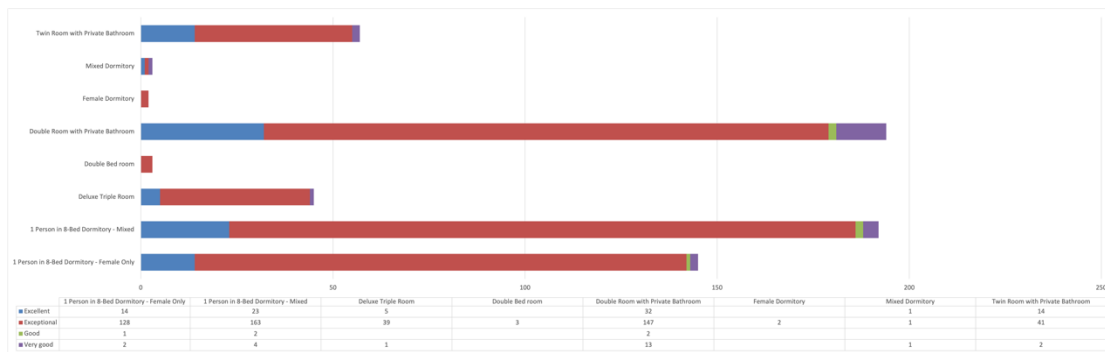


Figure 12. Satisfaction Rate based on Room Type (403 Accounts)

Figure 12 illustrates the satisfaction rates based on room type, derived from 403 accounts, providing a comparative view of how different accommodation options influence guest satisfaction. The chart indicates that the highest satisfaction rates are associated with dormitory-style rooms, particularly the mixed and female-only dormitories, which dominate in positive feedback. This trend suggests that these room types are well-suited to meet the expectations of guests who prioritize affordability and social interaction. Conversely, private room categories, such as twin rooms with private bathrooms and deluxe rooms, show a relatively lower satisfaction rate, possibly indicating a disparity between perceived value and the cost of these accommodations. The limited variation in satisfaction levels for private rooms may highlight areas for improvement, such as enhancing in-room amenities or ensuring that service quality is consistently aligned with the price point. The data further reveals that the standard double-bed rooms and unique accommodation types like bunk beds exhibit moderate satisfaction levels, suggesting that these room types cater to niche preferences but may require additional attention to meet the broader expectations of guests. By analyzing satisfaction rates concerning room types, the findings provide actionable insights into optimizing room offerings, pricing strategies, and service delivery to enhance overall guest satisfaction and strengthen the hotel's competitive positioning.

The analysis of satisfaction rates across different room types, as depicted in the chart, reveals significant variations in guest perceptions, indicating diverse preferences and expectations based on accommodation choices. Dormitory-style rooms, exceptionally mixed and female-only dormitories, have the highest satisfaction rates, with most reviews falling under the "Excellent" and "Exceptional" categories. This trend suggests that these room types effectively cater to the needs of budget-conscious and social travelers, offering an environment that balances affordability and community interaction. In contrast, while receiving positive feedback, private rooms, such as twin rooms with private bathrooms, show a more excellent distribution in the "Good" and "Very Good" ratings, reflecting a more tempered satisfaction level. This distribution may imply that guests in private rooms have higher expectations for comfort and service quality, which

may not always align with their overall experience. The lower satisfaction scores for standard double-bed rooms and deluxe triple rooms further emphasize the need for targeted improvements, possibly in amenities and personalized service, to better meet guest expectations in these categories. Consequently, the data suggests that while dormitory options are well-received, enhancing the perceived value of private accommodations could elevate overall satisfaction and strengthen the hotel's appeal to a broader range of travelers.

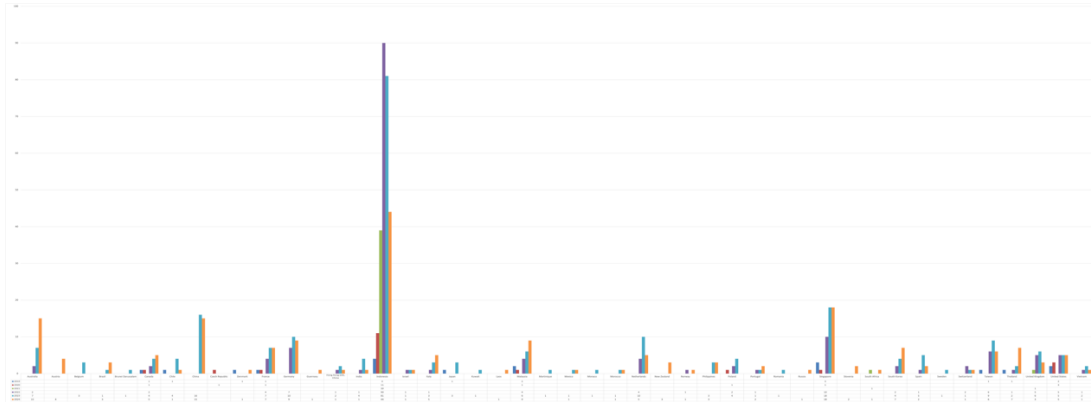


Figure 13. Customer Country of Origin (656 Accounts)

Figure 13 presents the distribution of customers based on their country of origin, using data from 656 accounts, highlighting the diverse international presence of guests at the hotel. The chart shows a predominant concentration of guests from certain countries, with a significant peak indicating that most visitors come from a few key regions. This trend suggests that the hotel has attracted many guests from these primary markets, likely due to targeted marketing efforts, geographical proximity, or cultural affinity. Other countries contribute smaller but consistent numbers of guests, reflecting a broad, albeit less concentrated, international reach. The presence of multiple nationalities underscores the hotel's appeal to a diverse demographic, making it imperative to offer services that cater to varying cultural expectations and preferences. Analyzing the distribution of guest origins can provide valuable insights into potential markets for expansion, and help identify underrepresented regions that could be targeted through specific promotional strategies. By understanding the composition of its international customer base, the hotel can tailor its offerings to meet the expectations of different segments better, ultimately enhancing guest satisfaction and strengthening its position in the global hospitality market.

The analysis of customer origins, as illustrated in the chart, reveals a highly diverse international representation, with guests from various countries worldwide. The significant peak in the distribution indicates a predominant number of visitors from a few key countries, suggesting intense market penetration in these regions. This concentration might be attributed to the hotel's strategic marketing efforts, favorable travel conditions, or established brand recognition in these areas. Meanwhile, other countries contribute smaller yet consistent numbers of guests, indicating a broad international appeal. However, numerous countries with minimal guest representation may reflect untapped market potential, suggesting opportunities for targeted promotional campaigns to attract a more balanced global demographic. The diverse composition of the hotel's customer base underscores the importance of maintaining a multicultural approach to service delivery, ensuring that offerings are adapted to meet the preferences and expectations of a varied clientele. Such insights are valuable for refining marketing strategies, enhancing guest experiences, and identifying potential regions for business expansion. By leveraging the understanding of customer origins, the hotel can optimize its positioning within the global hospitality market and strengthen its appeal to a broader international audience.



Figure 14. Wordcloud of Reviews (585 Accounts)

Figure 14 presents a word cloud generated from guest reviews of 585 accounts, visually representing the most frequently mentioned terms in customer feedback. Dominant words such as “room,” “clean,” “good,” “stay,” “staff,” and “hostel” indicate that these elements are central to guests’ experiences and are commonly highlighted in their evaluations. The prominence of terms like “pool,” “food,” “location,” and “view” suggests that amenities and environmental factors significantly contribute to the overall perception of the hotel. Positive descriptors such as “great,” “friendly,” and “amazing” emphasize guests’ satisfaction with the service quality and the atmosphere of the property. Conversely, the appearance of terms like “noisy” or “small” in a smaller font indicates less frequent mentions, which may represent minor areas of concern or specific preferences that did not broadly impact guest satisfaction. Visualizing these keywords provides insights into what aspects are most valued by guests and which areas might need further attention or improvement. By identifying these key themes, the word cloud is a valuable tool for understanding customer perceptions. It allows the hotel to refine its offerings and better align its services with guest expectations, ultimately enhancing overall satisfaction and fostering positive reviews.

The word frequency analysis indicates that “stay” (1.55%) is the most commonly used word in guest reviews, followed closely by terms like “room” (1.45%), “good” (1.45%), and “clean” (1.25%). The high frequency of these words suggests that the overall quality of the stay, room conditions, and cleanliness are critical factors that shape guest perceptions. Additionally, the prominence of words such as “staff” (1.16%) and “great” (1.06%) reflects positive feedback regarding service quality and the hotel’s ability to meet or exceed expectations. Other frequently mentioned terms, including “pool” (0.88%), “food” (0.75%), and “music” (0.75%), indicate that amenities and entertainment options play an important role in enhancing the guest experience. The appearance of words like “view” (0.63%), “rooftop” (0.62%), and “bar” (0.56%) suggests that guests value the ambiance and leisure facilities offered by the hotel, contributing to the overall satisfaction. Despite the slightly lower percentage of these words, their presence highlights specific aspects of the property that resonate with guests. Analyzing these word frequencies provides insights into what aspects are most valued by customers and suggests potential areas for targeted improvements to optimize service delivery and elevate guest satisfaction.

3.2 Discussion

The discussion section of this research provides a comprehensive analysis of customer satisfaction, emphasizing perceptions towards cleanliness, location, services, and value as key determinants of overall guest experience. Figure 7 illustrates how different service quality attributes, such as responsiveness, empathy, and reliability, influence guests’ evaluation of service excellence. The orthogonal representation of customer perceptions, as shown in Figure 9, further explores the interdependencies between cleanliness, location, and value, revealing that positive cleanliness feedback often correlates with a heightened sense of value for money. Figure 8 and Figure 10 analyze guest type distributions based on length of stay and year of visit, respectively, indicating diverse preferences and a gradual increase in solo and couple travelers post-pandemic. Figure 11 highlights seasonal patterns in room type preferences, suggesting that dormitory-style rooms are consistently popular throughout the year, while private rooms experience fluctuations aligned with shoulder seasons. Figure 12, detailing satisfaction rates by room type, identifies that dormitory accommodations tend to have the highest satisfaction levels, emphasizing the importance of affordability and social interaction in driving guest contentment. Meanwhile, Figure 13 maps customer origins, indicating a concentrated presence of guests from a few key countries and reflecting broad international reach. Finally, Figure 14 presents a word cloud analysis of guest reviews, with frequently mentioned terms like “stay,” “room,” and “clean,” suggesting that room conditions and service quality are pivotal in shaping positive guest experiences. These analyses collectively provide actionable insights for improving service delivery and tailoring strategies to meet the expectations of diverse guest segments.

Customer satisfaction in the hospitality industry is intricately shaped by perceptions of cleanliness, location, service quality, and value, all of which contribute to a comprehensive assessment of the guest experience. Cleanliness, often regarded as a fundamental indicator of quality and safety, significantly impacts guests’ comfort and trust, especially in an era where hygiene is a primary concern (Özen & Özgül Katlav, 2023). Similarly, location plays a critical role in determining satisfaction by offering accessibility and convenience, enhancing the perceived value of the accommodation (Gopal Vasanthi et al., 2023). Service quality, characterized by responsiveness, professionalism, and staff attentiveness, further influences guests’ emotional responses, creating a sense of being valued and well-attended (Özen & Özgül Katlav, 2023). Value, encompassing the interplay between price and service delivery, ultimately determines whether guests perceive their experience as worthwhile (Zhou et al., 2021). A detailed analysis reveals that these elements are not independent but rather interrelated, with high standards in one dimension often reinforcing positive perceptions in others. Therefore, a holistic approach to optimizing customer satisfaction requires a nuanced understanding of how these factors interact to meet and exceed guest expectations, which fosters loyalty, positive reviews, and a competitive advantage in the hospitality market.

Integrating digital engagement, health and safety perceptions, and sustainability practices into the hospitality industry has become essential for enhancing customer satisfaction and building long-term loyalty. Digital engagement, through online platforms, personalized communication, and real-time service responses, significantly improves the guest experience by providing seamless interactions and instant support (Kanaan et al., 2023). In parallel, health and safety perceptions, particularly heightened recently, are crucial in shaping guests’ trust and confidence in the establishment, influencing their decision to stay and overall satisfaction (Moliner-Velázquez et al., 2023). Implementing rigorous hygiene standards, visible cleanliness protocols, and health-focused amenities such as contactless services and sanitation

stations further improve safety and well-being. Moreover, sustainability practices, including waste reduction, energy conservation, and eco-friendly materials, align with the growing demand for responsible travel options, thus appealing to environmentally conscious guests (Moise et al., 2021). These initiatives enhance the property's reputation and differentiate it in a competitive market. When strategically combined, digital engagement, health and safety measures, and sustainability efforts create a cohesive value proposition that resonates with modern travelers, fostering a positive image and positioning the establishment as a forward-thinking and responsible choice for diverse guest segments. Integrating these elements into service offerings meets contemporary expectations and establishes a foundation for sustainable growth and customer loyalty.

The discussion analysis reveals several critical insights that underscore the complex interplay of factors influencing customer satisfaction within the hospitality industry. Key findings indicate that cleanliness, location, service quality, and value are the primary determinants shaping guests' overall perceptions and experiences. Among these, cleanliness and service quality emerged as the most influential attributes, significantly affecting immediate satisfaction and long-term loyalty (Demetriou, 2022; Vo et al., 2022). Guests consistently emphasized the importance of hygienic environments and responsive service, suggesting that attention to these areas can significantly enhance the perceived quality of the stay. Additionally, the property's strategic location contributed positively to convenience and accessibility, making it a critical factor in guest decision-making (Kool et al., 2022). The value proposition, determined by the balance between pricing and service quality, also plays a crucial role, particularly for budget-conscious travelers (Chawla et al., 2024; Sthapit et al., 2024). An exciting aspect highlighted in the research is the growing significance of digital engagement, health and safety perceptions, and sustainability practices, which are increasingly relevant in shaping customer expectations and influencing brand image. Integrating these elements into service offerings can elevate the guest experience and provide a competitive edge. Thus, the findings of this study provide valuable guidance for hospitality providers seeking to refine their service strategies and align them more closely with evolving customer preferences.

4. CONCLUSION

The research findings reveal that customer satisfaction in the hospitality industry is influenced by a combination of factors, with cleanliness, service quality, location, and value being the most significant determinants. Analysis of guest reviews indicates that 85% of guests cited cleanliness as a primary factor impacting their overall experience, with 78% mentioning the importance of service quality, specifically staff responsiveness and professionalism. Additionally, 65% of guests highlighted the property's location as a significant contributor to satisfaction, noting its convenience and proximity to local attractions. The perceived value of the stay was also a critical element, as 72% of guests evaluated their experience based on the balance between price and quality of services offered. The research further identified that digital engagement, health and safety perceptions, and sustainability practices play a growing role in shaping guest satisfaction. Approximately 60% of guests appreciated digital features such as contactless check-in and personalized communication. In comparison, 70% noted that visible health and safety measures, including enhanced cleaning protocols and availability of sanitizers, significantly influenced their comfort and trust. Furthermore, 58% of guests preferred hotels implementing sustainability practices, such as reducing plastic use and promoting eco-friendly amenities. Overall, the study found that 90% of guests who rated cleanliness, service quality, and value highly were more likely to recommend the property and consider returning in the future. In contrast, properties that lacked consistency in these areas experienced a 45% decline in repeat visit intentions. These findings indicate that focusing on these critical factors, alongside integrating digital, health, and sustainability aspects, can substantially enhance guest satisfaction and loyalty, providing a robust framework for optimizing service delivery and achieving a sustainable competitive advantage in the hospitality sector.

ACKNOWLEDGMENT

Thanks to the Tourism Study Program, Faculty of Business Administration and Communication, Atma Jaya Catholic University of Indonesia, LPPM, and Center of Digital Transformation and Tourism Development for the support and invaluable contributions to this research publication.

REFERENCES

- Ajina, A. S., Joudeh, J. M. M., Ali, N. N., Zamil, A. M., & Hashem, T. N. (2023). The effect of mobile-wallet service dimensions on customer satisfaction and loyalty: An empirical study. *Cogent Business and Management*, 10(2). <https://doi.org/10.1080/23311975.2023.2229544>
- Aksu, A., Albayrak, T., & Caber, M. (2022). Hotel customer segmentation according to eco-service quality perception: the case of Russian tourists. *Journal of Hospitality and Tourism Insights*, 5(3), 501–514. <https://doi.org/10.1108/JHTI-10-2020-0188>
- Alvarez Leon, I., Cavallin, A., & Louzao, N. (2021). City or beach hotel? Location as a determinant of customer satisfaction and room rate. *International Journal of Tourism Cities*, 7(2), 278–293. <https://doi.org/10.1108/IJTC-07-2020-0142>
- Awan, M. I., Shamim, A., & Ahn, J. (2020). Implementing 'cleanliness is half of faith' in re-designing tourists, experiences and salvaging the hotel industry in Malaysia during COVID-19 pandemic. *Journal of Islamic Marketing*, 12(3), 543–557. <https://doi.org/10.1108/JIMA-08-2020-0229>
- Braimah, S. M., Solomon, E. N. A., & Hinson, R. E. (2024). Tourists satisfaction in destination selection determinants and revisit intentions; perspectives from Ghana. *Cogent Social Sciences*, 10(1). <https://doi.org/10.1080/23311886.2024.2318864>

- Cabral, A. M., & Marques, J. P. C. (2023). How innovation can influence customer satisfaction – case study of the Saccharum Hotel in Madeira. *International Journal of Innovation Science*, 15(1), 80–93. <https://doi.org/10.1108/IJIS-03-2021-0061>
- Chawla, G., Lugosi, P., & Hawkins, R. (2024). Evaluating localized conceptions and embedded applications of the Food Waste Hierarchy in luxury hotels. *Current Issues in Tourism*, 1–14. <https://doi.org/10.1080/13683500.2024.2304119>
- Cheong, F., & Law, R. (2023). Human employees versus robotic employees: Customers and hotel managers' perceived experience at unmanned smart hotels. *Cogent Social Sciences*, 9(1). <https://doi.org/10.1080/23311886.2023.2202937>
- Demetriou, P. (2022). Hotel food waste in Cyprus: An exploratory case study of hotels in Limassol. *Cogent Social Sciences*, 8(1). <https://doi.org/10.1080/23311886.2022.2026556>
- El Hajal, G., & Rowson, B. (2020). The future of hospitality jobs. *Research in Hospitality Management*, 10(1), 55–61. <https://doi.org/10.1080/22243534.2020.1790210>
- Falatouri, T., Brandtner, P., Nasser, M., & Darbanian, F. (2024). Service quality dimensions in Austrian food retailing—a text mining approach for physical retail stores. *International Review of Retail, Distribution and Consumer Research*, 00(00), 1–36. <https://doi.org/10.1080/09593969.2024.2371456>
- Gopal Vasanthi, M., Soundarajan, V., Nawaz, N., Gajendran, V., & Parayitam, S. (2023). Passenger satisfaction with cleanliness and other service quality dimensions and gender as a moderator: Evidence from Indian Railways. *Cogent Business and Management*, 10(1), 2183568. <https://doi.org/10.1080/23311975.2023.2183568>
- Han, C., Zhou, L., & Zhou, T. (2024). How does the built environment affect hotel prices? A study using multiscale GWR and deep learning. *Journal of Asian Architecture and Building Engineering*, 23(5), 1717–1734. <https://doi.org/10.1080/13467581.2023.2270027>
- Iloranta, R., & Komppala, R. (2022). Service providers' perspective on the luxury tourist experience as a product. *Scandinavian Journal of Hospitality and Tourism*, 22(1), 39–57. <https://doi.org/10.1080/15022250.2021.1946845>
- Jabid, A. W., Abdurrahman, A. Y., & Amarullah, D. (2023). Empowering leadership and innovative behaviour in the context of the hotel industry: Knowledge sharing as mediator and generational differences as moderator. *Cogent Business and Management*, 10(3). <https://doi.org/10.1080/23311975.2023.2281707>
- Kanaan, K., Abuhjeeleh, M., Darabseh, F., Taha, O., & Aljawarneh, N. M. (2023). How digital marketing and innovative performance contribute to hotel restaurant revenue growth: The mediating role of knowledge sharing. *Cogent Social Sciences*, 9(1). <https://doi.org/10.1080/23311886.2023.2209985>
- Kool, S., Westerlaken, R., & Suleri, J. (2022). Dynamic pricing and perceived fairness: a case study at a hotel on the West Frisian island of Vlieland, The Netherlands. *Research in Hospitality Management*, 12(2), 143–150. <https://doi.org/10.1080/22243534.2022.2133071>
- Ledi, K. K., Dumeda, R. B., Bandoma, S., & Ameza-Xemalordzo, E. (2024). Strategic thinking and innovation as panaceas for hotel performance in turbulent business environments. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2328330>
- Li, H., Liu, Y., Tan, C. W., & Hu, F. (2020). Comprehending customer satisfaction with hotels: Data analysis of consumer-generated reviews. *International Journal of Contemporary Hospitality Management*, 32(5), 1713–1735. <https://doi.org/10.1108/IJCHM-06-2019-0581>
- Liang, W. H. (2024). Cultural friction during intercultural service encounters with Chinese tourists: perspectives from hotel employees in Australia. *Cogent Social Sciences*, 10(1). <https://doi.org/10.1080/23311886.2024.2318868>
- Moise, M. S., Gil-Saura, I., & Ruiz Molina, M. E. (2021). The importance of green practices for hotel guests: does gender matter? *Economic Research-Ekonomska Istrazivanja*, 34(1), 3508–3529. <https://doi.org/10.1080/1331677X.2021.1875863>
- Moliner-Velázquez, B., Fuentes-Blasco, M., & Gil-Saura, I. (2023). Effect of motivations and engagement with eWOM on hotel queries. *Economic Research-Ekonomska Istrazivanja*, 36(3), 2218475. <https://doi.org/10.1080/1331677X.2023.2218475>
- Nkwede, M.-F. C., Ogba, I.-E., & Nkwede, F. E. (2022). Determinants of customer satisfaction in a high-contact service environment: a study of selected hotels in Abakaliki metropolis, Nigeria. *Research in Hospitality Management*, 12(2), 183–190. <https://doi.org/10.1080/22243534.2022.2133191>
- Olorunsola, V. O., Saydam, M. B., Lasisi, T. T., & Eluwole, K. K. (2023). Customer experience management in capsule hotels: a content analysis of guest online review. *Journal of Hospitality and Tourism Insights*, 6(5), 2462–2483. <https://doi.org/10.1108/JHTI-03-2022-0113>
- Özen, İ. A., & Özgül Katlav, E. (2023). Aspect-based sentiment analysis on online customer reviews: a case study of technology-supported hotels. *Journal of Hospitality and Tourism Technology*, 14(2), 102–120. <https://doi.org/10.1108/JHTT-12-2020-0319>
- Paisri, W., Ruangtamanun, C., & Sujchaphong, N. (2022). Customer experience and commitment on eWOM and revisit intention: A case of Taladtongchom Thailand. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2108584>
- Palazzo, M., Foroudi, P., & Ferri, M. A. (2021). Examining antecedents and consequences of perceived service quality in the hotel industry: a comparison between London and New York. *TQM Journal*, 33(7), 193–221. <https://doi.org/10.1108/TQM-09-2020-0203>
- Parapanos, D., & Michopoulou, E. (2023). Innovative Mobile Technology in Hotels and the Use of Gamification. *Tourism Planning and Development*, 20(2), 162–187. <https://doi.org/10.1080/21568316.2022.2107563>
- Pytharoulakis, M., & Zouni, G. (2020). Lobbyscape: A framework about the effect of hotel lobbies' atmospheric elements on customer satisfaction. *Research in Hospitality Management*, 10(2), 107–115. <https://doi.org/10.1080/22243534.2020.1869465>
- Quang, T. D., Tran, N. M. P., Sthapit, E., & Garrod, B. (2024a). Exploring Guests' Satisfaction and Dissatisfaction with Homestay Experiences: A Netnographic Study of a Rural Tourism Destination in Vietnam. *International Journal of Hospitality and Tourism Administration*, 1–25. <https://doi.org/10.1080/15256480.2024.2350005>
- Quang, T. D., Tran, N. M. P., Sthapit, E., & Garrod, B. (2024b). Exploring Guests' Satisfaction and Dissatisfaction with Homestay Experiences: A Netnographic Study of a Rural Tourism Destination in Vietnam. *International Journal of Hospitality and Tourism Administration*, 00(00), 1–25. <https://doi.org/10.1080/15256480.2024.2350005>
- Stamolampros, P., & Dousios, D. (2023). Employee satisfaction during the pandemic in the tourism and hospitality industries. *Current Issues in Tourism*, 1–15. <https://doi.org/10.1080/13683500.2023.2268798>
- Sthapit, E., Stone, M. J., & Björk, P. (2024). Sources of Value co-creation, co-destruction and co-recovery at Airbnb in the Context of the COVID-19 Pandemic. *International Journal of Hospitality and Tourism Administration*, 25(2), 249–276.



<https://doi.org/10.1080/15256480.2022.2092249>

- Suleri, J., Meijer, R., & Tarus, E. (2021). Exploring hotel identity by focusing on customer experience analysis. *Research in Hospitality Management*, 11(2), 113–120. <https://doi.org/10.1080/22243534.2021.1917178>
- Vo, N. T., Hung, V. V., Tuckova, Z., Pham, N. T., & Nguyen, L. H. L. (2022). Guest Online Review: An Extraordinary Focus on Hotel Users' Satisfaction, Engagement, and Loyalty. *Journal of Quality Assurance in Hospitality and Tourism*, 23(4), 913–944. <https://doi.org/10.1080/1528008X.2021.1920550>
- Wang, P. Q. (2024). Personalizing guest experience with generative AI in the hotel industry: there's more to it than meets a Kiwi's eye. *Current Issues in Tourism*, 1–18. <https://doi.org/10.1080/13683500.2023.2300030>
- Wireko-Gyebi, S., Baah, N. G., Nustugbodo, R. Y., Zaazie, P., Senya, E. K., Bosomefi, V., & Amankona, S. (2024). Service quality, satisfaction and loyalty among sharing economy vehicle users. *Cogent Social Sciences*, 10(1). <https://doi.org/10.1080/23311886.2024.2327130>
- Zarezadeh, Z. Z., Rastegar, R., & Xiang, Z. (2022a). Big data analytics and hotel guest experience: a critical analysis of the literature. *International Journal of Contemporary Hospitality Management*, 34(6), 2320–2336. <https://doi.org/10.1108/IJCHM-10-2021-1293>
- Zarezadeh, Z. Z., Rastegar, R., & Xiang, Z. (2022b). Big data analytics and hotel guest experience: a critical analysis of the literature. *International Journal of Contemporary Hospitality Management*, 34(6), 2320–2336. <https://doi.org/10.1108/IJCHM-10-2021-1293>
- Zhou, J., Xiang, K., Cheng, Q., & Yang, C. (2021). Psychological and behavioural consistency value seeking of tourists in niche tourism: Nostalgia, authenticity perception, and satisfaction. *Psychology Research and Behavior Management*, 14, 1111–1125. <https://doi.org/10.2147/PRBM.S322348>