

The Impact of Service Quality on Guest Satisfaction

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Submitted: 21/01/2025; Accepted: 12/02/2025; Published: 13/02/2025

Abstract—This study examines the relationship between service quality and guest satisfaction in the hospitality industry, focusing on analyzing guest reviews from Borobudur Hotel Jakarta. Using thematic analysis, the research identifies key positive aspects, including staff friendliness, high-quality facilities, and a strategic location, significantly enhancing guest satisfaction. Conversely, recurring issues such as cleanliness concerns, service inefficiencies, and outdated facilities highlight areas for improvement. The findings demonstrate the critical role of service quality in shaping guest experiences and its direct impact on loyalty and recommendations. Strategic recommendations include enhancing cleaning protocols, optimizing service efficiency, implementing facility upgrades, and prioritizing staff training to improve customer interactions and operational workflows. This study emphasizes the interconnected nature of service quality, satisfaction, and loyalty, underscoring the need for continuous improvement to maintain competitiveness in the dynamic hospitality sector. The hotel can align its services with evolving guest expectations by addressing identified challenges and leveraging strengths, ensuring long-term success and sustained guest loyalty.

Keywords: Service quality; Guest satisfaction; Hospitality industry; Thematic analysis; Operational efficiency

1. INTRODUCTION

Service quality is pivotal in shaping guest satisfaction, particularly within the hospitality industry, where customer perceptions often determine business success. As the global market becomes increasingly competitive, understanding how service dimensions such as responsiveness, reliability, and empathy influence satisfaction is essential for sustaining a hotel's reputation and profitability (Li et al., 2024; Wu et al., 2024). The dynamic nature of guest preferences necessitates an analytical approach to effectively evaluate service quality, with customer reviews as a valuable resource for gauging satisfaction levels (Ervianty et al., 2024; Liang, 2024). By leveraging this rich dataset, it becomes possible to identify recurring patterns, pinpoint critical service gaps, and formulate strategies tailored to enhance the guest experience (Rezaei et al., 2024). This approach strengthens the alignment between service delivery and customer expectations and fosters a deeper understanding of the nuanced relationship between quality and satisfaction in real-world settings. Ultimately, such insights underscore the importance of continuous service improvement to maintain competitiveness and ensure sustained guest loyalty.

Understanding the urgency of investigating service quality's impact on guest satisfaction lies in its critical implications for the sustainability and growth of the hospitality industry. In an era of heightened competition and discerning customer expectations, businesses face increasing pressure to deliver exceptional experiences (Ali et al., 2024; Romano et al., 2024). Service quality directly influences customer retention, brand loyalty, and market positioning, making it a vital area of focus (Adiningtyas & Millanyani, 2024; Deputata et al., 2024). Employing an empirical approach to assess how service attributes shape guest perceptions addresses a pressing need to bridge gaps between service delivery and customer satisfaction (Saltouridou & Poullos, 2024). Moreover, analyzing customer feedback through modern methodologies provides actionable insights, enabling organizations to adapt swiftly to evolving market demands. This research offers timely value by equipping industry stakeholders with evidence-based strategies to optimize service performance, ensuring competitive advantage and fostering long-term success in a dynamic marketplace.

This research investigates the relationship between service quality and guest satisfaction within the hospitality sector by utilizing customer review data as a primary analytical resource. By examining the key dimensions of service quality, such as reliability, responsiveness, and assurance, the study aims to identify the specific factors that significantly influence guest experiences and satisfaction levels (Mosikatsana et al., 2024). This focus reflects the growing necessity for empirical insights that support the development of targeted strategies to enhance service delivery (Kalnaovakul et al., 2024). Analyzing real-world customer feedback enables a comprehensive understanding of prevailing service trends and challenges, providing a robust foundation for practical recommendations. Such findings are anticipated to offer actionable guidance for improving service standards, thereby advancing the hospitality industry's competitiveness and customer-centric approach.

This research contributes to the theoretical advancement of the hospitality industry by deepening the understanding of the interplay between service quality dimensions and guest satisfaction. Through its focus on analyzing customer review data, the study offers a novel perspective on how real-time feedback reflects the impact of service attributes such as responsiveness, reliability, and empathy on customer experiences (Nguyen et al., 2024). Integrating empirical findings with established service quality models enhances the conceptual framework for evaluating guest satisfaction in dynamic and competitive market contexts (Nawawi et al., 2024). Furthermore, it underscores adopting data-driven approaches to refine service delivery strategies, bridging theoretical constructs with practical applications. These insights enrich the

academic discourse on customer satisfaction and provide a foundation for future studies to address emerging challenges in service excellence within the hospitality sector.

The practical implications of this research are evident in its potential to guide hospitality businesses in enhancing service quality to meet and exceed guest expectations. By leveraging insights derived from customer review data, organizations are better positioned to identify critical service attributes that directly influence satisfaction levels (Nguyen Huu et al., 2024). Such targeted understanding enables the formulation of more effective service improvement strategies, fostering stronger customer loyalty and competitive advantage (Tajpour et al., 2024). Applying these findings also promotes a customer-centric approach, encouraging businesses to adapt swiftly to evolving market trends and preferences. Furthermore, integrating data-driven methodologies into operational practices offers a scalable and sustainable means of refining service delivery. This alignment of theoretical insights with actionable strategies highlights the study's utility in driving measurable improvements across the hospitality sector.

Future research should explore broader service quality and guest satisfaction dimensions by incorporating diverse methodological approaches and data sources. Examining cross-cultural differences in customer expectations and perceptions offers valuable insights into the global applicability of service quality frameworks (Khan et al., 2024). Expanding the scope to include comparative analyses across different hospitality industry segments, such as luxury, budget, and boutique accommodations, would enhance understanding context-specific service dynamics (Kumar et al., 2024). Integrating advanced technologies like machine learning and sentiment analysis into research methodologies may uncover hidden patterns and trends within large datasets. Additionally, longitudinal studies could provide a deeper perspective on how service quality impacts guest satisfaction over time. Such endeavors hold the potential to refine theoretical models, contribute to adaptive service strategies, and address the evolving challenges of the hospitality sector.

2. RESEARCH METHODS

2.1 Thematic Analysis

This research adopts a thematic analysis approach to systematically process and interpret hotel service review data, focusing on a Hotel Borobudur Jakarta case study. This method enables a nuanced understanding of guest perceptions and expectations regarding service quality by identifying and categorizing recurring themes in customer feedback (Wang & Fu, 2024). Thematic analysis offers flexibility in uncovering patterns and relationships within qualitative data, making it particularly suitable for extracting actionable insights from diverse and subjective customer reviews (Wong et al., 2024). This approach highlights the strengths and weaknesses of service delivery and provides a structured framework for analyzing the intricate interplay between service attributes and guest satisfaction. By applying this method to the context of Hotel Borobudur Jakarta, the study generates relevant insights for improving service quality and enhancing customer experiences. Ultimately, thematic analysis effectively bridges theoretical perspectives with practical applications in the hospitality industry.

The dataset analyzed in this research comprises 1,160 detailed reviews collected from guests who stayed at Hotel Borobudur Jakarta. Each review includes critical information such as the guest's profile, type of room booked, duration of stay, ratings, and qualitative feedback on their experience. Additionally, responses from the hotel management are included, offering a comprehensive perspective on guest-hotel interactions. The diversity in guest types, ranging from couples and families to business travelers, provides a robust foundation for understanding service quality and its impact on satisfaction. By leveraging this dataset, the study systematically identifies patterns and themes through thematic analysis, enabling the extraction of actionable insights. Including numerical ratings and textual reviews ensures a balanced approach, integrating quantitative and qualitative dimensions to deepen the analysis. This dataset's breadth and depth allow a thorough exploration of service quality dynamics and their implications for guest satisfaction in a real-world context.

The research follows a systematic progression comprising several distinct stages to ensure a comprehensive analysis of hotel service reviews. The process begins with data collection, where hotel review data is gathered, cleaned, and organized to eliminate inconsistencies and enhance usability. This is followed by developing research questions to explore the relationship between service quality and guest satisfaction, the contribution of service attributes to satisfaction, and identifying key factors influencing guest experiences. The subsequent stage involves thematic analysis, which includes data familiarization, initial coding, theme identification, review, and definition, ensuring that recurring patterns within the dataset are thoroughly examined. An analytical framework is then applied to interpret the findings, focusing on dimensions such as service quality impact, specific service attributes, and critical satisfaction factors. Finally, the research culminates synthesizing the results, drawing meaningful conclusions, and providing practical recommendations to enhance service delivery. This structured approach ensures methodological rigor and actionable outcomes relevant to the hospitality sector.

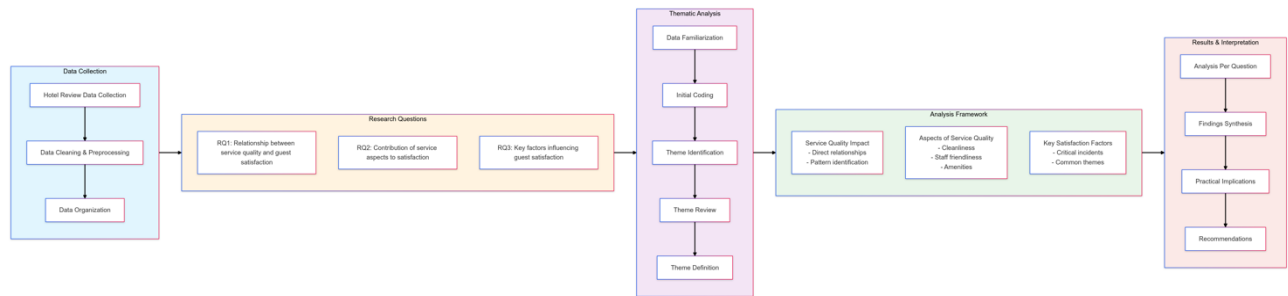


Figure 1. Research Stages

Figure 1 illustrates the structured research stages undertaken in this study, outlining the sequential process from data collection to the formulation of practical recommendations. The initial stage involves collecting and preprocessing hotel review data, where raw information is cleaned, organized, and prepared for subsequent analysis. This is followed by formulating research questions exploring the relationship between service quality and guest satisfaction, the influence of specific service attributes, and identifying key satisfaction factors. The third stage is thematic analysis, encompassing data familiarization, coding, theme identification, and refinement, which ensures a systematic extraction of patterns and themes from the dataset. An analytical framework is then applied, categorizing findings into dimensions such as service quality impact, service attributes, and critical satisfaction factors to provide a structured interpretation of the results. The final stage integrates findings into actionable insights, synthesizing them to offer practical implications and tailored recommendations. This systematic flow ensures the study's methodological coherence and relevance to the hospitality industry.

The data collection is a critical foundation for addressing the research questions, ensuring the study's reliability and relevance. This research systematically gathers 1,160 reviews from Hotel Borobudur Jakarta, followed by meticulous cleaning and preprocessing to eliminate inconsistencies and enhance data usability. The organized dataset provides a robust platform for exploring three interconnected research questions: the relationship between service quality and guest satisfaction, the contribution of specific service aspects to overall satisfaction, and identifying key factors influencing guest experiences. These research questions guide the investigation by focusing on critical areas that reveal the underlying dynamics of service quality and its implications for guest satisfaction. The study achieves a methodologically sound approach that bridges theoretical understanding with actionable insights by aligning the data collection process with these targeted inquiries. This alignment ensures that the research answers the posed questions and contributes to the broader discourse on hospitality service improvement.

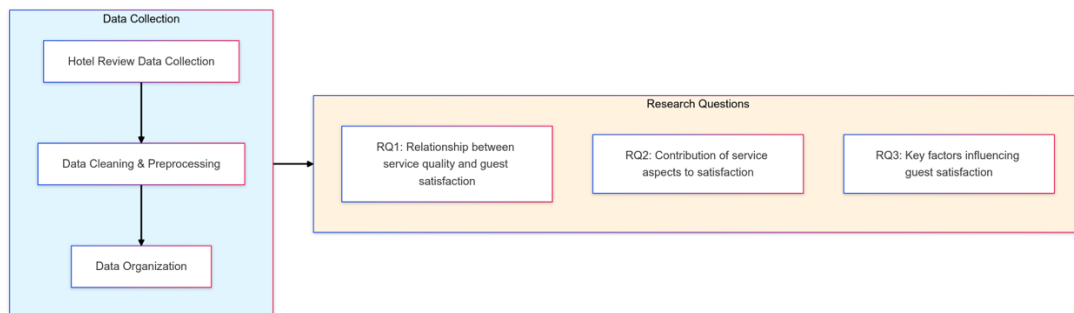


Figure 2. Data Collection and Research Question

Figure 2 outlines the structured data collection process and its alignment with the formulated research questions, ensuring the study's methodological rigor. The process begins with collecting 1,160 hotel reviews, providing a comprehensive dataset reflecting diverse guest experiences at Hotel Borobudur Jakarta. This raw data undergoes cleaning and preprocessing to address inconsistencies, ensuring its accuracy and reliability for further analysis. The organized dataset serves as the foundation for addressing three pivotal research questions: exploring the relationship between service quality and guest satisfaction, examining the contribution of specific service dimensions to overall satisfaction, and identifying the key factors that influence guest experiences. These questions are strategically designed to uncover the nuances of service quality and its implications for guest perceptions. The systematic alignment of data collection with these research questions ensures that the analysis is both targeted and meaningful, contributing to practical insights and advancing theoretical understanding within the hospitality industry.

Thematic analysis is a structured qualitative method that systematically uncovers patterns and themes within data to provide meaningful insights. This process begins with data familiarization, where an in-depth review ensures a comprehensive understanding of the content, enabling the identification of key elements. Initial coding follows, allowing specific data segments to be labeled based on recurring ideas or observations. These codes are then grouped into broader thematic categories during the theme identification, highlighting significant relationships and patterns. To ensure the validity and consistency of the findings, themes undergo thorough review and refinement, ensuring alignment with the

research objectives. The final step involves defining and naming the themes and creating a coherent framework that reflects the data's underlying structure. By employing this method, thematic analysis not only organizes complex qualitative data but also enhances its interpretability, making it an invaluable approach for exploring intricate phenomena such as the impact of service quality on guest satisfaction.



Figure 3. Thematic Analysis, Framework, Result and Interpretation

Figure 3 illustrates the integrated process of thematic analysis, analytical framework, and result interpretation, demonstrating a systematic approach to extracting meaningful insights from qualitative data. The thematic analysis begins with data familiarization, where detailed exploration ensures a deep understanding of the dataset, followed by initial coding that identifies and categorizes recurring patterns. Subsequent steps involve theme identification, review, and definition, which refine the data into coherent themes. These themes are then applied within an analytical framework focusing on service quality impact, specific aspects such as cleanliness, staff friendliness, amenities, and key satisfaction factors like critical incidents and common patterns. The results are interpreted through a structured process, starting with question-specific analysis and culminating in synthesizing findings to draw actionable insights. Practical implications are derived from this synthesis, offering targeted recommendations for improving service quality. This integrated methodology ensures a comprehensive exploration of service quality and its influence on guest satisfaction, providing both theoretical value and practical relevance to the hospitality sector.

The results and interpretation phase is a critical stage in research, where findings are systematically analyzed and contextualized to generate meaningful insights. This stage begins with examining data responding to each research question, ensuring the analysis remains aligned with the study's objectives. Key themes, patterns, and relationships are synthesized to uncover the nuances of service quality and its influence on guest satisfaction. Evaluating these findings against the established analytical framework clarifies how specific service aspects, such as cleanliness, staff friendliness, and amenities, contribute to guest experiences. This process highlights areas of strength and improvement and reveals recurring issues that may hinder customer satisfaction. The derived insights are subsequently translated into actionable recommendations, ensuring their relevance to industry stakeholders. Through this structured approach, the results and interpretation phase bridges raw data with practical applications, fostering advancements in service strategies and academic understanding of customer satisfaction dynamics.

3. RESULTS AND DISCUSSION

The results and discussion section delves into three key topics, addressing the central themes of this research. First, the relationship between service quality and guest satisfaction is analyzed to understand how various dimensions of service delivery impact overall customer experiences in the hospitality sector. This discussion provides a comprehensive view of the interconnectedness between service quality and satisfaction, emphasizing its significance for sustaining competitive advantage. Second, the role of specific service quality aspects, such as cleanliness, staff friendliness, and amenities, is explored to determine their individual and collective contributions to guest satisfaction. By highlighting these critical factors, this section sheds light on the elements that hold the most significant influence on customer perceptions. Finally, the analysis identifies the key factors from guest reviews that significantly shape satisfaction levels. Through the thematic review of customer feedback, this discussion uncovers patterns and insights that can inform practical strategies for enhancing service quality and meeting guest expectations more effectively. Together, these topics provide a robust framework for interpreting the findings and their implications for the hospitality industry.

3.1 The Relationship Between Service Quality and Guest Satisfaction in the Hospitality Industry

Service quality is a critical determinant of guest satisfaction, with staff attitude significantly influencing the overall guest experience. Positive and personalized interactions with attentive and courteous staff are often identified as highlights of

a stay, emphasizing the irreplaceable role of human engagement in delivering exceptional service (Shambour et al., 2024). Such interactions not only foster a welcoming atmosphere but also contribute to building lasting impressions and loyalty. However, operational inefficiencies, particularly during check-in and check-out processes, have been frequently reported, undermining the otherwise positive experiences (Gazi et al., 2024). These inefficiencies create avoidable frustrations, highlighting the need for streamlining procedures to enhance service delivery. Addressing these operational shortcomings while maintaining high standards of interpersonal engagement is essential to ensuring a consistent and seamless guest experience, ultimately solidifying the perception of quality within the hospitality sector.

Facilities and amenities play a substantial role in shaping guest satisfaction, serving as key factors that enhance the overall value of a hotel stay. Guests frequently appreciate well-maintained amenities such as swimming pools, fitness centers, and landscaped gardens, which contribute positively to their experience by offering comfort, convenience, and leisure opportunities (George & Ramos, 2024). These facilities not only elevate the perceived quality of service but also differentiate the hotel within a competitive market. However, concerns regarding outdated or poorly maintained amenities have been noted, indicating that neglect in this area may diminish the overall impression of the property (Baniya & Thapa, 2024). Regular upgrades and diligent maintenance are therefore imperative to ensuring that facilities meet contemporary standards and align with guest expectations. Investing in these areas fosters a positive perception of quality and reinforces guest satisfaction, ultimately supporting the hotel's reputation and competitive standing in the hospitality industry.



Figure 4. Aspects of Service Quality Codes (Wordcloud)

Figure 4 illustrates a word cloud representing the recurring themes and aspects of service quality extracted from guest feedback, providing a visual summary of the most frequently mentioned elements. Terms such as "exceptional," "hotel," "stay," "good," and "Jakarta" dominate the visualization, reflecting key areas of guest focus and sentiment. Positive descriptors like "thank," "welcome," and "great" highlight aspects of satisfaction, emphasizing the significance of guest appreciation for quality service and memorable experiences. At the same time, mentions of specific components like "room," "management," and "staff" indicate areas of direct service interaction that guests often evaluate critically. The prominence of these terms underscores the importance of consistently delivering on core hospitality aspects, such as comfort, efficiency, and attentiveness. This visualization captures the broad spectrum of guest perceptions and provides actionable insights for identifying strengths and addressing areas requiring improvement. By analyzing such feedback, hospitality providers can better align their services with guest expectations, ultimately enhancing satisfaction and loyalty.

The food and dining experience is a crucial component of guest satisfaction, offering opportunities to enhance the overall value of a stay through diverse and high-quality options. Many guests admire the variety and presentation of dining selections, with breakfast often highlighted as a standout feature that contributes positively to their impression of the hotel (Hsueh & Hsu, 2024). This aspect underscores the importance of culinary offerings in shaping memorable experiences and reinforcing perceptions of service excellence. However, inconsistencies in food quality and delays during peak hours have been reported, revealing operational inefficiencies in the kitchen and service management (Schiessl et al., 2024). Such variability detracts from the overall dining experience and risks creating guest dissatisfaction. Addressing these shortcomings by optimizing preparation processes and enhancing staff coordination is vital for ensuring consistency and maintaining high standards. A focus on delivering reliable and exceptional dining services strengthens guest perceptions and supports long-term loyalty.

Cleanliness and maintenance represent critical aspects of service quality that heavily influence guest satisfaction and perceptions of a hotel's standards. Numerous guests have praised the pristine condition of the hotel grounds, highlighting the visual appeal and hygienic environment as key contributors to a positive experience. Such attention to cleanliness fosters trust and reassures guests about the establishment's commitment to maintaining a welcoming and safe

environment. However, recurring feedback regarding the inadequate upkeep of certain rooms and facilities indicates a gap in maintenance practices that may compromise the overall guest experience. This inconsistency underscores the necessity of adopting proactive maintenance strategies and establishing rigorous quality control measures to address these concerns effectively. By prioritizing the upkeep of all areas, the hotel not only sustains high standards of cleanliness but also enhances the comfort and satisfaction of its guests, ultimately reinforcing its reputation for quality service.

The location of the Borobudur Hotel is consistently regarded as a significant advantage, providing exceptional convenience for both business and leisure travelers. Positioned strategically in Jakarta, the hotel benefits from its proximity to key business districts, cultural landmarks, and transportation hubs, making it an ideal choice for various guest needs. This accessibility enhances the practicality of staying at the hotel and elevates the overall guest experience by reducing travel time and increasing convenience. The importance of location as a satisfaction component lies in its ability to complement other service attributes, such as quality and amenities, by adding tangible value to a guest's stay. A well-situated property reinforces its appeal to a diverse clientele, ensuring it remains competitive in a dynamic hospitality market. By leveraging its advantageous location, the Borobudur Hotel strengthens its reputation as a preferred destination for travelers seeking both efficiency and comfort.

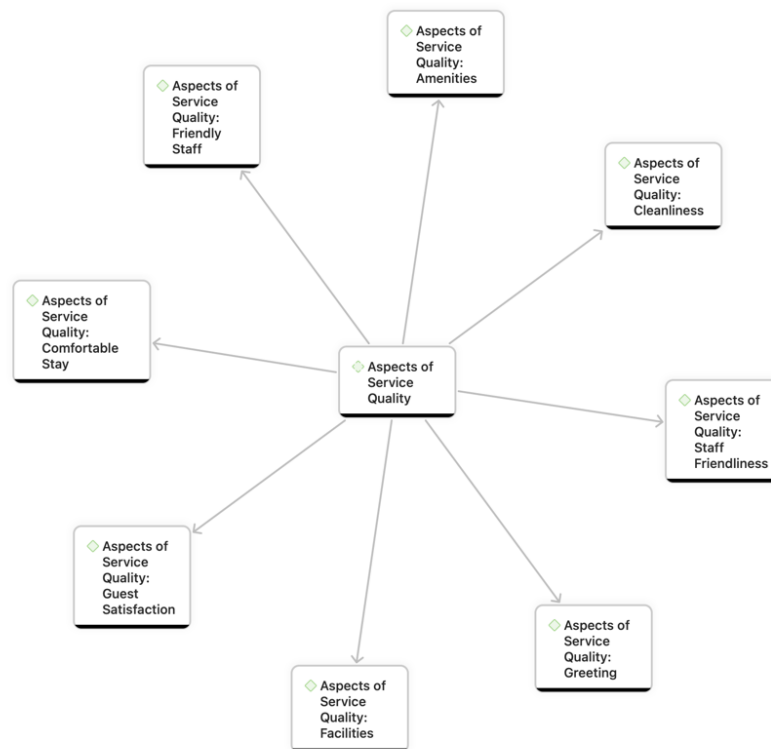


Figure 5. Aspects of Service Quality based on Borobudur Reviews Dataset

Figure 5 illustrates various aspects of service quality derived from the Borobudur Hotel reviews dataset, providing a comprehensive framework for evaluating guest experiences. Key elements such as friendly staff, cleanliness, amenities, and greeting practices are highlighted, reflecting their prominence in shaping guest satisfaction. These aspects emphasize the holistic nature of service quality, where tangible elements, like facilities and amenities, and intangible factors, such as staff attitudes and personalized greetings, collectively influence guest perceptions. For instance, the friendliness and professionalism of staff are often associated with higher satisfaction levels, as they directly impact the emotional connection guests develop with the service provider. Similarly, cleanliness and well-maintained facilities create a comfortable and enjoyable environment. This interconnected structure underscores the multidimensional nature of service quality, suggesting that consistent excellence across these aspects is critical for fostering positive guest experiences. Addressing these areas systematically allows hotels to optimize their offerings, ensuring they meet and exceed guest expectations while reinforcing their competitive position in the hospitality industry.

Identifying service quality aspects within the context of Borobudur Hotel is crucial for understanding the drivers of guest satisfaction. Analyzing specific elements such as staff friendliness, cleanliness, amenities, and responsiveness enables a targeted approach to evaluate how these factors influence guest perceptions and experiences. Each aspect uniquely shapes satisfaction, with tangible elements like facilities contributing to comfort and functionality, while intangible attributes, such as professional interactions, foster emotional connections. Focusing on these dimensions allows for a deeper exploration of how service quality aligns with guest expectations, revealing both strengths and areas for improvement. This process provides actionable insights for enhancing service delivery and supports the development of a customer-centric strategy that prioritizes consistent excellence. By addressing these aspects systematically, hospitality providers can elevate guest satisfaction, strengthen loyalty, and maintain a competitive edge in the market.

3.2 The Contribution of Specific Service Quality Aspects to Guest Satisfaction

The reviews of the Borobudur Hotel provide valuable insights into the contributions of various service quality aspects to guest satisfaction, highlighting strengths and areas for improvement. Positive feedback often emphasized the friendliness and helpfulness of staff, with guests describing their interactions as courteous and professional. Such personalized service fosters emotional connections and contributes significantly to overall satisfaction. The facilities and amenities, including the swimming pool, garden, and gym, were frequently praised for their quality, offering guests a sense of luxury and value. The food quality, particularly breakfast, also received commendations for variety and taste, enhancing the dining experience. Moreover, the hotel's strategic location was highlighted as a significant advantage, providing convenience for business and leisure travelers. However, the reviews also revealed areas requiring attention. Cleanliness issues were a recurring concern, particularly regarding the condition of rooms and bathrooms, reflecting a gap in maintenance practices. Service inefficiencies, such as delays during check-in and breakfast service, were reported, detracting from the overall guest experience. Similarly, the outdated state of some facilities was noted, with several guests recommending refurbishment to maintain the hotel's appeal. Additionally, breakfast management during peak times was criticized, as the staff struggled to meet high demand, resulting in a less enjoyable experience for many guests.

The feedback highlights that the hotel demonstrates notable strengths in staff friendliness, strategic location, and the quality of its amenities, significantly contributing to positive guest experiences. These attributes create a welcoming and convenient environment that enhances the overall value of a stay. However, persistent challenges in cleanliness, service efficiency, and the outdated condition of certain facilities reveal critical areas for improvement. These shortcomings risk undermining the otherwise favorable guest perceptions, directly impacting comfort, convenience, and satisfaction levels. Addressing these issues through proactive maintenance, streamlined service operations, and facility upgrades would resolve existing concerns and elevate the overall guest experience. Such improvements are essential for reinforcing the hotel's reputation for service excellence and ensuring its competitiveness in a dynamic and demanding hospitality market.



Figure 6. Word clouds of Service Quality Aspects Related to Guest Satisfaction

Figure 6 depicts a word cloud visually representing the most frequently mentioned aspects of service quality concerning guest satisfaction, highlighting key themes derived from guest feedback. Prominent terms such as "hotel," "stay," "room," "staff," "location," and "breakfast" indicate the areas that guests commonly emphasize in their reviews. The inclusion of words like "facility," "pool," and "garden" reflects the importance of physical amenities in shaping the guest experience. At the same time, terms such as "feedback" and "service" underscore the critical role of customer interaction and management responsiveness. This visualization also captures recurring concerns or praises, as indicated by terms like "time," which may allude to service efficiency or delays, and "experience," which encompasses both positive and negative guest impressions. Analyzing these patterns makes it evident that a combination of service delivery, facility quality, and location convenience influences satisfaction. This word cloud not only consolidates guest sentiment but also provides actionable insights for identifying areas of strength and opportunities for improvement, guiding efforts to enhance overall service quality and guest satisfaction.

Positive aspects of the hotel's services and facilities play a vital role in shaping guest satisfaction, with several key strengths consistently highlighted in guest feedback. The friendliness and helpfulness of the staff emerge as a significant contributor to satisfaction, as courteous and attentive interactions create a welcoming and memorable experience for guests (Abhyudhay et al., 2024). Similarly, the hotel's extensive facilities, including a large garden, swimming pool, and gym, are frequently praised for enhancing comfort and providing recreational value, reflecting a commitment to guest convenience and enjoyment. The quality of food, particularly breakfast, further reinforces positive perceptions, with its variety and taste leaving a lasting impression on many guests. The hotel's strategic location is also a significant advantage,

offering easy access to key attractions and business centers, greatly benefiting leisure and business travelers. These attributes collectively underline the hotel's strengths in delivering a high-quality experience and demonstrate its ability to meet diverse guest needs effectively. Strengthening these areas ensures sustained guest satisfaction and enhances the overall reputation of the establishment.

Negative aspects of service quality significantly impact guest satisfaction, as highlighted in recurring concerns reported in reviews. Cleanliness issues, particularly in rooms and bathrooms, were frequently noted, with some guests describing conditions as substandard, indicating a critical need for improvement in maintenance and hygiene protocols. Service inefficiencies, especially during peak times, also emerged as a consistent complaint, with delays in check-in processes and breakfast services creating frustration among guests. Such inefficiencies suggest gaps in operational management that detract from the overall guest experience. Additionally, the outdated condition of certain facilities, including guest rooms, was identified as diminishing the perceived value of the stay (Sembeta et al., 2024). Comments about the need for refurbishment emphasize the importance of maintaining modern and functional environments to meet evolving guest expectations. Furthermore, breakfast service management was criticized for its inability to handle high demand during busy periods, reducing enjoyment and satisfaction. Addressing these negative aspects through targeted improvements in cleanliness, operational efficiency, facility upgrades, and service management is essential for enhancing guest experiences and fostering long-term loyalty.

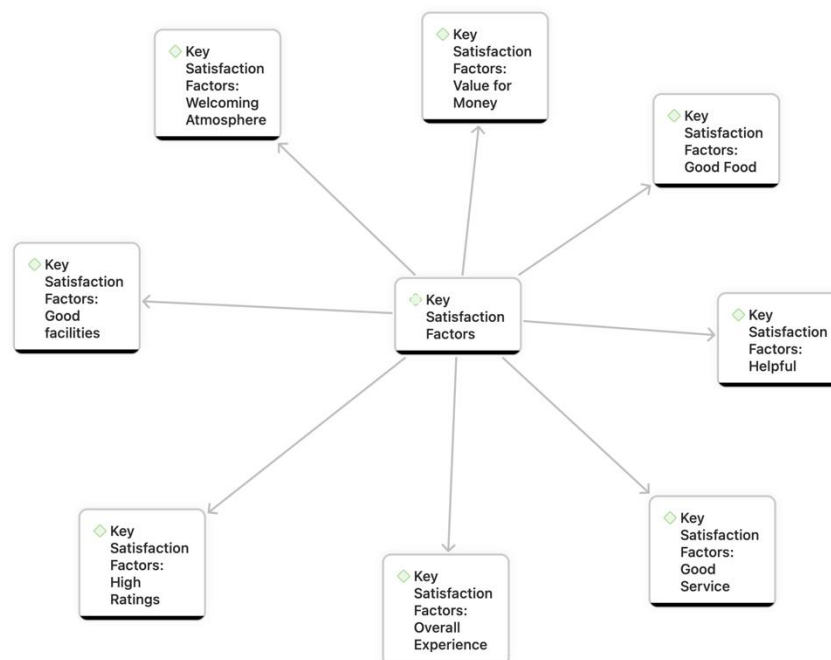


Figure 7. Key Satisfaction Factors

Figure 7 illustrates the key factors contributing to guest satisfaction, emphasizing the multifaceted nature of the hospitality experience. Factors such as value for money, good food, and helpful service are highlighted, reflecting their importance in shaping positive guest perceptions. A welcoming atmosphere and high-quality facilities enhance the overall experience, creating an environment guests perceive as comfortable and enjoyable. Combined with consistently high ratings, these elements underscore the significance of delivering excellence across all service dimensions. Each factor contributes uniquely to guest satisfaction, with some elements directly influencing emotional connections, such as helpfulness and a welcoming atmosphere, while others, like facilities and value for money, address practical expectations. Analyzing these interconnected factors makes it evident that a balanced approach to both tangible and intangible aspects of service quality is essential for achieving optimal guest satisfaction. Prioritizing and sustaining these elements ensures hospitality providers meet and exceed guest expectations, fostering loyalty and a competitive edge in the industry.

Recommendations are essential for addressing identified gaps and enhancing service quality to meet guest expectations effectively. Prioritizing improvements in cleanliness and maintenance is crucial, as these aspects directly impact comfort and satisfaction. Regular audits and robust housekeeping protocols should be implemented to ensure consistency in hygiene standards. Additionally, streamlining operational processes, particularly during peak periods, can reduce inefficiencies in service delivery, such as check-in delays and breakfast management. Investing in the refurbishment of outdated facilities will improve the property's physical appeal and align it with modern guest preferences. Emphasizing staff training programs can further strengthen interpersonal interactions, enhancing the hospitality experience by fostering a more welcoming and professional atmosphere. By integrating these strategic measures, service quality can be elevated, resulting in greater guest satisfaction and loyalty while reinforcing the establishment's competitive position in the hospitality sector.

3.3 Discussion

Identifying service quality aspects is critical in understanding the factors influencing guest satisfaction, encompassing both positive and negative dimensions. Positive feedback often highlights staff friendliness, food quality, and the availability of well-maintained facilities, which collectively contribute to memorable guest experiences and foster a sense of value (Ferreira et al., 2024). These aspects reflect the strengths of service delivery and provide benchmarks for maintaining high standards. Conversely, negative feedback frequently points to issues related to cleanliness, service efficiency, and the outdated condition of certain facilities. Such criticisms underscore areas where improvements must align with guest expectations (Marigliano, 2024). Addressing these shortcomings through targeted interventions, such as enhanced maintenance protocols, streamlined operational processes, and facility upgrades, is essential for minimizing dissatisfaction. Balancing the reinforcement of positive aspects with the resolution of identified challenges enables service providers to deliver a consistent and elevated guest experience, ultimately supporting long-term loyalty and competitiveness in the hospitality industry.

The relationship between service quality and guest satisfaction is a multifaceted dynamic that requires a detailed analysis of how various aspects contribute to the overall experience. Staff friendliness often plays a pivotal role, creating emotional connections that leave lasting impressions, while cleanliness and maintenance address fundamental expectations of comfort and hygiene (Campos et al., 2024). Each aspect carries a unique weight in shaping satisfaction, with interpersonal interactions frequently holding more significant influence than operational factors. Guest satisfaction, in turn, directly impacts loyalty, as positive experiences increase the likelihood of repeat visits and recommendations to others (Apaza-Panca et al., 2024). Loyal guests contribute to the hotel's long-term success through repeat patronage and enhance its reputation by acting as ambassadors within their networks. Understanding this interplay between service quality, satisfaction, and loyalty highlights the importance of delivering excellence across all dimensions. This ensures guest expectations are consistently met or exceeded to foster trust and long-term relationships.

Comparing the hotel's service quality with industry standards provides valuable insights into its competitive positioning and areas requiring improvement. Benchmarking against established hospitality benchmarks reveals whether the hotel meets, exceeds, or falls short of expected service levels (Van Huy & Thai Thinh, 2024). In certain areas, such as staff friendliness and the availability of diverse amenities, the hotel demonstrates strong alignment with industry expectations, even surpassing them in fostering positive guest interactions. However, deficiencies in cleanliness, service efficiency during peak periods, and outdated facilities indicate performance gaps compared to modern industry standards, emphasizing seamless service, contemporary infrastructure, and meticulous attention to detail (Ampuero-Rodas et al., 2024). These disparities suggest the need for targeted interventions to bridge the gap, such as implementing robust maintenance protocols and optimizing operational workflows. Aligning performance with or exceeding industry benchmarks enhances guest satisfaction and solidifies the hotel's reputation as a leader in service quality, ensuring long-term competitiveness in the hospitality market.

Recommendations for improvement are essential to address areas of dissatisfaction and enhance the overall quality of service delivery. Enhancing cleanliness standards should be prioritized by introducing more rigorous cleaning protocols, regular inspections, and advanced housekeeping tools to ensure consistency and reliability in maintaining hygiene across all areas. In addition, implementing a comprehensive staff training program is crucial for improving customer service and operational efficiency. Training initiatives should equip employees with the skills to deliver exceptional service, handle high-pressure situations, and respond effectively to guest needs. By investing in staff development, the hotel elevates the quality of interpersonal interactions and fosters a more efficient and cohesive workforce. Combining these strategies, strengthening procedural standards, and cultivating employee competence creates a robust framework for continuous improvement. Such measures are instrumental in building guest trust and satisfaction, ultimately reinforcing the hotel's reputation and competitive standing within the hospitality industry.

The analysis findings hold significant implications for hotel management, particularly in shaping strategic decisions and marketing approaches. By addressing identified gaps in service quality, such as cleanliness, operational efficiency, and facility upgrades, management can develop targeted initiatives to enhance guest satisfaction. Strategic decisions informed by this analysis include prioritizing investments in maintenance, introducing innovative service delivery technologies, and refining operational workflows to improve efficiency during peak periods. These improvements directly influence the guest experience, fostering a more comfortable, seamless, and enjoyable stay. Furthermore, marketing strategies can leverage these enhancements by highlighting strengths, such as staff friendliness and amenities, while showcasing improvements in previously criticized areas to rebuild trust and attract a wider audience. By aligning operational improvements with guest expectations, the hotel positions itself as a service excellence leader, enhancing loyalty and maintaining a competitive edge in the hospitality industry. Through these measures, management elevates the quality of service and strengthens the hotel's reputation and long-term success.

4. CONCLUSION

The conclusion of this research emphasizes the critical role of service quality in shaping guest satisfaction and loyalty within the hospitality industry. Key findings indicate that aspects such as staff friendliness, the quality of facilities, and the hotel's strategic location significantly contribute to positive guest experiences, reinforcing the importance of these elements in meeting and exceeding customer expectations. However, recurring issues, including cleanliness, service

inefficiencies, and outdated facilities, reveal areas requiring immediate attention to maintain competitive standards. Addressing these challenges through targeted interventions, such as enhanced maintenance protocols, staff training programs, and facility upgrades, will improve operational efficiency and elevate the overall guest experience. Furthermore, the study highlights the interconnected nature of service quality and guest loyalty, where enhanced satisfaction directly impacts repeat patronage and recommendations. These findings underline the necessity for continuous evaluation and refinement of service quality to adapt to evolving guest needs, ensuring sustained success in an increasingly competitive hospitality market.

ACKNOWLEDGMENT

Thanks to Atma Jaya Catholic University of Indonesia and the Center of Digital Transformation and Tourism Development.

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