

Factors of Complaint and Delight Reflected in Customer Online Reviews

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Master of Science

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Submitted to PD Dr. Astrid Dickinger

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AFFIDAVIT

I hereby affirm that this Master's Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

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ABSTRACT

The knowledge and understanding of quality standards of guests helps hotel managers improve the quality of hotel services and increase guests' satisfaction with the hotel stay. Different aspects of a hotel offer participate in the guests' evaluation of the hotel experience. The factors that influence guests' satisfaction level are also named "hotel attributes". There exist a large number of factors that influence guests' impressions, but certainly not all of them have the same level of importance for guests. In order to be aware of the strengths and weaknesses of their businesses, hotel management has to identify which improvements in the hotel operations can bring additional value to their guests. One of the most reliable information sources for gaining customer knowledge is undoubtedly the feedback provided directly from customers. If analyzed properly, it can be exploited for the purpose of improving the hotel operations and raising profits.

The environment in which hospitality businesses operate nowadays has become radically connected to the use of the Internet. An increase in the usage of Social Media triggered extreme changes in the information channels that hotel guests use in order to make booking decisions. Hence, the hotel management should be aware that travel information websites present a valuable source of information about customer preferences. They offer service providers a possibility to have an insight into the reasons for satisfaction or disappointment of their guests.

The aim of this thesis is to examine the relationship between different hotel attributes and the guests' overall satisfaction with the hotel stay. It tries to uncover the most influential hotel attributes for the formation of guests' satisfaction. For this purpose, a content analysis of hotel reviews available from TripAdvisor was used.

The results of this research indicate that the attribute "service" has the greatest influence on customer satisfaction with the hotel stay. In addition, it is suggested that the way a service is provided has more influence on the satisfaction than some physical aspects of the hotel stay. Moreover, the value received for the price paid is perceived as a factor that influences the satisfaction of guests, regardless of the star category of a hotel.

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1 INTRODUCTION

1.1 Context and Previous Research

Hotels as service businesses are encountered with the issue of the complex nature of services. Certainly, one of the main challenges of every service business is the assessment and understanding of their customers' standards for assessing the quality of the services, as well as their satisfaction with the service encounter (Berry and Parasuraman 1991, p. 21).

Satisfaction of customers plays an essential role for the success of businesses. Satisfied and delighted customers tend to repeat their purchases, stay loyal and engage in positive word of mouth. Some of the advantages that tourism businesses profit from, if they achieve to develop a good service quality strategy are: high profits and high return on investments (ROI), a competitive difference to other organizations, positive word of mouth advertising, higher productivity, as well as greater employee motivation and work environment in the company (Soutar 2001, p. 97). This thesis aims to identify the factors (attributes of the supply side of a hotel) that shape and determine the satisfaction level of hotel guests.

It is important to notice that, as there are different levels of satisfaction, every business should be aware of the critical point that lies between delight and disappointment levels of satisfaction. The critical point is also called the "hygiene factor" and it explains which attributes of a hotel stay have to be present so that the point where a guest is neither satisfied, nor dissatisfied is reached. Accordingly, this research seeks to answer the question about which hotel attributes should be considered as "hygiene factors". Furthermore, the aim seeks to discover if the attributes that influence the evaluation of a hotel stay vary across different hotel categories.

A relationship between the customer perception of the service quality, customer satisfaction and customer retention rates were identified. Thus, the main reason why companies may like to measure their service quality, and consequently the customer satisfaction, is to find out how they can improve the customer value and loyalty, and by these means increase their profits (Knutson 2001, p. 153).

In order to develop a sound service quality strategy, managers of hotel businesses need to be aware of the factors that influence the complaint and delight of customers with their businesses.

As an introduction to this study it is essential to emphasize that the environment in which hospitality businesses operate nowadays has become radically connected to the use of the Internet. It represents a platform where hotel businesses can offer their products, but also where customers can share their opinions about their experiences with a hotel in the form of online reviews. They represent an important source of information for hotel managers because they provide them with a possibility to adopt a consumers' perspective of their businesses and offered services (Tyrrell and Woods 2004, p. 183). This further enables them to make conclusions and comparisons of both positive and negative reviews and finally try to improve the critical points that are essential in creating satisfied customers.

In the leisure industry, keeping the existing customers is much less expensive than having to attract new ones (Tyrrell and Woods 2004, p. 185). This means that examination of reviews written by previous consumers, and working on the points that were described as critical in customer reviews, can help increase the number of satisfied current customers, as well as to attract new ones.

In the past, a media outlet had to be interested in publishing consumers' concerns, but nowadays, with the proliferation of the Internet, everyone can be an author and express their experiences with hospitality and tourism service providers. The number of consumers that are turning to Internet sites and other sites to make reviews about tourism and hospitality services has substantially increased. Thus, according to marketers, noticing and addressing Internet reviews and complaints of customers should be a priority for hotel businesses (Tyrrell and Woods 2004, p. 185). Therefore, this master thesis investigates the content of the sample of reviews extracted from the TripAdvisor website in order to provide findings about the features of a hotel stay that are highly relevant for the satisfaction/dissatisfaction with the hotel stay. The study strives to answer the following research question: "Which hotel attributes are triggers for the dissatisfaction/delight of guests?".

Not all hotel attributes contribute equally to the customer delight, "basic level of satisfaction" or complaint behaviour. Hence, this research aims to identify groups of hotel features that are needed in order to reach the basic level of customer satisfaction. The basic hotel features will be identified by answering the research question: "Which hotel attributes can be considered as "hygiene attributes?".

1.2 Relevance of Customer Satisfaction for Hotel Businesses

Every business that offers services should set a service quality strategy based on the findings about what makes their customers satisfied and delighted. In this way, they can position themselves as leaders in the market (Brown and Swartz 1989 Rudie and Wansley 1985, Thompson, DeSouza and Gale 1985, Parasuraman, Zeuthaml and Berry 1988,).

Grönroos (1993, p. 36) states that if a company aims at competing with good results in a marketplace then it should establish a good service quality strategy. The only way to have such a strategy is to have a clear vision of: i) how service quality is perceived and also ii) what influences the vision of the service quality in consumers' eyes.

Johnson and Gustafsson (2000, p. 2) mention that the provision of services and products of high standards enables the creation of the company-customer relationship. Managers can influence loyalty creation if they have knowledge about the satisfaction drivers of their customers. With applying this knowledge the company can differentiate itself from the rivals (Johnson and Gustafsson, 2000, p. 2).

There has been a lot of confusion and difficulty in trying to identify an appropriate way to measure customer satisfaction and service quality, as well as the interrelationship between these constructs.

The nature of hospitality businesses is such that a customer gets a service from a hotel in exchange for money. It is very important to emphasize that the price charged in exchange for the hotel product also includes the price of the bed, food and beverages, but finally what is offered to them is perceived as a service. Kandampully (2007, p. 15) states that it is of the highest importance for the managers in any service business to understand what the product that they are offering to the customers actually encompasses. They should also be aware that the way in which the product is provided is of a great importance for the enterprise. This is crucial in order to create an experience for their customers and gain competitive advantage.

Like most others, hospitality services are also comprised of both service and product elements. Hence, there is a need for hotel managers to have a deep insight into both tangible and intangible components of services their business provides because it enables them to understand the importance of each of the components for the creation of customer satisfaction. They should also be aware of how tangible and intangible components interact and affect each other. This knowledge further sets the basis for making production, marketing and management related decisions (Kandampully 2007, p. 24).

Customers started paying attention to the quality as the basis for their decisions to purchase the service and to stay loyal to the business. Considering this, it could be stated that service quality and profits are two inseparable constructs. Thus, companies cannot survive without quality as their profits depend on it (Kandampully 2007, p. 60). Kandampully (2007) mentions several studies that investigate the impact of service quality on profits and their implications: positive connection of quality with market share (Garvin 1984); enhanced quality helps companies gain market share five to six times faster (Buzell and Gale 1987; Kordupleski, Rust and Zahorik, 1993); the positive effect of quality on profitability (Gale 1992). Finally, all of these findings further lead to the conclusion of the relationship between *“satisfaction, reputation, purchase intention, perceived quality, perceived value and loyalty”* and profits of a firm (Kandampully, 2007 p. 60).

Kandampully (2007) also explains that the increase in profits can be reached through good service quality strategy. Hence, company managers have to be aware of the triggers (dimensions of a service) that influence the image of quality of the firm's services. It is also mentioned that meeting and exceeding customer expectations is the basis for developing quality of services. In order to be aware of the motivators of customer satisfaction Kandampully (2007, p. 96) emphasizes the necessity to collect information about their customers and their evaluation of service performance.

Every organization should engage in different types of research in order to answer the question if customers are satisfied with the offered service and if they intend to repeat their purchase. So called “customer perception research” is a form of research that helps managers and employees to obtain a customers' view of the company and its offerings (Kandampully 2007, p. 103). Being able to understand how customers see the organization is essential because it helps target those elements of service that are valued the most. Moreover, improving those elements helps the company to differentiate itself from the competition.

1.3 Research Aims and Objectives

Service quality is a term that is quite difficult to define, as well as to control. Researches showed that *“the expectations and perceptions of customers”* play the most significant role in the assessment of the quality of services (Kandampully 2007, p. 56). Hence, the purpose of this study will be to identify hotel attributes that have the most impact on the creation of customer perceptions in the post-visit phase.

As previously noted, customer satisfaction is one of the most important constructs and the primary goal for hotels that want to manage their businesses profitably. The role of the Internet in the modern hospitality industry was mentioned as well. None of the two factors can be ignored by those who want to survive in the competitive environment. Therefore, there is a need to identify the possibility of exploiting social media websites in order to find valuable information about the triggers of customer satisfaction with a hotel stay.

The term “customer satisfaction with a hotel stay” can be stated to be a very broad and complicated construct. Consequently, it is not possible to cover all of its aspects in this research. Due to this fact, it was decided to concentrate on one specific aspect: the hotel supply side and its effect on customer satisfaction. The term “hotel attributes” in this research paper relates to those components of the hotel services that customers evaluate when forming their perceptions about the level of satisfaction they experienced during a hotel stay. In this thesis the supply side of the hotel business is considered as a “combination of hotel attributes”. The aim will be to find out which of the attributes have the most significant role in the process of the evaluation of a hotel stay in the post-visit phase. The tendency of guests to share their experiences publicly supports the assumption that the reviews from TripAdvisor are a trustworthy source of information about guests’ preferences. Thus, they will be used as a data source. After the analysis of online reviews, the research should be able to give answers to the following questions:

1. Which hotel attributes are triggers for the satisfaction/delight of guests?
2. Which hotel attributes can be considered as “hygiene attributes” i. e. Which hotel attributes are needed to fulfil the minimum criteria for guest satisfaction level? (level where guests are neither delighted nor dissatisfied but rather neutral)
3. Is there a certain pattern of the combination of hotel attributes for negative and positive perception of a hotel service?
4. Which hotel attributes have the most impact on customer satisfaction?

2 LITERATURE REVIEW

2.1 Hotel Businesses as Service Businesses

Services make up the main part of the hotel product. According to Sanchez-Gutierrez (2011, p. 18) there is a strong relation between the levels of satisfaction of hotel guests and the service quality that these hotels provide.

Although services cannot be very easily defined or explained, there are some common characteristics for all services. In this context services are (Grönroos 1988, p.10):

- less tangible
- usually perceived as activities
- produced and consumed at the same time
- designed so that the customer is part of the production process of the service (at least to some degree)
- perceived in a subjective manner.

The afore mentioned special characteristics of services make it very difficult to say what actually determines the quality of services in tourism and hospitality. The cause for this is that the factors that have some effect on the final service quality are quite variable. Communication of the service personnel with guests is highly unpredictable because *“individual’s unique expectations and perceptions of the interaction affect the process”* (Langer 1997, p. 35).

2.2 Useful Models for explaining the Customer Satisfaction Concept

In order to answer the research question and track the factors that cause hotel guests to feel delighted or complain about their hotel stay “a consumer’s judgment of service centred approach” will be taken (Dickinger, 2007, p. 58). Zeithaml (1987) defines the “perceived quality from a consumer centred point of view” as a “judgment about an entity’s overall excellence or superiority”. Service quality is claimed to be an “*abstract and elusive construct*” due to its three distinct features: intangibility, inseparability and perishability (Parasuraman et al. 1985 in Parasuraman et al. 1988, p. 13). Also, it is stated that due to such features there is a shortage of objective measures of service quality, so the best way to measure the actual quality of service of a business is to measure the performance of the company from the customers’ point of view.

There exist several models explaining the service quality concept and possibilities to measure it. Parasuraman, Zeithaml and Berry (1985) developed a model that identifies the gap between consumer expectations and perceived performance as a basis for perceived service quality. Grönroos (1978; 1982; 1984) developed a concept of service quality that has six elements:

- professionalism and skills;
- attitudes and behaviour;
- accessibility and flexibility;
- reliability and trustworthiness;
- recovery;
- reputation and credibility.

Kano et al. (1984) developed a concept of customer satisfaction that identifies three types of requirements that play a role in the formation of customer satisfaction (Matzler and Hinterhuber 1998, pp. 28-30)

- “must be requirements”
- “one dimensional requirements”
- “attractive requirements”.

2.2.1 Grönroos Model

According to Grönroos (1988, p. 10), the perceived service quality is evaluated subjectively by customers. Typical terms used when describing services experience are: “experiences, trust, feeling and security”. He created a model that consists of six criteria for experienced service quality. In his quality concept Grönroos puts special emphasis on the dimension of “Accessibility and Flexibility” (Schneider and White 2004, p.33). His model addressed the importance of the issue of the service recovery, so he created a separate dimension for it. In order to depict the Grönroos model, an overview of all six dimensions will be presented (Grönroos, 1990):

- *“Professionalism and skills”*- level of skills and knowledge of employees, physical resources and operational systems to address customer problems in a professional way;
- *“Attitudes and behaviour”*- ability, readiness and level of concern of front line personnel to solve the critical issues in a friendly way;
- *“Accessibility and flexibility”*- the level to which the service provider has designed its offers so that they are easily accessible by customers and convenient for their use;
- *“Reliability and trustworthiness”*- the level to which customers can rely on the company and all of its departments to perform the service properly and as promised, whereby having customers interests as a priority;
- *“Recovery”*- the awareness of customers about service provider’s level of readiness to take immediate action in order to recover the unsuccessful encounter;
- *“Reputation and credibility”*- the level to which customers trust that they receive appropriate level of quality for the price they were charged.

Additionally to the dimensions, it is noted that the image of the service provider plays a crucial role in the readiness formation of customers to excuse the mistakes that occur in sense that they will be more willing to forgive unsuccessful encounters to companies with a “good image”.

Furthermore, Grönroos (2007, p. 60) states that there are two types of quality: “technical quality” and “functional quality”. Technical quality of the service is evaluated by the consumer’s perception of the quality of the outcome (product of the service). The other type of quality occurs due to the consumer’s interest in how this outcome of the service has been delivered. Thus, the quality of the process through which the consumer receives the service is the “functional quality”. These two quality categories together constitute the total quality perceived by the customer (Grönroos 2007, p. 61).

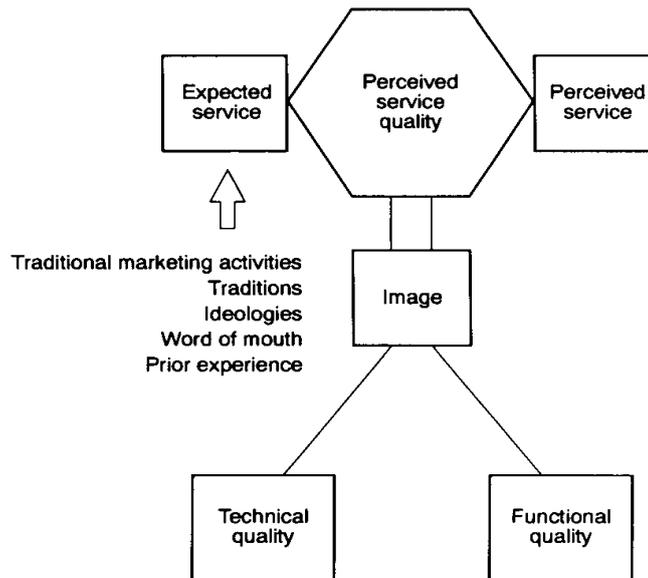


Figure 1. The Service Quality Model by Grönroos (Grönroos,C, 2007, p. 62. Figure 1)

2.2.2 SERVQUAL: A Multiple Item Scale for Measuring Customer Perceptions of Service Quality

Already in 1985 Parasuraman, Zeithaml and Berry identified the importance of service quality for firms and customers and the need to have an appropriate tool for its measurement by adopting a customer's point of view. They stated that the "substance and determinants" of service quality were undefined, but that the relevance of service quality for a service business and the satisfaction creation of their customers is undeniable. In that year they published an article explaining the model that they had created: "A service quality model". The model was created based on the results from qualitative data collected through multiple in-depth interviews and focus groups. It is also stated that according to the results of the research they conducted in order to design the model, they came to the result that the type of service industry does not play any role in the evaluation process and that customers generally base their perceptions on the 10 basic criteria. These basic criteria were (Parasuraman et al. 1985):

- *"Reliability" ("consistency of performance and dependability")*
- *"Responsiveness" ("the willingness or readiness of employees to provide service")*
- *"Competence" ("possession of the required skills or knowledge to deliver the service")*
- *"Access" ("approachability and ease of contact")*
- *"Courtesy" ("politeness, consideration, and friendliness of contact personnel")*

- *“Communication”* (“keeping customers informed in a language they can understand and listening to them”)
- *“Credibility”* (“trustworthiness, believability, honesty and having customer’s best interest at heart”)
- *“Security”* (“freedom from danger, risk, or doubt”)
- *“Understanding/knowing the customer”* (“making the effort to understand customer’s needs”)
- *“Tangibles”* (“physical evidence of service”).

According to Parasuraman et al. (1985) the level of satisfaction of customers can range from *“ideal quality”* to *“totally unacceptable quality”*. This evaluation is dependent on the gap between the expected service and perceived service. Later on, this model was used by the same scholars in order to develop a “measurement instrument SERVQUAL” (Parasuraman et al. 1991; Parasuraman et al. 1988). They also identified a difference between the perceived service quality and customer satisfaction, whereby claiming that satisfaction is evaluated on the basis of a specific transaction, whereas the attitude is more related to a “global judgment” of the service.

Parasuraman et al. (1988) designed an instrument that initially had 97 items. After a two-stage procedure and data refinement they finally came up with a 22-item list and five dimensions of customers’ perceived service quality. These dimensions include three original dimensions that were also present in the initial model and two combined ones. The final list of dimensions and their characteristics is as follows (Parasuraman et al. 1988):

- *“Tangibles”* (“physical facilities, equipment and appearance of personnel”)
- *“Reliability”* (“ability to perform promised services dependably and accurately”)
- *“Responsiveness”* (“willingness to help customers and provide prompt service”)
- *“Assurance”* (“knowledge of courtesy of employees to and their ability to inspire trust and confidence”)
- *“Empathy”* (“caring, individualized attention the business provides its customers with”).

The last two dimensions, assurance and empathy include items on behalf of the other seven dimensions from the model introduced in 1985 (Parasuraman et al. 1988): communication, credibility, security, competence, courtesy, understanding/knowing customers and access.

Concerning the application of this model Parasuraman et al. (1988, p. 30) state that it can be used for a wide variety of service businesses, but that certain characteristics of the structure of the model should be applied according to the type of industry for which it will be used. Also, it is possible to evaluate the overall service quality perceived by

customers as well as the relative importance of each of the dimensions in the process of customer's quality perception formation.

On the one hand, the SERVQUAL model is used by many researchers because of the two main aspects: "it highlights unequivocally the centrality of quality in service research and management" and "emphasizes the complexity of managing service experience". Still, it is criticized and questioned by many researchers concerning its applicability to service quality measurement. It is considered to be rather applicable to those environments for the contexts of which the SERVQUAL was originally designed for. This implies: retail banking and long distance telephone (Laws, Moscardo and Prideaux 2006, p. 6).

The SERVQUAL model is stated to be applicable to a wide variety of service industries. On contrary, Gundersen et al. (1996, p. 73) question if one model can be applied to diverse industries such as banks and hotels. Apart from the fact they both offer services to their customers, they do not have any commonalities. There exist many different types of service businesses that function in a different way. Hence, for each of them an industry-specific measurement method of satisfaction should be tailored.

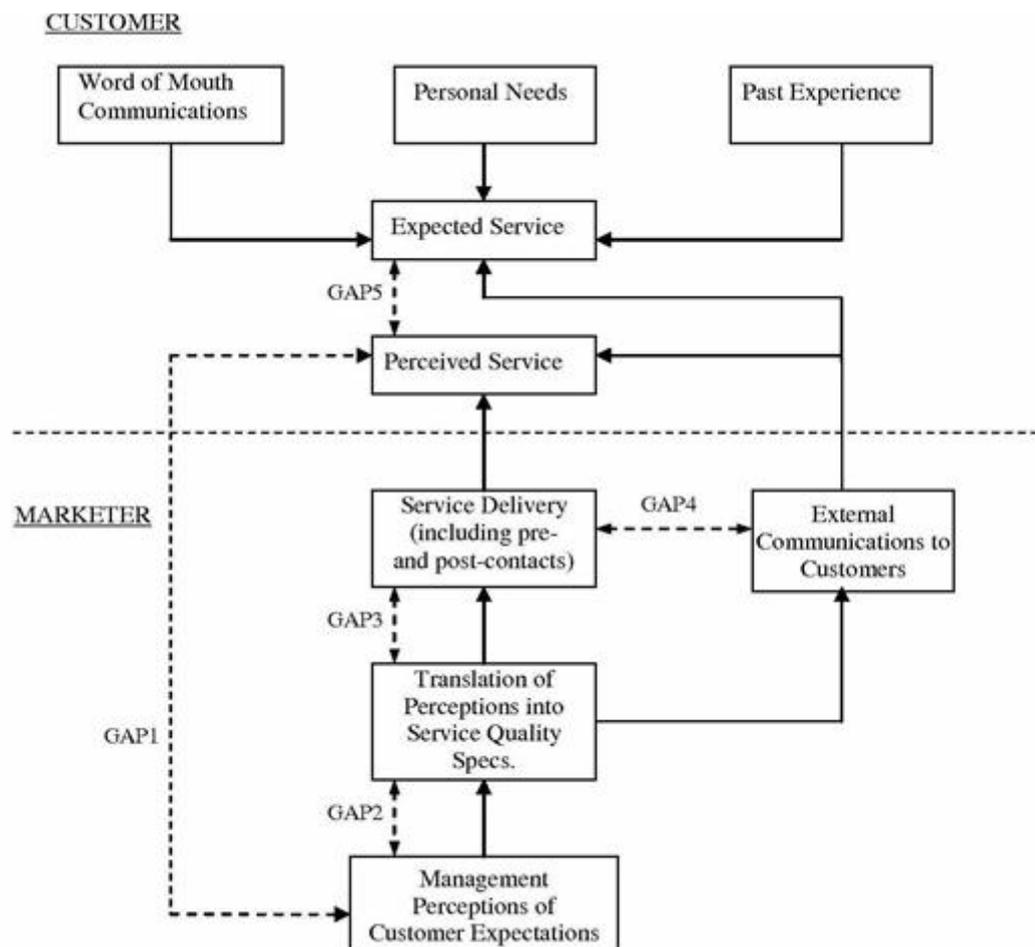


Figure 2. The Service Quality Model by Parasuraman et al. (Parasuraman et al. 1985, p. 44. Figure 1)

2.2.3 SERVPERF: Performance -only Measurement of Service Quality

One of the most common indexes used for the measurement of service quality is SERVQUAL (Parasuraman et al. 1988). This scale suggests that the level of service quality could be depicted by the gap between the service quality that the customer expected, with the level of service quality that they actually experienced and perceived. Despite the widespread acceptance of SERVQUAL in many service industries, some researchers (Cronin and Taylor, 1992) still claim that a better way to measure service quality would be by “*attitude based conceptualization*” which excludes the expectations of customers before the service encounter, as well as the gap between them and the attitude following the encounter (Brady et al. 2002, p. 19). As an explanation they mention that even Parasuraman et al. (1988) explain the service quality evaluation as a form of an attitude toward the performance and that measuring such attitude i. e. (Babakus and Boller, 1992) imply that the reason for including the expectations variable into performance presents a more appropriate way to evaluate quality. The scale they designed for the purpose of discarding the gap is called SERVPERF, and according to some studies (Brady et al. 2002, p. 19) it outperforms SERVQUAL. Other scholars are of an opinion that the measurement of service quality does not bring any additional value to the measurement.

Cronin and Taylor (1992) also support the replacement of the SERVQUAL with the performance-based scale SERVPERF. They claim that the conceptualization and operationalization of the service quality (SERVQUAL) is not appropriate as very few, or even no evidence supports the relevance of the gap between the expectations and the actual performance for the measurement of service quality. What they also highlight is that even the marketing theory implies that the simple performance based measures are much superior to SERVQUAL (Cronin and Taylor, 1992, p. 56).

Satisfaction is also defined as “*an evaluation of an emotion*” meaning that the measurement of satisfaction should be customers’ impression of the level of utility that a service provides. Churchill and Supernant (1982) in their study come to the conclusion that measuring service quality is more efficient only if a performance based scale is used. These scholars did two experiments with the goal of investigating the influence of expectations, performance and disconfirmation on the satisfaction of customers. The outcome was the conclusion that the performance alone determines the satisfaction of subjects (Cronin and Taylor 1992, p. 57). Woodruff et al. (1983, p. 301) suggest that the inclusion of the importance weights and expectation dimension into the model only creates idleness. They suggest the “*experience based model*” and the following hypothesis: “*unless the consumer has extensive experience with the focal*

brand, experience-based norms serve as a better basis of comparison than focal brand expectations". Moreover, SERVPERF also seems to be more applicable to the satisfaction and attitude literature than the SERVQUAL model. Bolton and Drew (1991, p. 7) did a field experiment where they reached following conclusions: *"current performance ratings strongly affect attitudes whereas the effects of disconfirmation are generally insignificant and transitory"*.

2.2.4 Kano Model of Customer Satisfaction

The Kano model of customer satisfaction helps identify the importance weight of distinct features of a company's services for the customer satisfaction formation. The idea behind this model is that it is considered that a higher level of service quality or some of its components does not specifically have to entail a higher level of customer satisfaction. The final level of satisfaction is rather dependent on the importance of a certain attribute (feature) of a service for the customer (Sauerwein et al. 1996, p. 313). Kano developed this model in 1984, whereby he recognized 3 types of product features with different influence power on customers' satisfaction (Matzler and Hinterhuber, 1998, pp. 28- 29):

- *"Must be requirements"*- requirements that have to be met so that the customer is not dissatisfied. This type of product attribute does not add additional value to the customer satisfaction because it is considered to be necessary for the level of quality to be perceived as acceptable. Hygiene factors could also be regarded as such requirements.
- *"One-dimensional requirements"*- the rule of proportionality is applicable to this type of product requirements. This implies that the higher the level of quality perceived by an attribute, the higher the satisfaction.
- *"Attractive requirements"* - the most influential product features are those that can only delight the customer because they are not explicitly expected. Still, if they are met they can only have a positive impact on the level of satisfaction. It is important to notice that because they are not expected, the feeling of dissatisfaction will not occur in cases when they are not met.

Sauerwein et al. (1996, p. 315) state that there are more advantages of using the Kano model of customer satisfaction because it can help businesses understand the nature of their products and the relevance of their attributes for customers. In this way the companies can strive to achieve a balance in order to meet the “must be requirements” at a level that is critical for satisfying customers. It also helps them to recognize when to emphasize the quality of those attributes that have more influence on the satisfaction/delight perceived by customers. Hence, the Kano model has a potential to help in the product development phase. This is especially valid in cases where trade-offs in terms of quality of certain aspects of products have to be made. The “attractive requirements” can serve as a basis for a company’s differentiation strategy and delight creation with customers.

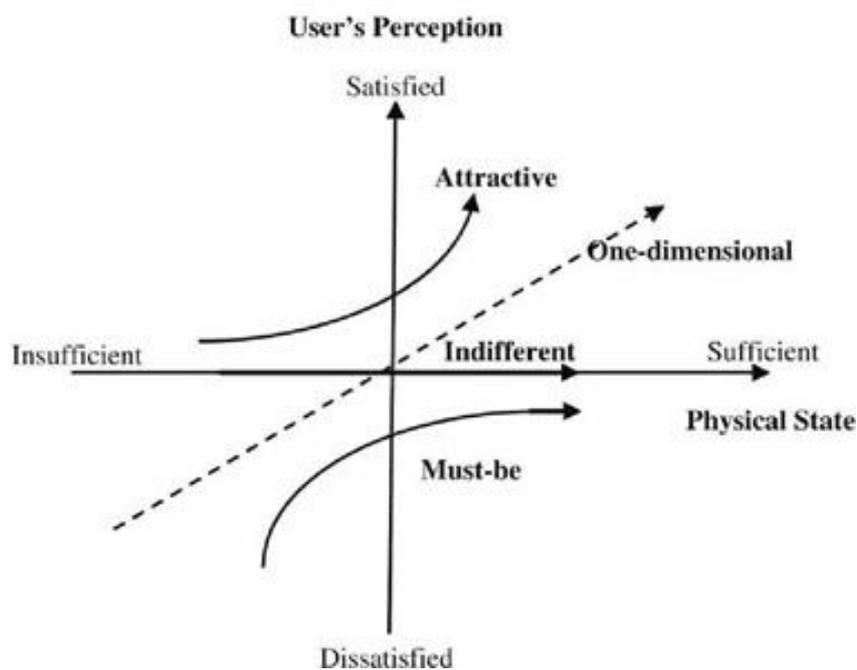


Figure 3. Kano Model of Customer Satisfaction (Long-Sheng et al. 2010, Figure: 1)

2.3 Customer Satisfaction

2.3.1 The Interrelationship between Customer Satisfaction and Service Quality

Oliver (1997, p. 16) defines the service quality phenomenon as: *“customer’s judgment of the overall excellence or superiority”*. The same author explains the customer satisfaction as *“a judgment that a product or service feature, or the product or service itself, provided a pleasurable level of consumption-related fulfilment, including levels of under- or over-fulfilment”* (Oliver, 1997, p. 13).

Parasuraman, Zeithaml, and Berry (1988, p. 16) developed a theory that tried to differentiate the service quality judgment from customer satisfaction. They describe the service quality judgments as *“a global judgment, or attitude, relating to the superiority of the service”*. According to them, satisfaction is a quality judgment about a *“specific transaction”*. Hence, it was difficult to reach a common agreement about the relationship between service quality and customer satisfaction. Additionally, there was confusion about which of the two constructs acts as an antecedent. The final conclusion was made that the quality judgments cause satisfaction (Parasuraman et al, 1994, p. 112).

Parasuraman and Berry (1991, p. 16) identified five dimensions that have impact on the perception of the service quality by the customer. These are:

- reliability: *“the ability to perform the promised service dependably and accurately”*
- tangibles: *“the appearance of physical facilities, equipment, personnel and communications materials”*
- responsiveness: *“the willingness to help customers and to provide prompt service”*
- assurance: *“the knowledge and courtesy of employees and their ability to convey trust and confidence”*
- empathy: *“the provision of caring, individualized attention to customers”*.

According to Berry and Parasuraman, from all five dimensions reliability is supposed to have the highest impact on the creation of quality perceptions of the customer (1991, p. 15). This further implies that the hotel guests want to make sure they will stay in a hotel where the staff provides timely, flawless and reliable service. Thus, the factor that acts as a trigger for the hotel guests’ satisfaction is the level to which the staff instills an impression of professionalism and capability to manage the hotel operations efficiently.

2.3.2 The Interrelationship between Customer Satisfaction, Loyalty and Profits

Jones and Sasser (1995) developed a theory about different profiles of satisfaction of customers. They identified four groups:

- “*Apostles*” – satisfied and loyal customers who engage in positive word of mouth and recommendation of the company to others.
- “*Mercenaries*” – customers who have a high level of price awareness. They sometimes switch suppliers for the sake of a lower price, in spite of the lower level of satisfaction that the new supplier will provide them with.
- “*Hostages*” – customers who are dissatisfied with the current supplier, but do not switch due to the lack of alternatives.
- “*Terrorists*” – customers who switch because they have alternatives, but they also engage in negative word of mouth.

Heskett et al. (1997, p. 10) mention that for decades managers of service industries were falsely ensured that the volume of market share of the company is the main contributor to the firm’s profits. It is also stated that the real indicator of a firm’s profitability is the customer loyalty which is usually determined by customer satisfaction. The main topic of their book is the interrelation of several constructs of service quality: “*profit, growth, customer loyalty, customer satisfaction, the value of goods and services delivered to customers, and employee capability, satisfaction, loyalty and productivity*” (Heskett et al. 1997, p.11). Results of some studies showed that, for the wide variety of industries, increase in customer loyalty has an incredible impact on the increase of profits (Heskett et al. 1997, p. 20). This example highlights that the quality of market share (in terms of customer loyalty) should not be given less importance than the quantity of market share.

The reason why customer satisfaction is emphasized as a construct throughout the literature is that it is related to loyalty. Besides that, satisfaction plays an essential role in the value creation. This is due to the fact that in modern society customers are strongly “value oriented” because they are in search of outcomes of service encounters and processes that surpass the acquisition price they paid for the service (Heskett et al. 1997, p. 23). The further investigation of the service profit chain implied the importance of the service value to employee productivity, loyalty and satisfaction that also contribute to the effective profit chain of company. These constructs go beyond the purpose of achieving the objectives of this master thesis and they will not be further analyzed and discussed.

Standards set up by the management can help to acquaint the staff with the level of quality they should deliver in practice. Furthermore, these standards also serve as an assessment tool for the performance of their businesses. Companies constantly set higher standards because they want to beat their competition. This practise also results in the constant increase of customers' expectations of the quality of services. Companies should be aware that the type of standards and their levels constantly change. Hence, Pegg and Suh (2006, p. 27) mention that benchmarks should be regularly checked and properly appointed to the right level, on a regular basis. Hotels should regularly undertake an analysis of what their guests are actually searching for. In that way they can achieve a high level of guests' satisfaction, sustainable success and a good financial performance of their companies.

2.3.3 Drivers of Customer Retention and Loyalty

Service quality, customer satisfaction and loyalty create an inseparable chain of *“cause and effect by building on each other, so that they cannot be treated separately”* (Johnson and Gustafsson 2000, p. 2).

The nature of hotel businesses is that they provide guests rather with services than products. As the hotel product is essentially a service, there is a need to understand the “nature of the satisfaction with services”. When customers are buying a car they can test it and decide if they are satisfied. Based on this evaluation they will make their purchase decision. Conversely, a satisfaction with services is mostly controlled by the “quality of experiences”. Hence, Berry and Parasuraman suggest that the service quality can be evaluated only after and during the consumption process (1991, p. 7).

In the services industry improving quality means rather aiming at increasing profits, than lowering the expenses. Thus, the quality improvement decisions occur as a main problem for managers in service industries. There exist two forms in which the results of improved quality come for businesses (Rust et al., 1995). The first form is connected to the positive word of mouth and the ability of a firm to highlight the quality of its services, and therefore attract new customers. The second type of “returns on quality” is when the existing customers become extremely satisfied with the services, so they develop into “repeat customers”. The importance of the retention rates is especially highlighted because of the tendency of repeat customers to buy constantly and more than new ones, which further leads to the remarkable augmentation of revenues. Some additional arguments for the quality improvements are that the costs related to selling to new customers are substantially higher than to repetitive ones (Rust et al. 1995, p. 59).

Every hotel's goal is to acquire loyal guests who repeat their stays, thus bringing a secure and repetitive income for the hotel. Berry and Parasuraman (1991, p. 7) comment that in order to acquire loyal guests, it is essential that the hotel has a "post-sale marketing" (created through initiation of a pleasurable experience for the guest during the time of their stay). Companies need to understand how to gain and manage loyal customers. This asks for the knowledge about customers' "evaluations, intentions, and attitudes that affect their behaviour" (Oliver 1999, p. 35).

Gustafsson et al. (2005) explored the three most often mentioned constructs that have a stake in the customer loyalty creation. These constructs are:

- *"overall customer satisfaction"*
- *"affective commitment"*
- *"calculative commitment"*

"Customer satisfaction" is defined as *"overall satisfaction similar to overall evaluations of service quality"*. It has an immense positive effect on a customer's loyalty across diverse industries (Gustafsson et al. 2005, p. 210). The second marketing construct that has been defined as potential driver of customer commitment is *"affective and calculative commitment"*. The relationship commitment is the desire of a customer to maintain the relationship with a service provider. Although commitment is usual for satisfied customers, in some cases a dissatisfied customer also continues to purchase a particular service because there is a lack of substitutes. In this context, two types of commitment have been identified (Gustafsson et al. 2005, p. 211). The first type is the *"affective commitment"* which is more emotional and could be a consequence of the personal involvement that a customer has with a particular company. The *"Calculative commitment"* is the one where a customer is thinking more rationally. This is the type of commitment that occurs as a result of the customer's inability (either lack of substitutes or financial limits of the customer himself) to switch to another company.

Additional emphasis was put by Gustafsson et al. (2005) on the differentiation between the commitment and satisfaction. They explain that satisfaction is "backward looking", whereas commitment is "future oriented". The commitment is a measurement of the customers' readiness to proceed with their "relationship" with the company as well as to measure the strength of this "relationship".

The customer "relationship" with the company or its services is affected by triggers. These are events that can influence a change in the foundation of the relationship between the customer and the company. These events can be divided in two group types:

- “*Situational triggers*” – represent customers’ assessment of the services, whereby the cause of the specific evaluation is a change in their lives or is connected to their personalities (e.g. job, family, financial situation).
- “*Reactional triggers*” are “*critical incidents in perceived performance*”.

If there is a decrease in the quality of the performance of a service, this might affect the customers to re-evaluate their perception of the overall satisfaction and possibly switch to competitors.

2.3.4 The Importance of Discovering the Triggers of Customer Satisfaction

The level to which hospitality services will be successful is determined by the deep analysis and knowledge of reasons and motivators of customer satisfaction (Gutierrez-Sanchez et al. 2011, p. 18). This is due to the fact that “*quality, satisfaction and loyalty have an effect on financial performance of the company, in both direct and indirect way*” (Johnson and Gustafsson 2000, p. 8). When a customer has a positive overall experience with a service, it indirectly affects the company’s financial performance, as satisfied customers tend to stay loyal. Moreover, direct effects of the satisfaction on the company’s financial performance would be “revenues from repeat purchases”, “lower cost of acquiring new customers”, as well as “higher prices that loyal customers are ready to pay”.

The main reason why companies would like to have knowledge about what customers are searching for and which criteria they judge upon when making their evaluations about the quality of services is that they can develop sound service management strategies.

Nevertheless, although the improvement of quality is mostly preferred by customers and leads to higher satisfaction, this can only be true to a certain level (Rust et al. 1995, p. 60). The company needs to identify which service components bring the most profits and thus where it should invest. The main reason for this is the fact that there are some customer expectations which, when exceeded, do not bring any extra value (hygiene factors). If they are not met, the customer becomes dissatisfied. Thus, it is essential for service businesses (in this case hotel businesses) to know which aspects of their business ask for quality improvement. This also means that it is of utmost importance to identify the level of quality that customers search for in order to be delighted or dissatisfied, and to try to set the quality level of each of the attributes of the hotel supply side to the right level.

Quality improvements are considered to be investments, so all of the work to put the quality level to the right point has to be financially liable (Rust et al. 1995, pp. 58- 60). By financial liability we mean that it is possible that some quality improvements are ineffective for two reasons: i) too much financial resource is invested (this leads to “diminishing marginal returns” on the investment), or ii) the company invests into wrong aspects of the business. Hotel managers ought to know what delight/dissatisfaction/hygiene factors for guests’ satisfaction with a stay in their hotel are. In this way they can limit the investment in the “hygiene factors” of guest’s satisfaction to the amount where it no longer leads to added value. Moreover, they can emphasize the value of those attributes of a hotel stay that make their customers delighted in order to create repeat visitors. Finally, the management can improve the attributes where the hotel service shows weaknesses and which contribute significantly to customer dissatisfaction and complaints.

Due to the competitiveness of the service environment, those hotels that want to differentiate themselves from the competition are required to possess a certain quality level (Langer 1997, p. 38). In order to reach this service quality level, the management has to be aware of the factors that make their guests dissatisfied about the hotel stay, and especially what makes them delighted.

2.4 Customer Dissatisfaction and Complaint Handling

In order to better understand the concept of service quality, it is very important to look beyond reasons for dissatisfaction of guests as well as to have an insight into the incidents that make them dissatisfied with the hotel stay. The term dissatisfaction is defined as “cognitive or affective discomfort” (Laws 2004, p. 90). Additionally, it is stated that it occurs as a consequence of service failure, which is an opposite of the service quality. In case where the customer is dissatisfied with a service, the following consequences for the company occur: losing the customer, the customer switches to companies competitors, engagement of customer in negative word of mouth. One additional issue is that if the customer complains, this might also cause a stressful situation for employees, and it also takes their time to deliver prompt and quality services to other customers (Laws, 2004, p. 90- 91).

2.4.1 Reasons for Service Failures in Hotels and Disadvantages for Hotel Businesses

The ability of a service operator who aims at delivering fine quality services to its customers is highly influenced by the level of its understanding about how service failures and recoveries of those failures influence customers' "*perceptions and attitudes of the services*" (Susskind and Viccari, 2011, p. 438). Service failures provide a hotel business a chance to see where their business operations are "standing" in terms of quality. Another benefit of service failures is that it allows hotels and other service businesses to "redesign" their services based on their guests' reactions to failures and the ways they are recovered.

"Service reliability", i.e. "*performing the service dependably and accurately*" (Berry and Parasuraman, 1991) is one of the essential components of the guests' satisfaction and consequently services promotion. Berry and Parasuraman (1991, p. 15) list the main reasons for dissatisfaction of customers with the service encounter:

- "*careless provision of a service*"
- "*making of preventable mistakes*"
- "*failing of delivering the quality communicated by the company to its customers*".

In the case of hotel businesses this means that if guests question the possibility to rely on the hotel's competence to deliver a satisfying experience, they become dissatisfied and share the negative word of mouth.

Sanchez-Gutierrez (2011, p. 27) proposes that even though food & beverage (F&B) services should be one of the essential components of the "hotel product", guests very often show a lower level of satisfaction with this component. This implies that the F&B component of the hotel offer should be given special attention, as it contributes largely to the creation of customers' dissatisfaction. A possible reason for such a strong effect of the F&B on the satisfaction level could be that it is considered a "must be requirement" of any hotel offer with a wide variety of guests.

The results of a research devoted to the development of the customer satisfaction matrix connecting the importance of certain hotel features with the connection to the overall satisfaction with that feature in a hotel (Barsky and Labagh, 1992) showed that some of the main reasons why guests would not revisit a hotel are connected to the "reception", "employee attitudes", "facilities", "services" and "location" (Barsky and Labagh 1992, p. 36).

Another study researching the impact of the management handling of complaints on customer return rates (Lewis, 1983) also provided the categorization of the attributes that arose as complaint reasons. There are four categories of hotel attributes related to complaints and compliments (Lewis 1983, p. 27):

- *“Physical environment”* (noise, décor, parking, view, atmosphere, ambience, accommodations, room location, etc.)
- *“Physical goods”* (food and beverage quality, climate control, temperature of the pool, elevator service, cleanliness, furniture condition, pool, etc.)
- *“Service & personnel”* (reservation handling, management attitude, service speed, employee attitude, level of service, etc.)
- *“Expectations”* (relation to advertising, available facilities, package plan delivery, price-value, etc.).

2.4.2 Service Recovery

No matter how much the company is trying to provide its customers with the best service, it is almost inevitable that service failures might happen. The reasons why it is more difficult to deliver a flawless service than a flawless product is that the customer is included in the process of making a “service”, whereas in goods production this process is usually not apparent to the customer and can be more easily corrected. Also, as services are “intangible” they tend to be evaluated upon very subjectively by the customer (Berry and Parasuraman, 1991, p. 20). Sometimes the reason why a customer considers a service encounter as “failed” could be due to some evaluation criteria that are personally important to the customer, but in reality should not affect the quality of services at all. Still, if customers perceive that a company staff are making efforts to overcome the constraint that has caused the unpleasant situation, this could help to reduce the level of the overall dissatisfaction to minimum (Laws 2004, p. 91). Additionally, the type of the response to the service failure provided by the hotel employees (or management) can substantially affect the dissatisfaction to be reduced, or rise even more.

The service recovery is defined as actions that a company undertakes in order to recoup the customers for the mistakes that occurred (Kelley and Davis, 1994). It should be observed as a set of resources used in the process of retrieving the mistake that occurred (Bolton et al. 1999, p. 357). The positive effect of the “successful service recovery” is that it will stop customers from spreading negative word of mouth. Additionally, there is also a chance that the customer will become a loyal user of the company’s services (Boschoff, 2007, p. 41). If the resolution of the problem is

perceived as “suitable” for the customer then this will heavily improve customer’s satisfaction level, view of the quality of the company, and also readiness to propose the company to their social environment (Berry and Parasuraman, 1991, p. 38). Conversely, if the company does not succeed to exploit this “second chance” the results will be negative and damaging for the company. Usual consequences of such outcomes are: complaints, switching to competing firms and negative word of mouth (Boschoff, 2007, p. 41).

Nevertheless, not all types of service failures are considered to have the same “weight” by the customer. They differ in their cause and the level of damage done to the customer. In the case of the service recovery in hotels and restaurants, customers expect *“that they receive the recovery resources that “match” the type of failure they experienced in amounts that are commensurate with the magnitude of the failure that occurs”* (Bolton et al. 1999).

Bolton et al. (1999, p. 358) mention two types of service recovery encounters:

- *“utilitarian dimension”* – a type of service recovery where the company offers exchange for the service failure in form of “financial remedy” (e. g. money, time, etc.)
- *“symbolic dimension”* – in exchange for the service failure, the customer receives some type of social or psychological resource (e. g. an apology).

In order to be able to understand which type of service failure exchange resource to offer to the damaged customer, the company has to understand the type and magnitude of the service failure which occurred (Bolton et al. 1999, p. 358).

There are two types of service encounter failures (Bitner, Booms, and Tetreault 1990; Hoffman, Kelley, and Rotalsky 1995; Keaveney 1995; Mohr and Bitner 1995):

- *“outcome failure”* – where customers are disappointed by what they actually received from the service encounter
- *“process failure”* – where customers are dissatisfied by the manner in which the service was provided to them.

When applying this concept to the example of the hotel industry, an outcome failure would be e.g. when the room a customer reserved is unavailable because of the high occupation of the hotel. A process failure would be e.g. when a customer is dissatisfied with a hotel stay because the clerk at the front office was very unfriendly (Bolton et al. 1999, p. 358).

After a defect, the customer will expect the service provider to recover this mistake. The higher the magnitude (the level to which the service was defected), the higher will be the expectations of the customers about the quality of the service recovery that should be provided by the company (Bolton et al. 1999, p.358). It is also suggested that

customers usually prefer to receive the same service again, but in a recovered form (Bolton et al. 1999, p. 360).

These facts imply that it is crucial for hotel managers to be aware of the type of the error that occurred during the hotel stay, as well as the magnitude of the error. In this way they can more easily evaluate how to design the service recovery encounter. The importance of the research question of this paper is emphasized by these findings, because the research aims to identify the drivers of satisfaction of hotel guests. Thus, finding out the importance level of different hotel attributes for the overall satisfaction of guests will enable easier evaluation of the type and magnitude of service failures.

2.4.3 The Role of the Customer Feedback for Achieving High Service Quality Levels

An essential tool for the achievement of total customer satisfaction and provision of adequate service recovery is a collection of customer feedback. The collection of this type of information simplifies and structures the process of learning about customers. It also enables easier adaption of services to guests (Heskett et al. 1997, p. 90).

The judges of the actual quality of services are customers. It is essential that the service suppliers take those judgments into consideration as they have a huge impact on the outcomes of services that range from return purchases all the way to positive word of mouth (Pegg and Suh 2006, p. 26).

In order to avoid service failures companies should definitely monitor customer complaints. In that way they are able to detect where the defect is usually encountered in the process of service delivery (Berry and Parasuraman 1991, p. 42). Apart from analyzing the guest complaints communicated directly to hotel employees, there also exist other ways for gathering valuable information about triggers for the dissatisfaction of guests. This goal could also be reached through customer conduct research and observation of feedback of those customers who do not communicate their disappointment directly to the company, but rather spreading it around in the form of negative word of mouth.

The customer feedback enables companies to implement the “customer measurement and management *system that further helps to allocate resources and increase profits*” (Johnson and Gustafsson 2000, p. 3). This implies that companies should adapt their management and operations based on the collected customer feedback, in the way that they use customer information to distribute resources and evaluate if any changes in the management are desirable.

Sometimes a customer feedback occurs in different types of forms and in a random manner, so it makes it difficult to be analyzed and to draw implications for a company management. Also, the problems that companies usually encounter are that negative feedback is communicated directly to the lower level of the organization. The fear of a punishment and losing their jobs constrains them from forwarding customers' comments (Heskett et al. 1997, p. 90). The case with the positive feedback is that the staff sometimes disregards the importance of forwarding the feedback to the management. Thus, the opportunity to communicate the reasons of the customers' satisfaction to the higher management levels is lost. Moreover, the information that could possibly enhance the service quality is not being exploited (Heskett et al. 1997, p. 90).

In the hospitality services there are always the frontline personnel or receptionists who have a direct contact with guests. Therefore, it is easier to collect customer feedback and be able to react to it (Heskett et al. 1997, p. 91). However, this type of feedback collection asks for a certain amount of investment by the company. A good feedback collection strategy asks for i) a user and employee friendly design of feedback collection process, ii) rewards for employees who collect the feedback, and iii) the usage of collected information for further management decisions and planning.

Some hotels use "Scorecard computer systems" in order to obtain customer feedback about the level of satisfaction with their services. However, collecting the guests' feedback from the front office or using such computer systems is not the only and the best way to obtain reliable information for every situation. Heskett et al. (1997, pp. 91-92) mention the existence of other complementary methods. The reason why the importance of complementary methods to feedback collection is mentioned is that customers usually tell others about their experience, regardless of it being positive or negative. In most service industries less than two thirds of customers communicate their dissatisfaction with the service to the supplier. Therefore, acquiring the feedback which is not directly communicated to the hotel employees and which gets lost in other channels should be the main task of every business.

Laws (2004, p. 147) mentions that "*complaining customers exhibit stronger brand loyalty than customers who did not complain*". Furthermore, it is also stated that the loyalty of a customer can be even more strengthened by the right way of handling the complaints or addressing the dissatisfaction issues.

An additional problem with the dissatisfaction of customers is that they do not always directly address the employees or management of an organization to express their negative attitude. Thus, some of them engage in negative word of mouth that is usually directed to their family, friends and colleagues (Laws 2004, p.148). On the contrary, if

the organization would encourage them in some way to provide the service provider directly with the feedback, this would certainly change the outcome of customer dissatisfaction and its consequences. First of all, this would give the company an opportunity to “try to do things right”, secondly the company could gather valuable information that would further help to lower the amount of service failures connected to the particular incident type.

2.4.4 Learning from Customer Complaints

Laws (2004, p. 148) mentions that research and different analyses communicate that the main tasks of marketing managers should be to encourage feedback and complaints. However, encouraging such feedback alone is not enough to be a basis for success in the long run. It is also highlighted that in order to achieve a general success in the business, the organization needs to analyze the complaints. This helps the management to form strategies that respond to the customers’ dissatisfaction and in this way enable the organization to learn.

According to Johnson and Gustafsson 2000, p. 4) the customer feedback can be efficiently used undergoing three main activities: “1) *gathering of the customer information and feedback*; 2) *spreading that information through the company and finally* 3) *exploiting the information to maintain, improve or innovate in products and processes*”.

It is, however, essential to highlight the importance of adopting the customers’ point of view as the most efficient mean to find out what the customer is searching for in a service. In this way Johnson and Gustafsson (2000) differentiated between two different perspectives in evaluating the quality of the company services and the satisfaction of its guests. These two points of view are: the “*Lens of the organization*” and the “*Lens of the customer*”. The first one sees the business as a possible source of the benefits they provide to customers and “problem solvers”, whereas the latter considers that the company provides customers with services, products and operations. By taking the perspective of the “lens of the customer” it is important to understand that they actually search for “safety, convenience and cleanliness” (Johnson and Gustafsson 2000, p. 5).

3 ONLINE TOURISM AND HOSPITALITY PLATFORMS

3.1 Shift in Travel Information Sources: From Travel Agencies to Online Reviews

Nowadays, the tourism and hospitality industry is highly influenced by the user-generated content posted on the Internet. The reason for this is that there was a generational shift in the attitude towards privacy and sharing experiences, so the generations that grew up with being accustomed to Internet usage observe the revealing of their purchases and opinions on the social media website as part of everyday life (Wilson et al. 2012, p. 220). Such content posted on the Internet poses challenges for businesses as the information can be distributed freely and honestly by anyone owning access to the "World Wide Web". It is believed that hotel customer reviews have more impact on decision making processes of travellers than hotel brochures and marketing (Noakes, 2006). One of the reasons for this statement is that some US market research companies analyzed the traveller market and concluded that through the increase in the volume of social computing, travellers tend to learn from each other by moving away from the past informational sources.

For the purpose of writing this master thesis, online available hotel reviews are used as a data sample. First of all, such unbiased comments allow the researcher to see through the *"lens of the customer"*. The second reason for this decision was that the information technology and the Internet have become one of the universal features of modern hospitality and tourism industry. Additional rationale for choosing hotel reviews available online as a data source is that traditional types of tools used to analyze the reasons for satisfaction of guests in hotels e.g. comment cards, satisfaction surveys, noting guests' compliments and complaints are not efficient enough because of the low response rates. Moreover, the amount of feedback provided is insufficient to make any conclusions (Gundersen et al. 1996, p. 73).

The Internet allows that the information is managed effectively and transported easily worldwide (O' Connor 1999, p. 4). As the hotel industry is a service industry, it has to be highlighted that those buying services perceive a higher buying-risk because the service can be evaluated only during and after the experience. The risks travellers perceive while trying to make decisions can be: "functional", "psychological", "social" and "financial" (Langer 1997, pp. 40- 41) . Before going on a trip, or deciding in which hotel to stay, tourists want to be informed in order to make sure they are making a good choice. In the past they would usually visit a local travel agency in order to gather

information and finally, they would book their holiday package together with accommodation. Nowadays, planning a trip and booking the accommodation looks much different due to the proliferation of the Internet. The generational shift and readiness to distribute opinions and experiences with services online creates a great challenge especially for tourism and hospitality businesses. The reason is that travellers have unchanged information, usually in the form of reviews that they can use before making travel decisions (Wilson et al. 2012, p. 220).

3.2 Social Media and Travel Information Websites as the Main Influencers of the Traveler Booking Behavior

Social Media Websites are defined as web pages presenting different forms of consumer generated content. Many of such websites assist consumers in posting and sharing their travel related comments, opinions, and personal experiences which further serve as source of information for other travellers (Xiang and Gretzel 2010, p. 179).

TripAdvisor is a travel information website. It provides its users with information about other peoples' experiences with hotel stays and other tourism products. Additionally, it provides travellers with the possibility to post their own reviews. As such, it was considered to provide a very good insight into customer experiences with hotel stays that are written honestly, without being biased by hotel management themselves. As a consequence of the increase in the popularity of TripAdvisor and travel reviews in general, their trustworthiness and reliability were questioned. Barsky and Honeycutt (2011) showed how TripAdvisor is a reliable source of information about guests' satisfaction with a hotel. Their study was based on the comparison between ratings of hotels on TripAdvisor and other travel information websites. The values of the ratings for most of the hotels were shown to be corresponding, meaning that there is no possibility of fraud.

At the present time the usual practice of a traveller before the trip would be to visit a travel website and read through the reviews posted by other hotel guests. "*Sound of the crowd*" is a term suggesting that in the modern society, before booking, people usually check for information about the quality of the services at online platforms like TripAdvisor and Qype (Clawson 2011, p. 31). The reviews available online shape the consumer behaviour thus influencing sales of the company. Companies that use the user-generated content about their services to make improvements can profit from an 18% increase in sales (Clawson 2011, p. 32). TripAdvisor provides the companies with the possibility to benchmark their organizations against competitors. Most importantly,

it gives organizations a possibility to gain business intelligence in order to ameliorate their services (Clawson, 2011, p. 36). Special help for the improvement of services are stated to be negative comments because they express the triggers that made customers be unsatisfied or even switch to using competitor's services.

The volume and the extent of the user-generated content posted online in the current time make it essential for organizations to analyze and exploit the guests' feedback and reviews. The reason is that some research showed how travellers see the reviews written by other travellers as the most important and confident source of information for making decisions connected to travel and accommodation (Wilson et al. 2012, p. 220). It was also shown that positive feedback about a hotel on social and travel websites substantially increases the chances that someone else will also book a room in this hotel.

Statistics also show the relevance of the user generated content available online for the decision making process in travel and hospitality industry. According to the World Travel Market Report (WTM Report) from the year 2010 that 33% of travellers from UK change their hotel choice after consulting online travel reviews (Wilson et al. 2012, p. 222).

Companies that are aware of the opportunities that user-generated content about their service offer available online can save financial resources previously invested in the collection and preparation of questionnaires and other research tools aimed at discovering the reasons for satisfaction and complaint of their customers (Wilson et al. 2012, p. 226). The information posted by guests themselves about certain hotel stays in the post purchase phase should definitely be analyzed by the hotel management. This information serves as a free source of reliable facts about preferences of certain guest segments. It also gives an opportunity to recognize weak and strong points of hotel businesses. In doing so, the hotel management increases the chance to establish a sound and well-designed service quality strategy that enhances relations with guests, loyalty, repeat patronage and therefore, high profit rates.

Travel Internet sites give guests the opportunity to share their experiences in an open-ended form, whereby they can use rich language, and discuss broad range of topics. As such, travel sites, in this case TripAdvisor, offer guests the possibility not only to give comments in the form of words, but also to evaluate hotel attributes on scales stating if they were satisfied or not, they also provide researchers with both qualitative and quantitative forms of information.

Already composed TripAdvisor hotel reviews were considered to be an excellent choice because hotel guests became saturated with filling out guest surveys and comment cards. Hence, if they would write something this would usually be done in a careless

manner without too much thinking. None of the hotel guests like to spend their time on this, except in the situations where their opinion is particularly strong (Pullman et al. 2005, p. 341). The research in the hospitality field should definitely identify and exploit other sources of valuable and truthful information, such as the randomly chosen reviews from TripAdvisor.

4 THE IDENTIFICATION OF FACTORS INFLUENCING GUESTS' SATISFACTION WITH A HOTEL STAY

The models such as SERVQUAL (Parasuraman et al. 1988) that describe the dimensions of the perceived quality of services were defined. They were stated to be applicable to a wide variety of service industries. However, there exists no general tool that lists all factors that influence guests' quality perception formation in the lodging industry. Some researchers identified this lack and they conducted researches targeting especially the critical issues for the guest's satisfaction with a hotel stay.

A research focusing on identifying the most important factors of the hotel experience (Knutson et al, 2009) that was based on the SERVQUAL model of perceived service quality (Parasuraman et al, 1988) ended with the results that indicated the dimension benefits as the most important for guests. This dimension encompasses factors connected to the *"practical nature of the hotel experience: safety, reliability and consistency"* (Knutson et al. 2009, p. 51). This factor is also supposed to be related to the location of the hotel, availability of different facilities and room service. The research found that the second dimension on the scale of importance to hotel guests was the "convenience" that is related to time factor and also *"logical configuration of the guest rooms and other facilities, as well as to ease booking of the room"*. The next dimension on the importance scale is the "incentive", that is, a money-based factor connected to discounts, different room packages, and frequent guest programs. The element of the hotel stay named "environment" was ranked last, but it is still considered as important by guests. This dimension can be considered equivalent to the "tangibles" dimension of the SERVQUAL model (Parasuraman et al. 1988). According to this the environment in the hotel, the interior, and the atmosphere play an important role with the experience of staying in a hotel.

Another study also highlights the significance of the atmosphere as the trigger for the hotel guests' satisfaction with the stay (Heide and Grønhaug, 2009). Additionally, it aims to identify which factors influence good perception of the hotel atmosphere by guests. The reason why the atmosphere is considered to make a contribution to the guests feeling of being satisfied with the hotel stay is that hotel business delivers services that are consumed by the customers at the "site". Thus, the atmosphere at the hotel site is a very important element of a hotel experience (Heide and Grønhaug, 2009, p. 30). It should be highlighted that the term atmosphere in this case refers to both social (employees and the interaction between employees and guests) as well as the physical and aesthetical components (architecture and style of the hotel). The

implications of this study suggest that the „hospitableness of the hotel and its employees“ contribute the most to the guests‘ overall satisfaction, loyalty formation as well as to the readiness to engage into the positive word of mouth about a particular hotel. Based on this the inclusion of the attributes such as „friendliness of staff“, „staff availability“, „noise“, „location“, furniture and interior“ to the final list of the most relevant attributes was a logical flow.

One of the dimensions of a service quality that is stated to have an immense impact on the satisfaction of guests is the “reliability”, i.e. the “ability of a company (its employees) to perform a service in a reliable and accurate way” (Berry and Parasuraman, 1991, p. 16). Repetitive expression of reliability as a main trait of a service is evaluated to be very helpful to a company in its aim to act effectively and to build its reputation with customers. This theory about the most influential dimension of the service quality on customer perceptions leads to the assumption that the main “triggers” of the satisfaction and dissatisfaction with guests are supposed to be connected to the reliability of staff and the service of the hotel, rather than on the tangible attributes of the hotel. In the context of the model of service quality designed by Grönroos (Grönroos, 2007, p. 61) that has already been emphasized throughout this thesis we could say that the importance lies in the “functional quality” of a service rather than in the “technical quality”. Thus, the guests will tend to care about how the service was delivered, meaning that the level to which the employees of a hotel are capable of delivering adequate service that conforms to the quality standards of guests.

Therefore, based on the literature review the attributes “check-in/check-out”; “friendliness of staff”; “room service”, “staff availability” and “other services and supplementary services” were supposed to be frequently connected to the high levels of satisfaction of guests and were therefore included in the final list of attributes observed in the analysis of review sample for this Master Thesis.

Barsky and Labagh (1992) conducted a research where they tried to assess which hotel features are important for hotel guests, whereby they listed seven attribute groups:

- “employee attitudes”
- “location of the hotel”
- “room”
- “price”
- “facilities”
- “reception”
- “services”
- “parking”

- “food and beverage”.

They asked the hotel guests to evaluate the satisfaction with those hotel features as well as the personal importance of the features. The results propose that the most powerful features in the process of the satisfaction creation for hotel guests are “employee attitudes”, “facilities”, “room”, “location” and “price”.

There was another study with an objective to identify the factors that are taken into consideration by hotel guests when evaluating their experiences (Gundersen et al. 1996). The study targeted mostly business travellers and was based purely on the observation of the satisfaction with the actual experience, whereby the expectations were excluded. The factors that showed that they have the biggest influence on the overall satisfaction level of business guests were the “tangible aspects of the housekeeping department” and the “intangible aspects of the reception” (Gundersen et al. 1996, p. 79). These results cannot be directly related to the hotel industry in general because of the sub-segmentation of the sample, but when relating the findings to the list of attributes of this master thesis, then cleanliness of the hotel, as well as the friendliness and availability of staff are the ones that influence the satisfaction of guests the most. Therefore, this supported the decision to include the particular attributes into the list of potential initiators of customer satisfaction designed for this master thesis.

Ryan and Huimin (2007) found that different attributes were given different importance levels by guests. They did a research in the Chinese hotel market that showed that the most importance is given to “cleanliness of the bedroom”, “having a comfortable mattress and pillow” and the “cleanliness of the bathroom”, “quiet room”, “quality of the food” and “security”, “check-out services”, “friendliness of staff”, and “reputation of the hotel” and “price”.

4.1 The List of Hotel Attributes Analyzed in this Research

“The service quality experience of customers can be interpreted as the result of the combination of a multiple number of service process attributes” (Langer, 1997, p. 79).

In order to evaluate the quality of service in general terms, the customer will begin with the evaluation of each separate attribute of the service process. There are two approaches concerning the possibility that a customer will decide on the service to be “positive”:

- *“non-compensatory”* – where it is assumed that all attributes of the service must fulfil the basic quality threshold to a minimum so that the overall evaluation of quality is on “the positive side”
- *“compensatory”* – where in case some attributes did not fulfil the “minimum quality threshold” those that “over performed” will compensate for them (Hentschel, 1992, p. 114).

This research takes a point of view where both approaches are valid: some hotel guests can evaluate all hotel attributes as having a “middle quality”, but still be quite satisfied with the hotel stay, whereas it can happen that many aspects of the hotel had a really good quality, but a critical incident connected to some issue very relevant to the guests was a disaster, so even the other attributes did not have the power to compensate for it. This is supposed to be a signal that the attribute is a “hygiene factor” or a “must be requirement”.

In order to be able to find out which hotel features are the strongest drivers of the satisfaction with guests, it is necessary to first identify the attributes of the hotel from the guests’ perspective. In order to benefit from valid and confident results the researcher has to create an “instrument” that is appropriate for reaching the goals of his analysis of service quality elements. This implies that they should be very careful and accurate with the choice of the attributes which altogether are supposed to form the “perceived service quality” (Langer, 1997, p. 86). It was already mentioned that management of hotels should take a “customer’s perspective” in order to find out what the key to customers’ loyalty or disappointment with the hotel stay is. The same “rule” could be applied to some extent to the choice of the attributes whose significance for the satisfaction formation will be evaluated. Thus, the attributes chosen to be included in the “measurement instrument” should be comparable to those attributes from both provider’s and customers’ points of view.

Different researchers who tried to identify factors influencing satisfaction with a hotel stay came to different conclusions, still in order to compile the list of attributes for the purpose of designing the instrument for the analysis for this research, literature review

was done that helped get a deep insight into the topic of possible factors. Dolnicar and Otter (2003, p. 17) state that it is not possible to come up with a general list of intangible and tangible hotel characteristics that are considered important. The reason for this is that many studies were undertaken in order to answer the question which hotel attributes are relevant, and thus should be included into the studies examining the guest's satisfaction with hotel products. As every research differs in its nature and primary purpose, the decision which hotel attributes should be included in the study can be done based on the following criteria: i) primary research interest; ii) if the "trade-off" situation has been created for the respondent; iii) the customer segments observed (Dolnicar and Otter, 2003, p. 17).

Choi and Chu (2001) identified 7 types of factors ("Staff service quality", "room quality", "general amenities", "business services", "value", "security" and "IDD facilities") and 29 hotel attributes that belong to those factors. Saleh and Ryan (1991) created a list of 33 hotel attributes that belong to one of the 5 dimensions of the SERVQUAL model (Parasuraman et al. 1988) (See Appendix 1.). A list of most commonly used 37 hotel attributes (see Appendix 2) in the studies about the components of the hotel services is mostly concentrated on the "functional" and "procedural" and "tangible" aspects of the service (Saleh and Ryan, 1991, p. 326).

For this study a number of 19 hotel attributes will be used in order to measure the importance of certain hotel features for the satisfaction of hotel guests. These attributes are believed to be most relevant for this study and were frequently mentioned in the literature. Additionally, they are presented in all dimensions of the SERVQUAL model (Parasuraman et al. 1988).

The attributes that will be included in the evaluation of the guest reviews in the process of qualitative analysis are:

- "check-in/check-out"
- "friendliness of staff"
- "room service"
- "staff availability"
- "other services and supplementary services"
- "value for money"
- "bed"
- "bathroom"
- "room"
- "hotel cleanliness"
- "breakfast"
- "restaurant"

- "cocktail bar"
- "pool facilities"
- "entertainment sports and exercise facilities"
- "baggage service"
- "noise"
- "location"
- "hotel furniture and interior".

5 RESEARCH METHODOLOGY

5.1 Hypotheses Development

In the “general service and retailing context” two types of quality can be distinguished: “internal quality” and “external quality, value and customer satisfaction” (Johnson and Gustafsson 2000, p. 7). The “internal quality” items would be: the service offer, the physical surroundings and the satisfaction of employees (the resulting quality of service that is influenced by the employee satisfaction). The term “external quality, value and customer satisfaction” represents everything that customers consider as part of the purchase and consumption experience. More specifically: “attributes and benefits that services provide”, “costs of services to the customer” and finally the “final impression of the customer about the company” (Johnson and Gustafsson 2000, p. 7).

Previous research showed that certain hotel attributes have more influence than other on the level of overall perceived satisfaction of guests. Choi and Chu (2001) did a research in order to find out which hotel factors are determinants of the hotel guests’ satisfaction. The outcome of this study was that the most influential factor is the “staff service quality”. The other factors that weighed heavily for the guests’ satisfaction creation were “room quality”, “value for price”, and “business services”. The least influential factors in their research were “general amenities” and “IDD facilities”.

Some other results give implications on the most influential reasons for guests’ dissatisfaction with a hotel stay. The value/price ratio of a hotel had an immense impact on the dissatisfaction creation (Wind et al. 1989, p. 35). Another common reason for the dissatisfaction of guests was the “lack of personalization” of service.

Strenlicht (2002) named some of the main reasons for complaints of guests concerning their hotel stay:

- Wrong type of room
- Room not cleaned properly
- Uncomfortable bed
- No wake-up call
- Slow service
- Noise outside the hotel
- Errors in the bill
- Slow check-in
- Reserved room not ready.

The reasons for complaints are usually closely connected to dissatisfaction, so they could be associated with some of the 19 attributes from the catalogue of hotel features created for this study. In that case, the attributes that are the most influential drivers of dissatisfaction with guests are: “hotel cleanliness” (“room not cleaned properly”), “staff availability” (slow service, no wake-up call, reserved room not ready), “bed” (uncomfortable bed), “noise” (noise outside the hotel), “check-in/ check-out” (wrong type of room, errors in the bill, slow check in).

Kandampully (2007, p. 25) states that in hotels it is more likely that a guests’ perception of service quality is based on intangible elements, so the provision of superior service gives a company a possibility to gain a competitive advantage in the marketplace. The reason behind this is that intangible elements are very difficult to copy. Therefore, it was expected that the results of this study show that the most influential drivers of customer dissatisfaction are the ones connected to the “provisional elements”. This further implies that the attributes which will contribute significantly to the delight of a hotel’s guests will be: “check-in/check-out”; “friendliness of staff”; “staff availability”; “entertainment; sports and exercise facilities”; “cocktail bar”; “pool facilities” “baggage service”; room service” and “other services and supplementary services”. The attributes that are predicted to occur as the “hygiene factors” are: “bed”; “bathroom”; “room”; “hotel cleanliness”; “breakfast”; “noise” and “location”. This result was expected because these attributes constitute the “basis” of every hotel offer. The attributes that could occur as the main drivers for dissatisfaction include the “hygiene factors”, as well as some other factors connected to the “intangible elements”: “check-in/check-out”; “staff availability” and “value for money”.

A perceived quality of hotel services depends largely on the price paid for that service, implying that the price should be considered as “reasonable” for the perceived quality. Thus, the price/quality ratio is one of the most important criteria for the satisfaction formation of guests. Also, in those hotels where the “direct care staff” is provided, guests tend to have a higher level of satisfaction (Sanchez- Gutierrez 2011, p. 26).

Moreover, apart from only defining which hotel attributes play a role in the creation of satisfaction/dissatisfaction/delight of guests, an important issue that arises is the one connected to the relationship between the star ratings of the hotel and attributes. The “Kano Model” was already explained in the literature review part of this thesis. Once again its concept is made on the existence of different types of requirements ranging from those basic ones to the extraordinary ones: “must be requirements”, “one-dimensional requirements,” and “attractive requirements”. Similarly, when taking the accommodation industry into account a diversification between different types of attributes can be made: “core services”, “additional services” and “ancillary services”

(Ryan and Huimin 2007, p. 383). The “core services” are those attributes that could be analogue to the “must be requirements” of the Kano model, which implies to those services that have to be present in any hotel, regardless of its star rating e.g. clean linen, clean bathroom and friendly staff. For the second type of accommodation attributes “additional services” guest give importance level depending on the star rating of the hotel. To this group the following attributes of the hotel stay e.g. size of the bed, décor, ambient, furniture, range and brand of soaps and shampoos offered in the bathroom, as well as the size of the bathroom can be appointed. The last group of attributes is associated mostly with the 4-star and 5-star hotels e.g. business rooms, beauty & spa offer, number of swimming pools, shops in the hotel and the diversity of the F&B offer. According to this theory and the researcher expectations of the possible outcomes of the analysis the following hypotheses can be developed:

1. The evaluation of the attribute “cleanliness” differs across hotel categories.
2. Guests of the higher rated hotels are more often pointing out the attribute “other services and amenities” as a topic in their reviews.
3. The evaluation of the attribute “value for money” differs across hotel categories.
4. Guest of higher hotel categories take the attribute “service” more into consideration than guests of lower hotel categories.
5. Guests that stay at hotels of higher categories tend to mention the attributes related to the F&B aspect of the hotel service more often than the guests of the lower-rated hotels.
6. “Functional aspects” of the hotel service affect the overall satisfaction more than the “technical aspects”.
7. There are significant differences between the attributes that affect the satisfaction of business travellers and of leisure travellers in the sample.
8. The attributes that have the influence on the “overall satisfaction” differ across hotel categories.

5.2 Selection of Methods used in the Research: Content Analysis

Content analysis is “a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use” (Krippendorff 2004, p. 18). More specifically, it gives an opportunity to the researcher to gain new insights and enhance the understanding of a researched phenomenon. The results that are gained through content analysis should be “reliable”, in the sense that the equivalent outcomes should be gained for the same data when using the same research technique (Krippendorff 2004, p. 18). This also stands even if the situation, in which the research has been undertaken, differs. The main purpose of the content analysis is to provide inferences from different kinds of data: verbal, pictorial, symbolic, as well as communication data (Krippendorff 2004, p.17).

The history of the content analysis is supposed to date from even 18th century, but the person who highlighted its importance was Berelson (1952/ 1971) in the article “Quantitative content analysis in communication research” (Langer and Beckman 2005, p. 193). According to the content of this article “Quantitative Content analysis” allows the researcher to depict the content in a systematic way. He also states that this type of content analysis should be objective because the frequency of occurrence of certain units (defined for that research) is counted. In some ways “quantitative content analysis” has been criticized because of the lack of objectivity. The problem is that by only interpreting the number of occurrences of certain established research units the contextual and textual meaning of the units might be misinterpreted (Langer and Beckman, 2005, p. 194).

The reason why content analysis has been chosen as a research tool for this master thesis is that other tools e.g. controlled experiments, interviews, focus groups, surveys and projective tests are strongly affected by the subject’s awareness of being observed (Krippendorff 2004, p. 40). Content analysis method uses already available data. Thus, respondents are not limited and led by the researchers’ “predefined” questions (Krippendorff 2004, p. 41). Moreover, the researcher gets the possibility to realize the importance and influence of certain phenomena on respondents. This is enabled as the respondents will tend to mention and express those issues that are particularly important to them.

Pullman et al. (2005) also highlight the relevance of analyzing the context of the customer comments and state that it is the best way to obtain a deep insight about customer’s “feelings” toward a hotel. It is also suggested that hotel managers should use content analysis software as it simplifies the qualitative analysis of reviews and

enables to transform them into quantitative results that describe the volume of occurrences of certain words in guests' comments. Furthermore, such counting of important words can help identify which themes occur most frequently as relevant topics in customer reviews, for both positive and negative ones (Pullman et al. 2005, p. 323). Moreover, the content of the reviews was already self-initiated by hotels' guests on the TripAdvisor website, so the researcher has no influence in determining the direction and content of the posted reviews. This is considered to improve the validity of the results of this study.

5.2.1 Qualitative Analysis vs. Quantitative Analysis

Krippendorff (2013) mentions that many researchers do not make a strict division between the qualitative and quantitative content analysis. In the past this division was emphasized by contrasting the "Ethnographic Content Analysis" (ECA) with "Quantitative Content Analysis" (QCA) (Altheide, 1987).

QCA aims at providing objectivity. Hence, it counts "frequency and variety" of messages. It is commonly used in order to check "hypotheses about relationships" (Altheide 1987, p. 68). Data collection and coding of the sample are done by coders, whereby the "inter-coder reliability" should be checked in order to provide the validity of interpretations. ECA tries to "*understand the communication of the meaning and to verify theoretical relationship*" (Altheide 2013, p. 68). Categories and variables guide the research in the ECA process, but still some additional variables are probable to appear during the analysis.

The qualitative part of this research will encompass i) the interpretation of the review content by human coders and ii) the computer content analysis with the QDA Miner and WordStat Software. The quantitative part of the research will cover i) the statistical analysis of the numerical data available from the hotel reviews (guests' evaluation of satisfaction with certain aspects of the hotel stay) and ii) the statistical analysis of the evaluation of the reviews by human coders.

5.3 Qualitative Content Analysis of the Hotel Reviews from the TripAdvisor Website

5.3.1 The Netnographic Analysis Process

There are several types of qualitative content analysis and one of them is ethnographic content analysis. It supports the quantification of the results if they are obtained through the process of reading texts (Krippendorff 2013, p.23). This type of analysis *“works with categories, as well as narrative descriptions”* and *“its main focus is on the situations, settings, styles, images, meanings and nuances”* (Krippendorff 2004, p. 16).

According to Kozinets (2002, p. 62), netnography can be defined as: “a qualitative consumer research methodology that uses the information publicly available in online forums to identify the needs and decision influences of relevant online consumer groups”. Kozinets (2002, p. 62) defines Netnography as an ethnographic research applied to investigate the online communities which appear constantly as a consequence of an increase of the use of computer-based communications.

The importance of the Internet and tourism information platforms such as TripAdvisor was previously mentioned in this thesis. Tourist information websites and reviews of other guests posted on them play an essential role in making accommodation and travel choices. This was the reason to choose publicly available hotel reviews as a data sample for the analysis.

By using the method of the netnographic analysis process a qualitative analysis of the content of reviews that were collected from the TripAdvisor website will be done first. This research tool is in use since late 1990s by the researchers in fields of consumer behaviour and marketing. Sandlin (2007) argues that this is a very helpful method for those wishing to learn about consumers and their behaviour in informal consumer educational sites. Consumers gather on online platforms in order to share their experiences and learn about consumption issues from each other. Therefore, companies that aim to learn more about their consumers' consumption behaviour, tastes and desires should exploit such informal Internet platforms.

The reason why netnography is relevant is that consumers consider chat rooms, newsgroups, e-mails, World Wide Web pages as an objective information source for making decisions about their consumption and purchase. If there is a need to have a deep understanding of the consumer society, it is also necessary for those who are researching it to have access to “rich descriptions of consumers about their purchase experiences” (Goulding, 2003; Elliott and Jankel- Elliot, 2003).

The sample of hotel reviews that will be used in order to answer the research questions of this paper was found on the TripAdvisor website. This website is an Internet platform providing travel and accommodation information and giving possibility to its users to express their experiences with hotels and destinations. Therefore, netnography was considered to be an appropriate qualitative technique for the analysis.

Netnography also simplifies the analysis process to a certain extent because it is quite easy for a researcher to obtain access to online consumer discussions, simply by visiting the public websites where the information is posted (Nelson and Otnes, 2005, p.90). Hence, when we think about the face to face consumer information exchange and learning, it is certainly more difficult to access it and observe without being “noticed”. In the case of the investigation of the hotel reviews collected from the TripAdvisor website, consumers first post their comments, which are afterwards analyzed unobtrusively by the “observer”. The reviews and consumer opinions available on TripAdvisor are considered to be “non-biased” because there is no “researcher effect” involved. This implies that the research is of “naturalistic inquiry” that observes consumers in their natural setting, during their everyday life (Lincoln and Guba, 1985). Also, due to the nature of netnography one of its additional advantages over other traditional face to face techniques is that it is “far less time consuming” (Kozinets 2002, p. 62). Another reason to choose netnography as a research tool for this master thesis is that the researcher has an overview of the development of the “real life situation”. Dolnicar and Otter (2003, p.15) state that when exploring the importance of the hotel attributes, it is very important to evaluate their contribution to guests’ satisfaction in a “realistic trade-off situation”. This means that if the interviews with travellers were conducted and the guests were asked: “Which hotel attributes are most significant for you?” then the guests would not take the price/value factor into consideration. Thus, they would exclude their readiness and “financial situation” to pay a certain amount for the room and the attributes they mentioned are important to them. Conversely, the reviews available at the TripAdvisor website give additional value to the results of this study because they were written by guests who had already visited the hotel and paid for the room. Hence, they gave their opinion with the inclusion of the value expectation for the price they paid. In this way, the star rating of the hotel is also taken into consideration.

An additional advantage of the “netnographic data” is the “contextual richness” that enables the researcher to combine “metaphoric and symbolic” interpretation instead of strictly classifying data into pre-determined categories (Kosinetz 2000, p. 9).

Netnography is actually ethnography applied to online publicly available information. Therefore, its methodology is the same as ethnographic (Kozinets 2000, p.5):

- 1) “Gaining entrée” identifying which online community (source) will be beneficial to be analyzed and getting to know this information source as much as possible. Several criteria can be used by the researcher in order to identify which online community is relevant for the research. These are: the relevance of the segment to the research topic; number and occurrence of postings; large number of “discrete” postings; level to which data is detailed and “rich” in content” and high amount of member interactions.

In this part of analysis the researcher evaluates whether it is appropriate to use TripAdvisor as a sample source for this thesis. The researcher observes the content of the reviews, the richness of data and the language used by the reviewers. Also, because the further usage of the software WordStat asks for the creation of the “coding dictionary”, the researcher must also understand especially the “language of reviewers”, which attributes they tend to mention, in which context they mention them and by which types of words they tend to express them. This process of understanding the “sample of reviews” further on served as a fine basis to develop a good coding dictionary in WordStat.

TripAdvisor website is considered to be a relevant source of information about hotel guests’ experiences with hotel stays. First of all, it is a website that combines several travel related features. It provides travel information created by the employees of the website, gives an insight into reviews of other travellers and also provides visitors with a possibility to book tourism and hotel “services and products”. Furthermore, it is a widely known “travel website” and it is used on a global scale.

- 2) “Gathering and analyzing data” – Data in written form can be directly “copied and pasted” into the documents of a researcher. The other option is that the researcher analyzes the data directly. Such analysis is recorded by the researcher into his documents. This type of data collection asks for researcher’s description of the written content, reflection and analysis.

For the purpose of conducting this research it was considered to be more useful to “copy and paste” each of the reviews into a file. The decision was made as it is convenient to have the original form of the review available. Thus, later on the researchers will always have original data “at hand” in the case they want to relate to it in case there are doubts concerning the original meaning of the content.

Concerning the analysis of data it is needed to develop a “coding manual” that will help to sort data and make the basis for the further “quantitative analysis of

the results of qualitative analysis”. The list of the attributes of a hotel stay (from the supply side) will represent categories into which the content of the reviews coded according to their meaning, e.g. a phrase by which a hotel guest states that he was waiting too long to get the room keys will be assigned (coded as) to the attribute of “check-in/check-out”. In order to facilitate the procedure of coding, annotating, retrieving and analyzing textual part of the review, the QDA Miner software will be used. Computer software similar to this one is intended for the content analysis and text mining and they can help the researcher to organize data and save time used for coding.

One of the most challenging parts of the “netnographic analysis process” will certainly be designing the coding dictionary (coding manual). The categories of the coding dictionary will be analogue to the 19 hotel attributes chosen for this study.

- 3) “Ensuring trustworthiness of data interpretation” – trustworthiness is claimed to be best reached if the researcher learns and gets to know the online community as much as possible through “long-term engagement”. For this purpose it is needed to spend time to learn about TripAdvisor website and its content. It is advisable to observe the postings of other guests that do not belong to the sample for this research.
- 4) “Conducting ethical research” – there are two different points of view concerning the issue of ethics (Sandlin 2007, p. 290). The first one sees online communities as “public announcements” and “public communication media” open to everyone. The other one argues that people who use the Internet assume a certain level of “confidentiality and privacy”. In this thesis the hotel reviews are considered to be public media available to everyone.
- 5) “Member checking and getting feedback from participants” – this final step is considered to be very useful by some researchers (Kozinets 2002, p. 69). On the contrary, some others (Langer and Beckham 2005, p. 197) claim it to be unnecessary in cases where the researcher’s existence was not presented to the participants. One of the advantages imposed by the member checking and getting feedback from them is the possibility to see if the researcher has interpreted the information written by participants in the right way. Additionally, this step automatically resolves the issue of the “trustworthiness of the data” as the researcher interacts with the participant directly. Still, the participants of this study are not made aware that their reviews are taken as a sample and it is considered to be unnecessary to contact them as: i) they made their reviews

intentionally publicly available; ii) TripAdvisor is considered to be a reliable source of information on travel related topics, so the misuse of the identities of the participants (e.g. false presentation in order to hurt competitors) should not occur as an issue.

5.3.2 Choice of the Computer Software for the Analysis of the Text of Reviews

Pullman et al. (2005) mention that the computer based content analysis software available nowadays has an advantage because it succeeded to a large extent to overcome the pitfalls of the “human content analysis”. In order to reach the research aims of this master thesis it is necessary to obtain the frequency counts of certain hotel attributes in the online hotel reviews from the TripAdvisor website. There exists software that helps researchers undertake their studies and simplify the “content analysis process”. Such software packages simplify the “word-analysis” process in subsequent ways (Pullman et al. 2005, p. 326- 327):

- Content analysis and data linking (counting frequencies, sequences, location of words and phrases; making connections between those data segments that are interrelated; forming categories; clusters; networks of information from words)
- Linguistic analysis (identification and counting of the main ideas; recognition of the certain context in which a word or phrases occur; recognition of the “relative-expected usage in a certain context”).

The computer-assisted content analysis is recommended because it gives the researcher a possibility to expand the size of the sample, and consequentially improve the reliability of the results (Budd et al. 1967, p. 95). For this research a program called WordStat has been chosen on the recommendation of the researchers from MODUL University Vienna who tested it. They were very satisfied with possibilities and help that this software provides to the researchers when doing the content analysis.

WordStat is the text analysis software that offers the user to attain its research objectives by undertaking different types of analysis. These analyses can range from extraction and recognition of trends and themes, to the precise quantitative measurements (WordStat, 2012). For this research WordStat was used in combination with QDA Miner which is qualitative data analysis software. This qualitative data analysis software enables coding, annotating, retrieving and analyzing small and large collections of documents (QDA Miner 2012).

Krippendorff (2013, p.22) questions the validity of diversifying content analysis to qualitative and quantitative content analysis. All text reading is observed as “qualitative”

in the end, even though the character of the content is transferred into numbers eventually for the purpose of making statistical tests. It is mentioned that the fact that the software for content analysis is able to analyze large amount of data and transform them into results comprehensive to humans cannot undermine the fact that this type of procedure should still be considered as “qualitative”, as this is still the process of text analysis, regardless of who is doing it. For this master thesis, in order to facilitate the comprehensiveness to readers, the part of the research devoted to the work with the software QDA Miner and WordStat is considered as “qualitative”. Still, this part of the research will end up in getting quantitative data and results.

It is important to notice that the information provided by the TripAdvisor website were partly qualitative data (in the form of open ended text written by the reviewers) and quantitative data (in the form of certain previously evaluated characteristics of the hotel on the scale provided from the TripAdvisor). The qualitative part of this research was also connected to the creation of the dictionary for the QDA Miner software. This dictionary enabled the program to recognize the existence of certain words or phrases in the text. The quality of the dictionary was one of the crucial parts of the analysis because the quality of the findings is dependent on the quality of its descriptiveness.

5.3.3 Content Analysis with the QDA Miner and WordStat Computer Software

The first step in the usage of the QDA Miner was to import the data collected for this research with all of its content (review text, demographic information about reviewers, guests’ evaluations of the satisfaction with the hotel stay on the TripAdvisor scale and the evaluation of the chosen 19 hotel attributes by human coders) into the computer program. Quantification of the qualitative data was possible by using the WordStat. It helps researchers analyze textual information (open-ended questions, interviews, etc) (WordStat, 2012). The program also uses diverse types of data analysis tools in order to investigate the correlation of the content of the text data with the information stored in categorical or numeric variables. In this context, after obtaining the information about the occurrence of different hotel attribute groups it is possible to cross-tabulate them with others from the data file. This allows getting an overview of the frequencies and percentages of keywords across the chosen variables (e.g. star rating).

Although the computer software undertakes the content analysis, gaining entrée into the content of data is still beneficial for the quality of results. Thus, the observation and reading of the content of the reviews provided the ideas for the coding rules (that were applied further during the research). There is the possibility that guests express hotel

attributes using a wide variety of words. It is not always easy to think about all the possible combinations of words that communicate attributes if one does not have a general overview in the “language of the reviewers”. E.g. one guest can express the attribute “value for money” by following statement *“Please note that for the money it is very disappointing and the website is definitely not a good reflection for the standard of the hotel”*. The other can communicate the attribute of “value for money” with words: *“My only criticism is that the Wi-Fi was not free”*. One of many advantages of using the QDA Miner in combination with WordStat was that these tools give a researcher the opportunity to search, while reading the text of the reviews, if they recognize a phrase where the guest communicates an attribute, for similar phrases with the option “find similar: word, phrase, sentence”. The software recognizes such patterns and lists all the occurrences of words and phrases with similar content across the cases. This is very advantageous for the analyzer because it is very difficult to get a deep insight into the content of every single review because of the big number of cases. Hence, the researchers save time which they can devote to improving the dictionary for the analysis. The quality of the coding dictionary designed by the researcher influences the results of the WordStat analysis.

5.3.4 Dictionary Designed for the Analysis with the QDA Miner and WordStat Software

As mentioned earlier, one of the essential and most difficult parts of using the computer content analysis software is the creation and categorization of the main themes into the coding dictionary. The literature review provided the possibility to have an insight into those hotel attributes that were, as part of different researches, found to be significant in the satisfaction creation of hotel guests. These attributes served as an orientation for the creation of the main themes (categories) that were identified in the text of the reviews. Still, it was not always the case that the attributes were mentioned explicitly by the same words in the text of reviews, e.g. the attribute “location” can be connected to different contexts such as: metro station, down town, transportation, close, central, etc. The 19 attributes that were considered to be most important for the purpose of reaching the specified goals of this study are: “check-in/check-out”; “friendliness of staff”; “room service”; “staff availability”; “other services and supplementary services”; “value for money”; “bed”; “bathroom”; “room”; “hotel cleanliness”; “breakfast”; “restaurant”; “cocktail bar”; “pool facilities”; “entertainment; sports and exercise facilities”; “baggage service”; “noise”; “location” and “hotel furniture and interior”. During the process of development of the dictionary for the content analysis software

(QDA Miner with Word Stat analysis tools) it was extremely important to think about the appropriate structure of the dictionary that would enable good understanding of the results for the readers. Therefore, the solution was that the 19 attributes were appointed to some of the general attribute categories. The final group of general attributes' categories were: "room", "value for money", "cleanliness", "location", "service", "food and beverages", "other services and amenities" and the "atmosphere and design of the hotel" (Appendices 10- 17).

The general attribute group "room" encompasses the attributes "bed", "bathroom", "room", "noise" and the themes found in the reviews' text connected to the air-conditioning in the room, mattress, linen, towels and toiletries, noise of the room and position (view).

Attributes: "check-in/check-out", "friendliness of staff", "room service", "staff availability" and "baggage service" are considered to be a part of the attribute group "services". Additional themes assigned to the "services" are the topics from the reviews related to the staff, complaints, waiting times, helpfulness, friendliness, welcoming of guests, different hotel services (laundry, parking, wake- up calls, concierge, baggage, etc.).

The attribute group "value for money" encompasses the attribute with the same name, and all the themes from reviews related to the rate of the room, free services, prices of breakfast and restaurant, reservation system, but also the fulfilment of the promised standard by the hotel.

The general attribute group "location" equals to the attribute "location". The classification group "cleanliness" refers to the cleanliness of hotel in general, as well as the cleanliness that is mentioned by the guest in connection with the room.

The "Food and beverages" group addresses all the cases of attributes where the guests mentioned "breakfast", "restaurant" and "cocktail bar" attributes. Topics from the reviews such as buffet, dining, quality of food, waiting time to get a table, overcrowded restaurant, drinks, dirty dishes, quality of serving and waiting times will be all considered as part of it.

The general group "other services and amenities" relates to the attributes "pool facilities" and "entertainment, sports and exercise facilities" plus to all the content and attributes that could be connected with the notion of "other services and amenities". This implies that when television, the Internet, wireless Internet access, variety of newspapers, spa, sauna and fitness are mentioned, the frequency values of occurrence of such attributes will be appointed to this category.

"Location" is related to the proximity of the hotel to down town, metro stations and all the important institutions (buildings, historical sites, shopping malls, restaurants, etc.).

Thus, topics of convenience, distance, and time needed to get to a target place will be classified in this group.

Finally, the choice to add a group “atmosphere and design of the hotel” was made because during the literature review done for this thesis some research showed the importance of this attribute for guests. The “atmosphere” is related to its physical, aesthetical and social components. This means that all the topics in the text referring to the good or bad atmosphere of hotel and its amenities, comfortableness, interior and exterior, furniture in rooms, lobby, noise/quietness and relaxing atmosphere will be grouped here.

Once the coding dictionary for the WordStat was developed, it enabled to go further with the content analysis and obtain frequencies of occurrences of attributes in the reviews. Moreover, it was possible to cross-tabulate frequencies of attributes with other variables from the research instrument that was imported into the program (star rating of the hotel).

General attribute group	Classification of the 19 attributes
ROOM	“Bed”; “bathroom”; “room”; “noise”
SERVICE	“check- in/ check- out”; “friendliness of staff”; “room service”; “staff availability” ;“baggage service”
VALUE FOR MONEY	“value for money”
LOCATION	“location”
CLEANLINESS	“cleanliness”
F&B	“breakfast”; “restaurant”; “cocktail bar”
OTHER SERVICES AND AMENITIES	“other services and amenities”; “pool facilities”; “entertainment, sports and exercise facilities”
ATMOSPHERE AND DESIGN OF THE HOTEL	“hotel furniture and interior”

Table 1. Classification of the 19 Hotel Attributes across the General Attributes Categories of the WordStat Dictionary

5.3.5 Data Collection and Preparation

A sample of 443 randomly chosen hotel reviews from the TripAdvisor website was collected. The reviewed hotels are located in the city destinations that had the highest number of visits according to ranking of the "EUROMONITOR INTERNATIONAL" (Bremner, 2010).

Aside from the text part of the review, the TripAdvisor provided some additional information, related to the satisfaction with the hotel stay. The information available from the review tells more about the demographics of the guest, his personal evaluation of certain hotel attributes according to the TripAdvisor scale. This means that apart from only showing what the reviewer wrote, the TripAdvisor provides quantitative information as a result of the guests' evaluation. This information includes the following hotel features: room, value, cleanliness, location, service and sleep quality. The website also gives information on the purpose of trip, as well as the travel style of guests'. Later on, such information will be valuable for extracting the demographical characteristics of our sample of reviewers.

The concept of the TripAdvisor reviews is considered favourable. This assumption existed due to its mixture of textual and quantitative data. Such a combination of information gives the researcher a wider range of possibilities for making comparisons of the results obtained from qualitative analysis (coding of text and recognizing patterns, that was later on converted also into quantitative data) with those already available as quantitative data (guests own evaluation on the TripAdvisor scale).

5.3.6 Organization of the Data used for the Analysis

In the chapter 5.2.1 with the title 'Qualitative vs. Quantitative content analysis' different analysis approaches were listed. In order to be able to carry out those analysis the data available from the TripAdvisor reviews had to be organized in a comprehensive way. Apart from the data available from the TripAdvisor website, the information file also included the interpretation of the 19 hotel attributes by human coders. The interpretation was based on their impression of the guests' satisfaction with the 19 attributes. Finally, all of the mentioned data were integrated in a Microsoft Excel file. This enabled an easy import of the same data into the SPSS program for statistical analysis, as well as to the QDA Miner and WordStat computer software for the qualitative content analysis. Appendix 5 (Coding Manual) provides an overview of the data file content. Hence, the text of the reviews was used by the software to get the frequency of occurrence of keywords related to the attribute groups. Guests' ratings of

the satisfaction with a hotel stay and with its attributes served as a data pool for carrying out statistical analysis into the SPSS program.

The literature mentions how it is good to measure the determinants of the service quality by using the multi-attribute measures (Langer 1997, p. 91). Thus, it is perceived as especially favourable that both text of the reviews written by the guest as well as their evaluation of the hotel stay on the scale provided by the TripAdvisor are being used.

It is very important that the guests *“identify their individual positive and negative service encounters that may reveal additional valuable clues for quality assessment”* (Langer 1997, p. 91). Moreover, the availability of the personally written text of the reviewer is that it uncovers the positive and negative aspects of the hotel stay, even when they are not a part of the TripAdvisor evaluation scale items. In addition, the reviewers evaluate the stay according to their personal standards, instead of solely evaluating the pre-determined list of hotel attributes provided by the website. The analysis of the text that describes customer perception of the hotel experience helps evaluate which attributes of the hotel stay are personally important for guests. Furthermore, this also assists in determining which hotel attributes should be considered as influential in the satisfaction creation with hotel guests (Langer 1997, p. 95).

For this study a catalogue of 19 hotel attributes has been designed. The aim of the study is to evaluate the importance of the 19 hotel features for guests. One part of data file includes information about guests' satisfaction with each of the 19 hotel attributes. The type of context (positive or negative) in which the hotel attributes are mentioned in the review is evaluated on a scale from -3 (extremely bad) to 3 (extremely good). It is important to notice that two human coders evaluated guests' satisfaction with 19 attributes. Apart from that, the 3rd coder did a cross-analysis of the previous coding. In this sense, the evaluation of the guests' satisfaction with mentioned attributes is considered reliable because the results were proved to be coinciding by all 3 human coders. Based on the guests' reviews, the overall satisfaction of the guest with the stay was also evaluated by the 3 human coders on the scale from 1 to 9. This scales was later recoded into a 5- point scale with aim of simplifying the analysis process. The scale is corresponding to the one from the TripAdvisor.

For the computer content analysis with the QDA Miner software and WordStat a dictionary was created. The categories and words of this dictionary do not necessarily coincide with the 19 hotel attributes. Certainly, all of the attributes will fall under some of the categories of the coding dictionary, but due to the easier comprehension of the results of the QDA Miner software and WordStat hotel attributes groups are broader and could encompass several hotel attributes from the 19-attribute list at once. Table 1

provides an overview of the classification of the hotel attributes across the general attribute categories.

5.3.7 Preparation of the Data for the QDA Miner Software: Unitizing

The first assignment when starting any empirical research is to make a decision about what the researcher should observe during the process, as well as the way in which these observations are going to be recorded into data with the aim of getting the desired results.

In the content analysis research there exist three different types of units (Krippendorff, 2013, p. 98). The first are “sampling units” that are *“distinguished for selective inclusion into the analysis”*. The sampling units for this research are the 443 reviews of hotel guests that were randomly chosen from the travel information website TripAdvisor. Sampling units should conform to certain standards in order that the results of the research can be considered as that the results of the content analysis can be considered as meaningful. Sampling units should be defined in a way that (Krippendorff 2013, p. 100):

- In case of the existence of some connections between sampling units they do not influence each other. In this way bias errors are avoided.
- All the information needed in order to conduct the analysis is contained within the sample.

The sample of 443 reviews from the TripAdvisor website conforms to these standards because the reviews are supposed to be written by different individuals and independently of each other. Additionally, all the information contained in the reviews was used to answer the research question: “Which hotel attributes influence the creation of satisfaction with hotel guests?”.

The second type of “recording/coding units” is defined as *“units that are distinguished for separate description, transcription, recording or coding”*. Within sampling units, there are usually more units, or at least the same number (Krippendorff 2013, p. 101). The coding units for this research will be the words from the reviews. These words will be placed into a specific category that in this case is the theme of one of the attributes of the hotel supply side from the list made for this research, e.g. all sampling units that are connected to the meaning of location will be ascribed to the category (attribute) “location of the hotel”.

5.4 Quantitative Content Analysis

There exist different types of quantitative text analysis approaches and they can be differentiated based on different dimensions (Mehl 2006, p. 144):

- Aim: the quantitative research of this master thesis is instrumental in terms of the aim of the research. According to the theory, this means that the content of the message is investigated in order to discover the occurrences of a previously assigned categories.
- Approach: this analysis is considered to be thematic in terms of its approach because it tends to depict the amount of predetermined categories.
- Bandwidth: can be broad or specific. In the content analysis of the TripAdvisor hotel reviews the width of the analysis is rather specific because the concentration is on finding all hotel attributes that guests mentioned in their reviews. Still, the content analysis does not evaluate if the review is positive or negative because this information was already provided by the TripAdvisor website and also by the three human coders who gave every review their objective evaluation of overall level of satisfaction, independently of the TripAdvisor rating.
- Focus: here the focus is on the content on the review, rather than on the style or quality/type of language in which it was written. This implies that the focus of the quantitative text analysis is not e.g. to find out if the guests was using grammatically correct language, or if they were using polite forms, but rather which explanation did they give in terms of why they are satisfied or dissatisfied with a hotel stay.

6 RESULTS

6.1 General Information about Hotels and Reviewers

6.1.1 Characteristics of the Sample of Hotels chosen for this Research

Star Rating

The distribution of the star rating is not proportional. The most present are 4-star hotels. They make up 32.1% of the hotel sample (Appendix 3). The 3-star hotels constitute 26.2 %. Similarly, 5-star hotels encompass 24.6 % of the sample. Lower hotel categories are present with only 1.6 % (1-star hotels) and 13.2 % (2-star). The categorization information is not available for 12 properties (2.7%).

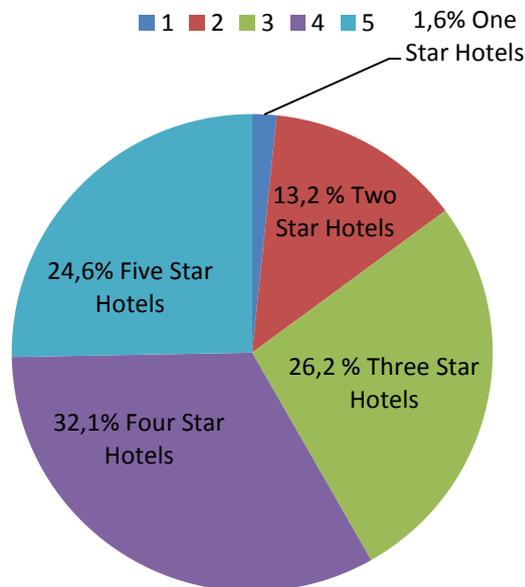


Figure 4. Distribution of Star Categories in the Sample

Location of the Hotels in the Sample

All the hotels in the sample belong to the category of city hotels. They are located in the destinations that are the most popular city destinations to visit. The distribution of the properties according to their location is almost equal, implying that each destination appears around 10 times (2.3 %) (Appendix 4).

Demographics of the Respondents, their Travel Styles and Purpose

The coding of the “age” variable was done according to the following age groups (Appendix 5):

- aged 12 and beneath
- between 13 and 17 years
- between 18 and 24 years
- between 25 to 34 years
- between 35 and 49 years
- between 50 and 64 years
- older than 65 years.

Middle-aged and young people are the most present in the sample. Thus, the most frequent age groups (Figure 5) were people between 35 and 49 years old (19.7 %), followed by age group between 25 and 34 (16.3 %). The percentage of reviewers aged between 50 and 64 is 9.5%. Teenagers and young adults (18-24 years old) are rare in the sample with only 1.8 %. The rest of guests are older than 65 years (2 %) and almost the half of the reviewers does not declare their age (50.7 %).

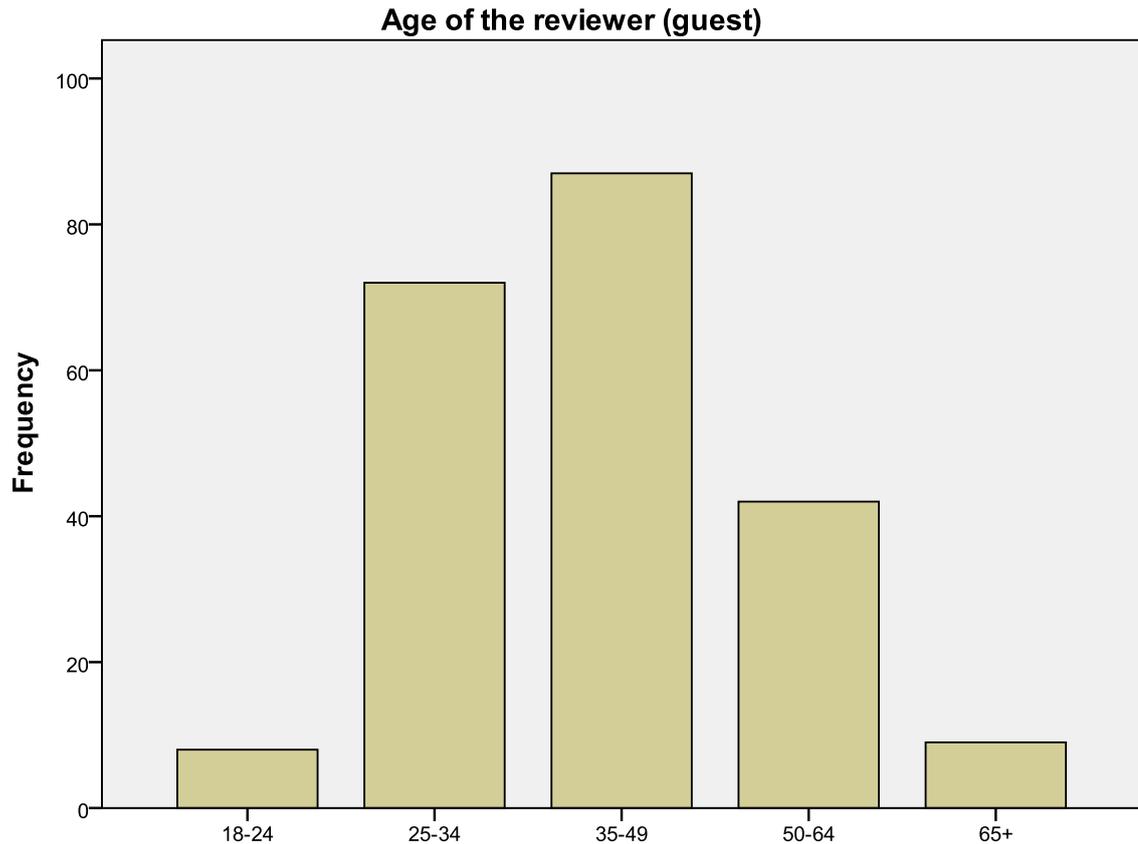


Figure 5. Frequency distribution of Age Groups in the Sample

The proportion of young adults in the sample is a very interesting result. The reason why the outcome is surprising is that young adults are supposed to be more familiar with the usage of the Internet than older generations. Still, it has to be taken into consideration that younger people might not be very experienced travellers. Moreover, they also have lower budget to travel than those aged between 25 and 34 and those between 35 and 49 years old.

Distribution of genders is rather proportional. Females are present with 32.1 % of the sample, whereas there are 36.1 % men (Figure 6). The gender information about the rest of the sample (26%) is missing.

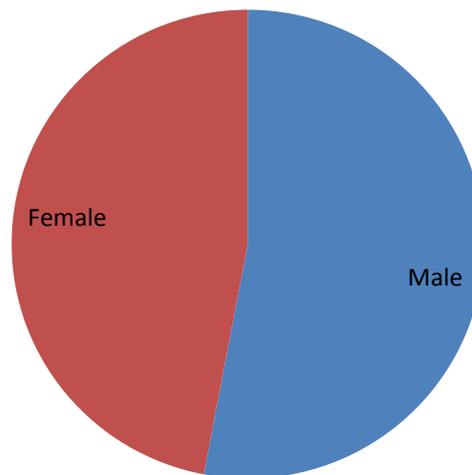


Figure 6. Comparison of the Females and Males in the Sample (missing Values excluded)

Purpose of Trip and Travel Style of Guests

The majority of guests are leisure travellers (77.4 %), whereas 21.7 % travelled for business purposes (Appendix 7.). The information about the purpose of the trip is not available for 4 guests (1%).

Frequency analysis with the SPSS showed that (Figure 7) 40.2 % of guests came in couples (or with spouses). The next most common travel style is the “solo traveller”. They encompass 19.2%, followed by those travelling with friends (11.7%). The rest are families with young children (6.5%), extended families (5%), and colleagues travelling together (4.7%). It seems that those who i) are travelling in large groups or tours (2%), ii) are part of the families with teenage children (1.8%), iii) or are travelling with customers or business partners (0.9%) do not have a tendency to write reviews about their experiences with hotel stay.

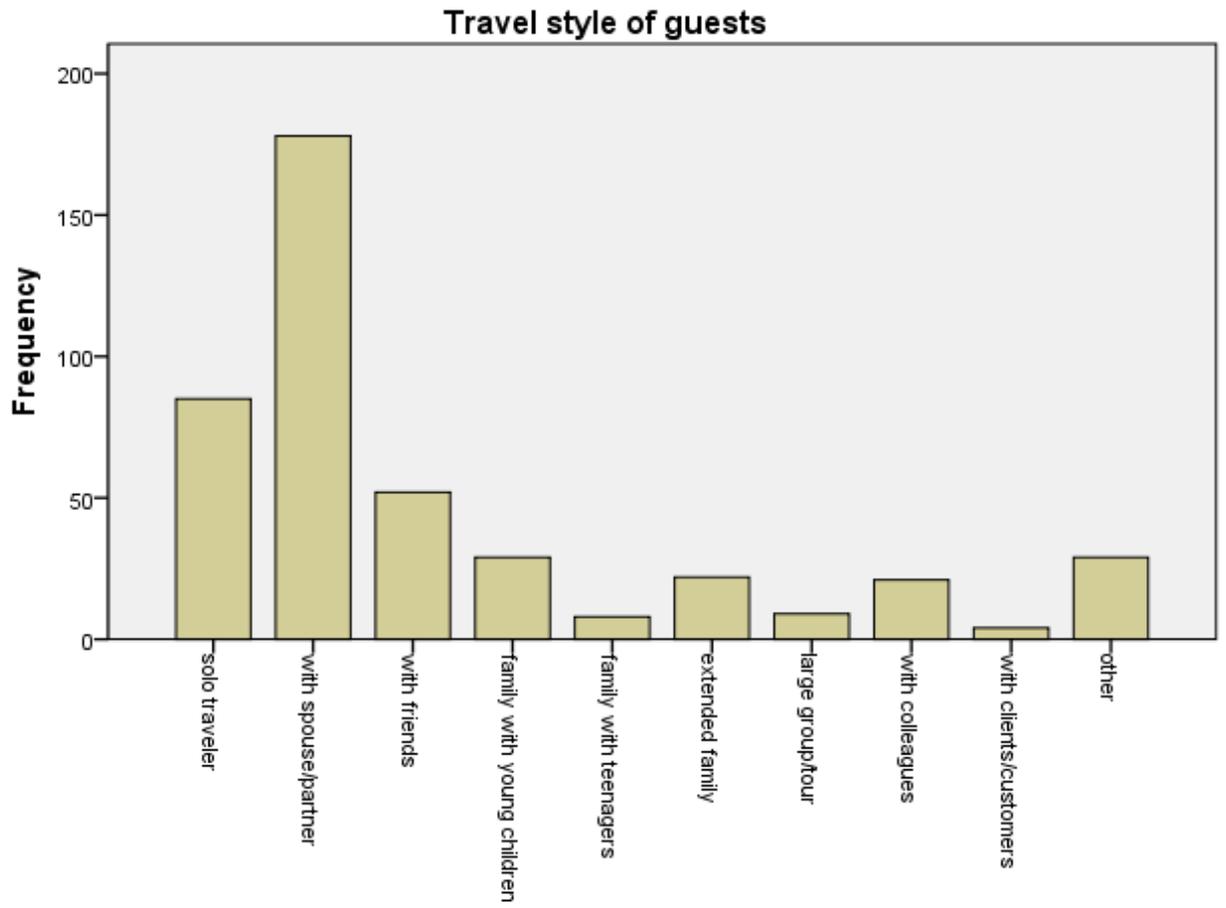


Figure 7. Distribution of the Travel Style of Guests

6.1.2 Satisfaction of Guests with the Hotel Stay evaluated as part of the Review on the TripAdvisor Website

Overall Ratings of the Hotel Reviews

The original rating from the scale from the TripAdvisor was based on the scale that had a range from 1 to 9. Still, such design of the scale was not compatible for the purpose of making the statistical analysis for this thesis, so the scale was recoded to the 5-point scale.

Overall Rating on a 5-point Scale

Most frequent ratings are “excellent” and “very good” (30.5% and 21.2%). Extremely bad ratings are the next most common category with 20.5%, while “bad” and “middle” ratings have a stake of 15.6% and 12.2%.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	91	20,5	20,5	20,5
	2,00	69	15,6	15,6	36,1
	3,00	54	12,2	12,2	48,3
	4,00	94	21,2	21,2	69,5
	5,00	135	30,5	30,5	100,0
	Total	443	100,0	100,0	

Table 2. Distribution of the different Review Rating Categories in the Sample (5-point Scale)

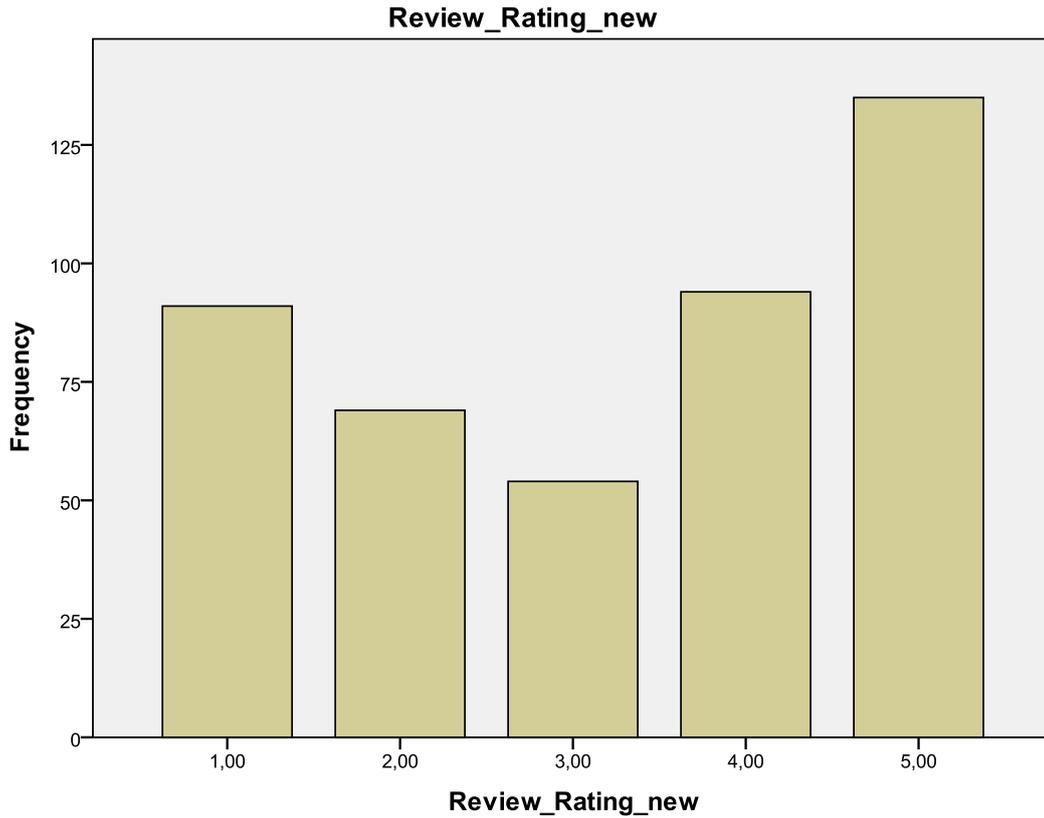


Figure 8. Comparisons of the Frequencies of the Review Ratings Categories (5-point Scale)

The reviews evaluated as “middle” are seldom. Therefore, it can be concluded that guests rather tend to write reviews because they want to express their disappointment or satisfaction with the hotel experience.

Table 3 shows an overview of the performance of the hotel sample concerning certain hotel attributes, as well as the overall performance (TripAdvisor scale). The results show that the sample as a whole performs best for the attributes “location”, “cleanliness,” and “sleep quality”. The attributes “room”, “service,” and “value for money” have lower means.

Hotel Attribute	Mean Value according to guest Evaluations (TripAdvisor scale)
Room	3,43
Value for Money	3,28
Cleanliness	3,88
Location	3,96
Service	3,38
Sleep Quality	3,74
Overall Satisfaction with the hotel stay (TripAdvisor scale recorded to 5-points scale)	3,2551

Table 3. Mean Values of the Ratings of each of the Attributes proposed on the TripAdvisor Website

6.2 Results of the Qualitative Analysis

6.2.1 Analysis of the Importance of certain Hotel Attributes in the Textual Parts of Reviews

Table 4 provides an overview of the presence of the hotel attributes in hotel reviews. The percentage of the reviews in which certain attributes are mentioned is considered to describe their influence on the guests' evaluation of the hotel stay.

Attribute	% Mentioned in the review	% not mentioned in the review
Room	78,3%	21,7%
Friendliness of Staff	77,9%	22,1%
Value for Money	71,6%	28,4%
Location	63,4%	36,6%
Other Services	57%	43%
Staff availability	44,2%	55,8%
Cleanliness	43,6%	56,4%
Furniture& Interior	41,1%	58,9%
Breakfast	35,7%	64,3%
Check in/out	34,1%	65,9%
Bathroom	29,1%	70,9%
Bed	28,9%	71,1%
Room Service	26,6%	73,4%
Restaurant	22,4%	77,6%
Noise	20,8%	79,2%
Pool Facilities	15,3%	84,7%
Entertainment	10,6%	89,4%
Cocktail Bar	9,5%	90,5%
Baggage Service	7%	93%

Table 4. Percentages of Reviews in which the relevant Hotel Attribute was mentioned

The hotel attribute “room” is most commonly mentioned. It occurs as a topic in 78.3% reviews. “Friendliness of staff” is mentioned in 77.9% of all reviews. According to the WordStat dictionary, the “friendliness of staff” is an attribute classified under “services” attribute group. The context of the “value for money” attribute is being mentioned in 71.6% of all cases. In addition, the “location” is commented in 63.4% of reviews. “Other services” occur in 57% of cases. The least mentioned attributes are “pool facilities” (15.3%), “entertainment” (10.6%), “cocktail bar” (9.5%), and “baggage services” (7%).

6.2.2 Analysis with the QDA Miner and WordStat: Frequency of Occurrence of Keywords related to the Hotel Attribute Groups

The next research step was to discover frequencies of occurrences of hotel attributes in the texts of reviews. Furthermore, the occurrence of the attributes across different variable categories (e.g. star rating) was investigated.

Guests mention Attribute Groups “Room” and “Service” most often

Table 5 and Figure 9 show that the most present attribute group is “room”. As already mentioned in the chapter 5.3.4 (Table 1), this group refers to the tangible aspects of room (bed, bathroom and accessorize) with addition of the loudness/quietness of the room and its view. This group occurs in 25.1% of all keywords and 84.9% of cases. These results imply that almost every guest has mentioned features connected to the room in their evaluation of the hotel experience.

The second most represented attribute group is “service” with 23.6% presence of the total number of keywords. Although the number of keywords of “services” is similar, the “room” attribute group is present in a larger number of cases (87.8%). Thus the results of the qualitative analysis show the balance between “technical” aspects (room) and “functional” aspects of the hotel stay (service). The following attribute groups had similar results: “food and beverages” (11.5% of keywords and 61.9% of cases), “location” (10.4% of keywords and 64.3% of cases) and “value for money” (10% of keywords and 59.1% of cases).

	Frequency	%Shown	%Processed	%Total	NO. Cases	%Cases	TD* IDF
SERVICE	1475	23.6%	4.7%	1.9%	389	87.8%	83.3
ROOM	1570	25.1%	5.0%	2.0%	376	84.9%	111.8
LOCATION	650	10.4%	2.1%	0.8%	285	64.3%	124.5
F&B	718	11.5%	2.3%	0.9%	274	61.9%	149.8
VALUE FOR MONEY	629	10.0%	2.0%	0.8%	262	59.1%	143.5
ATMOSPHERE & DESIGN	481	7.7%	1.5%	0.6%	241	54.4%	127.2
OTHER SERVICES	409	6.5%	1.3%	0.5%	202	45.6%	139.5
CLEANLINESS	330	5.3%	1.1%	0.4%	183	41.3%	126.7

Table 5. Frequency of Occurrence of Hotel Attribute Groups in Text of Reviews (% and number of keywords; % of cases)

Where: frequency= Number of occurrences of the keyword; % shown= percentage based on the total number of keywords displayed on the table; % processed= percentage based on the total number of words encountered during the analysis; % total= percent based on the total number of words that have not been explicitly excluded; no cases= number of cases where this keyword appears; % cases= percentage of cases where this keyword appears; tf*idf= term frequency weighted by inverse document frequency. Such a weighting is based on the assumption that the more often a term occurs in a document, the more it is representative of its content yet, the more documents in which the term occurs, the less discriminating it is ("Word Stat" Overview)

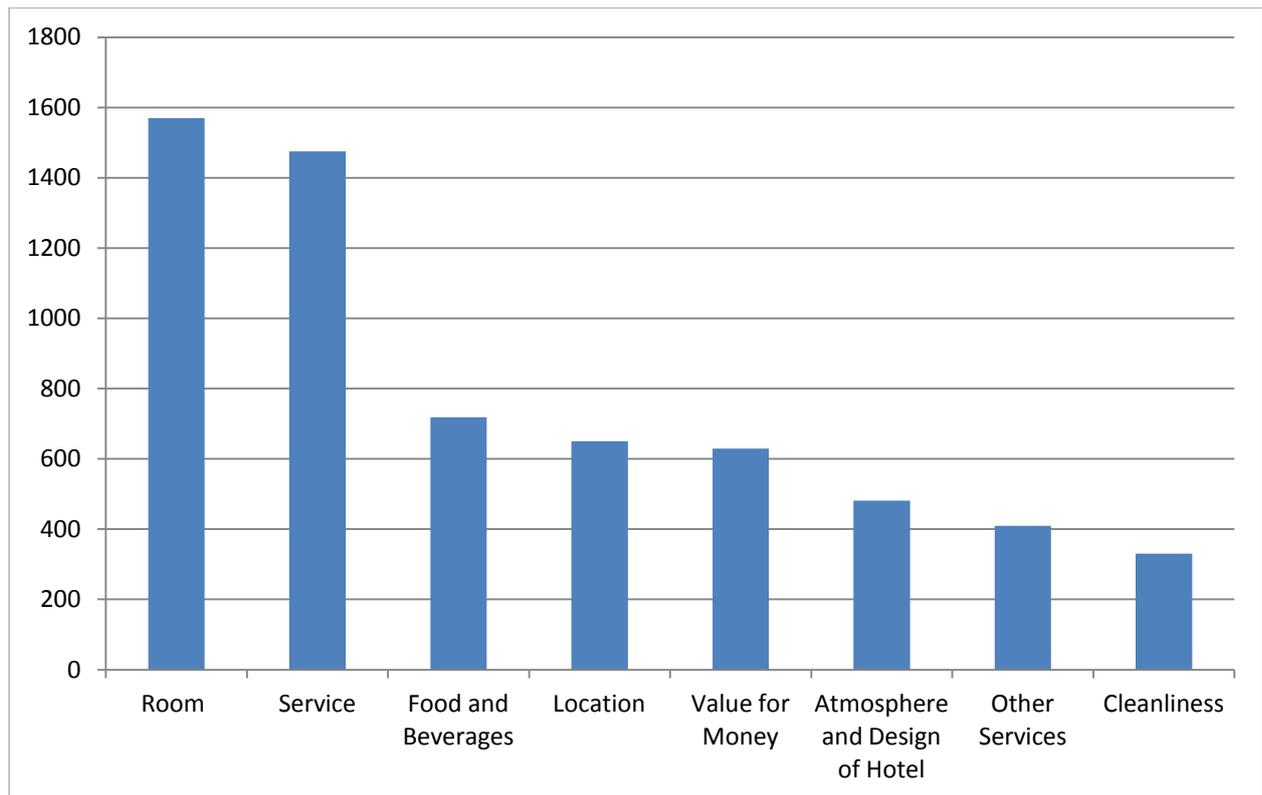


Figure 9. Distribution of Hotel Attribute Groups across Keywords

The number of keywords related to the attributes “food and beverages”, “location” and “value for money” is decreasing at a higher pace than the number of cases in which they came as a theme. Thus, although only 7.7 % of all keywords are connected to the “atmosphere and design of the hotel”, this topic still occurs in more than 50% of all cases.

Even more interesting is the outcome for the attributes “cleanliness” of the hotel and rooms. This attribute was present in 5.3% of keywords and in 41.3% of all cases. This is less than the extent to which “other services and amenities” occurred (6.5% of keywords and 45.6% of cases). It is supposed that cleanliness is more important for guests than extra services (e.g. spa, pools, the Internet and computers), still it tends to be referred to fewer times. The outcome implies that “cleanliness” is a hygiene attribute. Hence, “cleanliness” is an attribute that is taken for granted by guests. For this reason, the topic was mentioned very seldom in the texts. In addition, the attribute group “other services and amenities” is at the bottom when compared with other attributes. Therefore, it is believed that extra services would usually be mentioned as a topic only by 4-star and 5-star hotel guests. This makes the attribute “other services and amenities” an ancillary service (an “attractive requirement” according to the Kano Model).

Relevance of the Hotel Attribute Groups across Reviews of different Hotel categories

The first cross-tabulation provides an overview of the frequency of occurrence of attributes across different star categories. P-values of the Chi-square test are significant for all of the attribute groups apart from the "location". The p-value obtained for this attribute is $0,229 > 0,05$. As a consequence, the results related to the "location" will be excluded.

Attribute	1*Hotels	2*Hotels	3*Hotels	4*Hotels	5*Hotels	Chi-square	P (2 tailed)
Room	34,8%	29,1%	24,7%	26,2%	21,5%	31,039	0,000
Service	15,2%	21,9%	22,9%	23,8%	25,0%	46,937	0,000
Value	13,6%	8,9%	8,3%	10,1%	11,8%	55,384	0,000
Atmosphere	12,1%	6,5%	8,7%	7,1%	7,8%	27,735	0,000
Location	9,8%	12,8%	10,8%	10,0%	9,3%	6,895	0,229
Cleanliness	9,1%	7,3%	6,9%	5,5%	2,5%	31,701	0,000
Other Services	3,0%	4,2%	5,5%	6,7%	8,4%	47,726	0,000
F&B	2,3%	9,3%	12,2%	10,5%	13,5%	53,418	0,000

Table 6. Distribution of Keywords of Reviews across different Hotel Attribute Categories (in %)

Table 6 shows the distribution of the frequency of occurrence of keywords related to different attribute groups across hotel categories. Guests of the 1-star hotel mention “room”, “service” and “value for money” most frequently (34.8%, 15.2% and 13.6% respectively). It is probable that guests staying at budget accommodation try to find the best rates possible and spend as little as money possible. Thus, if they were satisfied with the hotel it is likely that they will mention it as a good “value for money”. In addition, travellers who stay at 1-star hotels should not have high expectations, so they would usually mention the notion of “value for money” only in positive terms. Interestingly, from all of the hotel categories, guests of 1-star hotels mention the atmosphere of the hotel and its design the most. This outcome would be rather expected of those guests staying in 4-and 5-star hotels. In addition, when compared to higher hotel categories, 1-star hotel guests tend to mention “service” much less than the satisfaction with the “room” attribute. The gap between the frequency of keywords related to “service” and “room” is the highest with 1-star hotels.

“Other services and amenities” as well as the “food and beverages” are very rarely mentioned as well. This result is logical, because 1-star hotels sometimes do not even have a restaurant that serves lunch and dinner. If there was a F&B amenity, then it would usually only provide breakfast. The quality of food and additional services are not influential attributes for 1-star hotel guests.

Guests of the 2-star hotels reduce the number of words related to the “room” attribute group (29.1% of keywords), but they increase the key words devoted to the attribute “service” (21.9% of keywords). In addition, number of keywords connected to the “food and beverages” (9.3%) grows in comparison to the 1-star hotels (2.3%).

The guests of the 3 and 4-star hotels have a tendency to devote their words to the same topics. Hence, the attribute of the “room” still stays the most frequent theme, according to the number of key words. For 5-star hotel guests “service” becomes the most mentioned topic (25% of keywords), whereas the number of keywords related to the “room” attribute decreases (21.5%). In addition, the “food and beverages” attribute gains on importance (13.5% of keywords). The “cleanliness” is not an important issue (2.5% of keywords). The number of keywords related to the “other services and amenities” is larger than in other hotel categories (8.4%). The outcome implies that the attribute “other services and amenities” has the same level of influence on the satisfaction of 5-star hotels as the “cleanliness” has for the 1-star hotel guests. Additionally, the tendency to mention “food and beverages” in the reviews also increases with the star rating (13.5% keywords).

In the reviews of the 5-star hotels "food and beverage" attribute is the most mentioned group after "service" and "room". The result implies that those people who are staying in 5-star hotels also expect restaurants with high food quality and variety in their offer. This explains why they have an affinity to mention "food and beverages" attribute in their reviews.

6.3 Results of the Quantitative Content Analysis

"Quantitative content analysis is the systematic and replicable examination of symbols of communication, which have been assigned numeric values according to valid measurement rules, and the analysis of relationships involving those values using statistical methods, in order to describe the communication, draw inferences about its meaning, or infer from the communication to its context" (Riffe et al. 1998, p. 20). The purpose of the study is to discover the drivers of satisfaction-dissatisfaction expressed in the online hotel reviews. Furthermore, the aim is to provide the results on the importance weights and influence of every attribute of the hotel stay on the guest's overall satisfaction with the stay. In order to find this out, the regression analysis of variables was done in SPSS. Thus, the hypothesis predicted that some hotel variables have more influence on the creation of the perceived level of quality by guests. The regression analysis will uncover the strength of the relationship that some hotel attributes have on the satisfaction of guests. In addition, the group comparisons of the linear regression models were done. They will uncover if there is an existence of patterns of attributes in terms of the overall satisfaction creation across different star categories. Hence, the importance of certain hotel attributes for explicit star categories will be uncovered.

6.3.1 Results of the Linear Regression Analysis: The Importance of Certain Attributes for the Overall Satisfaction with the Hotel Stay

The linear regression analysis in the SPSS was done by taking the "overall satisfaction" (evaluated by the guest himself and extracted from the TripAdvisor website as a sample for this study) as a dependent variable, and the satisfaction with "service", "rooms", "location", "sleep quality", "location" and "value for money" as independent variables.

The significance of the linear regression analyses test was 0.00 meaning that in general, the model results in a significantly good degree of prediction (Appendix 18). The overall fit of the model where $R^2 = 0,817$ is good. This result means that 81.7% of the variation in the overall satisfaction with the hotel stay can be explained by the chosen predictors (independent variables).

When looking at the coefficients (Table 7) the results are interpretable for all hotel attributes except for the “location” and “sleep quality” (due to the insignificant result; p value > 0.05). All attributes have a positive effect on the overall satisfaction with a hotel stay. Correspondingly, an increase in the satisfaction with attributes “service”, “rooms”, “cleanliness,” and “value for money” will cause an increase in the overall satisfaction. Again, the interpretation between the standard coefficients (Appendix 18) shows that the hotel attribute “service” has the most impact on satisfaction (0,442). The hotel attribute “rooms” has a standardized Beta Coefficient of 0.278. The next largest Standardized Beta Coefficients are for the attribute “cleanliness” (0.200) and “value for money” (0.122).

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Correlations		
	B	Std. Error				Beta	Lower Bound	Upper Bound	Zero-order	Partial
			Beta							
Constant	-,379	,141		-2,699	,007	-,656	-,103			
Rooms	,283	,038	,278	7,430	,000	,208	,358	,780	,373	,172
Value	,098	,032	,122	3,095	,002	,036	,160	,677	,165	,072
Cleanliness	,231	,039	,200	5,913	,000	,154	,308	,740	,305	,137
Location	,061	,036	,047	1,660	,098	-,011	,132	,540	,089	,038
Service	,423	,034	,442	12,27	,000	,355	,491	,834	,553	,284
Sleep_quality	-,035	,026	-,048	-1,385	,167	-,086	,015	,502	-,075	-,032

a. Dependent Variable: Review_Rating_new

Table 7. Standardized Beta Coefficients for the Linear Regression for the Overall Satisfaction

6.3.2 The Importance of Certain Attributes for the Overall Satisfaction Evaluation across different Hotel Categories

Comparison of Linear Regression Results between Categories

Table 8 provides results of the linear regression analysis done for every hotel category separately. Hence, the “services” occurs as the most important and influential attribute for the satisfaction of guests with a hotel stay in any type of star category. Additionally, the correlations and coefficient values of the linear regression model differ to some degree across hotel categories.

Star category	Rooms	Value	Cleanliness	Location	Service	Sleep Quality
1 and 2 star		0,373			0,411	
3 star		0,203	0,224		0,433	
4 star	0,336		0,129	0,134	0,422	
5 star	0,171	0,356			0,274	
Whole sample	0,278	0,122	0,200		0,442	

Table 8. Overview of the Standardized Beta Coefficients of Hotel Attributes of the Linear Regression Model for the Overall Review Rating

In the categories of 1-star and 2-star hotels, apart from the “service” attribute that always occurs as a leader attribute in the creation of the overall satisfaction (except for the 5-star hotel properties), the “value for money” is the next most prominent attribute (0.827). The results in the Table 8 could be interpreted (that have significant values >0.005) for the attributes “service” and “cleanliness” (Standardized Beta Coefficients: 0.411 and 0.163 respectively). Both attributes have positive impact on the guests’ overall satisfaction.

In the linear regression model for the 3-star hotels it is important to notice that the number of attributes that can be used to explain an increase in the overall satisfaction with the hotel stay is richer by one attribute. Thus, apart from the “service” and “cleanliness”, the attribute “value for money” has an impact as well (Standardized Beta Coefficients: 0.203).

The linear regression model for 4-star hotels shows that as the hotel category gets higher, so does the relevance of the attribute “room” for the overall satisfaction. Therefore, the correlations- table and standardized beta coefficients for the model evince that an increase in the overall satisfaction of guests (“review rating”) is appointed to attributes “service”, “room”, “location” and “cleanliness”.

The “room” occurs as a very important issue for the 4-star hotels. The difference in the constitution of the linear regression model across categories is obvious for this case. Hence, in lower categories (1-, 2- and 3- star hotels) the attribute “room” did not occur as a variable that can explain the overall satisfaction. It can be argued that guests staying in lower categorized accommodation do not expect a very high standards for rooms due to the “lower” or “medium” price they paid in comparison to “luxury accommodation” prices.

The “location” of the hotel also plays a role in the overall satisfaction creation. Still, the “location” attribute did not give significant results for the linear regression model of 5-star hotels. The assumption is that the result occurred as 5-star city hotel properties usually need to have an excellent location in order to get a 5-star hotel declaration.

For the 5-star hotels linear regression model an increase in the overall satisfaction is explained by an increase of attributes “value”, “service”, and “room”. The interpretation of the result is that guests put an extreme importance on their evaluation of the “value” they obtained for high price they paid to stay in a 5-star hotel. On the contrary, it can also be argued that the overall satisfaction is dependent on whether the rate for the hotel room was evaluated as “fair”. This judgment can be made by the guests based on the quality of services they received. The guests staying in “luxury” accommodations tend to be critical about the price they paid, service they received in return for the high price, and about the “room” (its furniture, equipment, size and room condition in general).

There are similarities with the influential attributes for the 1-star and 5-star hotels. The standardized beta coefficients for “value” attribute are very similar (0,373 for 1-star and 0,356 for 5-star hotels). The confusion arises because of the fact that guests of 1-star or a 2-star are not expected to give the same importance level to the attribute “value for money” as the guests of the 5-star hotels. This assumption is based on the fact that the 5-star hotels have considerably higher prices than 1-star hotels. Still, the results of the linear regression models refuse this assumption and support the theory stating (Ryan and Huimin 2007, p. 389) how guests of the 1- and 2-star hotels tend to give importance to the same attributes as the guests of the luxury accommodation. They want to assure themselves that they have chosen the hotel that provides good quality. Additionally, another justification of the outcome is that every hotel category adapts the

expectations about the “value for money” they should receive in accordance with the price they paid for the room.

7 HYPOTHESES TEST

The hypotheses created for this research are tested with different analysis methods. The choice of methods is determined by their applicability and appropriateness for every thesis.

Hypothesis 1: The evaluation of the attribute “cleanliness” differs across hotel categories.

Testing the Hypothesis Employing the Qualitative Content Analysis

The p-value of the Chi-square test is highly significant ($p= 0.00 < 0.05$). Thus, the results can be interpreted. The outcome of the analysis with WordStat show that the importance of the attribute “cleanliness” for the satisfaction with the hotel stay decreases as the star rating of the hotel grows. Thus, the percentage of the keywords associated to this attribute is the highest in the 1-star hotel properties (9.1%). It gradually decreases as the category of the hotel increases (2-star = 7.3%. 3-star= 6.9%; 4-star= 5,5%; 5-star= 2,5% correspondingly for 2-; 3-; 4- and 5-star hotels) (Table 6).

Testing the Hypothesis Employing the Quantitative Content Analysis

The results of the cross-tabulation in SPSS with original star categorization provided unstable results (more than 20% of columns expected count less than 5). The cause was the small number of cases in the 1-star category. In order to get more reliable results, 1-star hotels were merged together with the 2-star hotels. The significance value of the Chi-square test is still $0.056 > 0.05$ (Table 9). This value does not allow accepting the hypothesis that there is a difference between the evaluations of the attribute “cleanliness” across hotel categories. Moreover, this implies that the “cleanliness” has similar importance level across all hotel categories. Hence, there is presumed that “cleanliness” acts as a “must be requirement” (hygiene factor) of any hotel stay.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20,647 ^a	12	,056
Likelihood Ratio	20,254	12	,062
Linear-by-Linear Association	11,798	1	,001
N of Valid Cases	412		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 5,50

Table 9. Results of the Chi-Square Test for the Cross-Tabulation of the Attribute “Cleanliness” and the “Star rating of the hotel”

star_rating_new * Cleanliness Crosstabulation

star_rating_new		Cleanliness					Total
		1	2	3	4	5	
2,00	Count	12	6	10	16	19	63
	% within star_rating_new	19,0%	9,5%	15,9%	25,4%	30,2%	100,0%
	% within Cleanliness	30,8%	16,7%	20,4%	16,0%	10,1%	15,3%
	% of Total	2,9%	1,5%	2,4%	3,9%	4,6%	15,3%
3,00	Count	10	14	13	25	47	109
	% within star_rating_new	9,2%	12,8%	11,9%	22,9%	43,1%	100,0%
	% within Cleanliness	25,6%	38,9%	26,5%	25,0%	25,0%	26,5%
	% of Total	2,4%	3,4%	3,2%	6,1%	11,4%	26,5%
4,00	Count	9	12	14	28	70	133
	% within star_rating_new	6,8%	9,0%	10,5%	21,1%	52,6%	100,0%
	% within Cleanliness	23,1%	33,3%	28,6%	28,0%	37,2%	32,3%
	% of Total	2,2%	2,9%	3,4%	6,8%	17,0%	32,3%
5,00	Count	8	4	12	31	52	107
	% within star_rating_new	7,5%	3,7%	11,2%	29,0%	48,6%	100,0%
	% within Cleanliness	20,5%	11,1%	24,5%	31,0%	27,7%	26,0%
	% of Total	1,9%	1,0%	2,9%	7,5%	12,6%	26,0%
Total	Count	39	36	49	100	188	412
	% within star_rating_new	9,5%	8,7%	11,9%	24,3%	45,6%	100,0%
	% within Cleanliness	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	9,5%	8,7%	11,9%	24,3%	45,6%	100,0%

Table 10. Cross-tabulation of “Cleanliness” with “Star Rating of the Hotel”

H2: Guests of the higher rated hotels are more often pointing out the attribute “other services and amenities” as a topic in their reviews than guests of lower hotel categories.

Testing the Hypothesis Employing the Qualitative Content Analysis

The outcome of the content analysis with the QDA Miner showed that the tendency to mention “other services and amenities” attribute in the hotel reviews increases with the star category of the hotel. Accordingly, the frequency of the occurrences of keywords related to this attribute is provided (Table 11).

	1* hotels	2* hotels	3* hotels	4* hotels	5* hotels	p- value
% of keywords	3, 0%	4, 2%	5,5%	6,7%	8,4%	0,000

Table 11. Frequency of Keywords related to the Attribute “Other Services and Amenities” distributed across Hotel Categories

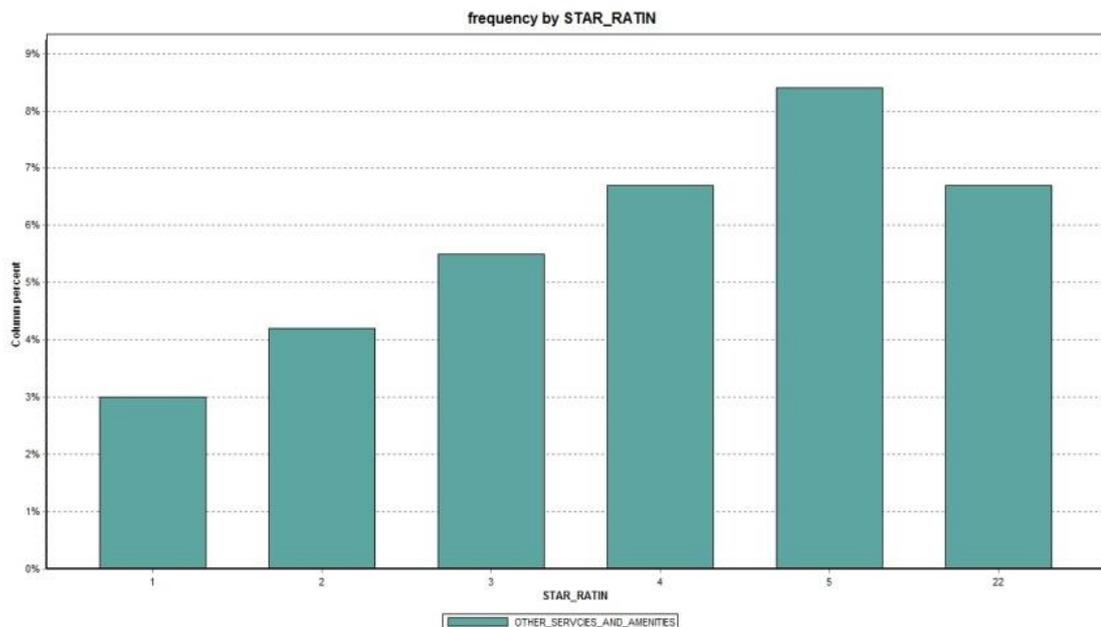


Figure 10. Comparison of the Volume of Keywords related to the Attribute “Other Services and Amenities” across Hotel Categories

Testing the Hypothesis Employing the Quantitative Content Analysis

The cross-tabulation of the values of the attribute “other services and amenities” interpreted by human coders and the star rating of the hotel is provided (Appendix 19). 1-star and 2-star hotel cases will be merged due to the same reasons as in the Hypothesis 1.

The cross-tabulation gives an overview of which star categories tend to mention this attribute in the text of reviews. The possible evaluation of the attribute “other services and amenities” in the text were done on the “Likert scale” with values ranging from “extremely bad” to “extremely good” (-3 to 3). One additional value entered in data was the case where the attribute is not mentioned at all.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29,156 ^a	21	,110
Likelihood Ratio	28,990	21	,114
Linear-by-Linear Association	10,347	1	,001
N of Valid Cases	430		

a. 7 cells (21.9%) have expected count less than 5. The minimum expected count is 1.64.

Table 12. Chi-Square Test for the Cross-Tabulation of the Variables “Other Services and Amenities” and “Star Rating of the Hotel”

The significance value of 0.110 does not allow for the interpretation of the results of the cross-tabulation. There is a possibility that divergence in the results of the content analysis with WordStat and the quantitative analysis in SPSS occur because of the different quality of data. On one side, the computer software can be very effective in counting the occurrence of the keywords related to the hotel attributes. On the other hand, human coders can be much better in drawing conclusions on the basis of the context of the reviews.

H3: The evaluation of the attribute “value for money” differs across hotel categories.

Testing the Hypothesis Employing the Qualitative Content Analysis

In comparison to other hotel categories, guests of 1-star hotels tend to devote the most attention to the attribute “value for money”. The amount of the key words related to this attribute is 13.6% (Table 6). Potentially, guests of 1-star hotels search for a very low price, but still aim at having a “decent quality”. Consequently, they would mention “value for money” in their reviews and most likely in a positive context.

Testing the Hypothesis Employing the Quantitative Content Analysis

The chi-square value for the cross-tabulation of the “value for money” and “star category of the hotel” has an insignificant result ($p > 0.05$). Hence, the results of the analysis cannot be interpreted (Table 13). According to the quantitative analysis results, there is no difference in the evaluation of the hotel attribute “value for money” across hotel categories.

The reason for the outcome is assumed to be that “value for money” represents an important aspect of the hotel service independently of the star category. Moreover, this implies that the guests adapt their expectations of the value to the amount of money they paid for the hotel stay. The “value for money” attribute acts as a “must be requirement” of every hotel stay, independently of the hotel star category.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16,116 ^a	16	,445
Likelihood Ratio	17,465	16	,356
Linear-by-Linear Association	,043	1	,837
N of Valid Cases	408		

a. 5 cells (20,0%) have expected count less than 5. The minimum expected count is ,76.

Table 13. Chi-Square Test for the Cross-Tabulation of the Variables “Value for Money” and “Star Rating of the Hotel”

H4: Guest of higher hotel categories take the attribute “service” more into consideration than guests of lower hotel categories.

Testing the Hypothesis Employing the Qualitative Content Analysis

The p-value (0,00) of the Chi-Square test for the cross-table was highly significant. Thus, the results can be interpreted (Table 6). The outcome of the content analysis of the textual part of reviews with WordStat showed similar results across all hotel categories. However, the “service” attribute tended to be less mentioned only in the 1-star hotels (15.2 % of keywords), whereas the results were similar for all other hotel categories ranging from 21.9% to 25%. Hence, it cannot be anticipated that there is a significant difference across hotel categories concerning the attention devoted to the attribute “service”.

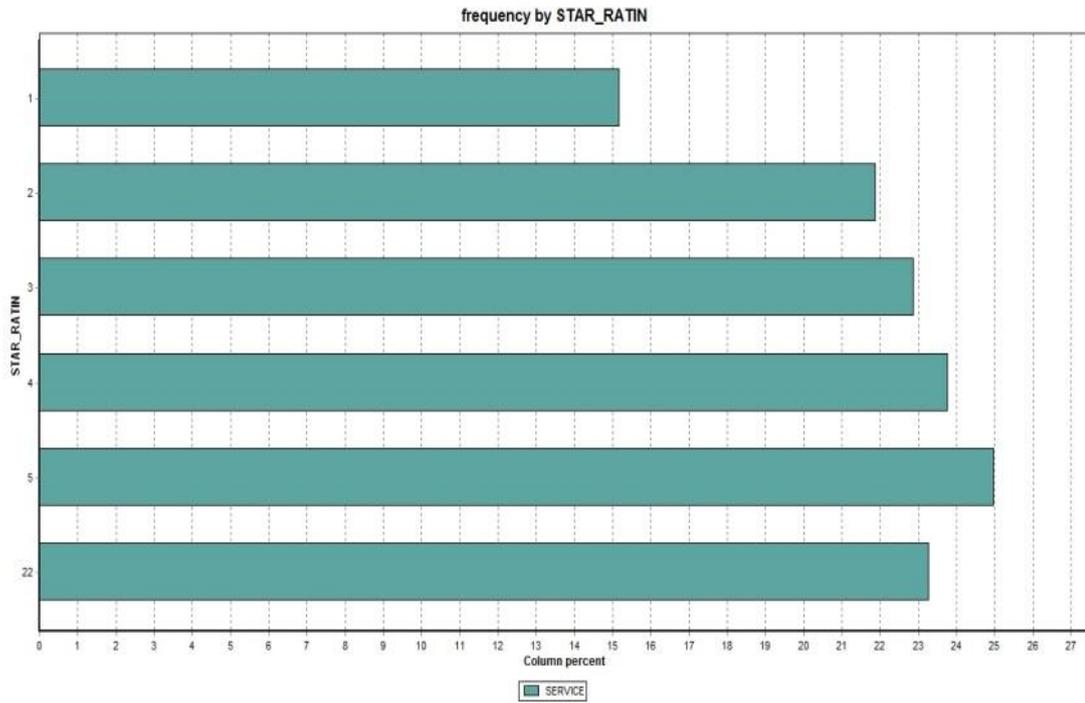


Figure 11. Frequency of the Keywords related to Attribute “Service” across Star Categories

Testing the Hypothesis Employing the Quantitative Content Analysis

The cross-tabulation of the attribute “service” and the “star rating of the hotel” cannot be interpreted due to the result of the Chi-square test ($p = 0.220 > 0.05$).

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15,409 ^a	12	,220
Likelihood Ratio	16,346	12	,176
Linear-by-Linear Association	,560	1	,454
N of Valid Cases	413		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6,91.

Table 14. Chi-Square Test for the Cross-Tabulation of the Variables “Service” and “Star Rating of the Hotel”

Both analysis methods did not provide any significant results, so the alternative hypothesis will be rejected. It is assumed that the “service” attribute has the same importance in the post-visit evaluation independently of the star rating of hotel.

H5: Guests that stay at hotels of higher categories tend to mention the F&B aspect of the hotel service more often than the guests of the lower-rated hotels.

Testing the Hypothesis Employing the Qualitative Content Analysis

The number of key words in the reviews related to the F&B offer of the hotel is smallest with 1-star hotels (2.3% of keywords). The percentage of key words related to the F&B offer of the hotel grows with star categories. Still, it has to be highlighted that this relationship is not proportional. The 4-star hotel guests mention “food and beverages” less than 3-star hotel guests. Therefore, the alternative hypothesis cannot be accepted.

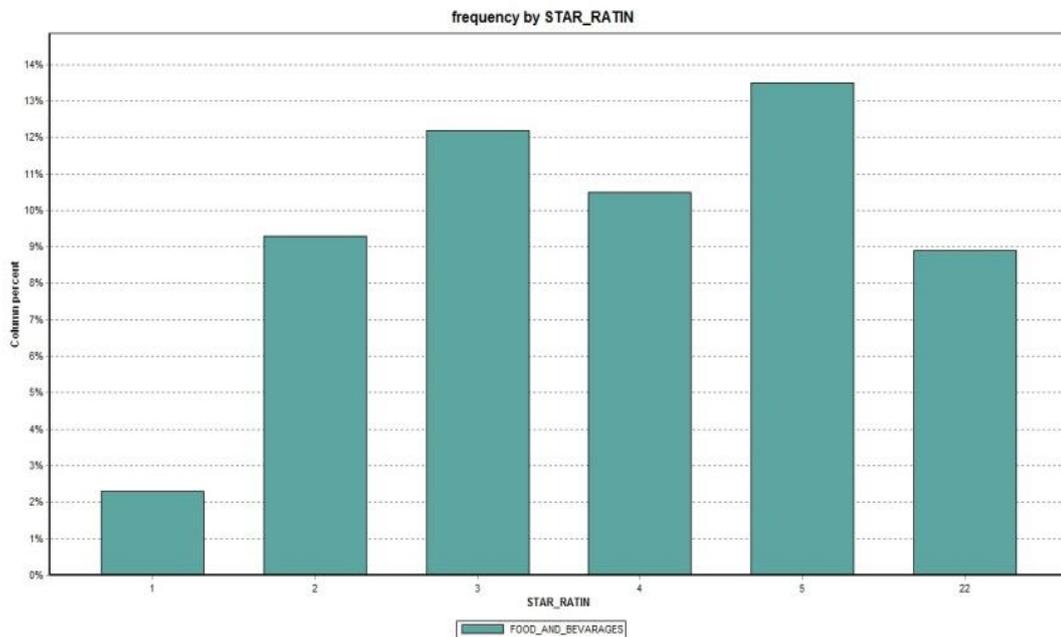


Figure 12. Comparison of the volume of keywords related to the topic “food and beverages” across hotel categories

Testing the Hypothesis Employing the Quantitative Content Analysis

The SPSS output of the cross-tabulation of the attributes related to the F&B offer with the star rating of the hotel is provided in the Table 15. Overview of the three cross tables is provided in the Appendices (23, 24 and 25).

Attribute	1 and 2*	3*	4*	5*	Chi- square p
Cocktail Bar	4,7%	7,8%	7%	18,3%	0,111
Restaurant	7,8%	19,8%	24,8%	29,4%	0,047
Breakfast	35,9%	43,1%	28,2%	41,7%	0,147

Table 15. Percentages of Reviews in which the relevant F&B Attribute was mentioned

The only result that can be interpreted according to the p-values of the Chi-square test is the cross-table of the attribute “restaurant” with the star rating of the hotel. For the attribute “restaurant” there is a significant difference between the content of reviews of the 5-star hotel guests and those of the 1- and 2-star hotel guests. Thus, 5-star hotel guests mention attribute “restaurant” in 29.4 % of reviews’ context. This number with 1- and 2-star hotel guests accounts for only 7.8%. Guests of 3-star hotels judge about the “restaurant” attribute in 19.8% of cases and guests of 4-star hotels in 24.8%. A possible explanation for the outcome is that 1- and 2- star hotels do not have a restaurant that serves lunch. An additional argument for the results is that “restaurant” hotel attribute falls into the group of “ancillary services” that tend to be important as triggers of satisfaction of the guests of 4- and 5-star hotels. This implies that guests of lower hotel categories are happy if this attribute has a good quality, but it is not a prerequisite for the “basic level” of satisfaction.

H6: “Functional aspects” of the hotel service affect the overall satisfaction more than the “technical aspects”.**Testing the Hypothesis Employing the Qualitative Content Analysis**

The outcome of the analysis with QDA Miner and WordStat shows that the importance of the “technical” and “functional” aspects of hotel stays is similar. According to this, guests tend to include words related to both “service” and “room” attributes to the same amount in their reviews. The attribute “room” was present in the 25.1% of keywords and 84.9% of cases. The attribute “service” occurred in 23.6% of keywords and 87.8% of reviews (Table 5). Table 4 shows that according to the interpretations of reviews by human coders, guests tend to mention the “room” and “friendliness of staff” attributes in similar number of cases (78%) (Table 4).

Testing the Hypothesis Employing the Quantitative Content Analysis

The linear regression analysis showed that the “service” attribute has the most influence on the customer satisfaction formation. The Standardized Beta Coefficient of the “service” attribute in comparison to the “room” attribute is 0,442 to 0,278 (Table 7 and 8).

The results of the qualitative analysis imply that the importance of both “functional” aspects and “technical” aspects are equally important. Still, the linear regression analysis provides us with the results that isolate the attribute “service” as the one having the most influence on the satisfaction of guests. A possible reason for the contradictory results is the fact that guests tend to mention the attribute in the text, but the real correlation of the attribute with the overall satisfaction can be determined only by statistical models. Accordingly, linear regression analysis explains the relationship of the attributes with the overall satisfaction in a more detailed way. Hence, its results provide explanations that go beyond only the fact that the attribute “occurred” in the review.

Another argument for accepting the results of the quantitative analysis is that linear regression models give results based on the data provided by guests themselves (the evaluations of the aspects of the hotel stay that guests did as part of the “review process”). Therefore, the data represent personal, non-biased interpretation of the satisfaction with the hotel stay. Based on the mentioned argument, the alternative hypothesis is accepted. The conclusion is that according guests’ personal rating of the hotel stay, the “functional attributes” of the hotel stay have stronger influence on satisfaction than “technical attributes”.

H7: There are significant differences between the attributes that affect the satisfaction of business travellers and of leisure travellers in the sample.

Testing the Hypothesis Employing the Qualitative Content Analysis

Tables 16 and 17 provide results obtained by the evaluation of the reviews' text by human coders.

Attribute	% Mentioned	% not mentioned
Room	79%	21%
Friendliness of Staff	78,1%	21,9%
Value for Money	72,3%	27,7%
Location	67,3%	32,7%
Other Services	58,5%	41,5%
Cleanliness	45,5%	54,5%
Staff availability	43,1%	56,9%
Furniture& Interior	41,1%	58,9%
Breakfast	35,9%	64,1%
Check in/out	34,4%	65,6%
Noise	33%	77%
Bathroom	30,6%	69,4%
Bed	28,9%	71,1%
Room Service	24,8%	75,2%
Restaurant	21,9%	78,1%
Pool Facilities	18,1%	81,9%
Entertainment	11,4%	88,6%
Cocktail Bar	9,9%	90,1%
Baggage Service	7%	93%

Table 16. Relevance of 19 Hotel-Attributes in Reviews of Leisure Travellers

The most frequent attributes within the text of reviews of leisure guests are “room” (79% of cases) and “friendliness of staff” (78.1% of cases). The results are similar for the business travellers. The attributes “room” (77.1% of cases) and “friendliness of staff” (77.1%) are the most present ones. The “value for money” is mentioned in many cases as well (72.3% within leisure and 68.7% within business guests’ reviews). Surprisingly, the “location” is mentioned more often in the reviews of leisure guests (67.3 % of reviews). Only 50% of reviews of business travellers mention the same attribute. Prior to the analysis a different outcome was expected. It was considered logical that business travellers care significantly more about the location of the hotel as they have less time to go from one part of the city to another (or to go to the business meetings that are far away from their hotel).

The two tables provided above show that there are no significant differences between the leisure and business travellers in terms of the attributes they choose to take into consideration when forming the overall “picture” of their satisfaction with the hotel stay.

Attribute	% Mentioned	%not mentioned
Room	77,1%	22,9%
Friendliness of Staff	77,1%	22,9%
Value for Money	68,7%	31,3%
Other Services	53,1%	46,9%
Location	50%	50%
Staff availability	49%	51%
Furniture& Interior	42,7%	57,3%
Cleanliness	36,5%	63,5%
Breakfast	36,5%	63,5%
Room Service	34,4%	65,6%
Check in/out	32,3%	67,7%
Bed	29,2%	70,8%
Restaurant	25%	75%
Bathroom	24%	76%
Noise	13,5%	86,5%
Entertainment	8,3%	91,7%
Cocktail Bar	8,3%	91,7%
Baggage Service	7,3%	92,7%
Pool Facilities	6,2%	93,8%

Table 17. Relevance of the 19 Hotel Attributes in Reviews of Business Travellers

Testing the Hypothesis Employing the Quantitative Content Analysis

In order to test this hypothesis with the quantitative methods, a linear regression analysis for the relationship between the “review rating” (overall satisfaction) and the hotel attributes provided by the TripAdvisor will be done (“service”, “room”, “location”, “value”, “sleep quality” and “cleanliness”).

- **Triggers of Satisfaction with the Leisure Travellers**

The results of the linear regression analysis can be interpreted as $p=0.00 < 0.05$ (Appendix 20). The model explains around 81.2% of cases (R^2). In general, the Model has good fitting values.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
(Constant)	-,314	,170		-1,847	,066			
Rooms	,287	,041	,285	6,917	,000	,771	,392	,183
Value	,077	,034	,100	2,282	,023	,632	,139	,060
Cleanliness	,269	,044	,232	6,064	,000	,739	,350	,160
Location	,006	,045	,004	,129	,897	,521	,008	,003
Service	,437	,038	,459	11,551	,000	,826	,580	,306
Sleep-quality	-,030	,027	-,043	-1,125	,262	,440	-,069	-,030

a. Dependent Variable: Review_Rating_new

Table 18. Overview of the Coefficients of the Linear Regression Model for the “Review Rating” explained by Hotel Attributes (Leisure travellers)

The Standardized Beta Coefficients cannot be interpreted only in the cases of attributes “sleep quality” and “location” (Table 18). The “Service” attribute has the highest coefficient value (0.459). The relationship of this attribute with the overall satisfaction is positive. The relationships other attributes with satisfaction are positive as well, but the coefficients are somewhat smaller. Thus, attribute “room” has a coefficient of 0.285. Standardized Beta Coefficient for “cleanliness” is 0.232. The attribute “value” for money” has a coefficient of 0.100 and it influences the overall satisfaction with the hotel stay the least.

- **Triggers of Satisfaction with the Business Travellers**

The linear Regression Model has a significant value (Appendix 21) as $p < 0.05$. The Model has good explanatory power, where the $R^2 = 0.830$. This implies that around 83% of all cases could be explained with this model.

Model	Unstandardized Coefficients		Standardized Coefficients			Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
(Constant)	-,248	,285		-,872	,386			
Rooms	,169	,111	,163	1,521	,133	,805	,179	,075
Value	,248	,097	,259	2,564	,013	,847	,293	,127
Cleanliness	,104	,092	,090	1,136	,260	,724	,134	,056
Location	,119	,073	,104	1,641	,105	,558	,192	,081
Service	,356	,101	,368	3,505	,001	,862	,386	,173
Sleep quality	,050	,118	,048	,427	,671	,805	,051	,021

a. Dependent Variable: Review_Rating_new

Table 19. Overview of the Coefficients of the Linear Regression Model for the “Review Rating” explained by Hotel Attributes (Business Travellers)

Standardized Beta Coefficients can be interpreted only for the attributes “value” and “service” (Table 19). Both attributes have a positive relationship with the overall satisfaction with the hotel stay of guests, whereby the “service” (0,368) has a higher influence than “value” (0.104).

According to the results of the linear regression analysis, the attributes that affect the overall satisfaction of the hotel stay of business travellers are similar to the ones that affect the satisfaction of leisure travellers. The linear regression model can be explained with more attributes in the case of the leisure travellers (“service”, “rooms”, “cleanliness” and “value”) than the model of the business travellers (only “service” and “value”). Due to the overlap in the factors influencing the satisfaction of the two groups, the hypothesis has to be rejected.

H8: The attributes that have an influence on the “overall satisfaction” differ across hotel categories.

The attributes “service” and “room” are represented as influential attributes for all hotel categories (Table 8). The “service” is important for the satisfaction creation within each hotel category. The remaining influential attributes vary across different hotel categories.

For the 1-star and 2-star hotels an influential attribute was also the “value” for the price paid. The satisfaction of guests of 3-star hotels is influenced also by the “value” and “cleanliness”. For the guests of 4-star hotels following attributes have the strongest impact on the evaluation of the hotel stay: “service”, “rooms” “cleanliness” and “location”. The 5-star hotel guests take into consideration the attributes “service”, “value”, and “room”.

The outcome of the analysis allows for the alternative hypothesis (combination of the influential attributes differs across hotel categories) to be accepted.

8 CONCLUSIONS

The main objective of this thesis was to answer the following questions:

1. Which hotel attributes are triggers for the satisfaction/delight of guests?
2. Which hotel attributes can be considered as “hygiene attributes” i.e. Which hotel attributes are needed to fulfil the minimum criteria for guest satisfaction level? (the level where guests are neither delighted nor dissatisfied but rather neutral)
3. Is there a certain pattern of the combination of hotel attributes for negative and positive perception of hotel service?
4. Which hotel attributes have the most impact on customer satisfaction?

The results of the content analysis of 443 online hotel reviews indicate that attributes related to “functional attributes” (“service”) of the hotel stay have a stronger influence on the satisfaction creation of guests than “technical attributes” (“room”).

The attribute “service” has the greatest influence on the customer satisfaction with the hotel stay. According to the results of the linear regression, this attribute has similar standardized beta coefficients across all categories (Table 8). The only exceptions are 5-star hotels for which the coefficient is lower. As “service” is present as a relevant attribute within every hotel category the explanation could be that it acts as a “must be requirement” (hygiene attribute) according to the Kano Model. Hence, every hotel should ensure prompt and reliable delivery of services, as well as the high level of friendliness of employees towards guests.

The attribute “room” is the second most influential attribute concerning its influence on the overall satisfaction with the hotel stay (Standardized Beta Coefficient=0.278). However, when observing the factors influencing the overall satisfaction across different hotel categories “room” influences satisfaction only in cases of 4-star and 5-star hotels. Consequently, it is assumed that the attribute “room” (condition, furniture, design and equipment) represents an “attractive” requirement or a “delight factor”.

The individual analysis of the critical factors for every hotel points out that combination of influential attributes for the satisfaction of guests differs across hotel categories. In addition, the “service” is present as an influential attribute in every hotel category which further strengthens the assumption that “service” acts a “must be requirement” of every hotel service.

The testing of the hypothesis implied that the evaluation of the attribute “cleanliness” does not differ across hotel categories. Hence the attribute acts as a “hygiene” factor for the evaluation of the hotel stay. Its quality is important for satisfying the basic level of guests’ satisfaction.

The qualitative and quantitative analysis provided different results concerning the importance of the attribute “other services and amenities” for the satisfaction of guests. The divergence in the results is possible to arise due to different quality of data. It is assumed that the attribute “other services” has the same influence on the satisfaction across all hotel categories. The “value for money” that a guest receives is important regardless of the star category of the hotel. This attribute is a “must be requirement” of every hotel stay. Thus, guests adapt their value expectations according to the type of the hotel they are staying in and the price paid. Moreover, the standardized beta coefficients for the attribute “value” had similar results for both 1- and 2-star and 5-star hotels. This result could support the theory that states that sometimes the guests of the lower rated accommodation tend to evaluate some attributes which are typical for the guests of luxury accommodation (Ryan and Huimin 2007, p. 389). The reason for this is that they want to assure themselves that they have chosen the hotel that provides fine quality.

Guests of higher rated hotels tend to mention the F&B aspects of the hotel stay more than the guests of lower rated categories. The attribute “restaurant” acts as an ancillary service. This implies that it only contributes to an increase in satisfaction for the guests staying in higher classified hotels.

This research also suggests that there are no significant differences between the factors influencing the satisfaction of the hotel stay with business travellers and leisure travellers.

8.1 Qualitative Analysis Results vs. Quantitative Analysis Results

The mixed methods approach was selected with an aim to verify and cross-validate results within one study. The researcher can use this method in order to overcome the weaknesses of one method with the strengths of the other (Creswell, 2003, p. 217). The outcome of such approach is well-validated data. The interpretation of the data obtained from both qualitative and quantitative analysis can either have the same (similar) results, or have divergence in their outcome (Creswell 2003, p. 217). In case that the results of both methods are similar, the interpretation can be used to support the pre-determined assumptions. If the results deviate, the researcher should explain why there are differences.

This thesis takes the approach that both i) the volume of occurrence of certain attributes in the reviews and ii) the context in which they occur is important. In terms of the volume of data being analyzed the quantitative analysis can perform better. On the contrary, in the qualitative analysis process, the researcher has a deep and detailed insight into the content and sub-meanings of the review. Furthermore, the coding in the

qualitative research also takes into account the context in which different hotel attributes occur. Qualitative research for this study investigates the text of the reviews, whereas the quantitative data interpretation relies more on the guests' evaluations of certain attributes provided by the TripAdvisor. For this reason, it was logical to expect that the results of the two types of methods would differ to some degree, possibly even leading to different conclusions. Hence, in some cases hypothesis tests had different outcomes for the two methods. In these cases the arguments for rejecting or accepting the hypotheses were always provided.

“Qualitative” and “quantitative” analyses did not always provide congruent results concerning the issue of determining which hotel attributes have the most impact on the guests' satisfaction.

The qualitative content analysis of the reviews with computer software showed that the most frequently mentioned attributes in the guest reviews are “room” (25.1% of all keywords) and “service” (23.6% of keywords).

The quantitative analysis with the SPSS indicates that the attribute “service” has the most impact on the overall satisfaction with the hotel stay. The next most important attribute was “room”. The outcomes of the qualitative and quantitative analyses coincided only for the attributes “room”, “friendliness of staff” (classified under “service” attribute group in the WordStat dictionary) and “value for money”.

The linear regression analysis indicates that “cleanliness” is the 3rd most prominent hotel attribute. Its standardized beta coefficient (0.200) is very close to the value of the coefficient of the “rooms” attribute (0.278). Conversely, the WordStat analysis implies that the “cleanliness” is the least relevant topic in the guests' online reviews. The topic of cleanliness is present in only 5.3 % of keywords. The WordStat analysis also indicates that “location”, “atmosphere and design of the hotel”, “value for money”, “other services and amenities”, and “food and beverages” have more importance in the guests' reviews than the “cleanliness” of the hotel.

As already mentioned, the type of data used for the analysis can be an argument for the differences in the outcomes of the two analysis methods. The WordStat investigates the text of reviews', whereas the SPSS uses the evaluation of the satisfaction by the guests on the scale from TripAdvisor. It is possible that because they were required to evaluate certain hotel attributes on the TripAdvisor scale, the guests did not relate to them in the text of the reviews. However, this does not inevitably imply that they were dissatisfied with that particular attribute.

In the analysis that interpreted the coding of text by human coders the results suggest that “location” is an important hotel attribute (63.4% of cases). In contrast, the results of the linear regression prompt that the results of the “location” attribute cannot be interpreted due to the insignificance of the $p\text{-value} > 0.05$.

9 LIMITATIONS OF THE STUDY AND FUTURE RESEARCH

In this research paper the qualitative method netnography is used. Therefore, it should be noticed that even some of its biggest proponents emphasize the possibility that not all of data collected from the online communities are trustworthy (Kozinets, 2002, p.68). The reason is that the data collected in the “netnographic” analysis process is only in the text form. As there is no possibility for a researcher to observe the participants of the sample in a face-to face form, the researcher cannot evaluate if the participants bias the written text in wish to change their real “social presentation”. There is also a possibility that the persons are not who they claim to be. For this study, this implies that sometimes it could be possible that even a hotel employees and managers post a very nice review about the hotel where they work. Conversely, it can also occur that competitors intentionally post bad comments about another hotel.

This Master Thesis uses the guest reviews of hotels available at the TripAdvisor website. Although such reviews are stated to be a great source of valuable information about i) guest’s “needs and wants” and ii) “strengths and weaknesses” of businesses, there is always the issue of “credibility” involved (Clawson 2011, p. 32). This is claimed to be for the reason that the reviews available are “skewed representation of two extreme consumer groups” i) those extremely loyal and very satisfied with a service and ii) those that are dissatisfied and willing to share their experience with others. In this situation, the sample of respondents’ reviews available at online platforms and recommendation websites could not be considered as “representative”.

The issue that arises as a possible limitation influencing the results of the study is the fact that people can easily be influenced by other people’s opinions when writing their reviews. Thus, reading a positive or a negative review about a hotel they stayed in can motivate other guests to write a similar type of review. The motivation could be based on the guest’s wish to: i) strengthen the value of the hotel or ii) to help others spread the negative word of mouth. In this case, it can be assumed that the information and data extracted from the reviews are not independent variables, but strongly influenced by other participants’ perceptions and comments.

A hotel stay is a service in which the consumer also plays a role. Hence, it should be highlighted that the quality of the services provided is highly influenced by the subjective evaluation of the customer. People have different expectations and characters, so what could be acceptable for one person does not necessarily have to be for someone else. In addition, people interpret situations differently. Moreover, hotel guests can come from different cultural backgrounds, have different religions which could also have an impact on their experiences and quality of services perceived.

In addition, it is not correct to assume that all reviews provided good quality of text or descriptions. It can happen that some reviewers do not possess enough verbal skills to put their ideas in meaningful phrases (Pullman et al. 2005, p.324). Moreover, another limitation to this study present the open-ended responses of hotel guests. Their descriptions and explanations of reasons for satisfaction can sometimes be perceived as senseless by the reader. In addition to this, they can also be interpreted in a completely wrong way.

Apart from the advantages that WordStat provides, its usage has also some limitations. Hence, the computer software is unable to “interpret the meaning of the word in context” (Pullman et al. 2005, p. 331). Also, WordStat cannot recognize if the hotel attribute is mentioned in a negative or positive context. This implies that the program would not be able to distinguish between the sentences: “The hotel is not located near to down town as advertised” and “The hotel was located only one metro station from down town”.

One part of the qualitative content analysis process was to take “many words from the text and to classify them into fewer content categories” (Roberts, 2000). This type of methodology is also called “contingency analysis” and it has been criticized because of its lack of sensitiveness to recognize how the words (themes) were used in the sentence and also what their actual meaning should be (George, 1959). Another weak point of the “contingency analysis” is certainly that the meaning is taken for “granted”. Thus, Pool (1959, p. 4) stated that irony or sarcasm are ignored, so sometimes it can happen that the context of the keyword is misinterpreted, and the results become inaccurate. The QDA Miner software did the identification, coding and counting of occurrences of the hotel attributes occurring in the reviews. Hence, it should be highlighted that the results of the study could be influenced to some degree by the misinterpretation of the context in which the attributes has been used. Still, this influence is not expected to be big and to affect the analysis substantially. The fact that supports the use of “contingency analysis” is that it is widely used in the social sciences. Thus, it assumes that the most occurring theme in the sample is the one having the most relevance (Stepchenkova et al., 2006).

The investigation of the service profit chain (Heskett et al. 1997, p. 23) implies that the satisfaction brings benefits that to company's profits. Moreover, there are many other advantages of the guests' satisfaction for the company's stakeholders. For instance, it was proven that customer satisfaction and the service value contribute to employee productivity, loyalty and satisfaction. These further contribute to the effective profit chain of the company. However, these constructs go beyond the purpose of achieving the objectives of this master thesis, so they were not further analyzed and discussed.

In the introduction to this research it is explained why the companies might want to identify satisfaction triggers for their customers. Moreover, it is emphasized that it helps companies make further investment decisions (Rust et al. 1995, p. 59). It also assists the decision about types of the internal investments the company should undertake. The knowledge about the level to which hotels should invest in the improvement of certain aspects of hotel offer is essential to reach the highest return on investment (Rust et al. 1995, p. 58- 60). Nonetheless, this answer also goes further than the rationale of this research and will not be further investigated.

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APPENDICES

Appendix 1. Hotel Attributes- Application to the SERVQUAL Model

Tangibles

Well dressed and neat
Have up-to-date equipment
Exhibit good manners
Show enthusiasm at work
Smile at work
Avoid chewing gum
Not offensive/sarcastic

Reliability

Supportive
Dependable
Service when promised

Responsiveness

Helpful even while busy
Inform about service
Check guest satisfaction
Greet guests a. s. a. p.
Prompt service
Solve complaints
Cater services to guests
Inform about activities

Assurance

Trustworthy
Polite to guests
Communicate with guests
Kind and cordial tone
Advise undecided guests
Knowledgeable
Do not narrate problems
Communicate with staff

Empathy

Individual treatment
Anticipate guests' needs
Conscientious
Respect guests
Serve individual needs
Address guests by name
Individual attention

References: Saleh and Ryan (1991: 340). Appendix 1(a): Mean scores on attributes.

Appendix 2. Hotel Attributes measured by Hotel Studies

Attributes

Actual price
Price/value
Good Reputation
Prestige of hotel
Location
Safe parking nearby
Cleanliness of rooms/baths
Size of rooms/baths
Quality of TV/radio
Comfort of bed
Decor/furnishing of rooms
Exterior aesthetics
VIP rooms/sections
Physical condition of rooms/baths
Variety of services
Promptness of services
Professionalism of all staff
Quick check-in/out
Staff friendliness
VIP treatment
Quality of bar
Restaurant food quality
Room service available
Restaurant service
Year-round pool
Sauna, steam bath, exercise equipment
Shops in hotel
Small amenities, e.g., soap, mints
Quietness of room
Quietness of hotel
Security of hotel
Security of area
Reservation system
Wake-up call service
Plentiful towels
Valet parking service
Laundry service

References: Saleh and Ryan (1991: 327).Table 1: Attributes measured by hotel studies

Appendix 3. Star Ratings of Hotels in the Sample

		Star_rating			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	1,6	1,6	1,6
	2	57	12,9	13,2	14,8
	3	116	26,2	26,9	41,8
	4	142	32,1	32,9	74,7
	5	109	24,6	25,3	100,0
	Total	431	97,3	100,0	
Missing	22	12	2,7		
Total	443	100,0			

Appendix 4. The Distribution of the City Locations in the Sample

3.The city location of the hotel

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid London	10	2,3	2,3	2,3
New York City	10	2,3	2,3	4,5
Bangkok	10	2,3	2,3	6,8
Singapore	10	2,3	2,3	9,0
Kuala Lumpur	6	1,4	1,4	10,4
Paris	10	2,3	2,3	12,6
Dubai	10	2,3	2,3	14,9
Hong Kong	9	2,0	2,0	16,9
Istanbul	10	2,3	2,3	19,2
Miami	10	2,3	2,3	21,4
Toronto	10	2,3	2,3	23,7
Rome	5	1,1	1,1	24,8
Las Vegas	10	2,3	2,3	27,1
Dublin	8	1,8	1,8	28,9
Amsterdam	10	2,3	2,3	31,2
Moscow	10	2,3	2,3	33,4
Prague	10	2,3	2,3	35,7
Kiev	10	2,3	2,3	37,9
Vienna	10	2,3	2,3	40,2
Madrid	10	2,3	2,3	42,4
Beijing	10	2,3	2,3	44,7
Phuket	10	2,3	2,3	47,0
San Francisco	10	2,3	2,3	49,2
Bucharest	10	2,3	2,3	51,5
Vancouver	9	2,0	2,0	53,5
Orlando	8	1,8	1,8	55,3
Budapest	6	1,4	1,4	56,7
Mugla	10	2,3	2,3	58,9
Rio de Janeiro	10	2,3	2,3	61,2
Berlin	10	2,3	2,3	63,4
Tokyo	10	2,3	2,3	65,7
Mexico City	10	2,3	2,3	67,9

Montreal	10	2,3	2,3	70,2
Athens	7	1,6	1,6	71,8
Ho Chi Minh	10	2,3	2,3	74,0
Milan	9	2,0	2,0	76,1
Oslo	10	2,3	2,3	78,3
Lisbon	10	2,3	2,3	80,6
Venice	10	2,3	2,3	82,8
Florence	10	2,3	2,3	85,1
Sao Paulo	10	2,3	2,3	87,4
Auckland	10	2,3	2,3	89,6
Jaipur	10	2,3	2,3	91,9
Calgary	10	2,3	2,3	94,1
Cape Town	10	2,3	2,3	96,4
Washington DC	10	2,3	2,3	98,6
Chicago	6	1,4	1,4	100,0
Total	443	100,0	100,0	

Appendix 5. Coding Manual for the TripAdvisor Website

1. The full review

2. The full response from the Hotel

3. The city location of the hotel

- | | | |
|------------------|--------------------|---------------------|
| 1. London | 21. Macau | 41. Berlin |
| 2. New York City | 22. Moscow | 42. Tokyo |
| 3. Bangkok | 23. Pattaya | 43. Mexico City |
| 4. Singapore | 24. Cairo | 44. Montreal |
| 5. Kuala Lumpur | 25. Prague | 45. Edirne |
| 6. Paris | 26. Guangzhou | 46. Brussels |
| 7. Antalya | 27. Kiev | 47. Buenos Aires |
| 8. Dubai | 28. Vienna | 48. St Petersburg |
| 9. Hong Kong | 29. Madrid | 49. Seoul |
| 10. Istanbul | 30. Beijing | 50. Athens |
| 11. Mecca | 31. Phuket | 51. Jerusalem |
| 12. Miami | 32. San Francisco | 52. Seattle |
| 13. Toronto | 33. Shenzhen | 53. Delhi |
| 14. Rome | 34. Bucharest | 54. Sydney |
| 15. Shanghai | 35. Vancouver | 55. Mumbai |
| 16. Los Angeles | 36. Taipei | 56. Munich |
| 17. Las Vegas | 37. Orlando | 57. Cancún |
| 18. Barcelona | 38. Budapest | 58. Denpasar |
| 19. Dublin | 39. Mugla | 59. Warsaw |
| 20. Amsterdam | 40. Rio de Janeiro | 60. Sharm el Sheikh |

4. Name of the hotel

Write name of hotel

5. Star rating of the hotel

- | | | |
|-----|-----|----|
| 1=1 | 3=3 | 5= |
| 2=2 | 4=4 | |

6. Overall Rating by the scale from trip advisor

- | | | |
|---------|---------|---------|
| 1=1 | 4= 2, 5 | 7=4 |
| 2 =1, 5 | 5=3 | 8= 4, 5 |
| 3=2 | 6= 3, 5 | 9= 5 |

7. Room Rating based on scale from trip advisor

- | | | |
|-----|-----|-----|
| 1=1 | 3=3 | 5=5 |
| 2=2 | 4=4 | |

8. Value Rating based on scale from trip advisor

- | | | |
|-----|-----|-----|
| 1=1 | 3=3 | 5=5 |
| 2=2 | 4=4 | |

9. Cleanliness rating based on scale from trip advisor

- | | | |
|-----|-----|-----|
| 1=1 | 3=3 | 5=5 |
| 2=2 | 4=4 | |

10. Location rating based on scale from trip advisor

- | | | |
|-----|-----|-----|
| 1=1 | 2=2 | 3=3 |
|-----|-----|-----|

4=4

5=5

11. Service rating based on scale from trip advisor

1=1

3=3

5=5

2=2

4=4

12. Home country of city of the reviewer (guest)

Write home country/city

13. Age of the reviewer (guest)

1=12 and under

4=25-34

7=65+

2=13-17

5=35-49

8=not specified

3=18-24

6=50-64

14. Purpose of trip

1=leisure

2=business

15. Travel style

1=solo traveller

4=family with young

7=large group/tour

2=with spouse/partner

children

8=with colleagues

3=with friends

5=family with teenagers

9=with clients/customers

6=extended family

10=other

16. Gender

1=male

2=female

17. Student's evaluation of *check-in/check-out* based on the review**18. Student's evaluation of *friendliness of staff* based on the review****19. Student's evaluation of *room service* based on the review****20. Student's evaluation of *staff availability* based on the review****21. Student's evaluation of *other services and supplementary serv.* based on the review****22. Student's evaluation of *value for money* based on the review****23. Student's evaluation of *bed* based on the review****24. Student's evaluation of *bathroom* based on the review****25. Student's evaluation of *room* based on the review****26. Student's evaluation of *hotel cleanliness* based on the review****27. Student's evaluation of *breakfast* based on the review****28. Student's evaluation of *restaurant* based on the review****29. Student's evaluation of *cocktail bar* based on the review****30. Student's evaluation of *pool facilities* based on the review****31. Student's evaluation of *entertainment, sports and exercise facilities* based on the review****32. Student's evaluation of *baggage service* based on the review****33. Student's evaluation of *noise* based on the review****34. Student's evaluation of *location* based on the review****35. Student's evaluation of *hotel furniture and interior* based on the review****36. Student's evaluation of 'XXX' based on the review**

-3=extremely bad

0=neutral

-2=rather bad

1=good

-1=bad

2=rather good

3=extremely good

22=not mentioned in review

37. Student's evaluation of *emotion* based on the review

1=yes

2=no

38. Students' rating: what would be the appropriate overall rating based on the review you read

1=1

4=2,5

7=4

2=1,5

5=3

8=4,5

3=2

6=3,5

9=5

39. Did the person indicate to repeat the visit or never come back?

-3=never come back

0=neutral

3=certainly come back

-2=rather not come back

1=come back

22=not indicated

-1=not come back

2=rather come back

40. How long did it take from the complaint was made until the response was entered?

Enter the number of days using numbers

41. How complete was the response?

1=all questions answered

2=some questions answered

3=totally incomplete response

42. Did the response use the guest's name or not?

1=yes

2=no

43. Was there an appropriate greeting?

1=yes

2=no

44. Formal (dear xy)/Informal (hi, hello) greeting

1=formal

2=informal

45. Did the reviewers copy parts of the text in? (standardised sentences)

1=yes

2=no

46. Was there an auto- reply?

1=yes

2=no

47. Hotel name included in e-mail

1=yes

2=no

48. Enter the number of words

49. Does the response include a thank you for the message?

1=yes

2=no

50. Does the response say that customer feedback is important?

1=yes

2=no

51. Personal response or standardized text

1=personal

2=standardized

52. Is there an apology?

1=yes

2=no

53. Is a solution offered to client?

1=yes

2=no

54. Are all the aspects of the mail answered?

1=yes

2=no

55. Does the employee explain what happened?

1=yes

2=no

56. Is there any encouragement for further interaction?

1=yes

2=no

57. Is a compensation offered?

1=yes

2=no

58. Does the hotel resume responsibility for things gone wrong?

1=yes

2=no

59. Are there mistakes in the text?

1=yes

2=no

60. What is the closing of the message?

1=yours faithfully

2=thank you

3=salutation and thank you

4=sincerely, best regards

5=other

61. Is there a polite ending?

1=yes

2=no

62. Does the response include the use of 'I' and 'me'?

1=yes

2=no

63. Does the response include the use of 'we,' 'us,' or 'our'?

1=yes

2=no

64. Does the response include the use of 'you' or 'your'?

1=yes

2=no

65. Is the name of the employee mentioned or not?

1=yes

2=no

66. Role of the employee mentioned or not

1=yes

2=no

67. What is the management level of the responder?

1=manager

2=subordinate

3=not specified

68. Are the contact details of the employee mentioned or not

1=yes

2=no

69. Is there a follow-up URL?

1=yes

2=no

70. Is there a follow-up telephone nr?

1=yes

2=no

71. Is there a follow-up email address?

1=yes

2=no

72. What is the gender of the employee?

1=male

2=female
3=unknown

73. Was there proper communication by the hotel?

1=yes
2=no

74. Does the hotel reaction show concern/attention/respect?

1=yes
2=no

75. Does the hotel answer show effort/devotion/energy to resolve the complaint?

1=yes
2=no

76. Is the hotel answer honest/courteous/helpful?

1=yes
2=no

77. Is the outcome of the message fair/what the customer deserved?

1=yes
2=no

Appendix 6. Age of the Respondents

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	8	1,8	3,7	3,7
	25-34	72	16,3	33,0	36,7
	35-49	87	19,6	39,9	76,6
	50-64	42	9,5	19,3	95,9
	65+	9	2,0	4,1	100,0
	Total	218	49,2	100,0	
Missing	not specified	224	50,6		
	System	1	,2		
	Total	225	50,8		
Total	443	100,0			

Appendix 7. Purpose of the Trip of Hotel Guests

Purpose_of_trip

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	leisure	343	77,4	78,1	78,1
	business	96	21,7	21,9	100,0
	Total	439	99,1	100,0	
Missing	999	4	,9		
Total		443	100,0		

Appendix 8. Tabulation of the Frequency of Occurrence of Keywords by Attribute Categories across the Evaluation Scale from TripAdvisor for the “Location”

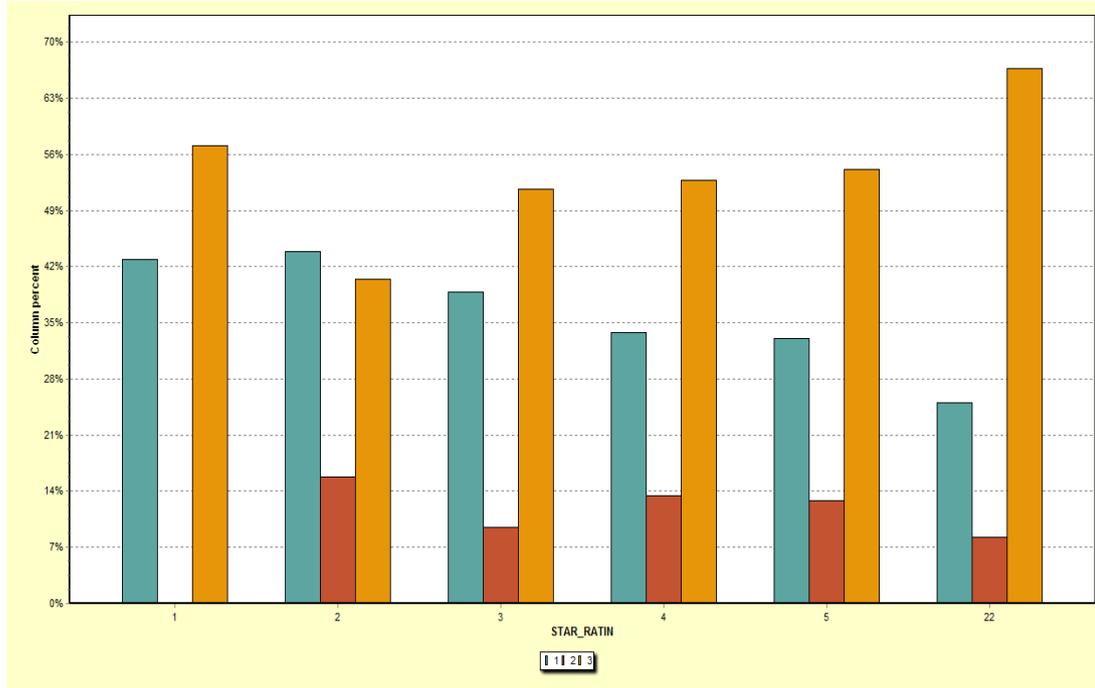
WordStat 6.1.8 - COPY OF WORDSTAT FILE REVIEWRATINGNEW.DBF

Tabulate: Total Frequency Display: Row percent Statistic: None

With: LOCATION Sort by: Keyword

	1	2	3	4	5	999
ATMOSPHERE_AND_DESIGN_OF_THE_HOTEL	4,0%	7,7%	16,0%	27,9%	43,2%	1,2%
CLEANLINESS	4,8%	8,5%	16,7%	31,2%	38,2%	0,6%
FOOD_AND_BEVARAGES	5,0%	6,8%	16,7%	27,4%	40,7%	3,3%
LOCATION	5,8%	5,5%	10,8%	27,8%	48,5%	1,5%
OTHER_SERVICIES_AND_AMENITIES	5,4%	5,1%	15,2%	29,6%	42,1%	2,7%
ROOM	7,5%	4,9%	17,5%	28,3%	39,0%	2,9%
SERVICE	6,0%	4,1%	18,2%	28,0%	39,3%	4,3%
VALUE_FOR_MONEY	5,7%	8,7%	18,6%	25,0%	35,5%	6,5%

Appendix 9. Division of the Overall Review Ratings by Guests from TripAdvisor according to Star Categories



Appendix 10. List of Words included in the WordStat Dictionary for the Category “Room”

WordStat 6.1.8 - COPY OF WORDSTAT FILE REVIEWWRATINGNEW.DBF

Dictionaries

Preprocessing: Porter Stemmer (EXE version) Edit New Delete

Substitution: English - Lemmatization Edit New Delete

Exclusion: English.exc Open New Delete Revert

Categorization: Dictionary hotels.cat Open New Delete Revert

Level: Up to level 2 Categories only Use full path as category name

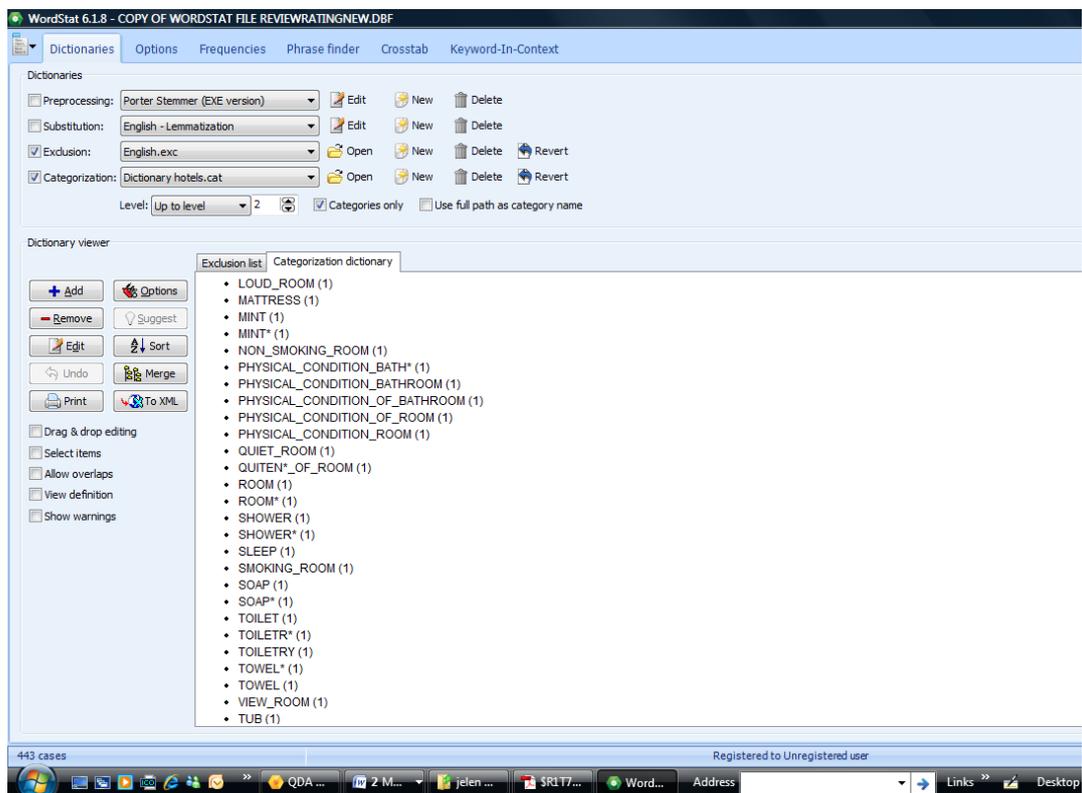
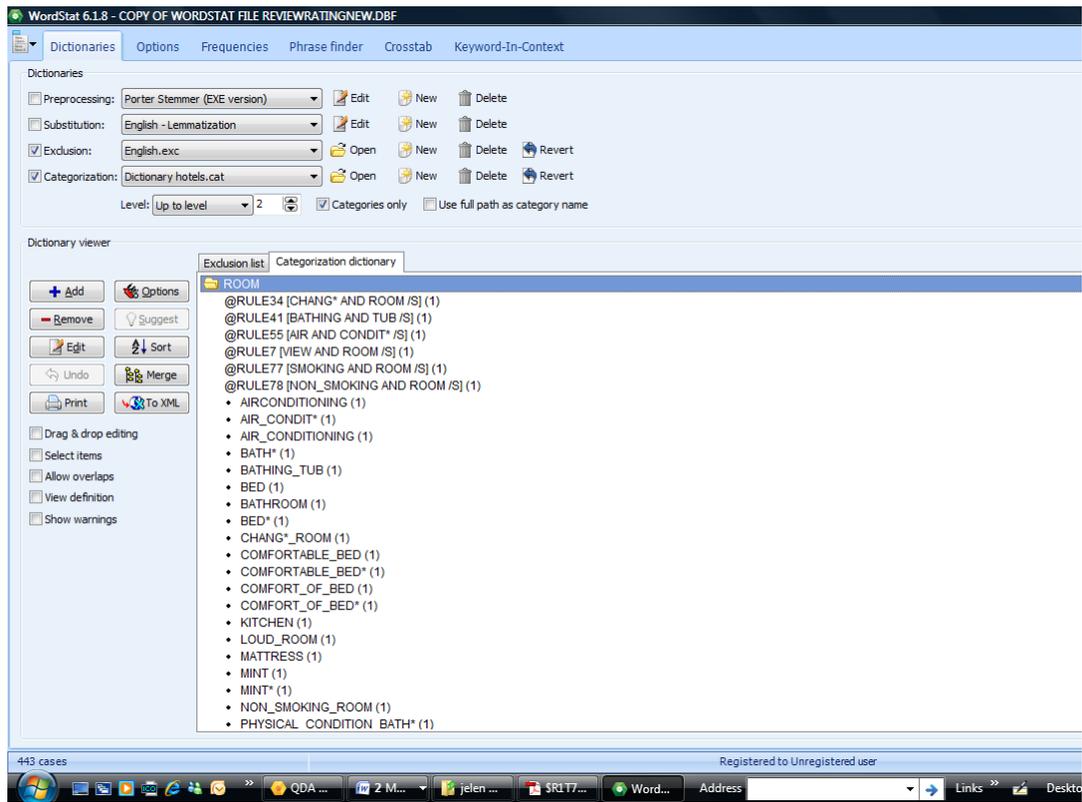
Dictionary viewer

Exclusion list Categorization dictionary

ROOM

- @RULE34 [CHANG* AND ROOM /S] (1)
- @RULE41 [BATHING AND TUB /S] (1)
- @RULE55 [AIR AND CONDIT* /S] (1)
- @RULE7 [VIEW AND ROOM /S] (1)
- @RULE77 [SMOKING AND ROOM /S] (1)
- @RULE78 [NON_SMOKING AND ROOM /S] (1)
 - AIRCONDITIONING (1)
 - AIR_CONDITION* (1)
 - AIR_CONDITIONING (1)
 - BATH* (1)
 - BATHING_TUB (1)
 - BED (1)
 - BATHROOM (1)
 - BED* (1)
 - CHANG*_ROOM (1)
 - COMFORTABLE_BED (1)
 - COMFORTABLE_BED* (1)
 - COMFORT_OF_BED (1)
 - COMFORT_OF_BED* (1)
 - KITCHEN (1)
 - LOUD_ROOM (1)
 - MATTRESS (1)
 - MINT (1)
 - MINT* (1)
 - NON_SMOKING_ROOM (1)
 - PHYSICAL_CONDITION_BATH* (1)

443 cases Registered to Unregistered user



Appendix 11. List of Words included in the WordStat Dictionary for the Category “Value for money”

WordStat 6.1.8 - COPY OF WORDSTAT FILE REVIEWRATINGNEW.DBF

Dictionaries

Preprocessing: Porter Stemmer (EXE version) Edit New Delete

Substitution: English - Lemmatization Edit New Delete

Exclusion: English.exc Open New Delete Revert

Categorization: Dictionary hotels.cat Open New Delete Revert

Level: Up to level 2 Categories only Use full path as category name

Dictionary viewer

Exclusion list Categorization dictionary

VALUE_FOR_MONEY

- @RULE11 [FREE AND BREAKFAST /S] (1)
- @RULE12 [INTERNET AND FREE /S] (1)
- @RULE13 [WIFI AND FREE /S] (1)
- @RULE14 [PARKING AND FREE /S] (1)
- @RULE16 [EXPECT AND STAR /S] (1)
- @RULE33 [VALUE AND MONEY /S] (1)
- ACTUAL_PRICE (1)
- BREAKFAST_FREE (1)
- CHARGE (1)
- CHEAP (1)
- EXPECT_STAR (1)
- EXPENSIVE (1)
- GOOD_PRICE (1)
- INTERNET_FREE (1)
- MONEY (1)
- NIGHT_FREE (1)
- PAID (1)
- PARKING_FREE (1)
- PAY (1)
- PRICE (1)
- RATE (1)
- RESERVAT* (1)
- RESERVAT*_SYSTEM* (1)
- RESERVATION (1)
- STANDARD (1)
- STAR (1)

443 cases Registered to Unregistered user

WordStat 6.1.8 - COPY OF WORDSTAT FILE REVIEWRATINGNEW.DBF

Dictionaries

Preprocessing: Porter Stemmer (EXE version) Edit New Delete

Substitution: English - Lemmatization Edit New Delete

Exclusion: English.exc Open New Delete Revert

Categorization: Dictionary hotels.cat Open New Delete Revert

Level: Up to level 2 Categories only Use full path as category name

Dictionary viewer

Exclusion list Categorization dictionary

VALUE_FOR_MONEY

- @RULE16 [EXPECT AND STAR /S] (1)
- @RULE33 [VALUE AND MONEY /S] (1)
- ACTUAL_PRICE (1)
- BREAKFAST_FREE (1)
- CHARGE (1)
- CHEAP (1)
- EXPECT_STAR (1)
- EXPENSIVE (1)
- GOOD_PRICE (1)
- INTERNET_FREE (1)
- MONEY (1)
- NIGHT_FREE (1)
- PAID (1)
- PARKING_FREE (1)
- PAY (1)
- PRICE (1)
- RATE (1)
- RESERVAT* (1)
- RESERVAT*_SYSTEM* (1)
- RESERVATION (1)
- STANDARD (1)
- STAR (1)
- STAR* (1)
- VALUE_FOR_MONEY (1)
- VALUE (1)
- WIFI_FREE (1)
- VALUE MONEY (1)

443 cases Registered to Unregistered user

Appendix 12. List of Words included in the WordStat Dictionary for the Category “Cleanliness”

WordStat 6.1.8 - COPY OF WORDSTAT FILE REVIEWRATINGNEW.DBF

Preprocessing: Porter Stemmer (EXE version)
 Substitution: English - Lemmatization
 Exclusion: English.exc
 Categorization: Dictionary hotels.cat
 Level: Up to level 2 Categories only Use full path as category name

Dictionary viewer

Drag & drop editing
 Select items
 Allow overlaps
 View definition
 Show warnings

Exclusion list Categorization dictionary
 VALUE_FOR_MONEY
CLEANLINESS
 @RULE20 [ROOM AND CLEAN /S] (1)
 @RULE21 [BATHROOM AND CLEAN /S] (1)
 @RULE82 [ROOM AND CLEANING /S] (1)
 • BATHROOM_CLEAN (1)
 • BUG (1)
 • BUG* (1)
 • CLEANING (1)
 • CLEANLINESS (1)
 • CLEAN (1)
 • DISGUSTING (1)
 • GARBAGE (1)
 • MOLD (1)
 • MOULD (1)
 • MOUS* (1)
 • MOUSE (1)
 • NEAT (1)
 • DIRTY (1)
 • ROOM_CLEAN (1)
 • ROOM_CLEANING (1)
 • SMELL (1)
 • SPIDER (1)
 • SPIDER* (1)
 • STAIN* (1)
 • TRASH (1)
 LOCATION

Appendix 13. List of Words included in the WordStat Dictionary for the Category “Location”

WordStat 6.1.8 - COPY OF WORDSTAT FILE REVIEWRATINGNEW.DBF

Dictionaries

Preprocessing: Porter Stemmer (EXE version) Edit New Delete

Substitution: English - Lemmatization Edit New Delete

Exclusion: English.exc Open New Delete Revert

Categorization: Dictionary hotels.cat Open New Delete Revert

Level: Up to level 2 Categories only Use full path as category name

Dictionary viewer

Exclusion list

Categorization dictionary

- ROOM
- VALUE_FOR_MONEY
- CLEANLINESS
- LOCATION**
 - @RULE1 [CITY AND VIEW /S] (1)
 - @RULE10 [MINUTE AND WALK /S] (1)
 - @RULE15 [WALK AND MINUT* /S] (1)
 - @RULE22 [NEAR AND METRO /S] (1)
 - @RULE23 [NEAR AND STATION /S] (1)
 - @RULE35 [LOCATION AND CONVENIENT /S] (1)
 - @RULE39 [NEXT AND DOOR /S] (1)
 - @RULE45 [LOCAT* AND STREET /S] (1)
 - @RULE47 [CLOSE AND RESTAURANT* /S] (1)
 - @RULE56 [ROOM AND QUIET /S] (1)
 - @RULE81 [ROOM AND TRAFFIC /S] (1)
 - @RULE9 [SHORT AND WALK /S] (1)
 - AREA (1)
 - AREA* (1)
 - CENTER (1)
 - CENTRAL (1)
 - CITY_VIEW (1)
 - CLOSE_RESTAURANT* (1)
 - CONVENIENT_LOCATION (1)
 - DISTAN* (1)
 - DISTANCE (1)
 - DOWN_TOWN (1)
 - LOCAT* STREET (1)

443 cases Registered to Unregistered user

WordStat 6.1.8 - COPY OF WORDSTAT FILE REVIEWRATINGNEW.DBF

Dictionaries

Preprocessing: Porter Stemmer (EXE version) Edit New Delete

Substitution: English - Lemmatization Edit New Delete

Exclusion: English.exc Open New Delete Revert

Categorization: Dictionary hotels.cat Open New Delete Revert

Level: Up to level 2 Categories only Use full path as category name

Dictionary viewer

Exclusion list

Categorization dictionary

- DISTAN* (1)
- DISTANCE (1)
- DOWN_TOWN (1)
- LOCAT*_STREET (1)
- LOCATION (1)
- METRO (1)
- MINUTE_WALK (1)
- NEARBY (1)
- NEAR_BY (1)
- NEAR_METRO (1)
- NEAR_STATION (1)
- NEXT_DOOR (1)
- ROOM_QUIET (1)
- ROOM_TRAFFIC (1)
- SECURITY_OF_AREA (1)
- SECUR*_AREA (1)
- SUBURB (1)
- SHORT_WALK (1)
- TOWN (1)
- TRAFFIC (1)
- WALK* (1)
- TUBE (1)
- SERVICE
- FOOD_AND_BEVARAGES
- OTHER_SERVICIES_AND_AMENITIES
- ATMOSPHERE_AND_DESIGN_OF_THE_HOTEL**

443 cases Registered to Unregistered user

Appendix 14. List of Words included in the WordStat Dictionary for the Category “Service”

WordStat 6.1.8 - COPY OF WORDSTAT FILE REVIEWRATINGNEW.DBF

Dictionaries

Preprocessing: Porter Stemmer (EXE version) Edit New Delete

Substitution: English - Lemmatization Edit New Delete

Exclusion: English.exc Open New Delete Revert

Categorization: Dictionary hotels.cat Open New Delete Revert

Level: Up to level 2 Categories only Use full path as category name

Dictionary viewer

Exclusion list Categorization dictionary

SERVICE

- @RULE3 [CHECK AND IN /S] (1)
- @RULE36 [PICK* AND UP /S] (1)
- @RULE38 [ISSUE AND ADDRESSED /S] (1)
- @RULE5 [FRONT AND DESK /S] (1)
- @RULE50 [WAIT* AND HOUR* /S] (1)
- @RULE90 [VARIETY AND SERVIC* /S] (1)
 - AVAILABILITY_OF_STAFF (1)
 - AVAILABILITY (1)
 - CHARMING (1)
 - CHECK_IN (1)
 - CHECK_OUT (1)
 - COMPLAIN* (1)
 - CONCIERGE (1)
 - CONFIDENCE (1)
 - COURTE* (1)
 - COURTEOUS (1)
 - FRIENDLINESS (1)
 - FRIENDLINESS_OF_STAFF (1)
 - FRIENDLY (1)
 - FRONT_DESK (1)
 - HELPFUL (1)
 - HELPFUL* (1)
 - ISSUE_ADRESSED (1)
 - KIND (1)
 - LAUNDR* (1)
 - LAUNDR* SERVICE (1)

443 cases Registered to Unregistered user

WordStat 6.1.8 - COPY OF WORDSTAT FILE REVIEWRATINGNEW.DBF

Dictionaries

Preprocessing: Porter Stemmer (EXE version) Edit New Delete

Substitution: English - Lemmatization Edit New Delete

Exclusion: English.exc Open New Delete Revert

Categorization: Dictionary hotels.cat Open New Delete Revert

Level: Up to level 2 Categories only Use full path as category name

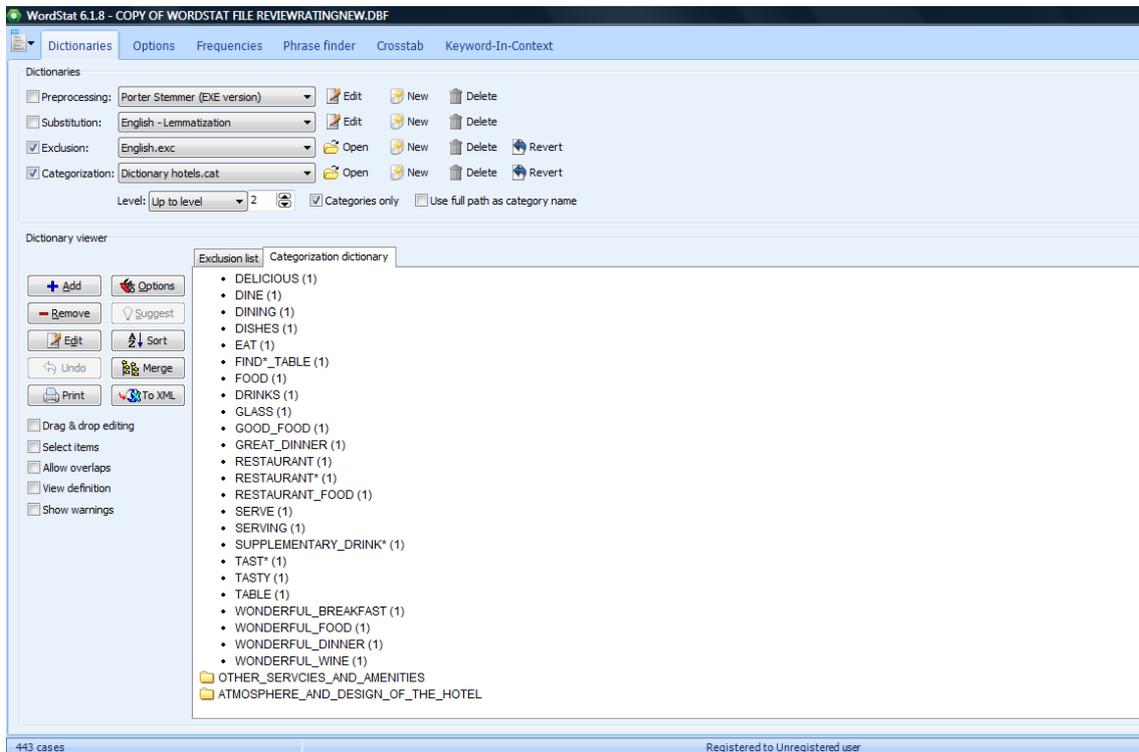
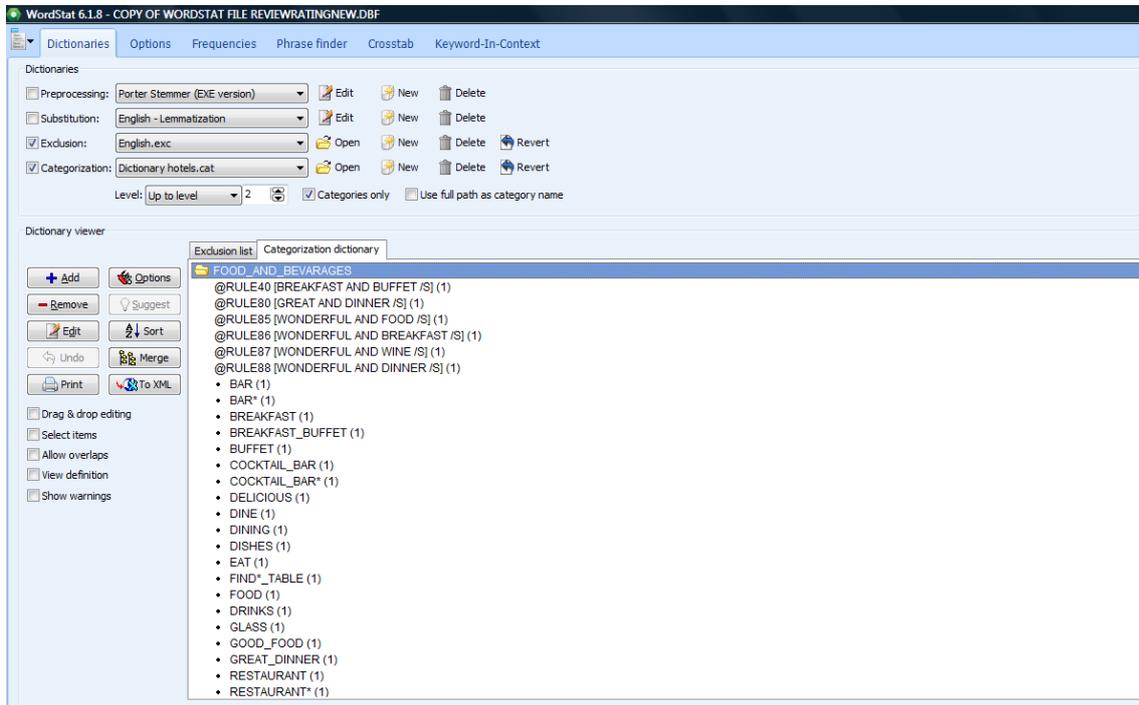
Dictionary viewer

Exclusion list Categorization dictionary

- PRO*_STAFF* (1)
- PROFESSIONAL (1)
- PROFESSIONAL* (1)
- PROFESSIONAL*_STAFF (1)
- PROMPT* (1)
- PROMPTNESS (1)
- QUICK (1)
- RECEPTION (1)
- REFUS* (1)
- RELIABLE (1)
- ROOM_SERVICE (1)
- SERVICE (1)
- STAFF (1)
- STAFF_AVAILABILITY (1)
- TREATMENT (1)
- VALET (1)
- VALET_PARKING (1)
- VARIETY_SERVICE* (1)
- VARIETY_SERVICE (1)
- VERIETY_OF_SERVICE (1)
- WAIT* (1)
- WAIT*_HOUR* (1)
- WAKEUP_CALL (1)
- WAKE_UP_CALL (1)
- WAKE_UP_SERVICE (1)
- WELCOME (1)
- STAFF FRIENDLINESS (1)

443 cases Registered to Unregistered user

Appendix 15. List of Words included in the WordStat Dictionary for the Category “Food and Beverages”



Appendix 16. List of Words included in the WordStat Dictionary for the Category “Other Services and Amenities”

WordStat 6.1.8 - COPY OF WORDSTAT FILE REVIEWRATINGNEW.DBF

Dictionary viewer

Exclusion list Categorization dictionary

OTHER_SERVICES_AND_AMENITIES

- @RULE19 [MOVIE AND CHANNEL /S] (1)
- @RULE2 [M AND F /S] (1)
- @RULE44 [PARK AND STREET /S] (1)
- @RULE79 [CLUB AND LOUNGE /S] (1)
- @RULE93 [EXERCISE AND EQUIPMENT /S] (1)
 - ACTIVITY* (1)
 - ACTIVITY (1)
 - BUSINESS_ROOM (1)
 - BUSINESS_ROOM* (1)
 - CHANNEL (1)
 - CLUB (1)
 - CLUB_LOUNGE (1)
 - COMPUTER (1)
 - COMPUTER* (1)
 - ENTERTAINMENT (1)
 - EQUIPEMENT (1)
 - EQUIPMENT* (1)
 - EXERCISE (1)
 - EXERCISE_EQUIPEMENT (1)
 - FITNESS (1)
 - FITNESS* (1)
 - GYM (1)
 - GYM* (1)
 - INTERNET (1)
 - LOUNGE (1)
 - MAGAZINE (1)

443 cases Registered to Unregistered user

WordStat 6.1.8 - COPY OF WORDSTAT FILE REVIEWRATINGNEW.DBF

Dictionary viewer

Exclusion list Categorization dictionary

- MOVIE_CHANNEL (1)
- NEWSPAPER (1)
- NEWSPAPER* (1)
- PARK_STREET (1)
- POOL (1)
- POOL* (1)
- RADIO (1)
- SAUNA (1)
- SHOP (1)
- SMALL_AMENIT* (1)
- SMALL_AMENITY (1)
- SPA (1)
- SPORT* (1)
- STAM* (1)
- STEAM_BATH (1)
- SWIMM*_POOL (1)
- SWIMMING (1)
- SWIMMING_POOL (1)
- SWIMMING_POOL* (1)
- TELEVISION (1)
- TV (1)
- VIP_ROOM (1)
- VIP_ROOM* (1)
- VIP_SECTION (1)
- VIP_SECTION* (1)
- WI-FI (1)
- WIRELESS (1)

443 cases Registered to Unregistered user

Appendix 17. List of Words included in the WordStat Dictionary for the Category “Atmosphere and the Design of the Hotel”

WordStat 6.1.8 - COPY OF WORDSTAT FILE REVIEWRATINGNEW.DBF

Dictionary configuration:

- Preprocessing: Porter Stemmer (EXE version)
- Substitution: English - Lemmatization
- Exclusion: English.exc
- Categorization: Dictionary hotels.cat
- Level: Up to level 2
- Categories only:
- Use full path as category name:

Dictionary viewer - Exclusion list

ATMOSPHERE AND DESIGN OF THE HOTEL

- @RULE17 [DECENT AND SIZE /S] (1)
- @RULE25 [BAR AND ATMOSPHERE /S] (1)
- @RULE30 [GREAT AND ATMOSPHERE /S] (1)
- @RULE32 [HOTEL AND ATMOSPHERE /S] (1)
- @RULE4 [SMALL AND ROOM /S] (1)
- @RULE57 [ROOM AND SPACIOUS /S] (1)
- @RULE6 [HIGH AND FLOOR /S] (1)
 - ATMOSPHERE (1)
 - BAR_ATMOSPHERE (1)
 - BIG_ROOM (1)
 - BIG_ROOM* (1)
 - BUILDING (1)
 - BUILDING* (1)
 - COMFORTABLE (1)
 - COSY (1)
 - DECENT_SIZE (1)
 - DECOR_OF_ROOM (1)
 - DECOR_OF_ROOM* (1)
 - DECOR_ROOM* (1)
 - DECOR_OF_ROOM (1)
 - DECOR_ROOM (1)
 - DECOR_ROOM* (1)
 - EXTERIOR (1)
 - FURN*_HOTEL* (1)
 - FURN*_IN_HOTEL (1)
 - FURN*_IN_ROOM (1)

443 cases Registered to Unregistered user

WordStat 6.1.8 - COPY OF WORDSTAT FILE REVIEWRATINGNEW.DBF

Dictionary configuration:

- Preprocessing: Porter Stemmer (EXE version)
- Substitution: English - Lemmatization
- Exclusion: English.exc
- Categorization: Dictionary hotels.cat
- Level: Up to level 2
- Categories only:
- Use full path as category name:

Dictionary viewer - Exclusion list

- FURNITURE_IN_ROOM (1)
- FURNITURE_ROOM (1)
- FURNITURE_IN_HOTEL (1)
- GREAT_ATMOSPHERE (1)
- HIGH_FLOOR (1)
- HOTEL_ATMOSPHERE (1)
- LOBBY* (1)
- LOBBY (1)
- LOUD_HOTEL (1)
- MODERN (1)
- NOISE (1)
- OLD (1)
- PLEASANT (1)
- QUIET (1)
- QUIET_HOTEL (1)
- QUIT*_OF_HOTEL (1)
- RELAX (1)
- RELAX* (1)
- ROOM_SPACIOUS (1)
- SECURITY_OF_HOTEL (1)
- SEPARATE_SITTING_AREA (1)
- SEPARATE_SLEEPING_AREA (1)
- SIZE (1)
- SMALL_ROOM* (1)
- SPACE (1)
- SMALL_ROOM (1)

443 cases Registered to Unregistered user

Appendix. 18 Importance of Certain Hotel Attributes for the Overall Hotel Satisfaction

Descriptive Statistics

	Mean	Std. Deviation	N
Review_Rating_new	3,4842	1,46331	349
Rooms	3,55	1,437	349
Value	3,40	1,829	349
Cleanliness	4,00	1,265	349
Location	4,03	1,132	349
Service	3,52	1,529	349
Sleep_quality	3,76	1,973	349

R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
				R Square Change	F Change	df1	df2	Sig. Change
,904 ^a	,817	,814	,63112	,817	254,796	6	342	,000

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	608,939	6	101,490	254,796	,000 ^a
Residual	136,225	342	,398		
Total	745,163	348			

a. Predictors: (Constant), Sleep_quality, Location, Cleanliness, Service, Rooms, Value

b. Dependent Variable: Review_Rating_new

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Correlations		
	B	Std. Error				Beta	Lower Bound	Upper Bound	Zero-order	Partial
	(Constant)	-,379	,141				-2,699	,007	-,656	-,103
Rooms	,283	,038	,278	7,430	,000	,208	,358	,780	,373	,172
Value	,098	,032	,122	3,095	,002	,036	,160	,677	,165	,072
Cleanliness	,231	,039	,200	5,913	,000	,154	,308	,740	,305	,137
Location	,061	,036	,047	1,660	,098	-,011	,132	,540	,089	,038
Service	,423	,034	,442	12,276	,000	,355	,491	,834	,553	,284
Sleep quality	-,035	,026	-,048	-1,385	,167	-,086	,015	,502	-,075	-,032

a. Dependent Variable: Review_Rating_new

Appendix 19. A Cross- Tabulation of the Attribute “Other Services and Amenities” and the Star Rating of the Hotel

star_rating_new * otherservices_supplementary Crosstabulation

	otherservices_supplementary								Total
	Extremel y bad	Rather bad	Bad	Neutra l	Good	Rather good	Extre mely good	not mention ed in review	
Count	5	5	3	2	4	6	4	35	64
%within star_rating_ new	7,8%	7,8%	4,7%	3,1%	6,3%	9,4%	6,3%	54,7%	100,0%
%within otherservic es_supple mentary	12,8%	11,1%	8,3%	18,2%	25,0%	13,6%	7,8%	18,6%	14,9%
% of Total	1,2%	1,2%	,7%	,5%	,9%	1,4%	,9%	8,1%	14,9%
Count	9	8	10	2	7	9	12	59	116
%within star_rating_ _new	7,8%	6,9%	8,6%	1,7%	6,0%	7,8%	10,3%	50,9%	100,0%
%within otherservic es_supple mentary	23,1%	17,8%	27,8 %	18,2%	43,8%	20,5%	23,5%	31,4%	27,0%
% of Total	2,1%	1,9%	2,3%	,5%	1,6%	2,1%	2,8%	13,7%	27,0%
Count	14	19	8	3	3	20	17	58	142
%within star_rating_ _new	9,9%	13,4%	5,6%	2,1%	2,1%	14,1%	12,0%	40,8%	100,0%
%within otherservic es_supple mentary	35,9%	42,2%	22,2 %	27,3%	18,8%	45,5%	33,3%	30,9%	33,0%

% of Total	3,3%	4,4%	1,9%	,7%	,7%	4,7%	4,0%	13,5%	33,0%
Count	11	13	15	4	2	9	18	36	108
%within star_rating _new	10,2%	12,0%	13,9%	3,7%	1,9%	8,3%	16,7%	33,3%	100,0%
%within otherservic es_supple mentary	28,2%	28,9%	41,7%	36,4%	12,5%	20,5%	35,3%	19,1%	25,1%
% of Total	2,6%	3,0%	3,5%	,9%	,5%	2,1%	4,2%	8,4%	25,1%
Count	39	45	36	11	16	44	51	188	430
%within star_rating_n ew	9,1%	10,5%	8,4%	2,6%	3,7%	10,2%	11,9%	43,7%	100,0%
%within otherservice s_suppleme ntary	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
% of Total	9,1%	10,5%	8,4%	2,6%	3,7%	10,2%	11,9%	43,7%	100,0%

Appendix 20. Linear Regression Analysis of the “Review Rating” and Hotel Attributes (from TripAdvisor) in the Case of Leisure Travellers

R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
				R Square Change	F Change	df1	df2	Sig. F Change
,903 ^a	,816	,812	,62634	,816	194,411	6	263	,000

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	457,600	6	76,267	194,411	,000 ^a
Residual	103,174	263	,392		
Total	560,774	269			

a. Predictors: (Constant), Sleep_quality, Location, Cleanliness, Service, Rooms, Value
b. Dependent Variable: Review_Rating_new

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
(Constant)	-,314	,170		-1,847	,066			
Rooms	,287	,041	,285	6,917	,000	,771	,392	,183
Value	,077	,034	,100	2,282	,023	,632	,139	,060
Cleanliness	,269	,044	,232	6,064	,000	,739	,350	,160
Location	,006	,045	,004	,129	,897	,521	,008	,003
Service	,437	,038	,459	11,551	,000	,826	,580	,306
Sleep_quality	-,030	,027	-,043	-1,125	,262	,440	-,069	-,030

a. Dependent Variable: Review_Rating_new

Correlations

	Review_R ating_new	Rooms	Value	Cleanlines s	Location	Service	Sleep_q uality
Review_Rating new	1,000	,771	,632	,739	,521	,826	,440
Rooms	,771	1,000	,599	,659	,486	,638	,508
Value	,632	,599	1,000	,515	,346	,591	,711
Cleanliness	,739	,659	,515	1,000	,485	,611	,345
Location	,521	,486	,346	,485	1,000	,531	,285
Service	,826	,638	,591	,611	,531	1,000	,406
Sleep_quality	,440	,508	,711	,345	,285	,406	1,000
Review_Rating _new		,000	,000	,000	,000	,000	,000
Rooms	,000		,000	,000	,000	,000	,000
Value	,000	,000		,000	,000	,000	,000
Cleanliness	,000	,000	,000		,000	,000	,000
Location	,000	,000	,000	,000		,000	,000
Service	,000	,000	,000	,000	,000		,000
Sleep_quality	,000	,000	,000	,000	,000	,000	
Review_Rating _new	270	270	270	270	270	270	270
Rooms	270	270	270	270	270	270	270
Value	270	270	270	270	270	270	270
Cleanliness	270	270	270	270	270	270	270
Location	270	270	270	270	270	270	270
Service	270	270	270	270	270	270	270
Sleep_quality	270	270	270	270	270	270	270

Appendix 21. Linear Regression Analysis of the “Review Rating” and Hotel Attributes (from TripAdvisor) in the Case of Business Travellers

R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
				R Square Change	F Change	df1	df2	Sig. F Change
,911 ^a	,830	,815	,64490	,830	56,781	6	70	,000

ANOVA^b

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	141,692	6	23,615	56,781	,000 ^a
Residual	29,113	70	,416		
Total	170,805	76			

a. Predictors: (Constant), Sleep_quality, Location, Cleanliness, Value, Service, Rooms

b. Dependent Variable: Review_Rating_new

	Unstandardized		Standardized	t	Sig.	Correlations		
	Coefficients		Coefficients			Zero-order	Partial	Part
	B	Std. Error	Beta					
(Constant)	-.248	,285		-.872	,386			
Rooms	,169	,111	,163	1,521	,133	,805	,179	,075
Value	,248	,097	,259	2,564	,013	,847	,293	,127
Cleanlines	,104	,092	,090	1,136	,260	,724	,134	,056
Location	,119	,073	,104	1,641	,105	,558	,192	,081
Service	,356	,101	,368	3,505	,001	,862	,386	,173
Sleep quality	,050	,118	,048	,427	,671	,805	,051	,021

a. Dependent Variable: Review_Rating_new

Appendix 22. Results of the Quantitative Analysis of the Hypothesis 2

Star_rating_new * Cleanliness Crosstabulation

		Cleanliness					Total
		1	2	3	4	5	
2,00	Count	12	6	10	16	19	63
	% within star_rating_new	19,0%	9,5%	15,9%	25,4%	30,2%	100,0%
	% within Cleanliness	30,8%	16,7%	20,4%	16,0%	10,1%	15,3%
	% of Total	2,9%	1,5%	2,4%	3,9%	4,6%	15,3%
3,00	Count	10	14	13	25	47	109
	% within star_rating_new	9,2%	12,8%	11,9%	22,9%	43,1%	100,0%
	% within Cleanliness	25,6%	38,9%	26,5%	25,0%	25,0%	26,5%
	% of Total	2,4%	3,4%	3,2%	6,1%	11,4%	26,5%
4,00	Count	9	12	14	28	70	133
	% within star_rating_new	6,8%	9,0%	10,5%	21,1%	52,6%	100,0%
	% within Cleanliness	23,1%	33,3%	28,6%	28,0%	37,2%	32,3%
	% of Total	2,2%	2,9%	3,4%	6,8%	17,0%	32,3%
5,00	Count	8	4	12	31	52	107
	% within star_rating_new	7,5%	3,7%	11,2%	29,0%	48,6%	100,0%
	% within Cleanliness	20,5%	11,1%	24,5%	31,0%	27,7%	26,0%
	% of Total	1,9%	1,0%	2,9%	7,5%	12,6%	26,0%
Count		39	36	49	100	188	412
% within star_rating_new		9,5%	8,7%	11,9%	24,3%	45,6%	100,0%
% within Cleanliness		100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
% of Total		9,5%	8,7%	11,9%	24,3%	45,6%	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20,647 ^a	12	,056
Likelihood Ratio	20,254	12	,062
Linear-by-Linear Association	11,798	1	,001
N of Valid Cases	412		

Appendix 23. Cross- Tabulation of the Attribute “Restaurant” evaluated by the Human Coders and the Star Category of the Hotel

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
star_rating_new restaurant	430	97,1%	13	2,9%	443	100,0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32,928 ^a	21	,047
Likelihood Ratio	34,973	21	,028
Linear-by-Linear Association	11,788	1	,001
N of Valid Cases	430		

a. 23 cells (71,9%) have expected count less than 5. The minimum expected count is ,15.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	,277	,047
	Cramer's V	,160	,047
N of Valid Cases		430	

star_rating_new * restaurant Crosstabulation

star_rating_new	Restaurant								Total	
	Extremel y bad	Rather bad	Bad	Neutral	Good	Rather good	Extremely good	not mention ed in review		
2,00	Count	2	0	0	0	0	1	2	59	64
	%within star_rating_new	3,1%	,0%	,0%	,0%	,0%	1,6%	3,1%	92,2%	100,0%
	%within restaurant	11,8%	,0%	,0%	,0%	,0%	6,7%	6,7%	17,6%	14,9%
	%of Total	,5%	,0%	,0%	,0%	,0%	,2%	,5%	13,7%	14,9%
3,00	Count	4	2	1	1	4	2	9	93	116
	%within star_rating_new	3,4%	1,7%	,9%	,9%	3,4%	1,7%	7,8%	80,2%	100,0%
	%within restaurant	23,5%	12,5%	10,0%	100,0%	66,7%	13,3%	30,0%	27,8%	27,0%
	%of Total	,9%	,5%	,2%	,2%	,9%	,5%	2,1%	21,6%	27,0%
4,00	Count	6	4	5	0	1	8	11	106	141
	%within star_rating_new	4,3%	2,8%	3,5%	,0%	,7%	5,7%	7,8%	75,2%	100,0%
	%within restaurant	35,3%	25,0%	50,0%	,0%	16,7%	53,3%	36,7%	31,6%	32,8%
	%of Total	1,4%	,9%	1,2%	,0%	,2%	1,9%	2,6%	24,7%	32,8%
5,00	Count	5	10	4	0	1	4	8	77	109
	%within star_rating_new	4,6%	9,2%	3,7%	,0%	,9%	3,7%	7,3%	70,6%	100,0%
	%within restaurant	29,4%	62,5%	40,0%	,0%	16,7%	26,7%	26,7%	23,0%	25,3%
	% of Total	1,2%	2,3%	,9%	,0%	,2%	,9%	1,9%	17,9%	25,3%
Total	Count	17	16	10	1	6	15	30	335	430
	%within star_rating_new	4,0%	3,7%	2,3%	,2%	1,4%	3,5%	7,0%	77,9%	100,0%
	%within restaurant	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	4,0%	3,7%	2,3%	,2%	1,4%	3,5%	7,0%	77,9%	100,0%

Appendix 24. Cross- Tabulation of the Attribute “Breakfast” evaluated by the Human Coders and the Star Category of the Hotel

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
star_rating_new * breakfast	431	97,3%	12	2,7%	443	100,0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27,769 ^a	21	,147
Likelihood Ratio	27,883	21	,144
Linear-by-Linear Association	,006	1	,936
N of Valid Cases	431		

a. 18 cells (56,3%) have expected count less than 5. The minimum expected count is 1,63.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	,254	,147
	Cramer's V	,147	,147
N of Valid Cases		431	

star_rating_new * breakfast Crosstabulation

	Breakfast								Total	
	Extre mely bad	Rather bad	Bad	Neutral	Good	Rather good	Extremel y good	not mentioned in review		
	2,00	Count	4	2	0	2	2	7		6
	%within star_rating_new	6,3%	3,1%	,0%	3,1%	3,1%	10,9%	9,4%	64,1%	100,0%
	% within breakfast	23,5%	13,3%	,0%	18,2%	12,5%	20,6%	11,3%	15,0%	14,8%
	% of Total	,9%	,5%	,0%	,5%	,5%	1,6%	1,4%	9,5%	14,8%
3,00	Count	5	2	3	4	8	11	17	66	116
	%within star_rating_new	4,3%	1,7%	2,6%	3,4%	6,9%	9,5%	14,7%	56,9%	100,0%
	% within breakfast	29,4%	13,3%	25,0%	36,4%	50,0%	32,4%	32,1%	24,2%	26,9%
	% of Total	1,2%	,5%	,7%	,9%	1,9%	2,6%	3,9%	15,3%	26,9%
4,00	Count	4	3	3	3	4	11	12	102	142
	%within star_rating_new	2,8%	2,1%	2,1%	2,1%	2,8%	7,7%	8,5%	71,8%	100,0%
	% within breakfast	23,5%	20,0%	25,0%	27,3%	25,0%	32,4%	22,6%	37,4%	32,9%
	% of Total	,9%	,7%	,7%	,7%	,9%	2,6%	2,8%	23,7%	32,9%
5,00	Count	4	8	6	2	2	5	18	64	109
	%within star_rating_new	3,7%	7,3%	5,5%	1,8%	1,8%	4,6%	16,5%	58,7%	100,0%
	% within breakfast	23,5%	53,3%	50,0%	18,2%	12,5%	14,7%	34,0%	23,4%	25,3%
	% of Total	,9%	1,9%	1,4%	,5%	,5%	1,2%	4,2%	14,8%	25,3%
	Total Count	17	15	12	11	16	34	53	273	431
	%within star_rating_new	3,9%	3,5%	2,8%	2,6%	3,7%	7,9%	12,3%	63,3%	100,0%
	% within breakfast	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	3,9%	3,5%	2,8%	2,6%	3,7%	7,9%	12,3%	63,3%	100,0%

Appendix 25. Cross- Tabulation of the Attribute “Cocktail Bar” evaluated by the Human Coders and the Star Category of the Hotel

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
star_rating_new * cocktailbar	431	97,3%	12	2,7%	443	100,0%

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29,137 ^a	21	,111
Likelihood Ratio	31,441	21	,067
Linear-by-Linear Association	8,699	1	,003
N of Valid Cases	431		

a. 28 cells (87,5%) have expected count less than 5. The minimum expected count is ,30.

		Value	Approx. Sig.
Nominal by Nominal	Phi	,260	,111
	Cramer's V	,150	,111
N of Valid Cases		431	

		star_rating_new * cocktailbar Crosstabulation								Total
		Cocktailbar								
		Extremel y bad	Rather bad	Bad	Neutra l	Good	Rather good	Extremel y good	not mentioned in review	
2,00	Count	0	0	0	0	2	0	1	61	64
	%within star_rating_new	,0%	,0%	,0%	,0%	3,1%	,0%	1,6%	95,3%	100,0%
	% within cocktailbar	,0%	,0%	,0%	,0%	66,7%	,0%	7,1%	15,7%	14,8%
	% of Total	,0%	,0%	,0%	,0%	,5%	,0%	,2%	14,2%	14,8%
3,00	Count	0	1	1	1	0	2	4	107	116
	%within star_rating_new	,0%	,9%	,9%	,9%	,0%	1,7%	3,4%	92,2%	100,0%
	% within cocktailbar	,0%	25,0%	20,0%	33,3%	,0%	18,2%	28,6%	27,5%	26,9%
	% of Total	,0%	,2%	,2%	,2%	,0%	,5%	,9%	24,8%	26,9%
4,00	Count	1	2	0	1	0	4	2	132	142
	%within star_rating_new	,7%	1,4%	,0%	,7%	,0%	2,8%	1,4%	93,0%	100,0%
	% within cocktailbar	50,0%	50,0%	,0%	33,3%	,0%	36,4%	14,3%	33,9%	32,9%
	% of Total	,2%	,5%	,0%	,2%	,0%	,9%	,5%	30,6%	32,9%
5,00	Count	1	1	4	1	1	5	7	89	109
	%within star_rating_new	,9%	,9%	3,7%	,9%	,9%	4,6%	6,4%	81,7%	100,0%
	% within cocktailbar	50,0%	25,0%	80,0%	33,3%	33,3%	45,5%	50,0%	22,9%	25,3%
	% of Total	,2%	,2%	,9%	,2%	,2%	1,2%	1,6%	20,6%	25,3%
	Total Count	2	4	5	3	3	11	14	389	431
	%within star_rating_new	,5%	,9%	1,2%	,7%	,7%	2,6%	3,2%	90,3%	100,0%
	% within cocktailbar	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	% of Total	,5%	,9%	1,2%	,7%	,7%	2,6%	3,2%	90,3%	100,0%