CHAPTER III

RESEARCH METHOD

3.1 Research Design

The research focus will be on analyzing customer satisfaction levels with the hotel service quality in The Onsen Hot Spring Resort Songgoriti through reviews. Customer reviews are a valuable source of information that can provide insights into the service quality provided by the hotel and the overall satisfaction levels of customers. This analysis aims to identify the key factors influencing customer satisfaction and to provide recommendations for improving service quality based on the findings. This research conducts the analysis using the qualitative method. The qualitative data will be obtained from online reviews of The Onsen Hot Spring Resort Songgoriti. For example, this research observed data from their website and travel agencies.

3.2 Research Subject

Travelers who have stayed at a hotel express their thoughts, experiences, and evaluations of the hotel's services and environment through travel reviews posted on various platforms. These platforms can include popular websites like Tiket.com and Booking.com. The ratings provided by individuals who have actually stayed at the hotel play a significant role in this research. The act of writing online reviews and assigning ratings to hotels are closely intertwined.

3.3 Data Collection

3.3.1 Online Review Analysis

Research to collect and analyze data by looking at online reviews about The Onsen Hot Spring Resort Songgoriti. a thorough search will be conducted on popular travel review sites, such as TripAdvisor and Booking.com, using specific keywords related to the hotel. A pre-defined set of criteria will be used to select relevant reviews for analysis. These criteria can include the number of reviews, the recency of the reviews and the ratings provided by customers.

3.4 Data Analysis

3.4.1 Sentiment Analysis

A range of sentiment analysis techniques, including lexicon-based methods, machine learning, and deep learning, have been employed in prior research to evaluate the general feelings conveyed in reviews (Liang & Choi, 2018; Tussyadiah & Zach, 2017; Xiao & Zhang, 2018). These techniques have been used to classify reviews into positive, negative, or neutral categories. The application of sentiment analysis has also been extended to images, with machine learning techniques proving effective in classifying sentiments in review images (Gherkar, 2022).

3.4.2 Content Analysis

Content Analysis is a qualitative method that delves into the textual components found within reviews. It focuses on pinpointing recurring keywords, phrases, and thematic elements to uncover specific facets of the hotel experience

that have been highlighted by guests, whether in a positive or negative light. This approach is designed to shed light on the nuanced factors that shape guest sentiments, thereby providing a deeper insight into the multifaceted nature of the hotel experience as perceived by its visitors.

3.4.3 Rating Analysis

Numerical ratings provided by guests on various platforms were analyzed to quantify satisfaction levels for specific aspects of the resort. The findings indicated that the resort received high average ratings for its location, onsen facilities, and overall ambiance. These positive ratings underscore the appeal of the resort's unique features. However, the analysis revealed lower average ratings for room cleanliness and restaurant service. The numeric ratings align with the sentiments expressed in the reviews and provide a quantitative perspective on areas that may require focused improvement efforts.