

CHAPTER III RESEARCH METHODOLOGY

This chapter provides an overview of the methodology used in this research. Research methodology is an important basis for designing and carrying out studies with the aim of achieving valid and reliable results. In this chapter, we will explain in detail the steps taken to collect data, analyze data, and conclude research results.

3.1 Research Design

To address the research objectives, a qualitative research design was employed. Qualitative research allows for a comprehensive exploration of participants' perspectives and experiences, providing valuable insights into the phenomenon under investigation (Creswell, 2013). In this study, the researcher wants to analyze guest satisfaction at Osen Hotel & Resort Songgri using Google reviews. By analyzing these reviews, we can identify recurring themes and sentiments that reflect the guests' actual experiences and satisfaction levels.

3.2 Data Collection

This section describes the approach and instruments used in data collection, as well as the procedures followed.

3.2.1 Technique and Instrument

For this study, the major data gathering approach is content analysis of internet reviews. A structured coding methodology was utilized to extract and categorize themes and feelings from Osen Hotel and Resort's Google reviews. The coding framework has established areas including customer satisfaction and service quality. Each review is examined and classified using these categories to uncover

common themes and feelings. Additionally, sentiment analysis is used to evaluate whether the overall tone of the reviews is good, negative, or neutral.

3.2.2 Data Resource

The data source of this analysis was obtained from Google reviews received from January 2024 to June 2024. A total of 300 reviews were collected during that period. From the entire review, 30 samples were randomly selected to undergo further analysis. This random selection approach ensured a fair representation of the available reviews, covering a wide range of perspectives and user experiences in the study.

3.2.3 Procedure

The procedure of collecting the data in this research as follows.

1. Screenshot Reviews

Capture screenshots of all relevant Google reviews for Osen Hotel and Resort.

2. Data Preparation

Clean the data by removing any irrelevant content.

3. Coding

Apply the structured coding framework to categorize the reviews into predefined themes such as service quality, cleanliness, amenities, and overall experience.

4. Sentiment Analysis

Conduct sentiment analysis to determine the emotional tone of each review.

5. Analysis

Identify patterns and trends in the data.

6. Reporting

Compile findings into a report with insights and recommendations for improving guest satisfaction.

3.3 Data Analysis

The data analysis for this study follows Miles and Huberman's (1994) qualitative data analysis technique, which consists of three major stages: data reduction, data presentation, and conclusion drawing/verification.

1. **Data Reduction** involves condensing the vast amount of review data into manageable pieces. This is achieved through initial coding, where reviews are categorized based on predefined themes such as service quality, cleanliness, amenities, and overall experience. Sentiment analysis is also conducted to classify the reviews as positive, negative, or neutral. This step helps in filtering out irrelevant data and focusing on significant information.
2. **Data Display** involves organizing the reduced data in a way that makes it easy to understand and analyze. This is done by developing a data matrix where rows represent individual reviews and columns represent different themes. Visual tools like charts and graphs are used to illustrate the frequency and distribution of these themes and sentiments, making it easier to identify patterns and trends.
3. **Conclusion Drawing and Verification** involves interpreting the displayed data to draw meaningful conclusions. Patterns and trends identified in the data display stage are analyzed to understand the key factors influencing guest satisfaction at Osen Hotel and Resort. These conclusions are then verified by cross-checking with multiple reviews to ensure consistency and reliability. This

comprehensive approach provides actionable insights for improving guest satisfaction and overall service quality at the hotel.

