

CHAPTER I

INTRODUCTION

1.1 Research Background

Bali is one of the islands in Indonesia renowned for the beauty of its natural resources. Bali has become a major attraction for international tourists and is recognized as one of the world's leading tourist destinations. One notable area is Buleleng, located in the northern part of Bali, with Singaraja as its capital. Buleleng is well known for its natural attractions, including picturesque beaches, scenic mountains, and stunning waterfalls. These features draw numerous visitors to North Bali, contributing to the region's popularity as a tourist destination. Consequently, as noted by Restu et al., (2024), many large hotels have been established in Buleleng to accommodate the growing number of tourists.

Tourist travel to various destinations for a range of purposes, including recreation, business, educations, and others. During their visits, tourists typically engage in activities offered at those locations. In general, tourist can be categorized into two types, domestic tourists for those who travel within their own country; and international tourists, those who travel from abroad. When visiting a destinations, tourists often require accommodations that suit their needs. One of the most common types of lodging chosen by both domestic and international tourists is the hotel, which serves as a convenient and comfortable place to stay (Aguilar et al., 2023).

According to Alhani et al., (2019), a hotel is an establishment that provides temporary accommodation for guests or tourists. Hotels typically offer a wide range of facilities designed to enhance the comfort and satisfaction of their guests. These facilities may include restaurants, bedrooms, meeting rooms, swimming pools, sport centers, housekeeping services, and various other amenities that support the diverse needs of visitors during their stay.

In hotel management, employees strive to ensure guest satisfaction during their stay. Customer satisfaction is defined as the level of contentment expressed by guests regarding the services and experiences provided by the hotel. High levels of customer satisfaction can indirectly contribute to the development of more effective marketing strategies for the hotel. In today's digital era, the use of social media has become increasingly sophisticated, allowing tourists to access the quality of a hotel through online reviews. Through reviews and ratings shared on social media, potential guests can more easily determine whether a hotel meets their expectations, thereby influencing their decision to choose it as a place to stay (Riski, 2024).

Online reviews are customer opinions regarding products or services, particularly their experiences during visits, which are published on online platforms such as websites, mobile applications, and social media. In the context of tourism, online reviews often evaluate various aspects of service quality, including cleanliness, facilities, pricing, and other elements. These reviews usually appear in the form of written comments and numerical ratings such as stars or scores, which serve as references for prospective customers in booking decisions (Alhani et al., 2019).

Based on the background of the problems, the researchers conducted this study to analyze the language used by guest to express their satisfaction as reflected in online reviews and the valuable factors that influencing customer satisfaction, specifically at hotels in Buleleng Regency. By understanding the linguistics expressions by guests in their reviews, hotel managers can gain valuable insights to enhance the quality of services and facilities provided. Further, the study aims to explore in greater depth the components within online reviews that contribute to customer satisfactions, including service quality, cleanliness, comfort, and perceived customer value.

1.2 Identification of the Problems

Based on the research background, several problems were identified and described as follows:

1. Service is a form of assistance provided by hotels to tourists to ensure their comfort during their stay. The presence of online reviews makes it easier to analyze the language used by satisfied or dissatisfied guests when expressing their feelings about the hotel.
2. Tourist satisfaction is the most important aspect of hospitality, but hotels often face challenges in measuring it. Online reviews make it easier to analyze and identify the factors that influence tourist satisfaction when visiting hotels in the Buleleng district.
3. Investigate tourists' perceptions of the factors that must be considered by customers when choosing hotels services through online reviews of hotels in the Buleleng district.

1.3 Research Questions

1. What language expressions do customers use to express their Satisfaction with the hotel services in Buleleng Regency, particularly in terms of attitude?
2. What factors influence customer satisfaction and receive the most attention in online reviews of hotels services in Buleleng Regency, as reflected through the language used by guests?

1.4 Research Objectives

Based on the problem formulation above, this research is intended to:

1. To analyze customers' language expressions to express their Satisfaction with hotel services in Buleleng Regency.
2. To analyze the factors that influence customer satisfaction and most prominently highlighted in online reviews of hotels services in Buleleng Regency, as reflected through the language used by guests.

1.5 Research Significances

The results of this research contributed two research significances, i.e., theoretical significances and practical significance, as described as follows:

1.5.1 Theoretical significances

This research is expected to contribute to the theory of hospitality, particularly in services for cost customer satisfaction. It is also expected to give input on the hospitality context in the digital era. This research will also enrich the literature regarding customer interactions and digital technology as a tool for measuring and predicting customer satisfaction.

1.5.2 Practical Significance

The results of this research can be used by hotel management, especially hotels in the Buleleng area, as a guide for improving hotel services and facilities based on customer reviews. The presence of online reviews can help hotel management develop more targeted marketing strategies.

1.6 Scope of the Research

1.6.1 This research focused on online customer satisfaction reviews of hotels in Buleleng Regency. It also emphasized on viewing and analyzing customer comments through Google Review and booking hotel applications for each Hotel in Buleleng Regency.

1.6.2 The data analysis used document analysis. This study analyzed customer comments on Google Review reviews and the hotel booking application of each Hotel in Buleleng Regency. It included customer satisfaction regarding hotel services, facilities, and offers.

1.7 Definition of Key Terms

The definition of key terms was useable to provide information of this research. Each definition can be explained as follows:

1.7.1 Customer Satisfaction: a customer's or consumer's perception that their expectations have been met (Gultom et al., 2020).

1.7.2 Online Review: a review given by a customer of a service published through an online platform.

1.7.3 Hotel: a residence used temporarily by guests or tourists (Alhani et al., 2019).