

REFERENCES LIST

- Adomavicius, G., & Tuzhilin, A. (2005). Toward the next generation of recommender systems: A survey of the state-of-the-art and possible extensions. *IEEE Transactions on Knowledge and Data Engineering*, 17(6), 734–749. <https://doi.org/10.1109/TKDE.2005.99>.
https://www.researchgate.net/publication/301222357_Toward_the_next_generation_of_recommender_systems_A_survey_of_the_state-of-the-art_and_possible_extensions
- Acquisti, A., Brandimarte, L., & Loewenstein, G. (2020). Secrets and likes: The drive for privacy and the difficulty of achieving it in the digital age. *Journal of Consumer Psychology*, 30(4), 736–758. <https://doi.org/10.1002/jcpy.1191>
- Aguirre, E., Roggeveen, A. L., Grewal, D., & Wetzels, M. G. M. (2016). The personalization–privacy paradox: Implications for new media. *Journal of Consumer Marketing*, 33(2), 98–110. <https://doi.org/10.1108/JCM-06-2015-1458>
- Anderson, E.W., & Sullivan, M.W. (1993). The antecedents and consequences of customer satisfaction for firms. *Marketing Science*, 12(2), 125–143. <https://doi.org/10.1287/mksc.12.2.125>
- Awad, N. F., & Krishnan, M. S. (2006). The personalization–privacy paradox: An empirical evaluation of information transparency and the willingness to be profiled online for personalization. *MIS Quarterly*, 30(1), 13–28. <https://doi.org/10.2307/25148715>
- Blei, D.M., Ng, A.Y., & Jordan, M.I .(2003). Latent Dirichlet Allocation. *Journal of Machine Learning Research*, 3, 993–1022.
<https://www.jmlr.org/papers/volume3/blei03a/blei03a.pdf>
- Blau, P.M. (1964). *Exchange and power in social life*. New York: Wiley.
- Bendapudi, N., & Leone, R.P. (2003). Psychological implications of customer participation in co-production. *Journal of Marketing*, 67(1), 14–28. <https://doi.org/10.1509/jmkg.67.1.14.18592>

- Batat, W. (2019). *Experiential marketing: Consumer behavior, customer experience and the 7Es*. Routledge.
- Bleier, A., De Keyser, A., & Verleye, K. (2018). Customer engagement through personalization and customization. In R. Palmatier, V. Kumar, & C. Harmeling (Eds.), *Customer engagement marketing* (pp. 75–94). Palgrave Macmillan.
https://doi.org/10.1007/978-3-319-61985-9_4
- Baker, J., Parasuraman, A., Grewal, D., & Voss, G.B. (2002). The influence of multiple store environment cues on perceived merchandise value and patronage intentions. *Journal of Marketing*, 66(2), 120–141.
<https://doi.org/10.1509/jmkg.66.2.120.18470>
- Bitner, M.J., Booms, B.H., & Tetreault, M.S. (1990). The service encounter: Diagnosing favorable and unfavorable incidents. *Journal of Marketing*, 54(1), 71–84. <https://doi.org/10.2307/1252174>
- Brodie, R.J., Hollebeek, L.D., Jurić, B., & Ilić, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research*, 14(3), 252-271.
<https://doi.org/10.1177/1094670511411703>
- Berry, L.L. (1995). Relationship marketing of services—Growing interest, emerging perspectives. *Journal of the Academy of Marketing Science*, 23(4), 236–245.
<https://doi.org/10.1177/009207039502300402>
- Brady, M.K., & Cronin, J.J.,Jr. (2001). Some new thoughts on conceptualizing perceived service quality: A hierarchical approach. *Journal of Marketing*, 65(3), 34–49. <https://doi.org/10.1509/jmkg.65.3.34.18334>
- Brotheridge, C.M., & Grandey, A.A. (2002). Emotional labor and burnout: Comparing two perspectives of “people work”. *Journal of Vocational Behavior*, 60(1), 17–39.
<https://doi.org/10.1006/jvbe.2001.1815>
- Berry, L.L. (1983). Relationship marketing. In LL Berry, GL Shostack, & GD Upah (Eds.), *Emerging perspectives on services marketing* (pp. 25–28). American Marketing Association.

- Buhalis, D., & Amaranggana, A. (2015). Smart tourism destinations enhance tourism experience through personalization of services. In I. Tussyadiah & A. Inversini (Eds.), *Information and Communication Technologies in Tourism 2015* (pp. 377–389). Springer. https://doi.org/10.1007/978-3-319-14343-9_28
- China Internet Network Information Center. (2023,August) *Statistical Report on the Development of Internet in China*(52nd ed.) [Report] .<https://www.cnnic.net.cn/n4/2023/0828/c88-10829.html>
- Chen,N.A. (2024). Research on hotel personalized service innovation driven by artificial intelligence. *Information Technology Era*, (21), 122-124. <https://d.wanfangdata.com.cn/periodical/QKBJBD20242024112900003183>
- Cronin, J.J., Jr., & Taylor, S.A. (1992). Measuring service quality: A reexamination and extension. *Journal of Marketing*, 56(3), 55–68. <https://doi.org/10.2307/1252296>
- Chen, I.J., & Popovich, K. (2003). Understanding customer relationship management (CRM): People, process and technology. *Business Process Management Journal*, 9(5), 672–688. <https://doi.org/10.1108/14637150310496758>
- China Hotel Association. (2022, August 29). *2022 China Hotel Group and Brand Development Report*. China Hotel Association.<http://www.chinahotel.org.cn> › forward › findContent.do
- Colquitt, J.A. (2001). On the dimensionality of organizational justice: A construct validation of a measure. *Journal of Applied Psychology*, 86(3), 386–400. <https://doi.org/10.1037//0021-9010.86.3.386>
- Csikszentmihalyi, M. (1990). *Flow: The psychology of optimal experience*. Harper & Row.
- Creswell, J.W., & Plano Clark, V.L. (2018). *Designing and conducting mixed methods research* (3rd ed.). Sage Publications.
- Chathoth, P.K., Ungson, G.R., Harrington, R.J., & Chan, E.S.W. (2016). Co-creation and higher order customer engagement in hospitality and tourism services: A critical review. *International Journal of Contemporary Hospitality Management*, 28(2), 222–245. <https://doi.org/10.1108/IJCHM-10-2014-0526>

- Deci, E.L., & Ryan, R.M. (2000). The “what” and “why” of goal pursuits: Human needs and the self-determination of behavior. *Psychological Inquiry*, 11(4), 227–268. https://doi.org/10.1207/S15327965PLI1104_01
- Danowski, J.A. (1993). Network analysis of message content. In *Progress in Communication Sciences* (Vol. 12, pp. 197–221). Ablex Publishing.
- Featherman, M.S., & Pavlou, P.A. (2003). Predicting e-services adoption: A perceived risk facets perspective. *International Journal of Human-Computer Studies*, 59(4), 451–474. [https://doi.org/10.1016/S1071-5819\(03\)00111-3](https://doi.org/10.1016/S1071-5819(03)00111-3)
- Feldman, R. (2013). Techniques and applications for sentiment analysis. *Communications of the ACM*, 56(4), 82–89. <https://doi.org/10.1145/2436256.2436274>
- Feldman, R., & Sanger, J. (2007). *The text mining handbook: Advanced approaches in analyzing unstructured data*. Cambridge University Press.
- Geng, C., Wang, P., & Meng, Y. (2021). Research on customer emotions and post-purchase behavior under hotel dynamic pricing: Evidence from online reviews. *Tourism Research*, 13(2), 57–70. <https://doi.org/10.3969/j.issn.1674-5841.2021.02.005>
- Grandey, A.A. (2000). Emotion regulation in the workplace: A new way to conceptualize emotional labor. *Journal of Occupational Health Psychology*, 5(1), 95–110. <https://doi.org/10.1037/1076-8998.5.1.95>
- Grandey, A.A. (2003). When 'the show must go on': Surface acting and deep acting as determinants of emotional exhaustion and peer-rated service delivery. *Journal of Applied Psychology*, 88(5), 893–910. https://www.researchgate.net/publication/254244447_When_the_show_must_go_on_Surface_acting_and_deep_acting_as_determinants_of_emotional_exhaustion_and_peer-rated_service_delivery
- Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2015). Smart tourism: foundations and developments. *Electronic Markets*, 25(3), 179–188. <https://doi.org/10.1007/s12525-015-0196-8>

- Gelman, A. (2013). P values and statistical practice. *Epidemiology*, 24(1), 69-72.
<https://doi.org/10.1097/EDE.0b013e31827886f7>
- Grönroos, C. (2007). *Service Management and Marketing: Customer Management in Service Competition* (3rd ed.). Wiley.
- Huang, M.-H., & Rust, R.T. (2018). Artificial intelligence in service. *Journal of Service Research*, 21(2), 155–172. <https://doi.org/10.1177/1094670517752459>
- Hennig-Thurau, T., Gwinner, K.P., & Gremler, D.D. (2002). Understanding relationship marketing outcomes: An integration of relational benefits and relationship quality. *Journal of Service Research*, 4(3), 230–247.
<https://doi.org/10.1177/1094670502004003006>
- Holbrook, M.B., & Hirschman, E.C. (1982). The experiential aspects of consumption: Consumer fantasies, feelings, and fun. *Journal of Consumer Research*, 9(2), 132-140. <https://doi.org/10.1086/208906>
- Hu, M., & Liu, B. (2004). Mining and summarizing customer reviews. *Proceedings of the Tenth ACM SIGKDD International Conference on Knowledge Discovery and Data Mining*, (pp.168–177). <https://doi.org/10.1145/1014052.1014073>
- Hassan,N.A., Abdelraouf,M., & El - Shihy,D. (2025). The moderating role of personalized recommendations in the trust–satisfaction–loyalty relationship: An empirical study of AI-driven e-commerce. *Future Business Journal*, 11(1), Article 66. <https://doi.org/10.1186/s43093-025-00476-z>
- Hochschild, A.R. (1983). *The managed heart: Commercialization of human feeling*. University of California Press.
- Heskett, J.L., Jones, T.O., Loveman, G.W., Sasser, W.E., & Schlesinger, L.A. (1994). Putting the service-profit chain to work. *Harvard Business Review*, 72(2), 164–174.
- Hollebeek, L.D., Glynn, M.S., & Brodie, R.J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2), 149–165.
<https://doi.org/10.1016/j.intmar.2013.12.002>
- Hutto, C.J., & Gilbert, E. (2014). VADER: A parsimonious rule-based model for

- sentiment analysis of social media text. In *Proceedings of the International AAAI Conference on Web and Social Media* (Vol. 8, No. 1).
- Hunter, J.D. (2007). Matplotlib: A 2D Graphics Environment. *Computing in Science & Engineering*, 9(3), 90-95. <https://doi.org/10.1109/MCSE.2007.55>
- Ioannidis, J.P.A. (2005). Why most published research findings are false. *PLoS Medicine*, 2(8), e124. <https://doi.org/10.1371/journal.pmed.0020124>
- Jou, R.-C., & Day, Y.-J. (2021). Application of revised importance–performance analysis to investigate critical service quality of hotel online booking: A three-dimensional IPA approach. *Sustainability*, 13(4), 2043. <https://doi.org/10.3390/su13042043>
- Jurafsky, D., & Martin, J.H. (2020). *Speech and Language Processing* (3rd ed.). Draft. Stanford University.
- Kotler, P. (1967). *Marketing management: Analysis, planning, and control*. Prentice Hall.
- Kandampully, J., Zhang, T.C., & Bilgihan, A. (2015). Customer loyalty: a review and future directions with a special focus on the hospitality industry. *International Journal of Contemporary Hospitality Management*, 27(3), 379–414. <https://doi.org/10.1108/IJCHM-03-2014-0151>
- Kotler, P. (1997). *Marketing Management: Analysis, Planning, Implementation, and Control* (9th ed.). Prentice Hall.
- Kumar, V., & Reinartz, W. (2016). Creating enduring customer value. *Journal of Marketing*, 80(6), 36–68. <https://doi.org/10.1509/jm.15.0414>
- Kotler, P., & Keller, K.L. (2016). *Marketing management* (15th ed.). Pearson.
- Kano, N., Seraku, N., Takahashi, F., & Tsuji, S. (1984). Attractive quality and must-be quality. *Journal of the Japanese Society for Quality Control*, 41, 39–48.
- Kim, H., & So, K. K. F. (2023). The evolution of service failure and recovery research in hospitality and tourism: An integrative review and future research directions. *International Journal of Hospitality Management*, 114, Article 103457. <https://doi.org/10.1016/j.ijhm.2023.103457>

- Kim, T.T., Kim, W.G., & Kim, H.B. (2009). The effects of perceived justice on recovery satisfaction, trust, word-of-mouth, and revisit intention in upscale hotels. *Tourism Management*, 30(1), 51–62. <https://doi.org/10.1016/j.tourman.2008.04.003>
- Kim, J.-H., & Perdue, R.R. (2013). The effects of cognitive, affective, and sensory attributes on hotel choice. *International Journal of Hospitality Management*, 35, 246–257. <https://doi.org/10.1016/j.ijhm.2013.05.012>
- Kaplan, R.S.,& Norton, D.P. (1996). *The Balanced Scorecard: Translating Strategy into Action*[J].IT Governance." *Information Systems Control Journal*".
- Kaplan, A.M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Lemon, K.N, & Verhoef, P.C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69–96. <https://doi.org/10.1509/jm.15.0420>
- Lv, H., Shi, S., & Gursoy, D. (2021). A look back and a leap forward: A review and synthesis of big data and artificial intelligence literature in hospitality and tourism. *Journal of Hospitality Marketing&Management*, 30(3),296-308. <https://doi.org/10.1080/19368623.2021.1937434>
- Li, Q., Peng, H., Li, J., Xia, C., Yang, R., Sun, L., Yu, P.S., & He, L. (2022). A survey on text classification: From traditional to deep learning. *ACM Transactions on Intelligent Systems and Technology*, 13(2), Article 31. <https://doi.org/10.1145/3495162>
- Li, H., & Zhang, A. (2020). Thoughts on personalized hotel services. *China Business Review*,(18),116–117. <https://doi.org/10.19699/j.cnki.issn2096-0298.2020.18.116>
- Morgan, R.M., & Hunt, S.D. (1994). The commitment-trust theory of relationship marketing.*Journal of Marketing*, 58(3), 20–38. <https://doi.org/10.1177/002224299405800302>
- Ministry of Culture and Tourism of the People's Republic of China. (2023, November 13). Notice of the Ministry of Culture and Tourism on the issuance of the

- "Domestic Tourism Promotion Plan (2023-2025)".
https://zwgk.mct.gov.cn/zfxxgkml/scgl/202311/t20231113_949652.html
- Mensah, I., & Brew, Y. (2023). What happens after product rebranding: Understanding the interplay of brand attachment, brand distinctiveness and consumer attitude on brand loyalty. *African Journal of Economic and Management Studies*, 14(4), 1-15. <https://doi.org/10.1108/ajems-06-2023-0216>
- MacQueen, J. (1967). Some methods for classification and analysis of multivariate observations. In *Proceedings of the Fifth Berkeley Symposium on Mathematical Statistics and Probability* (Vol. 1, pp. 281–297). University of California Press.
- McKinney, W. (2022). *Python for data analysis: Data wrangling with Pandas. NumPy, and IPython* (3rd ed.). O'Reilly Media.
- Mitchell, R. (2024). *Web Scraping with Python* (3rd ed.). O'Reilly Media.
- National Bureau of Statistics. (2025). *National Bureau of Statistics of china* .
<https://data.stats.gov.cn/easyquery.htm?cn=C01>
- Oliver, R.L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460-469.
<https://doi.org/10.1177/002224378001700405>
- Oliver, R.L.(1997). *Satisfaction: A behavioral perspective on the consumer*. McGraw-Hill.
- Oliver, R.L.(1999). Whence consumer loyalty? *Journal of Marketing*, 63(Special Issue), 33–44. <https://doi.org/10.2307/1252099>
- Palkast. (2023). *Unveiling sentiments and themes in social media news using topic modeling and OpenAI-enhanced sentiment analysis* [GitHub project]. GitHub.
<https://github.com/palkast/Unveiling-Sentiments-and-Themes-in-Social-Media-News-using-Topic-Modeling>
- Pine, B.J., & Gilmore, J.H. (1999). *The experience economy: Work is theater & every business a stage*. Harvard Business School Press.
- Pine, B.J., & Gilmore, J.H. (2011). *The Experience Economy* (Rev.ed.). Harvard Business Review Press.

- Parasuraman, A., Zeithaml, V.A., & Berry, L.L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49(4), 41–50. <https://doi.org/10.1177/002224298504900403>
- Pang, B., & Lee, L. (2008). Opinion mining and sentiment analysis. *Foundations and Trends® in Information Retrieval*, 2(1–2), 1–135. <https://doi.org/10.1561/1500000011>
- Parasuraman, A., Zeithaml, V.A., & Berry, L.L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40. Retrieved from ResearchGate :https://www.researchgate.net/publication/225083802_SERVQUAL_A_multiple-Item_Scale_for_measuring_consumer_perceptions_of_service_quality
- Peng, X. (2007). *Research on countermeasures to further improve the personalized service quality of high-star hotels in China*(Master's thesis). Southwestern University of Finance and Economics. Wanfang Data. <https://doi.org/10.7666/d.y1233443>
- Peppers, D., & Rogers, M. (1993). *The One to One Future: Building Relationships One Customer at a Time*. Currency Doubleday.
- Peng, K. (1989). *Dictionary of Social Sciences*. Beijing: China International Broadcasting Press.
- Pinder, S. (2018). *Mastering Selenium WebDriver: Selenium WebDriver with Python*. Packt Publishing.
- Reichheld, F.F.(2003). *The one number you need to grow*. *Harvard Business Review*, 81(12), 46–54. <https://hbr.org/2003/12/the-one-number-you-need-to-grow>
- Rust, R.T., & Oliver, R.L. (1994). Service quality: Insights and managerial implications from the frontier. In RT Rust & RL Oliver (Eds.), *Service quality: New directions in theory and practice* (pp. 1–19). Sage Publications. <https://doi.org/10.4135/9781452229102.n1>
- Roji, F.F., Nurhidayat, E., & Jannati, R. (2023). Uncovering hidden sentiments and topics in online loan application reviews using VADER and LDA. *Jurnal*

- RISTEC: Research in Information System and Technology*, 4(1), 1–10.
<https://journal.institutpendidikan.ac.id/index.php/ristec/article/view/1622>
- Rust, R.T., & Oliver, R.L. (2000). Should we delight the customer? *Journal of the Academy of Marketing Science*, 28(1), 86–94.
<https://doi.org/10.1177/0092070300281008>
- Rousseau, D.M. (1995). *Psychological contracts in organizations: Understanding written and unwritten agreements*. Sage Publications.
- Reitz, K. (2020). *Requests: HTTP for Humans*. Retrieved from
<https://docs.python-requests.org/en/master/>
- Řehůřek, R., & Sojka, P. (2011). *Gensim—Python framework for vector space modeling*. NLP Centre, Faculty of Informatics, Masaryk University. Retrieved from <https://radimrehurek.com/gensim/>
- Sweeney, J.C., & Soutar, G.N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220.
[https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
- Sani, A., Hasan, M., Kumar, P., & Sharma, R. (2024). Online service personalization: Impact on customer satisfaction and loyalty in e-commerce platforms. *IPE Journal of Management*, 14(3), 37–45. Retrieved May 31, 2025, from <https://www.researchgate.net/publication/380187795>
- Sweety G. Chhabria, Gupta, S., & Gupta, H., (2023). A study on the impact of personalized marketing on customer satisfaction and loyalty in retail fashion in 2023. *International Journal of Computer Applications*, 185(11), 28–33.
<https://doi.org/10.5120/ijca2023922707>
- Sparks, B.A., & McColl-Kennedy, J.R. (2001). Justice strategy options for increased customer satisfaction in a services recovery setting. *Journal of Business Research*, 54(3), 209–218. [https://doi.org/10.1016/S0148-2963\(00\)00120-X](https://doi.org/10.1016/S0148-2963(00)00120-X)
- Sparks, B.A., & Browning, V. (2010). Complaining in cyberspace: The motives and forms of hotel guests' complaints online. *Journal of Hospitality and Tourism Research*, 34(2), 150–171. <https://doi.org/10.1177/1096348009350646>
- Salton, G., & Buckley, C. (1988). Term-weighting approaches in automatic text

- retrieval. *Information Processing & Management*, 24(5), 513–523.
[https://doi.org/10.1016/0306-4573\(88\)90021-0](https://doi.org/10.1016/0306-4573(88)90021-0)
- Saraswat, S., Agrohi, V., Kumar, M., & Lamba, M. (2024). Unveiling consumer segmentation: Harnessing K-means clustering using elbow and silhouette for precise targeting. In *Lecture Notes in Networks and Systems*, 917, 355 – 369.
https://doi.org/10.1007/978-981-97-0892-5_28
- Sargent, T. J., & Stachurski, J. (2025). *Linear regression in Python — Intermediate quantitative economics*. QuantEcon. Retrieved from <https://python.quantecon.org/ols.html>
- Selenium Documentation. (nd.). Retrieved from <https://www.selenium.dev/documentation/>
- Seabold, S., & Perktold, J. (2010). Statsmodels: Econometric and Statistical Modeling with Python. In *Proceedings of the 9th Python in Science Conference* (pp. 92-96).
- Tung, L.L. (2010). Customer satisfaction, perceived value and customer loyalty: The mobile services industry in China. *Academic Journals*. Retrieved from https://academicjournals.org/article/article1380456064_Tung.pdf
- Thomson, M., MacInnis, D.J., & Park, C.W. (2005). The ties that bind: Measuring the strength of consumers' emotional attachments to brands. *Journal of Consumer Psychology*, 15(1), 77–91. https://doi.org/10.1207/s15327663jcp1501_10
- Trianasari, N., Butcher, K., & Sparks, B. (2018). Understanding guest tolerance and the role of cultural familiarity in hotel service failures. *Journal of Hospitality Marketing & Management*, 27(1), 21–40. <https://doi.org/10.1080/19368623.2017.1329677>
- Vargo, S.L., & Lusch, R.F. (2004). Evolving to a new dominant logic for marketing. *Journal of Marketing*, 68(1), 1–17. <https://doi.org/10.1509/jmkg.68.1.1.24036>
- Verhoef, P.C.(2003) Understanding the effect of customer relationship management efforts on customer retention and customer share development[J].*Journal of Marketing*,2003, 67(4):30-45.
- Verhoef, P.C., Lemon, K.N., Parasuraman, A., Roggeveen, A., Tsilos, M., & Schlesinger, L.A. (2009). Customer experience creation: Determinants, dynamics

- and management strategies. *Journal of Retailing*, 85(1), 31–41. <https://doi.org/10.1016/j.jretai.2008.11.001>
- Villa-Turek, E. (2020). Opinion mining in Twitter using VADER and Gensim's latent Dirichlet allocation (LDA). *Towards Data Science*. Retrieved from <https://medium.com/towards-data-science/opinion-mining-in-twitter-using-vader-and-gensims-latent-dirichlect-allocation-lda-a834c2a936>
- Wang, X.J., Lü, S.J., & Quan, J. (2018). *Product after-sales service bundling and marketing strategy evolution*. Systems Engineering - Theory & Practice, 38(7), 1740–1749. [https://doi.org/10.12011/1000-6788\(2018\)07-1740-10](https://doi.org/10.12011/1000-6788(2018)07-1740-10)
- Wang, X., He, X., Wang, M., Feng, F., & Chua, T. S. (2019). Neural graph collaborative filtering. *Proceedings of the 42nd International ACM SIGIR Conference on Research and Development in Information Retrieval (SIGIR '19)*, 165–174. <https://doi.org/10.1145/3331184.3331267>
- Wang, S., Law, R., & Guillet, B. D. (2015). Impact of hotel website quality on online booking intentions: eTrust as a mediator. *International Journal of Hospitality Management*, 47, 108–115. <https://doi.org/10.1016/j.ijhm.2015.03.012>
- Widiastini, N. M. A., & Prayudi, M. A. (2021). Women's significant roles in pursuing hotel revenue: Case of Bali, Indonesia. *Journal of Social Sciences and Humanities*, 11(3). Retrieved from <https://ojs2.pnb.ac.id/index.php/SOSHUM/article/view/147/85>
- Widiastini, N. M. A., Arsa, I. K. S., Syah, A. M., & Hajrarrhmah, D. (2024). How do micro, small, and medium enterprises (MSMEs) in Bali survive the pandemic? A qualitative study in Buleleng, Tabanan, Gianyar, and Denpasar. *International Journal of Professional Business Review*. Retrieved from <https://vttechworks.lib.vt.edu/handle/10919/114890>
- Wu, D. C., Zhong, S., Song, H., & Wu, J. (2024). Do topic and sentiment matter? Predictive power of online reviews for hotel demand forecasting. *International Journal of Hospitality Management*, 120, Article 103750. <https://doi.org/10.1016/j.ijhm.2024.103750>

Wu, X. (2021). *Research on the impact of personalized hotel services on customer satisfaction* (Master's thesis). Nanjing University. China National Knowledge Infrastructure (CNKI). <https://doi.org/10.27235/d.cnki.gnjiu.2021.000123>

Xue, C. (2018). A preliminary study on the development trend of hotel room intelligent system in the Internet+ era. *Consumer Guide*, (32), 175.

Yang X. (2021, November 9) .Holding the sword of live broadcast marketing, Ctrip "goes out of the circle" to promote upgrades (N). *Beijing News*.

Yang, L . (2021). *Research on personalized service marketing strategy of Lanzhou Huachen Hotel* (Master's thesis, Lanzhou University). CNKI. <https://doi.org/10.27204/d.cnki.glzhu.2021.000676>

Yudiaatmaja, F. (2013). *Analisis regresi dengan menggunakan aplikasi komputer*

