

CUSTOMER SATISFACTION IN LAKAWON ISLAND: A CONTENT ANALYSIS OF TRIPADVISOR REVIEWS

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Abstract. Customer satisfaction plays a vital role in the success of a tourist destination. Most tourists rely on online reviews written by others in various tourist destinations. Fulfilling and exceeding visitor expectations is critical for attracting repeat visitors, cultivating positive word-of-mouth, and maintaining a competitive advantage in the tourism industry. This study used qualitative content analysis to determine the dimension influencing customer satisfaction in Lakawon Island, as evidenced by a TripAdvisor review content analysis. The researcher used Microsoft Excel to categorize the reviews into the SERVQUAL dimensions of Tangible, Reliability, Responsiveness, Assurance, and Empathy, as well as Price. The results show that Tangibles plays a vital role, with 34% mention, in shaping customer perceptions of service quality, while Responsiveness, with 11% mention, is the least influential. This study aims to provide valuable insights for the service providers of Lakawon Island, aiming to enhance customer satisfaction and improve service quality.

Keywords: *content analysis, servqual, Tripadvisor review, customer satisfaction*

Introduction

Traveling is one of the people's times to find adventurous activities, relaxing places, or for personal purposes. In the tourism industry, blogs, and review sites available in social media must be one of the most important tactics in being able to tell a story and impart experiences. According to Salmon et al. (2020), social media provides a platform for tourists to document and share their most memorable research travel experiences. Customer reviews are vital for a destination to improve tourists' experiences. Customer satisfaction is the reason why tourists visit tourist destinations and is a pleasure the determinant of the quality of the tourist visits (Atabeb, 2019). The higher customer satisfaction eventually results in repeat business and better income levels. A destination must be improved, and social media is a low-cost way to reach the right people at the right time (Dellova et al., 2022). The rise of social media has allowed more tourists to share their travel experiences, and emotions, allowing researchers to extract underlying themes and subthemes relating to visitors' overall impressions. Tourist reviews on the Internet represent tourists' actual experiences during and after their trip and serve as a solid reference point for potential travelers when deciding whether to travel. The Lakawon Island is one of the growing destinations in the Philippines offering a white sand beaches and clear waters. However, given the vast amount of tourist attraction information available online, it can be difficult for travelers to select the best option (Qin et al., 2022).

Most tourists rely on review blogs to gather information about satisfaction whether positive or negative and match it to their personal preferences and capacity. According to Gultom et al. (2019), a price is the amount of money or value that consumers

exchange in exchange for ownership of or payment for a good or service. The primary source of income and profit for the price seller is sales. Prices have a significant positive impact on brand satisfaction; thus, management must understand how to use pricing to increase client satisfaction with the company's products. It also demonstrates the sensitivity of consumer satisfaction to price changes in a highly price-sensitive economy. The greater the impact on customer satisfaction, the more reasonable the price offered, and the benefits provided (Yulisetiari and Prahasta, 2019). The researchers have chosen the Lakawon Island located at Negros Occidental to conduct a study. Therefore, this study aims to examine how tourists assess the service quality and price of Lakawon Island based on different categories of SERVQUAL. The study will cover the satisfaction reviews on Tripadvisor in Lakawon Island as data. Along with this, the researchers will gather 215 reviews from the previous guests that highlight Lakawon Island's amenities and services. The SERVQUAL theory will be used to analyze customer satisfaction reviews on Lakawon Island in Negros Occidental in terms of the following variables: Tangibility, Reliability, Responsiveness, Assurance, and Empathy. To fill the gap, this research will provide additional organized information through ratings and reviews. This research will provide students and professionals with additional information to help them better understand the tourism industry on Lakawon Island. This research would benefit future visitors because the island's facilities and services could be improved. The Lakawon Island management will benefit from this study by becoming more aware of how to maintain and improve their service. Also, future researchers may find it useful in gathering information for their research.

Literature review and theoretical framework

According to a researcher stated that higher levels of customer satisfaction make service quality crucial for accounting firms. Improved customer satisfaction is correlated with higher service quality. Higher customer satisfaction eventually results in repeat business and better income levels. Professional services have unique characteristics that must be considered at the service nexus. Quality, cost, the perception of the service, and quality of service. The SERVQUAL model is based on Parasuraman et al. (1985) and the five dimensions of service quality are reliability, tangibles, responsiveness, assurance, and empathy. The SERVQUAL model contends that five gaps in the inner service process have an impact on how consumers perceive quality (Suciptawati et al., 2019). Customer pleasure is anticipated to come through effective service delivery, which will enhance customer involvement and interpersonal relationships, according to Chang et al. (2017). Since 1982, five dimensions that have stood the test of time have been utilized to evaluate service quality. Thus, it is impossible to overstate the importance of SERVQUAL.

Consumer involvement in social media, intent to create user-generated content, and adoption of electronic word-of-mouth known as eWOM are all influenced by travel incentives and the enjoyment that social media offers (Chavez et al., 2020). The data provided by users on social media platforms, in the form of images, videos, blogs, and other content has a significant impact on the tourism sector, and the information generated by these users is helpful for other visitors planning to visit these areas in the future, examining the effect of information dissemination on tourists' intentions to visit developing-country sites. Shanget et al. (2021) focus on social media influences impacting the relationship between subjective norms and intent to visit. Kakirala and Singh (2020) studied how the growth of trust and satisfaction among potential tourists

affects the function of social media in the establishment of a destination's image. Apart from internet reviews, the data show a positive and genuine association between destination trust and satisfaction. Khoa et al. (2021) aimed to specialize in design and manufacturing, and the study was conducted to determine the relationship between Generation Z travelers' economic point of view, social perspective, trust in user-generated material, and inbound travel intention.

Service quality

The concept framework of the study based on (Al-Ababneh, 2016) (*Figure 1*): (1) Tangible: the comfort and enjoyment of the surroundings. The company's communication tool includes tangible assets, infrastructure, personnel, and other elements. involves staff appearance as well; (2) Reliability: Demonstrates that the service provider offers consumers dependable and great service from the outset and accomplishes so within the specified time range; (3) Responsiveness: Shows how willing the staff are to work, help the clients, and provide prompt responses to their questions; (4) Assurance: Represents worker behavior that might give clients a feeling of security and trust in a company. Employees need to have good customer service skills and a nice demeanor; and (5) Empathy: Demonstrates a staff member's capacity to comprehend consumer issues. Treat them like a person and make decisions in the best interest. It entails making sure that the business operates within the proper hours.

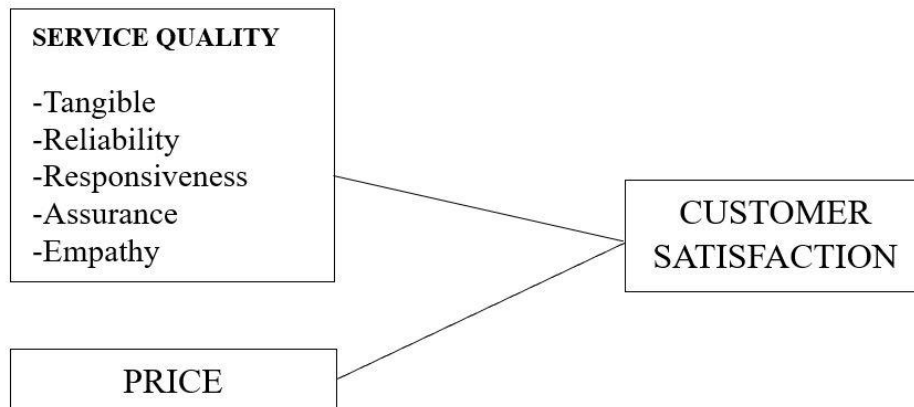


Figure 1. The conceptual framework of the study.

Price

The One component of the marketing mix, which is the value affixed to certain commodities by products or services being bought and sold, is price (Yulisetiari and Prahasta, 2019). Additionally, the study contends that the SERVQUAL dimension raises the perceived level of service quality, which raises customer satisfaction. (Papanikolaou and Zygiaris, 2014). A study by Gultom et al. (2019), makes the case that a price is an amount of money or worth that consumers trade to profit from ownership of or be charged for a good or service. For the price seller, income and profit come mostly from sales. Prices have a big positive impact on brand satisfaction; thus, management needs to know how to use pricing wisely to boost client happiness with the business's goods. It also demonstrates how susceptible price changes are to consumer satisfaction levels in an economy with great price sensitivity. The more reasonable the

price supplied and the benefits it offers, the bigger the impact on customer satisfaction (Yulisetiarni and Prahasta, 2019).

Materials and Methods

The researchers will be using qualitative content analysis for the study to interpret the content expressed by the tourists on the platform. Content analysis is the process of examining preselected words in video, audio, or written mediums and their context to identify themes, then quantifying them for statistical analysis to conclude (Noah, 2023). This research will focus on studying and determining how the previous guest of Lakawon Island is assessing the service quality and price by their reviews from TripAdvisor using the SERVQUAL and Price. This study will be based on information acquired from reliable sources. The study will employ non-probability purposive sampling to collect reviews for the study. According to Jordan (2021), purposive sampling is a type of non-probability sampling in which the researchers choose members of the population to engage in the surveys. The researchers will gather data by analyzing all the reviews made for Lakawon Island from TripAdvisor with a total of 215 reviews (*Table 1*). The research is also in the form of qualitative. Hence, non-probability sampling will be used in the study. The data will be chosen depending on the level of interest and relevance to the research challenge required for the study.

Table 1. *Tripadvisor reviews in Lakawon island.*

Online travel review site	No. of reviews
Tripadvisor	215

The researcher will be using secondary sources to gather data for the study, particularly 215 reviews from previous guests of Lakawon Island. The study will gather and identify the data manually using Microsoft Excel to process counting and categorizing words and phrases. Once collected, the reviews are organized and prepared for analysis. Using of PivotTable will be utilized to summarize the datasets by creating cross-tabulations and identifying patterns. Content analysis, which examines the presence of specific terms or concepts in a set of qualitative data, will be used in the study. According to a study indicate that a research technique called content analysis is used to identify the existence of specific words, topics, or concepts in each set of qualitative data. The researchers will assign and categorize the review to each predetermined criteria based on the framework. The study will collect customer reviews about Lakawon Island, which is comprised of five SERVQUAL dimensions and Price. Once the manual coding is complete, the researchers will acquire the data being analyzed to determine and draw a conclusion regarding the study. The content analysis identifies correlations or patterns, debates your interpretations of the data, and concludes the authors, context, and audience of the texts (Luo, 2022). The study will be using construct validity to validate the data of the research. According to Bolarinwa (2015), the validity of a construct is determined by how well it assesses some true phenomenon of interest. The researcher seeks to examine the study to other existing studies that measure similar qualities to see how highly correlated the two measures are to make a general assessment of its validity. Moreover, the researchers sent the management of Lakawon Island an email containing their consent for the research study. In the process of obtaining information from TripAdvisor's reviews, the name

and reviews will stay anonymous, and no harm will be caused. Since TripAdvisor reviews have been made public, the Data Privacy Act of 2012 will not be disregarded.

Results and Discussion

The interpretation of the dimensions in this study provides valuable insights into the various aspects of service quality at Lakawon Island. These dimensions include Tangibles, Reliability, Responsiveness, Assurance, Empathy, and Price. *Figure 1* illustrates the relationships between service quality, price, and customer satisfaction, with the SERVQUAL dimensions (Tangibles, Reliability, Responsiveness, Assurance, and Empathy) as key components. The central element in the figure is "Service Quality," which represents the overall evaluation of the quality of service provided by an organization. Service quality is influenced by various dimensions, namely Tangibles, Reliability, Responsiveness, Assurance, and Empathy. These dimensions represent different aspects of service delivery that contribute to customer perceptions of service quality. Tangibles encompass the physical aspects of the service, such as facilities, equipment, and appearance. Reliability refers to the consistency and dependability of the service provided. Responsiveness relates to the promptness and willingness to help customers. Assurance pertains to the trustworthiness, competence, and professionalism of the service providers. Empathy involves understanding and addressing customer needs with care and consideration. The arrow pointing from "Service Quality" to "Customer Satisfaction" indicates that service quality has a direct impact on customer satisfaction. When customers perceive high service quality across the SERVQUAL dimensions, it positively influences their overall satisfaction with the service. The arrow pointing from "Service Quality" to "Price" suggests that service quality also influences customers' perception of the price. If customers perceive high service quality, they are more likely to perceive the price as reasonable and justifiable. Overall, *Figure 1* demonstrates that service quality, as assessed through the SERVQUAL dimensions, has a direct impact on both customer satisfaction and customers' perception of the price. This highlights the importance of delivering high-quality service across all dimensions to enhance customer satisfaction and shape customers' perceptions of the value they receive in relation to the price they pay.

The *Table 2* provided presents the results of a content analysis conducted on secondary sources, specifically coded reviews, using the SERVQUAL model. The SERVQUAL model is a widely used framework for measuring service quality based on six dimensions: Tangibles, Responsiveness, Reliability, Empathy, Assurance and Price (*Figure 2*). In the analysis, a total of 307 comments about these dimensions were coded. The highest number of coded reviews was related to Tangibles, accounting for 105 comments or 34% of the total. This suggests that customers frequently mentioned the cleanliness of facilities and equipment, the visual appearance of the island, and the comfort and ambience of the surroundings as important factors in their evaluation of service quality. Empathy had the second highest number of coded reviews, with 51 comments or 17% of the total. Empathy was highlighted as treating customers with comfort and empathy, understanding their needs, and offering careful and good manners. Assurance with 39 comments, Reliability with 39 comments and Price with 40 comments were almost equally mentioned, or approximately 13% of the total, respectively. The assurance dimension focused on the trustworthiness and professionalism of the staff. Reliability was associated with the consistency of customer

service, the availability of transportation, and the accommodation of guests in a flexible manner. On the other hand, Price was related to the range in pricing and its quality, as well as the transparency of pricing. Responsiveness had the least number of coded reviews, with 33 comments or 11% of the total. This indicates that customers valued the promptness of service providers in providing resolution to encountered problems and their willingness to respond and assist. The staff's competence in delivering services was also mentioned in this context. In this case, it is stated as 307 comments, which represents 100% of the coded reviews. This means that all the comments collected and analyzed in the content analysis were categorized under one of the SERVQUAL dimensions. Based on these results, it can be inferred that customers place a significant emphasis on tangibles such as cleanliness, visual appearance, and comfort when evaluating service quality. Additionally, reliability, empathy, assurance, price were also considered important factors. The responsiveness dimension was moderately mentioned, indicating that it plays a role but may not be as influential as other dimensions. These findings provide valuable insights for service providers on the aspects they should focus on to enhance customer satisfaction and improve service quality.

Table 2. Interpretation based on SERVQUAL and price dimensions.

Tangible	Reliability	Responsiveness	Assurance	Empathy	Price
Equipment cleanliness	The service is delivered accurately.	Accommodating guests in a flexible approach.	The staff is professional.	Treat customers with comfort and empathetically.	The pricing on the island is reasonable.
Appearance of staff.	Consistency of customer service.	Providing resolution to a problem encountered.	Trustworthiness to the staff.	Understanding the need of the customer.	Range in pricing and its quality.
Comfort and ambience of surroundings.	Availability of transportation.	Willingness to respond and assist.	The staff are competent in providing services.	Offering a customer with a careful and good manner.	Transparency of pricing.
The visual appearance of the island.					

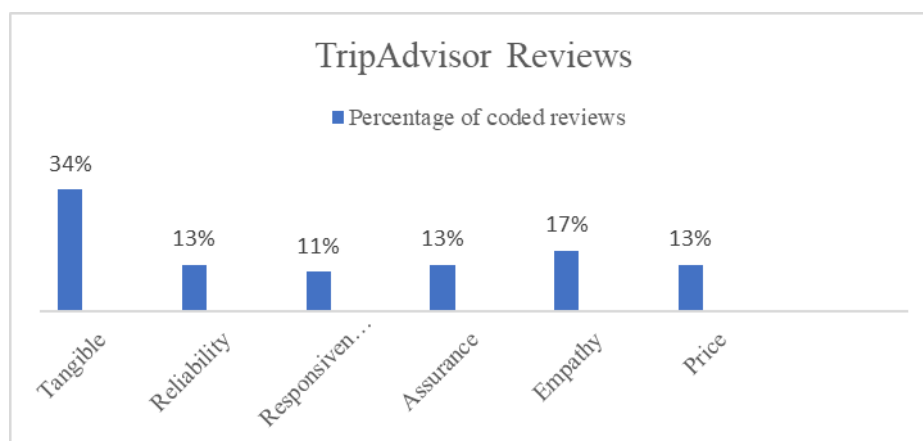


Figure 2. Results for SERVQUAL and price in customer satisfaction.

Tangibles: Customers placed significant emphasis on the tangibles dimension when evaluating service quality. The cleanliness of facilities and equipment was of utmost importance to them, as they expected a clean and well-maintained environment. Additionally, the visual appearance of the island, including its aesthetics and overall presentation, played a crucial role in shaping their perception of service quality.

Customers also valued the comfort and ambience of the surroundings, indicating that the pleasant atmosphere and appealing surroundings enhanced their overall experience. Service providers should prioritize maintaining cleanliness, investing in the visual appeal of their facilities, and creating a comfortable atmosphere to meet customer expectations and deliver a positive service experience.

Reliability: Consistency in customer service emerged as a key component within the reliability dimension. Customers expected service providers to deliver a consistent level of service quality across their interactions. The availability of transportation was also highlighted as an important aspect, indicating that reliable transportation options contributed to customers' overall satisfaction. Furthermore, customers appreciated service providers who were accommodating and flexible in meeting their needs. This flexibility demonstrated an understanding of the diverse requirements of guests and contributed to a positive perception of reliability. Service providers should strive for consistency in service delivery, ensure reliable transportation options, and adopt a flexible approach to address the unique needs of their customers.

Responsiveness: While not as prominent as other dimensions, responsiveness still played a role in shaping customer perceptions. The findings highlight the significance of responsiveness in service delivery. Customers highly valued service providers who promptly addressed and resolved any issues or problems they encountered. They appreciated the willingness of the staff to respond and assist, indicating the importance of a proactive and customer-centric approach. Moreover, customers mentioned the competence of the staff in delivering services, emphasizing the need for well-trained and knowledgeable personnel. To excel in responsiveness, service providers should focus on efficient complaint handling, quick problem resolution, and continuous training to enhance the skills and expertise of their staff.

Assurance: The assurance dimension highlighted the importance of trustworthiness and professionalism in customer service. Customers sought assurance that service providers were reliable, dependable, and trustworthy. They expected the staff to be professional in their conduct and interactions. By exuding professionalism and instilling a sense of trust, service providers can establish a strong foundation for customer satisfaction and loyalty. It is essential for service providers to emphasize the importance of trust and professionalism among their staff and ensure consistent delivery of reliable and trustworthy service to meet customer expectations.

Empathy: The findings underscored the significance of empathy in customer service. Customers highly valued being treated with comfort and empathy during their interactions with service providers. Understanding their needs and preferences and offering a careful and considerate approach were crucial elements of the empathy dimension. This suggests that personalized and attentive service greatly enhanced customer satisfaction. Service providers should emphasize empathy in their interactions, train their staff to understand and anticipate customer needs, and foster a culture of customer-centricity to create a positive and empathetic service experience.

Price: Customers mentioned the range in pricing and its quality as factors that influenced their evaluation of service quality. Additionally, transparency in pricing was identified as an important consideration. Customers appreciated clear and upfront pricing information. While price alone may not be the determining factor for service quality, service providers should ensure that their pricing is competitive, reasonable, and transparent to align with customer expectations and enhance the overall service experience.

Conclusion

Based on the findings of the study, several conclusions can be drawn. First, tangibles, including cleanliness, visual appeal, and comfort, play a vital role in shaping customer perceptions of service quality. Service providers should prioritize maintaining clean facilities, investing in visual aesthetics, and creating a comfortable environment. Second, empathy is crucial for customer satisfaction. Demonstrated through understanding customer needs and offering personalized service, significantly impacts customer satisfaction. Staff should be trained to be empathetic and provide attentive service. Third, price, service providers should ensure competitive and transparent pricing aligned with perceived value. Fourth, assurance, encompassing trustworthiness and professionalism, is fundamental. Building trust and maintaining professionalism are crucial for establishing long-term customer relationships. Fifth, reliability, characterized by consistency in service delivery and the availability of transportation, builds customer trust. Service providers should strive for consistency and ensure reliable transportation options. Finally, responsiveness, although less influential, still matters. Prompt problem resolution and a willingness to assist are key factors in delivering excellent customer service. Service providers should train their staff to be responsive and proactive. These conclusions provide valuable insights for service providers aiming to enhance customer satisfaction and improve service quality.

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Conflict of interest

The authors confirm that there is no conflict of interest involve with any parties in this research study.

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