

CUSTOMER SATISFACTION AND SENTIMENT REVIEWS ON SELECTED BOOKING SITES OF MANILA MANOR HOTEL 2019- 2021

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Abstract. One approach to significantly enhance hotel products, services, and marketing strategies is through online guest evaluations. However, few research has examined online reviews utilizing a SERVQUAL model for sentiment analysis, therefore addressing this gap, notably in the Philippine hotel industry. The SERVQUAL model, which was modified in accordance with the purpose of the study, served as the foundation for the framework. Customers who had stayed at and evaluated the establishment on Agoda, Kayak, and Booking Web Portal served as subjects, and Qualitative Sentiment Analysis Research design was used. The results were divided into positive and negative sentiments and categorized using the five RATER (Reliability, Assurance, Tangibles, Empathy, and Responsiveness) dimensions of service quality. The validity and reliability of the instruments used can be attributed to the literature utilizing and validating them as a measurement scale of customer satisfaction. Finally, the study revealed that the overall satisfaction of guests at the hotel establishment was heavily influenced by physical hotel features rather than intangible factors. The researchers were then able to provide specific suggestions for improving the hotel service and product quality, as well as prospective program improvements which can also be used by other accommodation.

Keywords: *servqual, customer satisfaction, sentiment analysis, online reviews, hotel industry*

Introduction

The tourist sector relies heavily on customer feedback, and this feedback can assist in building trust in a company (Anderson, 2018). Online evaluations are often the most accessible source of word-of-mouth information in the world of internet commerce (Kim, 2021). They are as important as personal reviews and can have a major impact on a traveler's decision-making. For many decades, consumer behavior and the tourism and hospitality industries have been heavily influenced by social factors (Book and Tanford, 2020). According to Philip Kotler, customer satisfaction is described as a positive or negative emotion resulting from a comparison between the actual outcome and the customer's expectations. Another description by Zeithaml and Bitner stated consumer satisfaction as a result of product quality, service quality, and price, along with situational and personal factors contributing. Customer satisfaction in the hotel sector refers to the opinions expressed by numerous guests about the quality of the accommodations and the services they received while staying there. A service that worked well for one person may not work well for another, and vice versa. There have been numerous investigations into the experiences of satisfied and dissatisfied guests in the hospitality industry. Customer dissatisfaction is primarily caused by a failure to meet customer expectations in terms of room amenities and cleanliness, as found in previous research. Disappointment with the service provided by employees in three-star hotels was also common (Li, 2020).

The Manila Manor Hotel was used as an example in this study. The hotel is a 3-star establishment located near a slew of fascinating historical landmarks and museums. Manila Manor Hotel's Facebook page states that they are committed to providing customers with modest but well-appointed rooms and excellent city services. As a result, some of the most highly rated comments in recent years have described the hotel as "clean," "accommodating," "approachable staff," "amazingly beautiful," "easy to get around," and more. Even so, the Manila Manor Hotel has a lot of negative reviews and ratings on various booking sites, which has drawn the attention of the researchers. Many guests were disappointed by the hotel's "poor management," "worst customer service," "not presentable," "dirty," "scary," and "disgusting" lowest-rated comments in recent years. The researchers believe that this study is critical because of the wide range of opinions it has received in the last few years. Moreover, Manila Manor Hotel has a Booking Web Portal rating of 5.5, a Kayak rating of 5.6, and an Agoda rating of 5.8. This study aids a review of the hotel's performance and priorities for improvement.

According to Ngelambong et al. (2016), a quantitative approach is employed in other studies of hotel guest happiness. However, a quantitative approach does not provide as much detail about what makes a guest happy. The focus of this study is gathering information from booking sites, hence, user-generated websites such as Booking Web Portal, Kayak, Agoda, and others can be key tools to gauge client happiness. Booking sites allow customers to express their thoughts, opinions, and emotions in the form of online reviews. These online reviews can be valuable to future travelers throughout the planning phase on where to go and what to anticipate in an accommodation. It can also aid the huge tourist and hotel business to develop and improve their products and services. To stand out from their competitors in the highly competitive hotel industry, numerous establishments are constantly looking for ways to differentiate their goods and services (Sharma & Srivastava, 2018). The reputation of a tourist destination can be improved by emphasizing customer satisfaction as the primary focus of management. Neglecting the most important features of a hotel may result in a negative perception of the hotel by visitors, which could have long-term consequences for the hotel industry's viability.

In order to provide an in-depth examination of online user-generated content, one must go beyond a simple qualitative overview. Study participants' sentiments about a service are in relation to how satisfied they are with the experience they had with it. Using SERVQUAL, the study investigated customer feedback on their experiences at the Manila Manor Hotel in light of the following variables: Reliability, Assurance, Tangibility, Empathy, and Responsiveness. Because people's perspectives and experiences differ, the researchers compiled reviews from three major booking sites namely Booking Web Portal, Kayak, and Agoda to arrive into conclusion. In order to accomplish the goals, the research objectives are the following: (1) to know the customer satisfaction regarding Manila Manor Hotel in the year 2019-2021; (2) to analyze the sentiments on online reviews on Manila Manor Hotel through selected booking sites; and (3) to provide recommendations of the priorities for improvement. For the establishment's development, this study is crucial. It will help hotel owners learn more about how to provide the best possible services to future customers. Future researchers who do comparable studies will also find the study valuable. Only reviews written in English and Filipino are included, providing limitations to the study. Even if guests from a range of nations have varied experiences on Manila Manor Hotel, researchers had a difficult time assessing non-English user feedback. Using Google

Translate may be a viable option; however, its reliability may be questioned. The only reviews that will be used are those that are from the years 2019-2021, because older reviews may already be out of date due to possible changes in the establishment. To date, there has been no way to identify these developments due to the scarcity of data on the social media platforms of the establishment. The researchers uncovered a considerable number of reviews that can best contribute to the study despite the fact that these years are recognized for the increase in the epidemic

Literature review and conceptual framework

According to a study conducted by Lee et al. (2016), the HOLSERV instrument can be used to discover and investigate service gaps for both internal and external customers. Visitors, employees, and managers were all part of the sample for this study. The findings were discovered to have an effect on tourists' judgments of service quality. However, the conceptual model does not fit our research topic because it does not focus on the customers' sentiment as a basis to evaluate customer satisfaction. Though we recognize the importance of garnering perspectives from the visitors, employees and managers, HOLSERV is not applicable for this study. Then in a study by Cerri, et al. (2016), the purpose of their study was to evaluate the service quality provided by hotels, as well as to evaluate the impact of service quality on customer satisfaction. Using an instrument that was designed to collect critical data, the study's variables were evaluated. Essentially, it is a structured questionnaire that the respondents complete on their own. In addition to the 5-Likert scale and factorial analyses, tourists' perceptions of service quality and customer satisfaction are measured using an updated SERVPERF with the 5-Likert scale. However, it is incompatible with the current study's focus to evaluate the service quality of the employees.

The framework was based on the SERVQUAL model of Parasuraman et al. (1988) which is one of the most widely used instruments in assessing service quality and customer satisfaction (*Figure 1*). The SERVQUAL model has 5 distinct dimensions which capture facets of all 10 originally conceptualized dimensions. These 5 dimensions are tangibles (tangibles), reliability (reliability), responsiveness (responsiveness), assurance (competence, courtesy, credibility, security), and empathy (access, communication, understanding of the customer), which can be potentially applied in a variety of service and retail organizations for assessing consumer perceptions of service quality (Parasuraman et al., 1988). It is the result of Perception minus Expectation (P-E), whereas negative indicates 'dissatisfaction' and positive indicates 'satisfaction' (Rodrigues et al., 2011). This was used for the purpose of measuring the customer satisfaction of Manila Manor Hotel in determining the sentiments of customers. The researchers find SERVQUAL to be significant for use, therefore, it has been modified according to the purpose of the study. The definition of the dimensions will be as in *Table 1*.

Table 1. Definition of RATER dimensions of the SERVQUAL model.

Dimension	Definition
Reliability	Ability to perform the promised service dependably and accurately.
Assurance	Knowledge and courtesy of employees and their ability to inspire trust and confidence.
Tangibles	Physical facilities, equipment and appearance of personnel.
Empathy	Caring, individualized attention the firm provides its customers.
Responsiveness	Willingness to help customers and provide prompt service.

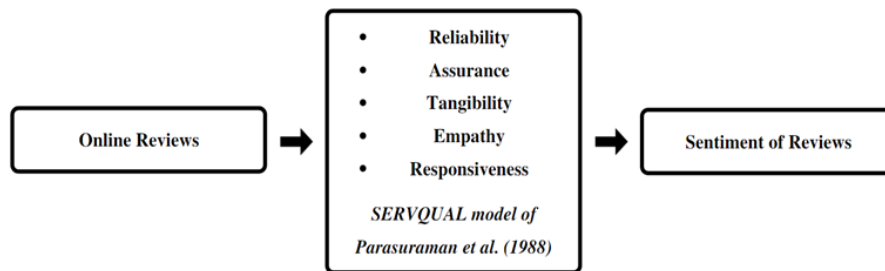


Figure 1. Conceptual framework.

Based on the study of Valdez (2019) on the trends and issues of the hotel industry is that human resource issues have a substantial impact on the number of visitors that visit the place. This would include trends and issues on logistics, operations, consumer affairs, safety, and security, therefore suggesting that hotels can render good service to customers by establishing standard rules and regulations, as well as guiding employee behaviors. Then, accordingly, a hotel must continually function at its highest level of fluid efficiency in order to survive. Ineffective performance denotes waste in the use of hotel inputs, which is damaging to the industry's ability to maintain low operating costs in order to survive. The presence of multiple factors that encourage people to visit and be able to use the products and services provided by businesses in the area indeed have a significant influence on the sustainability of the hospitality industry (Gador, 2019). Amador and Estember (2021) discovered that performance indicators create the highest satisfaction and discontent. Through text mining analysis, location and employee interaction were important customer satisfaction indicators. Staff, room quality, amenities, facilities, comfort, and service are key hotel performance factors. This study evaluated positive and negative reviews to identify emotion; a negative result means negative emotion and a positive result means positive emotion. In their study, the nationalities of online users from the Philippines, USA, Canada, and the UK were considered. According to Mananghaya and Albacea (2019), businesses and organizations can assess the general mood and contentment of clients by utilizing sentiment classification techniques on Twitter data, allowing the collection of important feedback and the faster implementation of solutions. Sentiment analysis, sometimes called opinion mining, examines a text's content and structure to determine its positive, negative, or neutral polarity. This analysis measures customer happiness with firm items, movie reviews, and political news viewpoints. This analysis can also be utilized to research a product or service by consumers.

In light of publications that utilized online reviews, the study by Buena and Ong (2019) mentioned that the emerging trend of using online reviews as a foundation before purchasing a product or service is now significant in the decision-making process. Their study made use of online reviews in order to determine consumer trust in 5 selected resorts in Region 4, Philippines. According to this, consumers desire not just the core products or services, but also other offers that they usually validate through reviews made by other users. Also, according to Lily Grace and Guhao (2020) and Parasuraman et al. (1988), there is a relationship between service quality and e-booking, as well as a connection between customer loyalty and e-booking. This indicates the significant impact of service quality that customers can synthesize through the reviews left on booking sites. A study about the selected restaurants in Laguna, Philippines by Baluyot and MSHRM (2021) proved the importance of personal attention and emotional

connection when interacting with customers and providing consistent services. By utilizing the SERVQUAL model and the Customer Delight Model, it was revealed that customers would seek value and experience rather than just the food quality. In conclusion, alternative customer satisfaction delivery strategies must be evaluated in order to cope with the increasing customer expectations and demands. This is what the hotel establishments should also be able to provide. A study by Prentice (2013) mentions the importance of service quality on the company's profitability because of its distinctive qualities such as intangibility, inseparability, perishability, and heterogeneity (Parasuraman, et al., 1988). The study used a qualitative approach to evaluate casino guests' service quality perceptions, as well as the influence of SERVQUAL dimensions on their loyalty and future patronage. The evaluation results on service quality vary depending on the customer segments. Some expressed concern over the responsiveness of the employees, while others indicated empathy as having the greatest influence on future patronage. Another study by Balinado et al. (2021), claiming to have been the first to explore SERVQUAL on automotive after-sales service in the Philippines, found that 2 out of 5 dimensions (empathy and reliability) have a significant effect on customer satisfaction. Based on the findings, customers appreciate the feeling of being valued, and they become more satisfied upon receiving prompt responses and attention. Also, in cases of unforeseen events, customers appreciate it when service employees apologize. A study related to Philippine banks by Talavera (2020) recognizes 16 important bank attributes for Filipinos which can then be classified into 4 SERVQUAL dimensions: reliability, empathy, tangibles, and responsiveness. According to this, it is important that customers get dependable, error-free, timely, and accurate services, as well as the effective handling of complaints and difficulties.

Overall, the analysis of customer perceptions, preferences, or satisfaction serves a great purpose for a lot of research and studies related to service quality. Through this, the industries are knowledgeable on how to operate accordingly. However, because of the dynamic characteristics of the service industry, it is important that the management is consistent with their purpose. Nowadays, online reviews serve as a source of information for service providers regarding the current demands and issues related to their products and services. Upon investigation, the research found relevant information related to online reviews, hotel service attributes, and sentiments. However, the researchers realized the lack of studies pertaining to the use of the SERVQUAL model specifically on hotels in the Philippines, thus, serving as motivation for this study. According to a study by Sha and Jan (2018), SERVQUAL qualities have a considerable impact on customer satisfaction in Pakistan. There is also a strong correlation between customer happiness and the quality of service provided (tangibles like reliability, responsiveness, assurance, and empathy) that shows that the experience of guests at hotels is critical to the hotel business, as previously reported. Good hotel experiences reduce customer complaints and enhance the likelihood of a return visit and a positive recommendation. Customers, on the other hand, will not have a great experience in a hotel unless they believe that the service is worth far more than the money they paid. A similar study by Minh et al. (2015) conducted in Vietnamese hotels also adopted the SERVQUAL model to measure its impact on service quality and customer satisfaction. However, findings show that tangibility does not reveal a clear impact on customer satisfaction, thus intangible elements are valued more highly by the customers than tangible elements, providing a similar conclusion to that of a study on the UK holiday market. Despite these claims, though, Binprathan et al. (2019) and Duan et al. (2013)

stated that online comments or reviews in their study results were mostly about the tangibility of the hotels. This concludes that the weight of the 5 attributes may vary depending on the perceptions of customers on the quality of service and that different attributes may have different impacts on customer evaluations.

Stefano et al. (2015) say customers utilize customer service expectations to judge service quality. To provide excellent service, you must understand them. The management's accuracy is a quality gap. Service quality concerns might develop even when management knows consumer expectations. Their SERVQUAL-based study on the hotel industry revealed that organizations must first examine the influence of their service quality offering on client responses, including intents that may signify advantageous or bad business activity. Superior service promotes competitiveness, creates customer relationships, consolidates the brand, and improves market communication. Binprathan et al. (2019) studied boutique hotels in Thailand to determine customer complaints. The study identifies negative Tripadvisor reviews and categorizes concerns using SERVQUAL's RATER (reliability, assurance, tangibles, empathy, reactivity) parameters. Travelers rely on online reviews to plan their trips, influencing their judgments. Hotel services and rooms were praised. The results can help boutique hotel owners improve their company's competitiveness and service quality. Management should respond to bad evaluations and offer supplementary services to promote empathy, reliability, and responsiveness. Also, in a study on Ho Chi Minh, Vietnam hotels by Ba et al. (2019), sentiment analysis was performed on Tripadvisor reviews, uncovering hidden insights for hotel services. This study adds to the current practice of hotel managers monitoring the aspects of their business, as well as keeping track of client feedback on social media by studying the sentiment of customers provided in textual reviews. The sentiments conveyed by customers through text reviews are referred to as customer sentiment, which can be expressed as positive, negative, or neutral (Geetha et al., 2017). Human language has the ability to convey emotions that quantitative ratings cannot. Such emotions are joy, sadness, anger, fear, surprise, and disgust, and for the study, unknown emotions were also included.

Overall, the framework of this study accounts for all previous local and foreign literature that supports the SERVQUAL model as a method or the basis for measuring service quality related to customer satisfaction. Many authors also emphasized the use of social media platforms and booking sites playing a pivotal role in the tourism and hospitality industry. Evidence from previous studies highlights the importance of extracting information from user-generated content, in particular, to leverage the need of service providers to improve the quality of products and services. The SERVQUAL dimensions are widely regarded as a reliable scale for measuring service quality across a multitude of sectors. This study, therefore, contributes to the existing literature related to customer satisfaction and suggests the SERVQUAL model of Parasuraman et al. (1988) as a useful tool for measuring customer satisfaction with service quality from unstructured e-reviews. The uniqueness of this study can be attributed to the approach that this study wishes to cover, which is a qualitative sentiment approach using the SERVQUAL model. Despite the number of SERVQUAL studies worldwide, researchers realized the lack of local studies in the Philippines related to the use of SERVQUAL in hotels. Therefore, this study fills the gap in the lack of qualitative sentiment analysis using the SERVQUAL model, particularly in the hotel industry of the Philippines. Future researchers can further expand the study to a much larger scale of Philippine accommodations or use a different sector that has not been explored yet.

Materials and Methods

The study used a Qualitative Sentiment Analysis Research design which is a cognitive process for eliciting a user’s thoughts and feelings that can determine whether the given feedback is positive, negative, or neutral. The evolution of web-based application areas has led to a massive quantity of customized feedback for numerous types of internet information. Sentiment Analysis is an effective tool that allows users to retrieve pertinent data and also combine the unified thoughts and feelings of the reviews. On the contrary, Content Analysis is a systematic method that detects the presence of particular words, themes, or ideas in qualitative data (i.e. text), and it could be used to measure and evaluate the involvement, definitions, and relationships of specific words, themes, or concepts. Though comparable, Sentiment Analysis was used for this study which evaluates the feedback of guests and categorizes them according to emotion or sentiment. The target population of this study is customers who have stayed at the Manila Manor Hotel and have left reviews on Booking Web Portal, Kayak, and Agoda (Table 2). The study employed a non-probability sampling method, particularly purposive sampling wherein the researchers decide that customer reviews within the year 2019-2021 will be analyzed. For ethical considerations, all users remained anonymous and all reviews were respected, providing no harm to the participants and to the booking sites themselves.

Table 2. Selected booking sites.

Review site	Guests that left reviews/comments
Agoda	173
Kayak	187
Booking (Web Portal)	225
Total	585

Reviews on Manila Manor Hotel can be found on a variety of booking sites such as Google Reviews, Tripadvisor Web Portal, Trip Web Portal, Booking Web Portal, HotelsCombined, Agoda, Kayak Web Portal, FindHotel Web Portal, Priceline, and etc. (Figure 2). However, this study only assessed reviews on 3 selected sites shown in the table above, as the number of comments provided on these sites is sufficient enough. Besides, these sites only allow verified guests to write and leave reviews. Overall, the data to be collected is purely secondary. The researchers would like to emphasize in this part the importance of secondary data in the midst of a pandemic such as the customer reviews that can be found online, for the reason that they make research more accessible (Kim, 2021), and the researchers were able to gather information without having to travel and/or risk their health in conducting surveys and interviews. It is also economical and time-saving as compared to primary data, and could provide efficient information for research (Juneja, 2023).



Figure 2. Research flow chart.

The general methodological procedure for this study is a qualitative approach that utilized secondary data.

[1] SELECTION OF BOOKING SITES. The data-gathering procedure started off by selecting which sites are to be utilized, in which the selection of sites depends on the available number of guests who left their reviews. In this case, the researchers have selected 3 sites out of the variety of options available, because the number of comments provided on these sites is sufficient enough to be used in the study.

[2] DATA COLLECTION. The collection of data was done on the selected sites: Booking Web Portal, Kayak, and Agoda, provided that only English and Filipino comments were utilized.

[3] TEXT MINING. This study made use of the SERVQUAL model by Parasuraman, et al. (1988) to know customer satisfaction regarding Manila Manor Hotel in the year 2019-2021, which was the first objective of the study. The five attributes provided in this model were used as the basis for capturing the themes, which were given codes that were generated manually depending on every sentence inspected. Microsoft Excel was utilized for easy calculation, data storage, and/or graph presentations using real-time collaboration. According to an article provided by Learning for Action, Microsoft Excel can be used in a qualitative approach to code and track themes. Moreover, PivotTable was used to summarize large amounts of data which allowed the researchers to organize and draw conclusions using columns, rows, pages, and data fields (EITSC, 2019). Through this, the researchers have grouped, summarized, compared, formulated, and found patterns in the data.

[4] DATA CLEANING. Hashtags, emojis, slang, and other noisy data can be found in online reviews. Elements and statements unrelated to the topic were filtered out. Abbreviations and acronyms may be written as full words, and incorrect spelling may be corrected in the categorizing to increase readability.

[5] SENTIMENT ANALYSIS. For the analysis, the data gathered were arranged, analyzed, and summarized according to sentiment divided into negative and positive. So, the goal was to analyze the sentiments on online reviews of Manila Manor Hotel through selected booking sites, which was the second objective of the study. Such unstructured data were turned into useful information for prospective customers and hotel management. The frequency of the codes and themes were discussed, as well as the statistical tools (charts, graphs, etc.) depending on the results. Raw data was also used for credibility, and good quotes were flagged.

[6] DATA INTERPRETATION. It is helpful to provide interpretations, insights, and/or recommendations that helps determine the hotel's priorities for improvement, the third objective of the study. This meaning-making process will answer questions such as: What stood out the most; what resonated with the researchers; what ideas can be provided for the improvement of the establishment and what potential program improvements may produce better results. Hence, this study is purely recommendatory and non-output-based.

In instances where the credibility of reviews is called into question, it is advised that users and future customers utilize studies that make conjecture to which reviews are most likely to be genuine. Online reviews are already being widely used in past and recent studies related to tourism and hospitality. Also, upon investigation, the selected review sites allow only verified guests to write a review, and the fake reviews are

already filtered out. Moreover, the validity of the 5 service quality dimensions (reliability, assurance, tangibles, empathy, and responsiveness) that were used in this study can be attributed to the various literatures utilizing and validating them as a measurement scale of customer satisfaction. To produce valid results, the SERVQUAL scale of Parasuraman et al. (1988) was used. The instrument's reliability and validity were confirmed in various past studies. For the credibility of the overall study results, raw data were used and provided.

Results and Discussion

The category for year 2019

Based on the findings in *Table 3*, there were 33 sentiments about Reliability category, with 6 positive sentiments and 27 negative sentiments. As shown above, Manila Manor Hotel having false advertisement was the most frequently mentioned, with comments such as “Not as accurate information from website,” “They fool guests with the posted photos of the room,” “No Sauna, No Spa, No Massage & Laundry Service” and “Not family friendly as advertised”. Other than that, unreliable service was also apparent from comments such as “Room also smells even if you requested a non smoking,” and “I ask one of your staff for the connection, she provided me around 7 possible wifi’s [sic] and a [sic] passwords”. On the good note, however, some guests have expressed their satisfaction with comments on dependability such as “I can see the effort of cleaning the room,” “Service is great,” and “There is 24 hour desk service”. Based on the findings, there were 46 sentiments about Assurance category, with 42 positive sentiments and 4 negative sentiments. As shown above, Manila Manor Hotel having good and friendly employees was mostly mentioned, comprising of comments such as “Great people working there,” and “The staffs were very approachable”. Other than that, employees were found to be accommodating and courteous, and a positive comment about privacy was also mentioned once. However, some guests also expressed their concern over the lack of security, with comments such as “Unsecured room lock,” “I was with my partner in the room and suddenly the door was opened,” and “The elevators were a bit primitive it didn’t have sensors so there’s risk for injury”.

Table 3. *The category for year 2019.*

Category		Frequency (N)	Percentage (%)	Total
Reliability	Positive			N=33; %=100
	Dependability	6	18.18	
	Negative			
	False advertisement	20	60.61	
Assurance	Unreliable service	7	21.21	N=46; %=100
	Positive			
	Privacy	1	2.17	
	Courtesy of employees	6	13.04	
	Accommodating employees	7	15.22	
Tangibles	Great & friendly employees	28	60.87	N=345; %=100
	Negative			
	Lack of security	4	8.70	
	Positive			
	Tidy security staffs	1	0.29	
	Well-maintained facilities/equipment	7	2.03	
	Spacious bed & rooms	6	1.74	
	Provision of facilities & amenities	8	2.32	
	Good for the price	6	1.74	
	Negative			
	Untidy hospitality staffs	1	0.29	
	Old facilities/equipment	57	16.52	

	Needs repair/renovation/maintenance	103	29.86	
	Lack of facilities & amenities	47	13.62	
	Lack of cleanliness	67	19.42	
	Low-quality facilities	39	11.30	
	Food	3	0.87	
Empathy	Positive			N=10; %=100
	Caring & supportive staffs	5	50	
Empathy	Negative			
	Lack of empathy	5	50	
Responsiveness	Positive			N=17; %=100
	Prompt service	1	5.88	
	Willingness to help	10	58.82	
	Willingness to improve	3	17.65	
	Negative			
	Slow service	2	11.76	
	No assistance provided	1	5.88	

Based on the findings in *Table 3*, there were 345 sentiments about Tangibles category, with 28 positive sentiments and 317 negative sentiments. As shown above, Manila Manor Hotel needing repair, renovation and maintenance received the most concern. Guests have expressed their dissatisfaction with comments such as “Only one elevator still working, need several attempts to get it in motion,” “The faucet wasn’t working. So, water kept coming out all the time,” “Still need to fix some of the air conditioning system on every room,” “Pieces inside the room were all worn out,” and more about the television, fridge, steps and walkway, shower, toilet, lights and sockets, door locks, and ceiling being damaged or nonfunctional. The oldness of the facilities and equipment and the lack of cleanliness were also frequently called out. According to guests, facilities look very old and creepy, and in rooms there were many pests found, as well as hair, stains, and dirt. Guest have also shared their concern about the insufficient supply of facilities and amenities saying that there are no available hot water in the room, no telephone, and no bidet. Other than that, guests also shared their disappointment regarding the low quality facilities through comments such as “Facilities are below standards,” “Mattress was so thin giving me so much body pain” and “Rooms are not soundproof”. Some guests were also not satisfied with the food, saying that they “Had a meal with a [sic] few pieces of plastic inside”. On a positive note, however, some guests have expressed their satisfaction on the lobby being beautiful, the spacious rooms given the minimal amount paid, the free complimentary of newspaper and water, the price being reasonable for the facilities and amenities offered, and the establishment having lots of potential for retro theme despite its oldness. Based on the findings, there were 10 sentiments about Empathy category, with 5 positive sentiments and 5 negative sentiments. This shows an equal percentage between sentiments on caring and supportive staffs and their lack of empathy. According to some guests, they were “Happy because they change my room for me to feel comfortable,” as well as “They moved me to other room after complaint on mouse,” and that “The staffs are extra supportive”. As for the lack of empathy, it boils down to the receptionist’s need to keep demanding payment notwithstanding the guest’s prolonged stay and the penalty imposed on the guest without being informed beforehand. Based on the findings, there were 17 sentiments about Responsiveness category, with 14 positive sentiments and 3 negative sentiments. Guests have complained about slow service and no assistance provided, with comments such as “Staff slow response to requests,” “I requested for a room transfer which came after 2 nights,” and “Asked for assistance twice but no one really helped us”. However, positive sentiments outnumber the negative sentiments, and the satisfaction of guests can be seen from comments such as “When there was not

enough toilet paper, the staff brought them up quickly,” “Helpful especially the directions of the places we want to go,” “Helped me by letting me to sign in to Facebook messenger through her mobile phone to contact my friend,” and “Employees are improving their hospitality everyday”.

The category for year 2020

Based on the findings in *Table 4*, there were 31 sentiments about Reliability category, with 6 positive sentiments and 25 negative sentiments. As shown above, false advertisement have the most number of negative feedback. This is due to Manila Manor Hotel’s usage of out-of-date images of the establishment as can be confirmed from comments such as “The pictures looked great on the internet but don’t be fooled, it’s the opposite,” and “Pictures do NOT represent the hotel or room”. Unreliable service was also frequently mentioned, with comments such as “Poor management The front desk is nit [sic] attentive,” “Not easy to contact them,” and a promise that was made to a guest about a refund that never came. Favorably, comments about receiving help for scheduling the trip and fixing some papers, as well as the bellman who was very quick to help with the luggage attests to the dependability of service by some staffs. Based on the findings, there were 49 sentiments about Assurance category, with 38 positive sentiment and 11 negative sentiments. As shown above, good, friendly, and accommodating employees appeared to be with the most number of positive comments about Manila Manor Hotel. Guests have commended the employees who did their best to make their stay as pleasant as possible, also noting that they are very friendly. A comment which stated “The good part is that they have a world class customer service. Staff [sic] were very accommodating and friendly,” is an evidence of guest satisfaction on staff service. The employees were also found to be courteous, and one guest mentioned that his stay there was comfortable and safe. However, on the negative side, the lack of safety and security was frequently mentioned, having comments such as the room being entered when the guest was out, having money and jewelry stolen, suspecting the manager of theft, the place not being secure and safe at all. Other than what were stated, guests also mentioned some staff are being rude and unfriendly.

Table 4. *The category for year 2020.*

Category		Frequency (N)	Percentage (%)	Total
Reliability	Positive			N=31; %=100
	Dependability	6	19.35	
	Negative			
	False advertisement	14	45.16	
Assurance	Unreliable service	11	35.48	N=49; %=100
	Positive			
	Safety	1	2.04	
	Courtesy of employees	2	4.08	
	Accommodating employees	16	32.65	
	Great & friendly employees	19	38.78	
	Negative			
Disrespectful &unfriendly staffs	3	6.12		
Tangibles	Lack of security	8	16.33	N=211; %=100
	Positive			
	Tidy security staffs	-	-	
	Well-maintained facilities/equipment	4	1.90	
	Spacious bed & rooms	4	1.90	
	Provision of facilities &amenities	4	1.90	
	Good for the price	10	4.74	
	Negative			
	Facilities are old & need renovation	38	18.01	
	Needs an upgrade	5	2.37	
Lack of facilities & amenities	24	11.37		

	Lack of cleanliness	67	31.75	
	Lack of maintenance & need repair	39	18.48	
	Low-quality food & amenities	3	1.42	
	Terrifying appearance of the place	13	6.16	
Empathy	Positive			N=1;
	Accepted for refund	1	100	%=100
Responsiveness	Positive			N=16;
	Prompt service	2	18.75	%=100
	Willingness to help	9	56.25	
	Negative			
	Slow service	3	18.75	
	No assistance provided	2	12.50	

Based on the findings in *Table 4*, there were 211 sentiments about Tangibles category, with 22 positive sentiments and 189 negative sentiments. Lack of cleanliness appeared to be the most negatively-mentioned, garnering comments such as “The room I occupied was very dirty,” “The toilet is disgusting,” and even about the terrible smell, and itchy beds. A guest even advised the hotel to practice pest control because of the amount of cockroaches, termites, mosquitoes, and rats. Some guests also emphasized their observation on the oldness of the facility and how it badly needs renovation, as well the lack of maintenance that is very evident from the aircon not functioning well, broken lights, exposed wires, clogged and leaking bathrooms, the floors and ceilings patched up with mixed materials, and many other objects broken and nonfunctional. The hotel also seemed to lack in facilities and amenities, evident from comments which mentioned that the hotel provides no microwave, fridge, room telephone, hairdryer, internet connection, glass and bottled water, a parking space, toothbrush, and slippers. Then, they are also short of iron and towels. Guests also mentioned the unsettling appearance the hotel surrounding through comments such as “The place is like haunted house that’s been abandoned for years,” and “The walls are creepy filled with children’s drawings”. Guests also expressed their dissatisfaction regarding the facilities and amenities needing upgrade, saying that toilets and TV units need upgrade even though they were well-maintained, and the same goes to the bed, comfort room, and ceiling. Also, guests mentioned about the low-quality food and amenities, saying that the food is not worth the price, the mattress is thin, and bed frame can be felt through the bed. Despite the multiple negative comments, Manila Manor Hotel still garnered positive ones mostly about the hotel facilities provided being a good value for money. Some guests also claimed that the establishment was well-maintained. Others gave credit on how the rooms were spacious, and how the establishment has provided them with amenities such as the free water dispenser outside the room, hot and cold water, a good wifi, and an airconditioning unit. Based on the findings, there was 1 sentiment about Empathy category, with 1 positive sentiment and no negative sentiment. The guest gave credit to the hotel about their being understanding to refund an unused stay which was for the guest’s own interest. Based on the findings, there were 16 sentiments about Responsiveness category, with 11 positive sentiments and 5 negative sentiments. Guests frequently mentioned of employees being eager to help, such as with buying of food and asking for locations. Other than that, prompt service was apparent, with a comments such as “If you need something inside your room, they come right away,” and “[Staffs] come early to clean my room”. However, some guests have also complained about slow service and no assistance provided to them, stating that they got no response from staffs to acknowledge the documents that were requested, the slow email responses, the denied calls even after multiple tries, as well as waiting hours for a towel request, and the staffs refusing to change linens if stay was extended.

The category for year 2021

Based on the findings in *Table 5*, there were 11 sentiments about Reliability category, with 2 positive sentiments and 9 negative sentiments. Guests who have booked online were dissatisfied to trust the misleading advertisements displayed online, stating comments such as “Pictures here are bogus and misleading,” and “It’s a click and bait pics they used for promotion. I’m very disappointed”. In addition, unreliable service was also shown with the most number of negative comments. According to guests, they were provided with incorrect products, such as a different room or a smaller room than what was initially booked, as well as a full-sized bed instead of two beds. Then, a guest has also stated about booking online on a Friday and managing to reserve a room, then booking again on a Sunday but was denied a stay for guests with leisure purposes. On the plus side, certain employees, from the housekeeping to cooks and the guards, have demonstrated exceptional service and dependability. Based on the findings, there were 58 sentiments about Assurance category, with 55 positive sentiments and 3 negative sentiments. Manila Manor Hotel showed the greatest number in terms of accommodating, good and friendly employees, apparent from comments such as “Staff [sic] are very accommodating and they make you feel at home,” “The guard on duty and the receptionist on duty are very nice and accommodating,” “You can always lean on them,” and “Crews are very friendly and they have unity”. Aside from that, employees were also found to be courteous. Guests commended their politeness, and one notable comment from a guest stated that “Everybody was so nice, courteous, and friendly. Being [sic] hotelier myself, I have to acknowledge the fact that everyone greet [sic] you with a smile, willing to assist, and friendly”. In terms of security and safety, there is one positive comment that mentioned about “Security,” and three negative comments that addressed the guests’ fear of using the elevator, and the place needing new doors, trims, and locks.

Table 5. The category for year 2021.

Category		Frequency (N)	Percentage (%)	Total
Reliability	Positive			N=11; %=100
	Dependability	2	18.18	
	Negative			
	False advertisement	3	27.27	
Unreliable service	6	54.55		
Assurance	Positive			N=58; %=100
	Privacy	1	1.72	
	Courtesy of employees	9	15.52	
	Accommodating employees	22	37.93	
	Great & friendly employees	23	39.66	
	Negative			
Lack of security	3	5.17		
Tangibles	Positive			N=182; %=100
	Well-maintained facilities/equipment	13	7.14	
	Spacious bed & rooms	3	1.65	
	Provision of facilities & amenities	4	2.20	
	Good for the price	16	8.79	
	Negative			
	Untidy/hospitality staffs	-	-	
	Old facilities/equipment	40	21.98	
	Needs repair/renovation/maintenance	36	19.78	
	Lack of facilities & amenities	23	12.64	
	Lack of cleanliness	33	18.13	
Low-quality facilities	14	7.69		
Responsiveness	Positive			N=16; %=100
	Prompt service	3	18.75	
	Willingness to help	8	50.00	

Gave compensation	1	6.25
Negative		
Slow service	-	-
No assistance provided	4	25.00

Based on the findings in *Table 5*, there were 182 sentiments about Tangibles category, with 36 positive sentiments and 146 negative sentiments. As indicated above, old facilities and equipment received the most number of negative comments. According to guests, the hotel is old, evident from comments such as “The property, or the building itself, is like a remnant of a day (decades) gone by,” “Rooms are very old with damaged walls and ceiling, broken furnitures,” “Just a run down old hotel totally neglected by the owners,” and that a lot of the facilities and equipment were outdated. Concerns about needing repair, renovation, or maintenance were also filled with comments such as “Renovate and upgrade the place it looks like the hotel on the american horror story,” “I hope they can improve their facilities as it is not what we have expected,” “The building itself is [sic] really need an extreme rehab,” and other comments about the rooms poorly maintained, the wifi and air-conditioning unit are not working properly, bathroom fixtures needing upgrade, and the broken or nonfunctional tvs, heater, fridge, microwave, toilet, and window lock. Other than that, the hotel also received negative feedback in terms of the lack of facilities, amenities, and cleanliness, as well as the low-quality products such as the small television, poor lightings, uncomfortable beds, or the doors making loud noises. However, on the positive side, some guests have expressed their satisfaction on the value of the facilities and amenities with comments such as “The room is a [sic] budget friendly,” and “Cozy and nice room quite good for the price”. Followed by the well-maintained facilities and equipment, a guest expressed satisfaction which stated “I like the cleanliness every day they clean the room, change the beddings and towels,” hence a positive feedback in comparison to the other guests’ experiences with a lack of cleanliness. Other than that, the provision of facilities and amenities, as well as beds and rooms being spacious have received an important number of excellent ratings. Based on the findings, there were 13 sentiments about Responsiveness category, with 12 positive sentiments and 1 negative sentiment. As shown above, the staffs’ willingness to help received the most number of positive comments. Guests commented with “Excellent and helpful staff,” and “They did not hesitate in giving in to our request of printing our needed documents. They did not charge us for the printing and even arranged the documents before sending it to our room. Thank you Manila Manor!”. Following on is the prompt service and the compensation given by the staffs. Guests commended the hotel service with comments such as “EVERY MORNING, NEED NOT TO CALL THE FRONTDESK for CLEANING, bedmakers are on the go,” “The staff was EXCELLENT. ESPECIALLY Rica. That girl worked her tail off and did everything perfect no matter what she was assigned to do. She literally ran when she did things,” and “The people who are working in the property compensated the lack of renovation in my room. All in all, I am happy with my stay in the property”. On the negative side, some guests have not received the assistance they require, with comments that states that no proper assistance was provided after complaining about the internet connection and air conditioner unit, that no response was ever received on emails, and that it takes them 2 hours each time they visit and that even after repeatedly asking for help, nothing happens.

Discussion

Adding up, for the year 2019, the total number of positive sentiments of reviews is 95 (9.27%) while the total number of negative sentiments of reviews is 356 (34.73%). For the year 2020, the total number of positive sentiments of reviews is 78 (7.61%) while the total number of negative sentiments of reviews is 230 (22.44%). Lastly, for the year 2021, the total number of positive sentiments of reviews is 104 (10.15%) while the total number of negative sentiments of reviews is 162 (15.80%). Overall, there were 1,025 positive and negative sentiments that can be found on Manila Manor Hotel under the selected booking sites on 2019-2021. As shown in *Figure 3*, almost all negative sentiments under each category outnumber those that are positive, indicating that the establishment needs to extensively improve its hotel quality products and services especially under the Tangibles category which has consistently received the most criticism. On the positive side, the Assurance category has then consistently received the most with favorable comments for three consecutive years, while under the Responsiveness category, positive sentiments remain to outnumber those that are negative. The customer satisfaction for Manila Manor Hotel for the years 2019 to 2021 is as demonstrated in *Figure 4*, resulting to 72.98% negative and 27.02% positive.

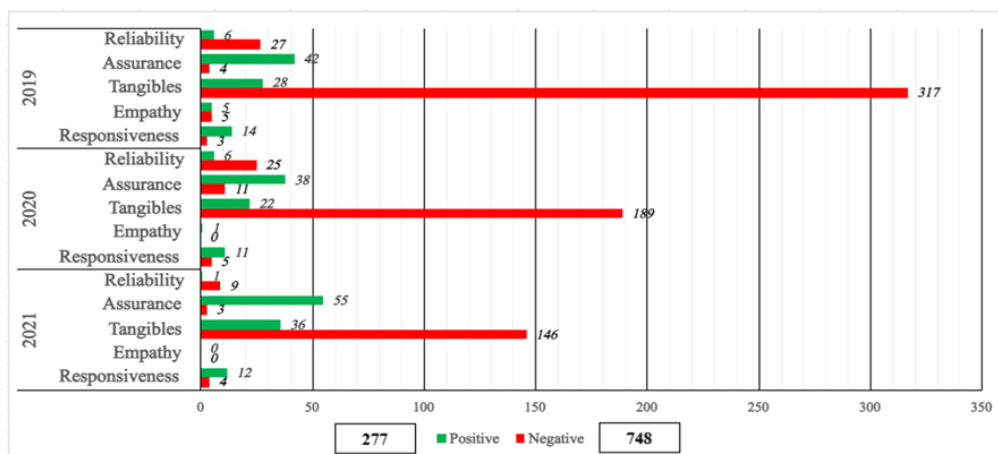


Figure 3. Demonstration of results by year according to RATER dimensions.

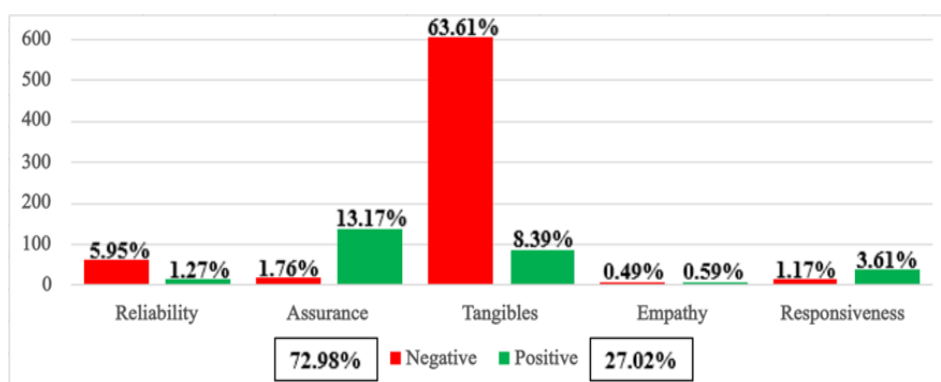


Figure 4. Percentage of results according to RATER dimensions for 2019-2021.

Determining the hotel priorities for improvement

What stood out the most? Based on *Figure 3* and *Figure 4*, what stood out the most for the researchers are the negative sentiments (63.61%) under the Tangibles category. According to Marić et al. (2015), tangible features of hotel products had a greater

influence on overall satisfaction than intangible elements since they can be adjusted or renewed more easily. Hence, the cleanliness and appearance of the hotel also have a beneficial impact on the ratings. This seems to be the case for Manila Manor Hotel as well. Therefore, if the hotel is renovated and/or redecorated, the customer satisfaction of guests may increase greatly and positively.

What resonated with the researchers? As consumers themselves, the researchers were reminded of their own impression on places they wish to visit. Nowadays, most people rely on social media, so their expectations on a product or service for which they wish to avail are dependent upon what they see and read online. Hence, if Manila Manor Hotel wishes to provide excellent services for their guests, they should be transparent with what they post. From the guest reviews, false advertisement by the establishment has been a frequent case. For a 3-star hotel, it is very unfair to be advertised of such fancy and captivating pictures and information but not receiving as what was promised.

What ideas can be provided for the improvement of the establishment? Based on the results, the major areas in need of improvement are under the Tangibles category which includes the oldness of facilities and equipment, hotel products needing repair/renovation/maintenance, the lack of facilities and amenities, lack of cleanliness, the quality of facilities and the food, and the overall appearance of the place. Then, under the Reliability category, the hotel also needs to improve on what they advertise online, hence, the following: (1) Renovation, Redecoration, and Upgradation: Refresh the hotel's exterior through wall and surface repainting, crack and hole repair, and wooden and metal surface repainting, Enhance the appearance of surroundings by adding flora and lighting elements, giving guests a vibrant and welcoming atmosphere. By adding hanging lights, chandeliers, and hallway lighting, hotels can feel a bit more luxurious, Replace all broken and old equipment, apply new decorations, renovate the facilities, and provide new amenities and equipment according to the latest trends and customer needs. According to guest reviews, old equipment include the creaking beds, television, tv remote, shower knobs, toilet flush, faucet, door locks, and their air conditioning units. Meanwhile, the amenities that guests demand include the telephone, bidet, heater, electric kettle, microwave, fridge, iron, wifi, clean sheets, towels, toothbrush, slippers, and charging outlets, Replace old linens and make sure that they are adequate enough to provide for all guest requests, Embrace new technology to increase comfort, convenience, and productivity such as contactless payments, hotel robots, smart equipment, guest apps, and more. Also invest in a more stable internet connection for guest use, Provide adequate hotel soundproofing, considering that the surrounding area is a noisy neighborhood, Consider using durable materials for the floors, hallways, and stairways to avoid creation of cracks, Replace the old elevators and provide a more durable and secure lifts with emergency access, Enhance safety and security by providing surveillance system and reliable room and bathroom locks, Provide parking space both for guest and employee use, Provide proper air ventilation and scent diffusers; (2) Hotel Maintenance: Ensure that all electrical appliances and water systems are working accordingly. If not, then invest in top-quality to ensure durability, Provide an effective pest control program, as well as cleaning and sanitation program, Make sure that the ventilation and air conditioning systems are operational by performing routine inspections. Change air filters as needed. A non-smoking policy will also help avoid smoke odors, Provide adequate lighting on all areas and regularly inspect bulbs in rooms and bathrooms; and (3) Marketing Strategies & Social Media Presence: Update information and images advertised online. This is advised after

renovation, redecoration and upgradation. And only advertise products and services that are available to guests at most times, if not every day, create an easy-to-use and visually-appealing website, Have an FAQ section or chatbots, provide multiple ways for guests to get in touch, Make sure that customer support is available for email and calls. Prepare automated replies for inquiries that cannot be answered immediately, however, make sure respond within 48 hours, Engage in online reviews. Respond to both positive and negative feedback while making sure to listen to their insights and recommendations, Improve online booking and reservation services, Develop and introduce new products and services to increase revenue. An example is creating a brand-new recreational area to maximize the space on the rooftop, which can be a rooftop garden, playground, pool, bar, spa and sauna, or a lounge area, Update the food menu and place reasonable prices, Offer promos and discounts to large groups and repeat guests, Offer seasonal and holiday discounts to increase occupancy, Offer complimentary services as compensation to customers when issues arise.

What potential program improvements may produce better results? For a hotel to succeed, meticulous planning, setting priorities, and commitment and dedication are necessary. In any business, there are always aspects to improve on. Because guest demands and preferences are changing, it is essential to adapt strategies in line with these changes. But aside from tackling the areas that the establishment needs to physically improve on, here are some practices to best manage the workplace and to improve guest satisfaction: (1) Employee Training and Monitoring Program: Provide regular training about the most important aspects such as on service quality, cleanliness upkeep, food and beverage quality control, and hygiene and safety. Also train employees regarding proper staff appearance, work etiquette, and phone and email professionalism, Educate employees about the art of service recovery. This includes handling guest complaints. They should be prepared to reach out to customers who have had a negative experience or situation, Managers should be transparent with the employees. Allow them to know of their strengths and weaknesses, and how they can best improve. Also allow them to share their own insights and recommendations, Boost employee productivity and efficiency through rewards and recognition, Ensure that employees perform the standard operating procedures by providing a tracklist of maintenance activities; and (2) Improving Guest Experience: Promote a guest experience culture where they are prioritized. Also promote inclusion, equity, and diversity. Ensure that guests receive the best stay and the same level of service and treatment, Promote wellness by providing health and wellness facilities and services, green and blue spaces, healthy food and beverage options, eco-friendly products, and a non-smoking policy at all areas, Ensure that there is adequate manpower for all the hotel departments, as well as the supply of facilities and amenities.

Conclusion

The customer satisfaction regarding Manila Manor Hotel in the year 2019-2021 resulted in 72.90% negative and 27.10% positive. This implies that the hotel was perceived to have mostly negative sentiments rather than positive ones from the 585 guests who have stayed there and left reviews within the said duration. Through the selected booking sites, which were Agoda, Kayak, and Booking Web Portal, the sentiments on online reviews are the following: 61 (5.95%) negative and 13 (1.27%) positive under Reliability category; 18 (1.76%) negative and 135 (13.17%) positive

under Assurance category; 652 (63.61%) negative and 86 (8.39%) positive under Tangibles category; 5 (0.49%) negative and 6 (0.59%) positive under Empathy category; and 12 (1.17%) negative and 37 (3.61%) positive under Responsiveness category. For hotel improvement recommendations, the establishment was advised to prioritize the physical facilities, equipment, and the appearance of their personnel.

Since the findings tell us that there are more negative sentiments rather than positive sentiments based on the reviews on the 3 booking sites, then we can conclude that the establishment has not been making a great effort in providing standard quality services and product excellence for their guests. This may result in a negative impression for potential visitors who take the time to read reviews online, therefore, it is unlikely that the hotel's image and reputation may be boosted through electronic word of mouth. Then, for each year, the Tangibles category had the most number of negative sentiments among guests, also resulting as the most negative-reviewed among the five categories. This suggests that the overall satisfaction of guests at Manila Manor Hotel was heavily influenced by physical hotel features rather than intangible factors.

Based on the results, the researchers were able to come up with hotel improvement plans and potential program improvements which consist of actionable ideas for enhancing the hotel service and product quality, hence, may improve guest experience and satisfaction. Moreover, Manila Manor Hotel should implement and enforce operational standards which shall also be monitored for continuous improvement. Such improvement programs and plans can be adapted by other accommodations as well. For future studies, however, it is suggested to conduct the same study and framework but on a much larger scale of Philippine accommodations or a different sector that has not been explored yet.

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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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