

MANILAS' LUXURY HOTELS USING SERVQUAL FRAMEWORK: COMPREHENSIVE ASSESSMENT FROM ONLINE TRAVEL AGENCIES' REPORTS

IMPA, J. N. M.^{1*} – KAWAI, R.¹ – OCAMPO, A. M. B.¹ – MADRILEJOS, F. A.¹

¹ *College of Tourism and Hospitality Department, De La Salle University, Dasmarias,
Philippines.*

**Corresponding author
e-mail: jajaimpa[at]gmail.com*

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Abstract. Online reviews are essential in the travel and hotel businesses. Because there are various types of hotels, customers frequently read online hotel reviews before making a reservation. The ability to distinguish between positive and negative reviews at luxury hotels according to SERVQUAL attributes of tangibility, reliability, empathy, responsiveness, and assurance could help hotels identify problems, prioritize solutions, and offer better services to Luxury hotels. The study outcomes will assist hotel management in gaining complete knowledge of client complaints regarding service difficulties and promoting service enhancements. This study was conducted to examine and analyze the content of positive and negative customer reviews from Booking.com, Expedia, and TripAdvisor in five-star hotels in Manila. SERVQUAL dimensions were used to classify positive and negative reviews from the selected OTAs in five-star hotels in Manila. Findings revealed that the responsiveness dimension in the recreational services area received the highest number of customer reviews than any other service area of the hotels gathered from the selected OTAs of the study.

Keywords: *review analysis, customer satisfaction, online reviews, qualitative study, 5-star hotel*

Introduction

Customer satisfaction is critical to the operation of any market organization, business, or corporation. Customers' experiences have a major impact in determining whether they will utilize the products or services shortly. Because customers are the majority of firms' principal source of revenue, the topic of customer satisfaction has captivated scholars and academics for almost three decades (Noranee et al., 2021). Because the features of the service sector differ from those of the physical product market, determining the actual condition of a hotel before the consumer has stayed, there is challenging (Kim and Kim, 2022). One of the primary reasons why using and reading feedback from consumers is growing more popular, particularly in the hotel industry, is that customers cannot see the service before using it. Previously, travelers relied mostly on advertising materials such as catalogs, brochures, and TV and radio commercials, but this was "controlled" by hotels and their partners. 81% of consumers browse hotel reviews before making a reservation. More than half read 6 to 12 reviews on average, and 52 percent will not book a hotel if there are no reviews (Prodanova, 2021). Customers frequently examine hotel reviews online before making a reservation because there are several types of hotels (Sangpikul, 2019). Online reviews are extremely important in the travel and hotel businesses (Sann et al., 2022). Consumers desire to share their ideas and discover information online (Kim and Kim, 2022), and they value the content of online reviews more than suggestions from other online information sources. Customers' online reviews are a big and open source of

information about how they feel about the quality of a company's service, particularly in the hotel business, where it is useful to measure hotel quality based on consumer feedback (Hien et al., 2022).

Consumer ratings are shown on online travel agency sites, allowing individuals to receive previous evaluations of the property's overall service quality and the qualities of specific amenities (Mellinas et al., 2019). Similarly, hotel businesses use internet reviews and ratings to drive marketing decisions and protect their online reputation (Xie et al., 2016). Previous research investigated client reviews in the hotel industry via TripAdvisor (Çelebi and Dalgıç, 2022; Sangpikul, 2021; Dinçer and Alrawadieh, 2017). TripAdvisor is an invaluable platform for travelers to share their hotel experiences and voice their opinions on travel and service quality. In a 2019 Tripadvisor poll, 89 percent claimed negative evaluations would change their initial hotel image (Prodanova, 2021). Piramanayagam and Kumar (2020) examined reviews of low-cost hotels in India on popular travel websites such as TripAdvisor and Booking.com. Accordingly, Expedia is one of the fastest growing online travel providers in Asia, offering travellers a wide range of low-cost lodgings, entertainment, and travel services. In addition, Ho (2017) examined Expedia hotel reviews to assess how hotel management attempts to handle interactions with unsatisfied consumers. Manila, the Philippines' capital for four centuries, has been the country's industrial center and global port of entry (Salita, 2023). The greatest hotels in Manila include architecturally noteworthy, historic 5-star hotels as well as ultra-luxurious, modern 5-star hotels oozing with grandeur, flair, and luxury. The hotels in Manila offer a blend of the past and the present, reflecting the city's rich history, which may be explored on Manila tours (Go, 2023).

When it comes to the most stringent luxury hotel standards, every area of the operation can make or destroy a business. True luxury is found beneath the glitz and glam of the exterior. The service separates Manila's premium hotels from those in other worldwide cities. The well-trained men and women exhibit and adhere to the world's greatest lodging standards. Nonetheless, what distinguishes, recognized, and elevating their service is the articulation and implementation of features founded on core Filipino values (I'M Hotel Official Portal, 2023). Despite the fact that the term luxury implies exclusivity, the luxury hotel industry has acquired popularity among the general public, notably the younger generation (Vale, 2021). The existing research gaps in the study are the following: (1) the difference between positive and negative ratings of Manila's selected luxury hotels in terms of the following service quality dimensions in reliability, assurance, tangibility, empathy, responsiveness; (2) the guests' rating on the selected luxury hotels submit using the rating scale (stars); (3) hotel personnel respond to the reviews of guests based on the rating scale (stars) provided; and (4) the study's findings' implications.

Given the existing gaps, this study plotted the positive and negative feedback of Luxury Hotels in Manila into comparative tables based on SERVQUAL dimensions and specific areas in hotels as reported by Online Travel Agencies for the overall analysis, as well as determined how the Luxury Hotels in Manila improved their service performance in each dimension. It also looked into the impact of positive and negative online reviews on the service quality of Manila's luxury hotels. Finally, a review of the literature on positive and negative evaluations on selected online travel firms that use SERVQUAL for luxury hotels was provided. Because of the relative importance of the input, the findings aided hotel management in gaining a comprehensive understanding of client complaints about service challenges and promoting service enhancements.

Understanding the likelihood of customer discontent at a given time allows managers to devise the most effective client retention strategies. This study will also assist future passengers in establishing service quality criteria when selecting a luxury hotel, as it will be able to improve its services after evaluating the data. Future researchers will benefit from this research as well because it will allow them to obtain material that will be relevant in their research and answer some of their questions. The researchers conducted the study at the Luxury Hotels in Manila from the academic year 2021 to 2022, collecting both negative and positive ratings through recognized online travel firms.

Literature review and conceptual framework

A previous study examined how accommodation functions differently based on hotel star reviews and diverse client segments, using the three-factor theory: the accommodation features as basic, exciting, and performance components. It also aimed to determine if these differences vary between local and foreign visitors and hotels with different star ratings. Li et al. (2020) collected 412,784 user-generated TripAdvisor reviews from various Chinese cities to explore the three-factor theory within the context of hotel rating systems and different consumer categories. The findings of this research indicate that customers' perceptions of hotel performance vary depending on their origin and the user ratings of the hotels they evaluate. This helps mitigate the asymmetric effect of hotel attributes on guest satisfaction. However, it is important to note that the three-factor theory is irrelevant to the research topic. The theory itself provides a strong theoretical framework for understanding consumer satisfaction and dissatisfaction by considering the uneven impact of hotel attributes on customers' evaluations of hotel performance (Albayrak and Caber, 2015; Füller and Matzler, 2008; Matzler and Renzl, 2007).

Another research investigation focused on analyzing ratings provided by guests who spoke Chinese and English on the TripAdvisor hotel review website. The objective was to identify any potential variations in rating patterns. Additionally, the study conducted by Sann and Lai (2020) aimed to determine the factors or service quality elements that influenced guest satisfaction. The hypothesis proposed that English-and-Chinese-speaking guests would exhibit different online rating patterns for hotel qualities such as service, cleanliness, room, sleep quality, location, and value. Based on this hypothesis, a framework was developed for the study. However, it is important to note that the developed framework did not align with the research topic. However, the developed framework did not align with the current research topic, the study sought to gain insights into the disparities in online rating behavior patterns between Chinese-and-English-speaking guests when posting hotel evaluations on TripAdvisor.

One study aimed to assist hoteliers in addressing performance-related concerns by analyzing user-generated web reviews to identify gaps in service quality factors. Lee et al. (2020) identified nine key service quality factors, namely "sensory experience," "brand," "hotel class," "sleep," "location," "room," "service," "value," and "cleaning." However, the study also applied three comparative theories, namely the satisfaction theory (Oliver, 2010), the theory of emotions (Bagozzi et al., 1999), and the atmospheric theory (Baker et al., 1992), which were not directly relevant to the research topic. The study's primary objectives were to validate and identify the relevant elements that impact hotel customers' satisfaction using user-generated content (UGC) and to explore how business intelligence approaches can be utilized to assess these key

elements. In previous research, the comparison of different frameworks led researchers to apply the SERVQUAL Theory. Assessing service quality is a means of obtaining customer perspectives on hotel services. According to Parasuraman et al. (1988), service quality analysis evaluates the gap between customers' expectations and the actual performance of the service (*Figure 1*). It compares the dimensions of expectations and the perceived performance of a service (Sangpikul, 2021; Lo et al., 2015; Parasuraman et al., 1988; Lewis and Booms, 1983). The purpose of assessing the effectiveness of a service is to meet client needs (Sangpikul, 2021; Lo et al., 2015; Memarzadeh and Chang, 2015): (1) Reliability: the capability to execute the service correctly and provide the promised service to customers; (2) Assurance: the capability to gain the trust and confidence of customers; (3) Tangibility: amenities, ambiance, facilities, and infrastructure; (4) Empathy: the capability to comprehend consumers' needs; and (5) Responsiveness: the capability to support consumers and provide quick services.

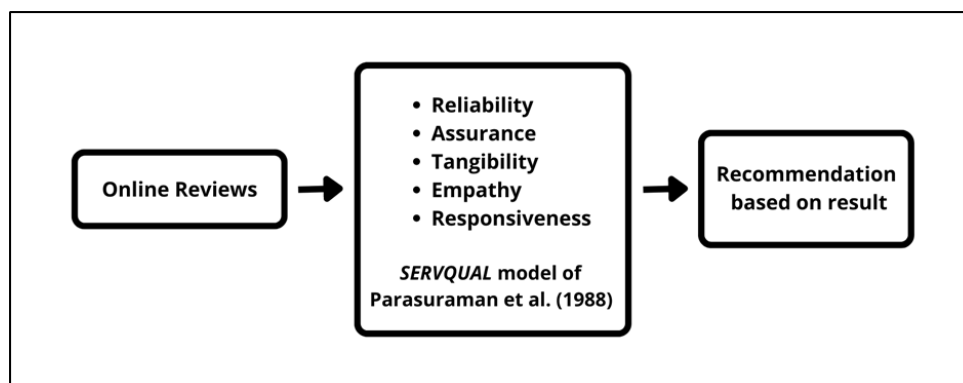


Figure 1. Theoretical framework.

The SERVQUAL model, a multidimensional tool used in research to evaluate consumers' expectations and perceptions of service, consists of five elements: reliability, assurance, tangibility, empathy, and responsiveness (Parasuraman et al., 1988). The SERVQUAL model is based on the expectancy-disconfirmation paradigm (Oliver, 2010), which determines the gap between customer expectations and the actual delivery of service (Sangpikul, 2021; Parasuraman et al., 1988; Lewis and Booms, 1983). Positive disconfirmation occurs when performance exceeds expectations, while negative customer dissatisfaction occurs when performance falls short of expectations (Oliver, 2010; Parasuraman et al., 1988). The relationship between the variables in the study is depicted in *Figure 2*. The selected Online Travel Agencies were used to categorize positive and negative reviews based on specific hotel areas such as Food and Beverage Services, Facilities, Front Desk, Guest Room, and Recreational Services. These reviews were further analyzed using the SERVQUAL dimensions of reliability, assurance, tangibility, empathy, and responsiveness. The aim was to generate recommendations for enhancing customer satisfaction in luxury hotels. In terms of research on service quality, previous studies have focused on understanding consumers' subjective views and identifying key factors that impact service quality. Kaveski Peres and Pacheco Paladini (2021) conducted a study using user-generated content (UGC) from the hotel industry in Florianópolis-SC, Brazil. They utilized TripAdvisor data and applied the SERVQUAL model to evaluate positive and negative reviews. The study revealed that customers frequently rated aspects such as "room," "location," "ambiance," "staff," "breakfast," "parking," "reservation," and "cost-benefit." The

lowest scores were given to "Room," "Parking," and "Reservation." Positive comments were most commonly associated with location, ambiance, service, breakfast, and cost-effectiveness. Categorizing guest feedback as positive or negative using SERVQUAL allows for the replication of findings by future researchers.

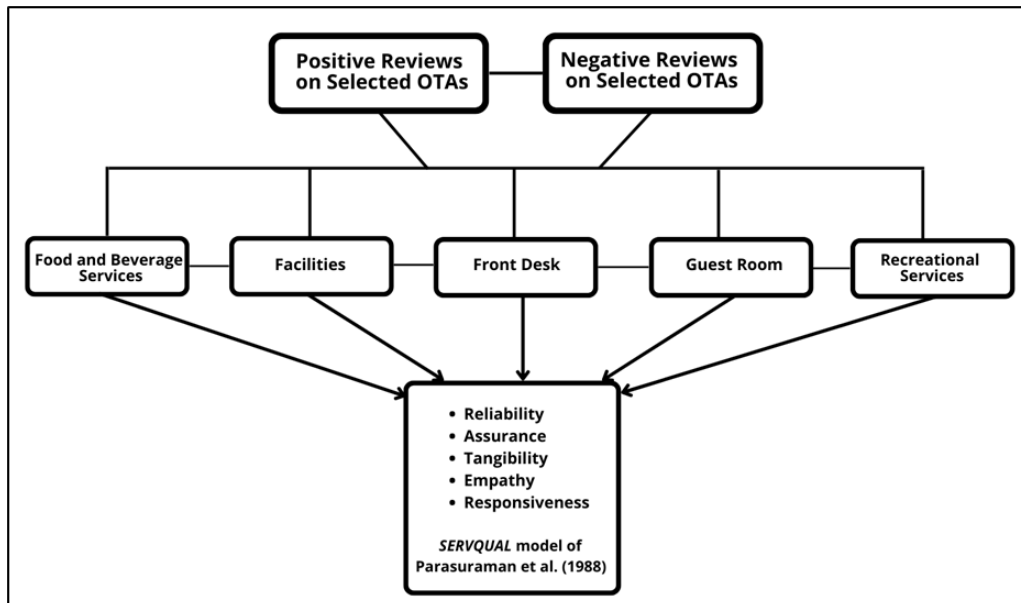


Figure 2. Conceptual framework.

Another study focused on measuring service quality and analyzing its components that significantly impact customer satisfaction in four five-star hotels in Goa. Gaunker and Gaonkar (2021) employed the SERVQUAL model to provide a conceptual framework for the data. The findings highlighted a gap between perceived and expected service quality, and three components of service quality were identified: service reliability, employee assurance, and physical facilities. The study emphasized the importance of addressing service quality factors to standardize service levels and bridge the gap. Hotel management could utilize the study's results to conduct a SERVQUAL study and improve service quality to enhance customer satisfaction. A related study examined the impact of hotel appearances on potential customers' expectations of customer satisfaction and booking intentions, along with the interaction of appearances and operational values. The study found that hotels with high appearance value are more likely to be booked. Focusing on the SERVQUAL attributes of tangibility, reliability, and assurance can lead to improved services. However, no significant effects were observed on responsiveness and empathy. Kirillova and Chan (2018) suggested that applying SERVQUAL in the hospitality setting offers insights into the product experience and service quality while highlighting the limited impact of appearance on favorable ratings. The current study shares similarities with Kirillova and Chan's research by analyzing online travel agency reviews using SERVQUAL. This approach can provide a deeper understanding of customer complaints across different dimensions. In summary, while various aspects of online customer reviews have been explored in different contexts, there is limited research on examining positive and negative feedback specific to luxury hotels using the SERVQUAL dimensions and specific hotel areas. The existing literature does not sufficiently address the impact of online reviews on hotel service quality. Identifying the distinctions between positive and negative reviews

in terms of service quality dimensions at luxury hotels can help identify issues and prioritize solutions. The findings of the study will aid hotel management in understanding customer complaints and improving services. Additionally, understanding customer complaint patterns over time enables managers to implement effective customer retention strategies.

Materials and Methods

The proposed research methodology is a qualitative approach. It examines and analyzes the content of positive and negative customer evaluations from Booking.com, Expedia, and TripAdvisor on Manila five-star hotels. Additionally, it categorizes both positive and negative reviews using SERVQUAL dimensions. The qualitative research method is a distinct anthropology fieldwork methodology that encourages participation in the field, experience, comprehension, and actual life in order to investigate human social activities and social relationships (Ye and Yu, 2018). The qualitative research method enables the successful resolution of intentionally committed errors, inadvertent errors, and participant misconceptions, resulting in a superior study outcome (Ye and Yu, 2018). Furthermore, the researchers employed review analysis, transforming unstructured consumer and product ratings and reviews from multiple channels into structured data. The data can then assist decision-making and enhance the quality of manufactured products and services (Wonderflow Official Portal, 2022). Moreover, the following Lertputtarak and Samokhin (2017) guidelines were modified and utilized to analyze consumer reviews. This study's methodology for selecting comments consisted of only three components. First, the researchers selected comments from 2021-2022 on chosen online travel agency websites from each hotel's listing based on their review score, which ranged from the lowest to the highest. Second, only English-written comments were coded for this research. Third, the researchers meticulously selected the reviews from Booking.com, Expedia, and TripAdvisor. According to the reviews gathered, several were neither positive nor negative. Therefore, the researchers decided to include the category of neutral. Using a five-factor framework, the researchers categorized the classified customer reviews into specific hotel areas to analyze hotel service quality. This framework consists of Tangibility, Reliability, Responsiveness, Assurance, and Empathy. Following the classification of positive and negative reviews through the SERVQUAL dimension, the researchers used descriptive statistics to characterize the data in frequency and percentage. By identifying the frequency and percentage, the researchers can determine which category and dimension will receive the most comments. Along with that, the researchers constructed a comparative table for analysis purposes.

To acquire information from the review sections of Booking.com, Expedia, and TripAdvisor, the researchers guaranteed that the reviewers' names and the firm names of luxury hotels in Manila remained anonymous and that no harm was done. Consequently, the Data Privacy Act of 2012 will not be violated by publishing the reviews of the selected online travel agencies. The researchers additionally utilized norming to determine whether evaluations were positive, negative, or neutral. The transformations required to convert raw data into valuable and interpretable information are referred to as norming. A Norm is a parameter that specifies the distribution of the target population's construct of interest (Escobar, 2020). Because some guests supplied neither good nor negative feedback, the researchers opted to include neutral as a review

classification. In addition, the researchers employed thematic analysis because they utilized secondary data. Thematic analysis is a qualitative data analysis technique that involves perusing a data set (such as transcripts from in-depth interviews or focus groups) and identifying patterns of meaning across the data to derive themes. In thematic analysis, the researcher's subjective experience is central to deriving meaning from the data. In psychology and other qualitative research methods, thematic analysis was widespread (Braun and Clarke, 2006). The themes and relationships of word usage, recurrence, and communication structures were analyzed by systematically coding and sorting massive quantities of textual data (Gbrich, 2007; Stemler, 2001; Mayring, 2000). In addition, descriptive statistics, specifically frequency count summation, were utilized to convey information about the data in terms of frequency and percentage, as it summarizes and organizes the characteristics of the data set (Bhandari, 2020) (*Table 1*). The frequency count summation is the calculation of a characteristic's occurrences. This calculation incorporates both absolute (number) and relative (percentage) totals (School of Hospitality, Food & Tourism Management, 2015). Besides that, descriptive evaluation was employed by the researchers as the researchers' evaluated reviews. Finally, the study was conducted at De La Salle University-Dasmariñas.

Table 1. Descriptive evaluative using secondary data.

Accredited luxury hotels in Manila	Online travel agency	Total number of reviews	Total number of reviews per hotel
Hotel A	Booking Web Portal	16	104
	Expedia	0	
	TripAdvisor	88	
Hotel B	Booking Web Portal	64	77
	Expedia	3	
	TripAdvisor	10	
Hotel C	Booking Web Portal	11	18
	Expedia	1	
	TripAdvisor	6	
Hotel D	Booking Web Portal	82	97
	Expedia	3	
	TripAdvisor	12	
Total		296	296

Results and Discussion

Table 2 shows the total number of hotel reviews based on the study's selected travel agencies. The findings revealed that eighty-eight (88) and sixteen (16) reviews were found on TripAdvisor and Booking Web Portal for Hotel A. Meanwhile, for Hotel B, ten (10) reviews were found on TripAdvisor, three (3) for Expedia, and sixty-four (64) for Booking Web Portal. Additionally, for Hotel C, eleven (11) reviews were found on Booking.com, six (6) on TripAdvisor, and only one (1) on Expedia. Lastly, Hotel D had 82 reviews on Booking Web Portal, 12 on TripAdvisor, and only three on Expedia. *Table 3* shows the distribution of reviews by the respondents from Hotel A. The findings revealed a total of one hundred four (104) reviews from each area/dimension that would determine the food & beverages, facilities, front desk, guest room, and recreational services offered by Hotel A. For instance, the findings also obtained positive and negative reviews from the hotel, wherein the customer stated that:

Table 2. Total number of reviews of hotels per online travel agency.

Hotel	TripAdvisor	Expedia	Booking Web Portal
A	88	0	16
B	10	3	64
C	6	1	11
D	12	3	82
Total	116	7	173

Table 3. Distribution of reviews by respondents from Hotel A.

Areas/dimensions	Food & Beverages	Facilities	Frontdesk	Guest room	Recreational services
Reliability	15	30	18	24	11
Assurance	18	25	22	20	26
Tangibility	26	18	18	30	12
Empathy	35	20	20	18	18
Responsiveness	20	11	26	12	67
Total	104	104	104	104	104

Key Informant #1: *“The executive suite was spacious for my husband and me. The view from our room was stunning. We were on the 16th floor, perfect for a sunset view. The bed and pillows were comfortable.”* That said, this may imply that the room had a generous size, offering enough room for comfort and movement during their stay.

Key Informant #2: *“The hotel ambiance was clean and well-looking, wherein it had a perfect location. The staff were very helpful, especially when we couldn't find our car key, they let us stay in the room when we waited for our car key spare to arrive.”* This indicates that the hotel maintained a high level of cleanliness and took care of the overall appearance, creating a pleasant environment for the guests. Aside from that, this showcases the staff's willingness to assist guests in resolving unexpected issues and their accommodating nature, which can enhance the overall guest experience.

Key Informant #3: *“The pastries were good (the ensaymada is still one of the best), but we won't recommend folks coming here to stay just for the lobby lounge experience.”* This suggests that while the pastries were enjoyable, the overall experience at the lobby lounge may not have met the reviewer's expectations or provided a standout experience worth recommending.

Key Informant #4: *“I know the staff is short, but they are amazing, they have worked so hard to maintain the high standard of the hotel. Very courteous and professional!”* This may imply that the reviewer appreciates the staff's hard work and dedication in maintaining the high standard of the hotel, considering their behavior contributes to a positive guest experience and reflects well on the hotel's commitment to customer service.

Key Informant #5: *“The food is served with grace and it is all delicious. It was a pleasant stay with very helpful staff and clean facilities.”* This may imply that the presentation and service of the food are executed with care and attention to detail. Additionally, the hotel maintains a high standard of cleanliness and hygiene, which contributes to a comfortable and enjoyable stay for guests.

For negative reviews, here is what the researchers had obtained in the online reviews that can be found on TripAdvisor and Booking Web Portal:

Key Informant #6: *“Lousy breakfast with staff acting like they are forced to serve. Staff at the pool area disappears most of the time. The coffee lounge at the lobby and security need to treat everyone with equal respect and dignity.”* This means that the quality, variety, or overall experience of the breakfast did not meet their expectations

since there may have been instances where some guests were not treated in a fair or respectful manner, leading to dissatisfaction.

Key Informant #7: *“I had breakfast for 2 mornings, same juices. Would be nice to add different drinks like buko juice or ice tea, with calamansi juice or show some Pinoy pride drink.”* This may imply that there is a lack of variety in the beverage options, potentially resulting in a repetitive experience for guests; thus, the reviewer had a desire for more diverse and refreshing beverage choices that reflect local flavors or show a sense of "Pinoy pride" (pride in Filipino culture).

Key Informant #8: *“The booking I paid for was already in total, but when I arrived, they said they made a mistake and wanted me to pay more. Their mistake is not supposed to be my problem, and they should honor the paid agreement. It would have been easy for them to follow through even when they charged much less because it's just a room. It was their mistake, but they made me feel they had the right to return their commitment even when you had paid in full.”* This indicates that the payment for the accommodation was settled, and the expectation was that no additional charges would be required upon arrival. Aside from that, this may also imply that the payment for the accommodation was settled, and the expectation was that no additional charges would be required upon arrival. Lastly, the hotel's actions left the reviewer feeling frustrated and mistreated, as the hotel attempted to backtrack on their previous agreement.

Key Informant #9: *“Staff are not very friendly or helpful. Only once did the doorman open the door for us in our 4-day stay. Only two staff members helped provide information or directions to places we needed to go.”* This implies that the interactions with the staff were not pleasant or accommodating, and they may have been unresponsive or indifferent to the needs of the guests since most of the staff encountered during their stay did not offer adequate assistance or guidance when it came to providing information about the hotel's surroundings or helping them navigate their way to desired locations.

Key Informant #10: *“The comfort room had a kind of strong smell of cigarette smoke. I had already requested a spray, but the smell was still there.”* This suggests that the odor of smoke was present, likely indicating that previous guests had smoked in the room or close to it. With that, the reviewer requested the hotel staff to provide an air freshener or deodorizer to help eliminate or mask the odor.

Table 4 shows the distribution of reviews by the respondents from the Hotel B that was gathered in TripAdvisor, Expedia, and Booking.com. Based on the findings, there were a total of seventy-seven (77) reviews from each area/dimension of the hotel. Furthermore, the findings also obtained positive and negative reviews from the hotel, wherein the customer stated that:

Table 4. *Distribution of reviews by respondents from Hotel B.*

Areas/dimensions	Food & Beverages	Facilities	Frontdesk	Guest room	Recreational services
Reliability	12	18	14	18	15
Assurance	15	14	13	19	16
Tangibility	16	17	13	12	19
Empathy	15	12	16	16	18
Responsiveness	19	16	21	9	12
Total	77	77	77	77	77

Key Informant #1: *“It was a great place. The staff was wonderful, professional, and friendly. The staff was very polite. The music at the lower level was very entertaining and of good quality and taste. Secondly, the breakfast selection is a delightful Great*

breakfast selection. Overall, the facilities are working, and it's nice and neat." This may imply that the staff's polite behavior indicates high customer service. Thus, this also implies various choices, pleasing the reviewer's preferences and contributing to a positive dining experience. Lastly, the facilities were clean and had a well-maintained environment, according to the reviewer.

Key Informant #2: *"The hotel's standout feature is its staff, all of whom were very friendly and accommodating Great place to stay in Makati since the rooms are spacious. It was also well located, within walking distance of Robinsons mall and a short ride from the National Museums, Intramuros, etc."* This positive review implies that positive interactions with the staff likely contributed to a pleasant and comfortable stay. Thus, Hotel B offers ample space for guests that could allow for a comfortable and relaxing stay. Lastly, this can enhance the overall experience in which guests feel more at ease during their stay.

Key Informant #3: *"Old but with gold service, We stayed for a couple of nights just to relax and experience walking within dolomite sand (we are from Cebu, by the way) there was good scenery, including from our room view."* This implies that despite the hotel's age or appearance, the staff's level of service was exceptional, meeting or exceeding their expectations. In line with that, this also indicates that the hotel offered an opportunity for relaxation and provided access to the dolomite sand, likely in a scenic location.

Key Informant #4: *"I must have used this hotel over five times this year, and the front desk check-in and check-out services have been very efficient. I mention Ms. MJ Decena, who has helped me on several occasions. Thank you for your unique way of caring for regular customers."* This statement implies that the hotel's front desk staff members are attentive, organized, and capable of handling the check-in and check-out processes smoothly, resulting in a seamless experience for the reviewer. Therefore, the hotel has been implementing specific strategies or practices to make their regular guests feel valued and well-taken care of.

Key Informant #5: *"The guys cleaning our room are good as they constantly replenish our used stuff (sorry, I forgot to get their names as I am swamped every time they are cleaning). Still, the guy wearing a coat never missed knocking on our door every afternoon, asking if our room was already clean or if we needed anything; I think his name was Zyrus. I never experienced that kind of service from my previous hotels. These are the Gold Within"* This means that the cleaning staff is proactive in maintaining the cleanliness and tidiness of the room, knowing that these staff ensure the necessary items are regularly restocked-providing convenience to the customer experience of the guests. In addition, the service provided by the cleaning staff has given the experience of the guests a remarkable one.

As per the negative reviews, below is the data that was obtained in the selected online travel agencies:

Key Informant #6: *"The only real issue is the housekeeping staff could be better. I had to call a couple of times to get the room made up on different days. Even after that, we had no new bath soap one day. Plus, I'm not too fond of the little bottles that are so non-eco-friendly."* The guest may have experienced some shortcomings or inconsistencies in the services provided by the housekeeping staff of Hotel B. Lastly, the guest expresses their dissatisfaction with the use of small bottles, which they perceive as non-eco-friendly.

Key Informant #7: *“I had a bad encounter with the receptionist in club-Oasis named Karin. While we were signing in and going to the pool area with my family, she asked me how many people would use the pool with her high tone of voice and grumpy face, like we were criminals!”* This suggests that Karin's (hotel staff) demeanor was unfriendly, unwelcoming, or disrespectful. The reviewer perceived these behaviors as inappropriate and unwarranted; thus, this indicates that Karin's tone and expression conveyed suspicion or hostility towards the reviewer and their family, creating an uncomfortable and unwarranted situation.

Key Informant #8: *“Dinner in the Market Cafe is costly; if the breakfast is not free with the stay, that too is very expensive.”* This suggests that the prices of the dishes or the overall dining experience are not perceived as providing good value for money. The reviewer may have expected more reasonable or affordable options for dinner; considering that the perceived expense may be in relation to the variety and quality of the breakfast offerings.

Key Informant #9: *“The only negative thing is the low ceiling car park and the absence of a ramp from the car park to the elevator and from the elevator to the front desk - for ease in rolling luggage.”* The guest points out that the absence of a ramp makes it challenging to maneuver luggage smoothly from the car park to the elevator and from the elevator to the front desk. This lack of accessibility can be seen as a drawback for guests who require assistance with their luggage or have mobility limitations.

Key Informant #10: *“I can't believe they didn't find my clothes in the closet. I just remembered that I had to take it since the concierge returned twice because we had many luggage items. Someone took it or didn't give it to me because they initially said it wasn't there and kept their word. It could have been more enjoyable for a 5-star hotel.”* The guest is surprised and unable to believe that the hotel staff did not find their clothes in the closet. Thus, the guest believes that the initial statement by the hotel staff claiming the clothes were not found was incorrect and that their word should have been kept. Lastly, the failure to locate the clothes and the perceived mishandling or lack of transparency in the process likely harmed the guest's overall satisfaction and perception of the hotel.

Table 5 shows the overall total of reviews that was gathered from the selected OTAs of the study. Based on the findings, there were a total of eighteen (18) reviews from Hotel C. There are positives and negatives that were gathered from TripAdvisor, Expedia, and Booking Web Portal. These are the evidence based on their statements below:

Table 5. *Distribution of reviews by respondents from Hotel C.*

Areas/dimensions	Food & Beverages	Facilities	Frontdesk	Guest room	Recreational services
Reliability	3	4	3	4	4
Assurance	4	3	3	4	4
Tangibility	3	4	3	4	4
Empathy	3	4	4	3	4
Responsiveness	5	2	4	3	4
Total	18	18	18	18	18

Key Informant #1: *“What I want to highlight is their top-notch & attentive in-person greeting and services, from the security and reception to housekeeping, swimming pool, and Pacific lounge. All workers were friendly, welcoming, and authentic.”* This suggests that the hotel staff went above and beyond to provide exceptional customer service,

meeting or exceeding the reviewer's expectations. Moreover, the workers in the mentioned departments exhibited friendly, welcoming, and authentic behavior. Their genuine hospitality and warmth contributed to a positive guest experience throughout the hotel.

Key Informant #2: *“Despite not having a lounge, the pre-dinner buffet offered excellent value for enjoying small bites like a happy hour. For someone like me visiting from the US, the breakfast at this hotel is more of a full meal feast with sushi, salad, rice, local Filipino dishes, 20 different types of pastry, an omelet station, a noodle bar, etc.”* This implies that the breakfast provided a generous selection of dishes and culinary delights, making it a significant meal of the day for the guest.

Key Informant #3: *“The transport to the rest of Manila is relatively easy also. I recommend using Grab rather than taxis. This time I used the hotel's airport transfer and can highly recommend that, especially when you arrive! Transport from NAIA is a bit of a problem otherwise. The staff is warm and accommodating.”* This implies that the hotel provides a reliable and efficient airport transfer service, which can be advantageous for guests, particularly when arriving at the airport. It offers a hassle-free and convenient transportation option.

Key Informant #4: *“You get great views from the top floor restaurant and many of the rooms. I highly appreciate the pleasing staff and that I could see they truly tried their best to make sure guests were comfortable.”* This indicates that the hotel staff made genuine efforts to go above and beyond in meeting guest needs and ensuring a comfortable stay, considering that these efforts likely included providing prompt and efficient service, addressing guest requests, and creating a hospitable environment.

Key Informant #5: *“Professionalism and friendliness of staff, down to the security guards. Was informed of the cell phone I forgot in the bathroom just w/in the hour after we left! Hence we were able to go back and retrieve it.”* This indicates that the staff consistently maintained a high level of professionalism in their interactions with guests and were friendly and approachable, creating a welcoming atmosphere; in comparison, the security guards were courteous, helpful, and attentive to guest needs, contributing to a safe and welcoming environment.

As per the negative reviews, below is the data that was obtained from the selected travel agencies:

Key Informant #6: *“The food included in the quarantine package was disappointing. I travel for work, and I've had quarantine stays in Philippine properties rated 3-star and 4-star, where their meal preparation was very generous, surpassing that of Hotel C.”* This means that the quality, variety, or overall dining experience did not meet their expectations, resulting in a less satisfactory dining experience during their quarantine stay. Thus, the guest highlighted that the meal preparation at those properties were very generous and exceeded their expectations, implying a higher quality or better selection of food options.

Key Informant #7: *“Given the relatively small range, I felt that the breakfast buffet was overpriced. Dishes ran out frequently. Much of the time, I had breakfast in the ground floor cafe (& more), which was much better value.”* This suggests that they feel the cost of the buffet does not align with the range or quality of the dishes offered, considering that the buffet lacks diversity or fails to consistently maintain a sufficient quantity of dishes, potentially leading to a less satisfactory experience for guests.

Key Informant #8: *“Online payment is a bit complicated; once you reserve at their website, you would still wait for an email from another service provider which would*

give you a code (which expires in 24 hours) to input at the third party's website to make your payment. I always get redirected to another website while attempting to make the payment, so I emailed their reservations team directly and paid via bank transfer.” This suggests that the payment process may have encountered technical issues or was not seamlessly integrated, leading to a less-than-ideal user experience.

Key Informant #9: “*The traffic flow and parking. Considering Hotel C is a long-standing institution, one would expect the property to have ample entry and exit points and smooth traffic flow. They should have expected the number of people (and cars) arriving as they had prior knowledge of the bookings and events at the place.*” This suggests there may have been congestion or delays in accessing or exiting the hotel premises due to the volume of vehicles or insufficient infrastructure to handle the traffic; for instance, the guest expected that the hotel had adequate entry and exit points. With that, the guest anticipated a smoother flow of vehicles entering and leaving the premises.

Key Informant #10: “*The shower was too low. You can only shower comfortably if you sit in the bathtub. There was also no bidet. The window curtains need replacement as they cannot be opened widely to see the view. The window glass needs cleaning. Dirty carpets with stains. No bathrobes after swimming.*” The guest highlights various issues such as the low shower height, the absence of a bidet, the need to replace window curtains, the cleanliness of the window glass and carpets, and the lack of bathrobes after swimming, which contributed to the overall dissatisfaction of the hotel guest.

Table 6 shows the distribution of reviews by respondents from the Hotel D. Thus, based on the findings, there were a total of 101 reviews that were accumulated from TripAdvisor, Expedia, and Booking.com. Below were the reviews from made by the previous guests of Hotel D:

Table 6. *Distribution of reviews by respondents from the Hotel D.*

Areas/dimensions	Food & Beverages	Facilities	Frontdesk	Guest room	Recreational services
Reliability	20	15	16	25	25
Assurance	18	17	20	20	26
Tangibility	19	21	20	20	21
Empathy	20	25	20	18	18
Responsiveness	24	23	25	15	14
Total	101	101	101	101	101

Key Informant #1: “*I spoke to Mr. Obediente and showed him the problem. We were moved to a much better room (409 on the new bldg) and very pleased. The Manila Hotel staff are wonderful people.*” This indicates that the hotel staff were responsive and proactive in resolving the problem. Additionally, this demonstrates the hotel recognized the issue and took appropriate action to ensure guest satisfaction by providing an upgraded accommodation. However, the guest exemplifies the hotel staff of the Hotel D as wonderful people.

Key Informant #2: “*The location is excellent since Ermita is a lovely area near Rizal Park. We felt like a part of the hotel's history! Thus, with some exceptions, the staff were generally polite, pleasant, professional, friendly, and helpful! We enjoyed our first visit. Thanks to MJ and Ermine at the Front Desk for a smooth check-in and out!*” This suggests that the hotel benefits from being situated in a charming area with convenient access to attractions and amenities, making it an ideal choice for guests who want to explore the surrounding area.

Key Informant #3: *“The staff was terrific. I wish to thank the nurses in the hotel who took care of my back pain during my stay from June 30 to July 3. The nurses, Shye and Myrine, performed a fantastic job and professionally handled my low back pain. The medications prescribed to me by Nurse Shye performed very well, and I never had any back pain after that.”* The guest illustrates that the hotel staff was terrific, indicating that they provided exceptional service and care during the reviewer's stay. Aside from that, the nurses of the Manila Hotel had prescribed medications, provided the desired relief, and successfully managed the guest's symptoms.

Key Informant #4: *“The rooms were not too expensive, and there were some good points. The view was spectacular over the city (although washing the windows would improve it) and there was a good bath, with bubbles which were nice after a long day.”* This indicates that the room offers panoramic views that the guest found impressive and visually appealing. However, they suggest that washing the windows would further improve the view.

Key Informant #5: *“Breakfast menu? Delicious. Hotel D has an elaborate lobby and eye-catching displays. Thus, the Facilities are easy to access and user-friendly. Room is unique, antique looks, wooden carvings were nicely decorated and historical property on-time meal service.”* This indicates that the hotel has put effort into creating an attractive and visually appealing entrance area, contributing to a welcoming and impressive first impression for guests, considering that the room design incorporates historical elements and traditional aesthetics, creating a distinct and visually pleasing ambiance for guests.

As per the negative reviews, below is the data that was obtained from the selected online travel agencies:

Key Informant #6: *“As a returning guest, I noticed a NO Dress Code when I ate at Cafe Ilang-Ilang during breakfast. I saw people coming in their pajamas, shower shoes, and slippers, and male guests coming in with a sleeveless shirt exposing their underarms. I related this issue to the head staff and informed them that Microtel (3 Star hotel close to MOA) has a dress code and wondered why Hotel D (5 Star) did not have any posted sign on their Cafe Ilang-Ilang entrance. They took notice and posted a DRESS CODE the following day. I hope that the hotel will maintain its high standard. Otherwise, guests will move to other better hotels in Manila.”* This indicates a deviation from the expected dress code standards for a hotel of The Hotel D's caliber since the guest expressed their concern regarding the mandatory dress code implemented by the hotel. Lastly, this concern is valid, considering that the hotel didn't regulate the guest's attire.

Key Informant #7: *“The room smelled of cigarette smoke. The housekeeper even confirmed this with us when we asked him. We were appalled, especially as the wedding was the day after, and my sister was asthmatic. Clearly, the smoke detector wasn't working!!!”* The guest notices a strong smell of cigarette smoke in the room. This indicates that the previous occupants or someone in the vicinity of the room may have been smoking, resulting in an unpleasant and undesirable odor. Thus, this review raises awareness about the effectiveness of the hotel's smoke detection and prevention systems.

Key Informant #8: *“The Bride's room had a bedroom and a living room space. THE AIRCON WAS NOT WORKING EFFICIENTLY AS WELL!!! We were sweating as we hand-fanned ourselves!!! I asked for an electric fan, but they don't have one. One of the lifts was broken, so we had to use the other lift. After the wedding, we came back to the*

hotel. The second lift was also broken from the 4th to 3rd floors. Our room was on the 3rd floor, meaning we had to go up to the 4th floor and walk back down via stairs to reach the 3rd floor. We had to do this with all of our stuff from the wedding. **IMAGINE THE STRUGGLE!!**" The reviewer expresses dissatisfaction with the air conditioning in the Bride's room, stating that it was not working efficiently. This suggests that the room did not provide the desired cooling and comfort, leading to discomfort and sweating. Hence, this also developed an inconvenience and required them to take an alternate route to reach their room, considering that there is a lack of functioning lifts inside the bride's room.

Key Informant #9: "I expected Hotel D to preserve the traditional Filipino style. But heck! the windows looked like there was 'anay'. It was creaking like in haunted house movies." The guest had expectations for Hotel D to preserve the traditional Filipino style. This suggests that they were looking forward to experiencing and appreciating the architectural and design elements that reflect Filipino culture and heritage.

Key Informant #10: "The Hotel D PUNISHED US for NOT booking DIRECTLY with them by refusing to let me book a taxi from the airport to the hotel! It felt like they avenged guests who DON'T make book rooms without seeing photos! (Me)The Executive Lounge was advertised as OPEN on BDC's app, but once I paid, the hotel sent me a message: "Sorry! Our Executive Lounge is CLOSED due to the Covid19 Pandemic." I called it the "Puñeta Suite!" "Switch and Bait?" Do you think your guests are that STUPID? BUYER BEWARE! The beautiful and smartly dressed Pinay at Front Desk could NOT recognize my CREDIT CARD! She goes: "Sorry. We DON'T accept Debit Cards!" This was even BEFORE she inserted it in the machine! She even asked me WHY I had to enter my four-digit PRIVATE PIN CODE! On our SECOND day, we went down for breakfast from our fourth-floor suite, and another Pinay asked us THREE times for our room number. "468? Are you SURE, Ma'am 468? Sir? 468 ?" Really?!" The reviewer feels that they were punished by the hotel for not booking directly with them, as they were refused the option to book a taxi from the airport to the hotel. This implies that the hotel may have withheld certain services or privileges as a result of the booking method chosen by the reviewer.

Based on the findings shown in Table 7, Hotel B received the highest number of "very poor" reviews, considering that there is a total of eighteen (18), respectively. Meanwhile, Hotel B also has the highest number of "poor" reviews that can be found on TripAdvisor, Expedia, and Booking.com since there are a total of ten (10) poor reviews. In addition, Hotel A has the highest number of "neutral" reviews, as there are thirteen (13) reviews. Accordingly, Hotel D received the highest "good" reviews, with a total of twenty-five (25) reviews that were gathered in the selected OTAs. Lastly, Hotel A has the highest score in terms of "very good" reviews on TripAdvisor, Expedia, and Booking.com, with an overall score of fifty-eight (58), respectively. Table 8 shows the summary of total reviews of luxury hotels per area/dimensions. The findings revealed that the responsiveness dimension received the highest number of reviews, considering that there is a total of three hundred and thirty-two (332), respectively. Meanwhile, the recreational services area also has the highest number of reviews that can be found on TripAdvisor, Expedia, and Booking Web Portal since there are a total of three hundred and thirty-eight (338) reviews.

Table 7. Distribution of reviews by respondents from the selected hotels.

Hotel	Very poor	Poor	Neutral	Good	Very Good	Percentage
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	(1-2)	(3-4)	(5-6)	(7-8)	(9-10)	(%)
A	7	9	13	20	58	40
B	18	10	10	16	20	20
C	1	2	2	4	9	10
D	7	8	10	25	47	30
Total	33	29	35	65	134	100

Table 8. Summary of total reviews of luxury hotel per areas/dimensions.

Areas/dimensions	Food&Beverage	Facilities	Front desk	Guest room	Recreational services	Total
Reliability	50	67	51	71	55	294
Assurance	55	59	58	63	72	307
Tangibility	64	60	54	66	56	300
Empathy	73	61	60	55	58	307
Responsiveness	68	52	76	39	97	332
Total	310	299	299	294	338	1540

The study's findings revealed that the responsiveness dimension in the recreational services area garnered the most customer reviews than any other service area of the hotels acquired from the study's selected OTAs. Some customer reviews of recreational services praised the staff's responsiveness and kindness, while others disliked their client communication. These customer reviews are about response. Improve customer responsiveness by delivering fast services, displaying a greater readiness to assist clients, and providing accurate information about recreational amenities. As a result, the findings of this study may show that only Hotel A and Hotel D outnumbered the other two (2) hotels in terms of total number of reviews. Furthermore, because these luxury hotels continuously provide outstanding experiences to their guests, this may signal that they have already built a top-quality establishment. Finally, these hotels are always improving their services in order to meet and exceed their clients' expectations. Furthermore, the study found that Hotel A had its highest score in terms of overall positive reviews obtained from the study's selected OTAs. Second, Hotel D got the highest overall rating based on the number of reviews. Hotel B, on the other hand, earned the most unfavorable feedback. For example, Hotel D received the most positive feedback for being one of the most elegant hotels in Metro Manila. Hotel C, on the other hand, received the lowest total review score, which may indicate that only a few guests have experienced their whole accommodation.

Conclusion

In conclusion, after analyzing customer reviews from TripAdvisor, Expedia, and Booking.com, it is clear that customer satisfaction is vital for the success of luxury hotels in Manila. The reviews provide valuable insights into different aspects of the hotels, including reliability, assurance, tangibility, empathy, and responsiveness. Thus, among the selected luxury hotels, Hotel A and Hotel D obtained a larger percentage of favorable evaluations, indicating higher customer satisfaction. These hotels have received accolades for their responsive and pleasant personnel, well-maintained facilities, and overall delightful experiences. Positive interactions with hotel staff, as well as pleasant and large accommodations and amazing amenities, have all contributed to the positive feedback. On the other hand, Hotel B has garnered more negative reviews, which highlight areas in need of improvement. Dissatisfied guests complained about low service quality, cleanliness issues, and insufficient amenities. The hotel must address these complaints and implement actions to improve service standards,

cleanliness, and overall guest satisfaction. As a result, Hotel C received fewer evaluations, but the majority of them were favorable, indicating adequate customer satisfaction. This indicates that the hotel met guest expectations and delivered a great stay experience. To prioritize customer satisfaction, these luxury hotels in Manila should consistently deliver high-quality service, maintain cleanliness and maintenance standards, and pay attention to guest feedback. Implementing staff training programs, regularly monitoring online reviews, and promptly addressing customer concerns can contribute to overall customer satisfaction. By improving service quality, maintaining facilities, and engaging with guests, luxury hotels in Manila can establish a positive reputation, attract more customers, and build long-term loyalty.

From the conclusion, the following are strategic and tactical considerations for the selected luxury hotels, and future researchers can pursue further investigation: (1) Department of Tourism-The DOT could develop guidelines and requirements to improve hotel service response. These could include mandatory staff training programs to enhance efficiency, customer service techniques, and minimum wait times for food services and check-in/check-out; (2) Tourism Industry-The industry should recognize the significance of on-time service as a crucial element of consumer satisfaction. Consequently, the hospitality industry should host conferences, reports, and seminars highlighting best practices and ideas for enhancing the products and services of hotels; (3) Hotel Administration-The administrations of the four (4) hotels (A, B, C, and D) in question and other hotels should regularly invest in employee training and development to enhance customer service responsiveness. In addition, since the front desk and food and beverage services had the most significant impact on consumer reviews, hotels must pay particular attention to them; (4) Hotel Personnel and Staff-The hotel's personnel and staff should be more adept at swiftly and effectively addressing guests' inquiries and concerns, particularly at the front desk. These employees and personnel should utilize additional technology tools, such as management software, to handle these operations more effectively; and (5) Hotel Guests-Hotel guests are encouraged to continue submitting feedback, typically through social media platforms or OTAs, as it acquires the hotel to identify enhancement areas and maintain industry standards within the hotel industry.

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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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