

AN ETNOGRAPHY EXAMINATION OF TRIPADVISOR REVIEWS: A CASE STUDY OF THE ST REGIS HOTEL KUALA LUMPUR

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ABSTRACT

There has been a growing reliance on consumer-generated content as a source of knowledge for hospitality product decision-making. People post their views, ratings, and reviews of products and services on such platforms, and companies and research organizations are interested in analyzing and extracting all of the comments. Hotels must take advantage of online customer review information to better understand their customers and enhance hotel efficiency. However, analyzing guest reviews is challenging as it contains abundant data. Using The St Regis Kuala Lumpur as a case study, the objective of the paper is to 1) profile the online hotel reviews using netnography approach, (2) identify the hotel attributes that guests comment on based on the hotel online reviews and (3) examine the guest satisfaction attitude based on the online hotel reviews. A total of 388 reviews ranging from TripAdvisor were collected. The finding revealed that most hotel guests who left comments were international tourists, couples and left an excellent rating for the hotel. The result shows nine attributes are frequently mentioned; amenities, location, price, service, cleanliness, food and beverages, hotel and room environment. The results also show that guests left positive and negative reviews in a few common categories: hotel cleanliness, hotel environment, and amenities. Among all the attributes, satisfied guests tend to leave positive comments in hotel cleanliness, hotel and room setting, while dissatisfied guests emphasise amenities. The findings from this study make several theoretical and managerial implications regarding identifying hotel attributes that generate guest satisfaction and understanding of satisfied and dissatisfied guests using comments left by guest. The paper concludes with limitations and suggests future research.

Keywords: Online Hotel Reviews, Hotel Attributes, Customer Satisfaction, Dissatisfaction, Netnography.

1.0 INTRODUCTION

These days, the highly competitive environment in which businesses operate requires hotels to stand out among their competitors. One of the challenges in running a hotel business is to stay competitive in the fragmented and complex lodging industry. In addition, increasing commoditization of hotel products makes it more challenging for hotels to compete in the market. Taking this into account, it is critical to recognize what makes guest stays loyal to the hotel, what makes them willing to make a positive recommendation to their friends and family, what image or brand needs to be portrayed by the hotel and what features that will create or add value to the customers. To materialize these, hotels need to employ different tools or methods to assess and address customer satisfaction and behavioural intention as guest satisfaction is the determinant of and the secret to success in the hotel industry. Traditional methods include placing comment cards in the guest rooms, employing service recovery

techniques to address in-house service failures, distributing post- departure guest satisfaction surveys, and introducing follow-up measures for those problems that could not be resolved in-house. Even though hotels dedicate efforts to assess and recover (if necessary) customer satisfaction (Berezina et al., 2016). With the technology advancement, travellers nowadays opt to share their travel experience in a non-traditional way, via online mode, consisting of positive and negative comments (Ekiz, Khoo-Lattimore, Memarzadeh, 2012). One of the methods is through online travel agencies (OTAs), such as TripAdvisor, Expedia, and Ctrip. These online travel agencies do not own any hotel but host websites that attract customers with extensive collections of hotel information, price comparisons, discounts, and review comments (Chang, Hsu & Lan, 2019; Masiero, Viglia & Nieto-Garcia, 2020). This transformation has also impacted the operational strategies of business firms due to benefits such as cost friendly, 24-7 availability, boundary less geographies, and almost nil entrance and departure barriers, to name a few (Aggarwal & Aakash, 2018; Rizal et al., 2018). At the same time, it brings benefit to the customer as it transformed the way travellers retrieve tourism information, managing their trips, and booking flights or hotels (Dong, Li & Zhang, 2014). This platform enables guests to post their reviews which is not just for the benefits of hotel managers, but also to other consumers who may base their purchasing decisions on the information provided online (Dickinger & Mazanec, 2008).

Although considerable amount of research has emphasis on the importance of customer satisfaction for both customers and hotels, research on hotel customer satisfaction mainly focus on the attributes of service quality based on the perceptions from hotel customers, and little research has attempted to examine the attributes of hotel customer satisfaction from the perspective of online hotel review -- the real feedback of hotel customers (Dong et al., 2014). Thus, using The St Regis Hotel Kuala Lumpur, a luxury 5-star hotel as a case study, this study attempts to (1) profile the hotel online reviews using netnographic approach, (2) examine the guest satisfaction attitude based on the hotel online reviews and (3) identify the hotel attributes that guest comment based on the online hotel reviews. This paper is organized as follow. The first (this) section outlines the research motivations, followed by the second section, which discusses the literature related to the topic of this study. The third section discusses the research method and proceeds with the fourth section on the research findings. The final section concludes by addressing the contributions of this study together with research limitations and future research directions.

2.0 LITERATURE REVIEW

2.1 Hotel guest satisfaction and behavioral intention

The concept of guest satisfaction was conceptualized years ago when it conceptualized as a measure of the discrepancy between customers' expectations before purchasing a service/product and their evaluation of this service/product after consumption (Oliver, 1980). It can also be defined as pleasurable fulfilment that consumers feel when purchases and consumptions perform better than their expectations (Oliver, 1999). Previous studies usually focused on customer satisfaction in the post-purchase period (Westbrook & Oliver, 1991). Using the disconfirmation paradigm of consumer satisfaction and dissatisfaction, Engel et al. (1990) define it as an interaction between the consumer's pre-purchase expectation and post-purchase evaluation. Fornell (1992) extended his work and added that a satisfied customer would lead to positive word-of-mouth publicity and subsequent purchases. In other words, satisfaction reinforces positive attitudes toward the brand and leads to a greater likelihood that the same brand will be purchased again. Likewise, dissatisfaction may lead to negative brand attitudes and weaken the possibility of repurchasing the same brand. Thus, following this rationale, customer satisfaction in this study was only measured based on guests'

evaluation of hotel performance, where guest hotel satisfaction represents their evaluation of hotel service compared with their expectations after experiencing hotel services.

Evaluating customer satisfaction is an integral part of a process that attempts to improve a product's quality, eventually improving a company's competitive advantage (Garvin, 1991). In the hotel industry, one of the factors that determine guest satisfaction and potential behavioral intention is by measuring service quality (Bharwani & Jauhari, 2013; Gummesson, 2014; Ladhari, 2012; Yee, Yeung, & Cheng, 2010) which consists of both tangible and intangible (Ekinci, Dawes, & Massey, 2008; Torres & Kline, 2013). A study by Ramanathan and Ramanathan (2011) defines that the intangible elements are service-related, such as assurance, customer service and empathy. In contrast, tangible elements are related to the hotel's physical, such as appearance of hotel personnel and the cleanliness of the room. In addition, identifying the essential attributes that make customers' needs and expectations are achieved is crucial in customer satisfaction (Yang, Jou, & Cheng, 2011). The hotel needs to emphasise these elements to enhance customer satisfaction and ensure loyalty and failure to deliver. These may impact the perception of service quality, satisfaction, and future behavioral intentions (Berezina, Cobanoglu, Miller & Kwansa, 2012; Han & Back, 2007). To assess the service quality they received during their stay, guests used a different method of assessments (Pizam & Ellis, 1999; Wilkins, Merrilees, & Herington, 2007). One of them is by reviewing the service received in online travel review.

2.2 Previous studies on online hotel reviews in hotel

The advancement of technology such as internet applications has transformed how travellers retrieve information, manage trips, and book hotels in the hospitality and tourism field. The various benefits technology provides to the hospitality industry enable enhancing their competitiveness and improving their organizational performance (Inversini & Masiero, 2014; Melián-González & Bulchand-Gidumal, 2016) making the adoption unavoidable and increasingly important (Sigala, 2018). One of the progressions is user-generated content (USG). Various hotels and third-party websites allow guests to express their stay experience in the form of textual content and ratings described as user-generated content (Sharma & Agarwal, 2021). Travellers benefitted from a large amount of information in user-generated contents (USG) which is accessible via the web. All these messages will be spread to others via various online media, such as email, chat rooms, personal Web pages, bulletin boards, newsgroups, discussion forums, blogs, social networks, and virtual communities (Li & Liu, 2014; Litvin, Goldsmith & Pan, 2008). The USG is also known as eWOM, which refers to "any positive or negative statement made by potential, actual or former consumers about a product or company, which is made available to a multitude of people and institutions via the Internet" (Hennig-Thurau et al. 2004).

The growing dependency on the internet as a source of information has successfully developed various online opinion-facilitated websites that motivate travellers to share their experience, such as Tripadvisor.com and Booking.com. and Expedia. These websites usually used numerical rating (overall rating or rating components) and text comments with or without numerical ratings (Bronner & De Hoog, 2011). As a result of their popularity, these types of websites have gradually evolved into a popular intermediary in the travel industry, or even a more trustworthy third party for individuals, when compared to traditional travel agents.

Many interesting results indicating the helpfulness of online review have been reported (Lui et al. 2018; Phillips et al. 2017; Zhang et al. 2018). Recent studies focused on examined the determinants of review helpfulness, finding that reviewer characteristics (e.g. reviewer expertise and profile image) and review characteristics (e.g. review content and rating) are associated with review helpfulness (Liu & Hu, 2021). Previously, Dong, Li and Zhang (2014)

studied guest satisfaction in Chinese hotels about few attributes such as hotel, location, service, room value, food and facility. Dataset from 100 hotels in Sanya was retrieved from TripAdvisor using daodoa software. A total of 24, 051 reviews were collected, averaging 240 reviews per hotel. A study by Berezina et al. (2016) used the text-mining technique to analyze online reviews to measure guest satisfaction. Factors such as restaurant, club, room, furnishing, membership, and sports were found to satisfy and dissatisfy the hotel customer. All datasets were collected via TripAdvisor.com.

With the popularity of sharing experiences through online platforms, online reviews represent a legitimate source for hotel managers to understand customers' evaluations of hotel service and products (Lup & Tang, 2019; Xiang, Schwartz, Gerdes & Uysal, 2015). Comparisons of hotel attributes and guest experiences are mainly done among different hotel guest segments (Guo, Barners & Jia, 2017) and hotel types (Baek, Choe & Ok, 2020). Thus, the current study contributes to existing literature by taking St Regis Kuala Lumpur as a single case study and online reviews were analyzed to determine guest satisfaction attitude and the identifying hotel attributes that most commented by the guest.

3.0 RESEARCH METHODOLOGY

This case study seeks to systematically classify the patterns in hotel online reviews concerning the characteristics that make hotel guests either satisfied or dissatisfied on the hotel attributes. Using secondary data, the methodological approach taken in this study is netnography qualitative method using a single case study. Netnography is acknowledged as a useful research tool for collecting and analyzing online customer information (Bickart & Schindler, 2001; Catterall & Maclaran, 2002; Tavakoli & Wijesinghe, 2019). Originally developed as a response to customers' increasing internet use (Kozinets, 1997), netnography is based on an ethnographic research approach to studying and understanding consumption-related aspects of customers' lives online (Kozinets, 2006). In today's environment of digitalization, netnography is more relevant than ever before (Tikkanen et al., 2009; Rokka, 2010; Heinonen and Medberg, 2018). Netnography offers several benefits over other research methods. First, netnographic data are often described as rich and naturalistic, with the ability to accurately depict the lived realities of customers (Kozinets, 2002; Sandlin, 2007; Rokka, 2010). In contrast to ethnography, netnography can be conducted unobtrusively, offering researchers a view of customers' everyday lives (Giesle & Pohlmann, 2003). This method is used in hospitality and tourism research such as to study on travel blogs, websites (Hsieh, 2012; Lin, 2009; Turner, 2011) and reviews as well as complaints (Au, Law, & Buhalis, 2010; Marchiori, Eynard, Inversini, Cantoni, & Cerretti, 2011). Consumer reviews from TripAdvisor.com on the selected hotel are carefully examined.

3.1 Study Setting

The research area for this study is Kuala Lumpur, and the focus is only given to a single luxury hotel, St Regis. This hotel was chosen as a case study because of a few reasons. The St Regis is part of Marriott International, one of the world's largest hotel chains and known as the world's lodging leader. This hotel is operated and managed based on the standards of an International Hotel Chain and prides itself as it has won a few recognitions, namely, the Best Hotel Services in the Malaysia Tourism Awards in 2018. It also emerged as TripAdvisor's 2018 Traveller's Choice Winner. Thus, based on those arguments, it justified selecting a single case study as a research respondent. Once the trustworthy OTA website has been chosen, the next step is to collect available online reviews left by the past guest for St Regis Hotel from TripAdvisor.com. TripAdvisor is one of the largest repositories, which contain more than 100 million travel-related reviews from travellers worldwide.

3.2 Study Approach

This study used the approach from a content analysis study on guest reviews proposed by Lei and Law (2015). Traveller reviews are defined as unstructured but complete text distributed into a series of complete sentences called comments by individual online reviewers. Personal comments are evident irrespective of the lengths of the paragraphs, and a full stop is deemed as a point that marked the end of a sentence' (Full Stop, 2007). Comments were categorized into positive, negative, and neutral. Every comment can be assigned to one or more categories with specific attributes. According to Law and Cheung (2010), neutral is associated with the situation where consumers may not have a strong feeling towards a particular item being evaluated which was adopted for this study. Using a taxonomy of consumer comments by Lei and Law (2015), a "+1+" is numerically assigned to a specific attribute of a category (e.g. positive, negative or neutral) whatever the textual meaning of the sentence fits the type and the attributed as shown in Figure 1.

Attributes	Definitions	Rationale
Facilities	Any extra product or service found in the hotel which is non-perishable.	Vallen & Vallen (2005)
Amenities	Non-reusable supplies or items that guests are expected to use up or take away with them at the end of their stay.	Casado (2000)
Location	A physical site where the property is situated	Yang, Moa & Tang (2017)
Price	Guest's willingness to pay	Monty & Skidmore (2003)
Service	Generic determinants of service quality include reliability, responsiveness, courtesy, and tangibles.	Berry, Zeithaml & Parasuraman (1985)
Cleanliness	Pertain to standards of guestroom or hotel hygiene	Zemke, Neal, Shoemaker & Kirsch (2015).
Food and Beverages	Concerned with the provision of food and various beverages within a business.	Cousins, Foskett, Graham & Hollier (2019)
Hotel environment	The surrounding of the hotel provides sensory stimulation and entertaining.	Knutson, Beck, Kim & Cha (2009)
Room environment	The quality and physical environments of the room, such as room size and set-up.	Zhang, Ye & Law (2011)

Table 1: Guidelines for Categorizing Guest Reviews for Evaluation

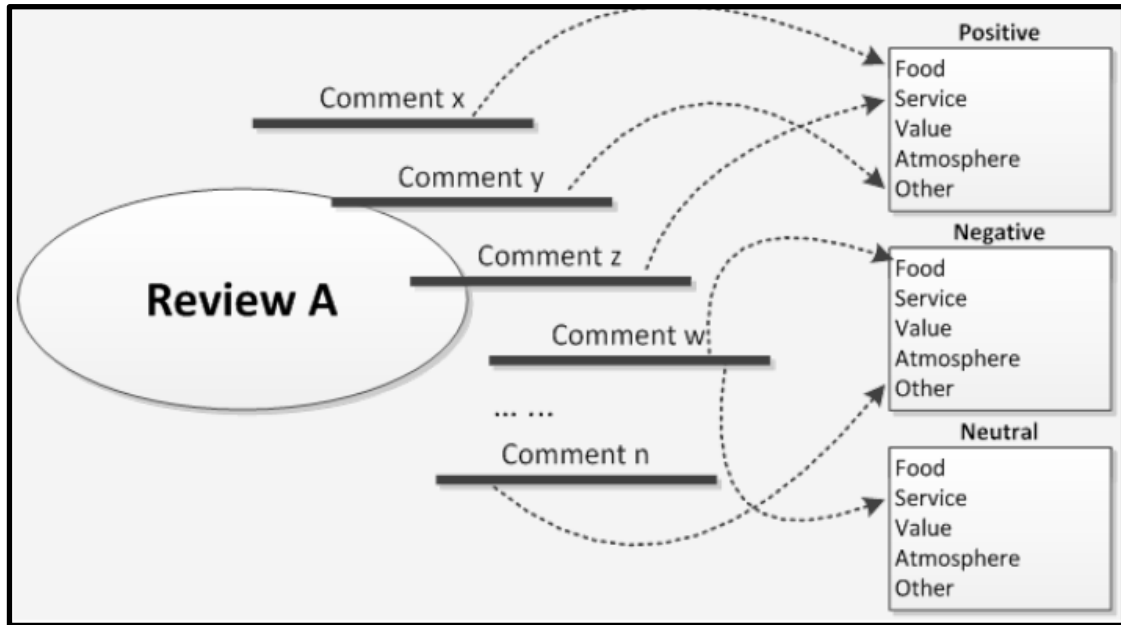


Figure 1: Taxonomy of Consumer Comments

All reviews, both text and photo, are carefully examined. Given the enormous amount of data, a cut-off date was assigned. Data were monitored and collected from April 2020. 388 reviews managed to be collected and initially recorded in Microsoft Excel manually. Multiple languages were used in the reviews, such as English, Chinese, Japanese and Malay. However, all the non-English reviews were excluded to avoid misinterpretation. After sorting and ensuring all the data had been presented accurately, the data were converted to qualitative analysis software NVIVO 11 to complete the data analysis. An example of a screenshot of TripAdvisor.com can be seen in Figure 2.

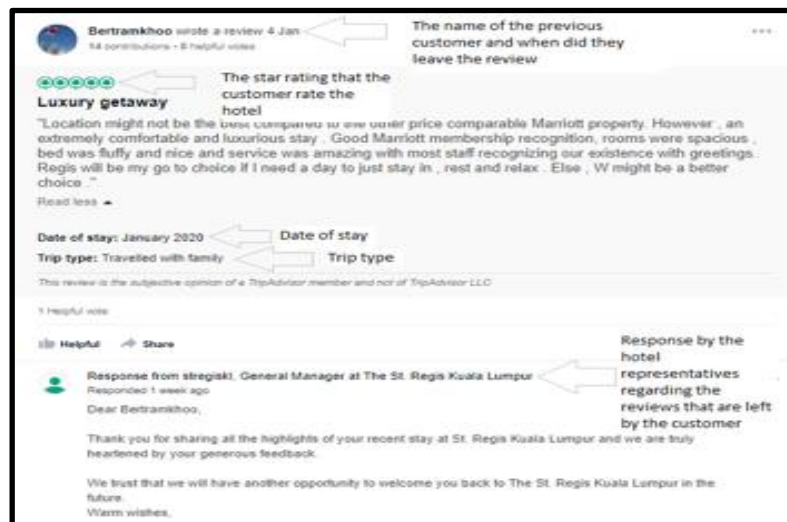


Figure 2: Example of guest review of St Regis Kuala Lumpur in TripAdvisor.com

3.3 Data Analysis

The reviews that were included in the study were carefully examined before each code was assigned. The codes were later combined, so broader groups were formed. Using Creswell (2014) approach on content analysis, Figure 3 shows procedures taken to create the initial

codes from the data collected. The first step is to prepare and organize all data collected from TripAdvisor. The next step is to read through the data before all are classified into subcategories. Categories or hotel attributes were identified, and each data was coded. The final step was to develop a theme for each particular description. Figure 2 is the screenshot of the efforts undertaken to analyze the data.

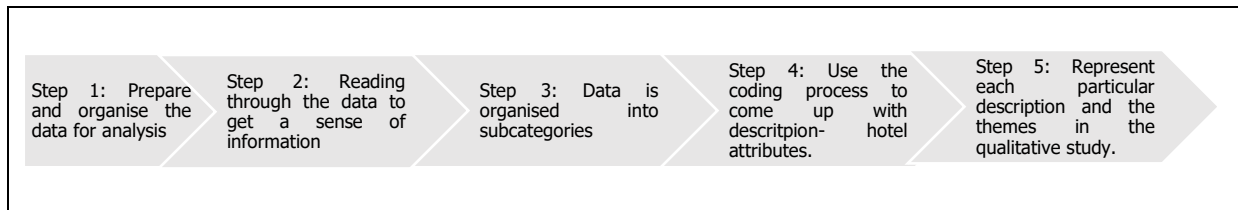


Figure 3: Steps in Data Analysis

4.0 FINDINGS AND DISCUSSIONS

4.1 Analyzing Reviewers’ Characteristics

388 reviews were analyzed following Figure 1 and the guidelines in Table 1. A total of 100 studies have been extracted for the year 2019 itself, 123 samples have been removed for the year 2018, and 165 reviews have been gathered for the year 2017. The researchers have decided not to use reviews from 2016 as the hotel just started operating in May 2016. The shortened version of the summary is listed in Table 2.

Traveler Rating	Traveler Type	Time of the Year	Traveler Nationality
Excellent (n=190)	Couples (n= 158)	Jun-Aug (n=102)	Local (n = 168)
Very good (n=164)	Friends (n= 99)	Sept- Nov (n= 121)	International (n= 220)
Average (n=32)	Solo (n= 61)	March-May (n=52)	
Poor (n=1)	Families (n=43)	Dec-Feb (n=113)	
Terrible (n=1)	Business (n =27)		

Table 2: Result of guest profile in TripAdvisor. Com

Based on Table 2, the figures indicate four different aspects of reviewers to St Regis Hotel Kuala Lumpur: traveller rating, traveller type, time of the year and travel nationality. The traveller rating was based on a five-point scale (Excellent, very good, average, poor and terrible) based on their experience while staying in the hotel. It was evident that most of the travellers' ratings were excellent, with 190 and only one rating for terrible. These indirectly portrayed guests were having great time staying in St Regis Kuala Lumpur. Next, all the traveller types were also indicated, including families, couples, solo, business, and friends. Couples had a high number with 158 reviews while friends followed closely with friends, 99 reviews. This shows that this hotel was a favourable choice by families and couples, which may be due to the hotel's location, located in the middle of the city centre, just a mere 10 mins walk to famous attractions such as the national museum and national planetarium.

Besides, St Regis offered complimentary entrance tickets for 2 adults and 2 children to the Kuala Lumpur Bird Park, which is just 500 min from the hotel. These might be the reasons that attracted more families and couples to stay in the hotel. Another critical piece of information a hotel can use is the chronological aspects of the times the guest stayed. The

distinct months in a year include Jun to August (102 reviews), September to November (121 reviews), March to May (52 reviews) and December to February (113 reviews). Understanding the occupancy for the hotel, is necessary to create more solid revenue. The last section indicated that the traveller nationality and international traveller dominates with 220 reviews compared to local guest 168 reviews.

4.1 Review on Customer Satisfaction Attributes

Based on the literature review and careful coding, the 388-word groups are categorized into nine attributes with details indexing or sub-attributes, as shown in Table 3. Among a total of nine attributes, service provided by the hotel, room environments, and amenities received the highest percentage of comments with 35.8%, 16% and 11.9%, which reflect that guests place the importance on service they received during their stay, the comfort of their rooms together with the amenities provided by the hotel. This is in line with a study by Dong et al. (2014), which stated that these three attributes reflect the willingness of guests to stay in the hotel as these attributes received the highest comments. Besides, food and beverage and location are also the two frequently mentioned attributes that take the percentage of 8.8% and 5.9%. This finding agrees with prior research by Dong et al. (2014) and Li et al. (2013), where both studies show that these two attributes generate how satisfied the guest was with the hotel. Besides, Kucukusta (2017) study stated that guests staying at hotels with higher rates are more sensitive to location.

Next, it is known that price or value is very influential in determining guest satisfaction (Alzoubi, Alshurideh, Kurdi & Inairat, 2020; El-Adly, 2019). Surprisingly, the cost received slightest comment from the guest. Only 1.3% of the total words have the connection with the elements of the price, which is in line with the study by Xu and Li's (2016), where usually price or value will only be considered necessary if guests choose to stay in limited-service hotels and for luxury hotel, guest tend to only compare value for money and have a better price than the competitors. Another possible explanation is that guests who stayed in St Regis Kuala Lumpur prioritized the quality of service received and more minor on the value considering the status and popularity of this hotel as a high-end luxury hotel. Other attributes mentioned include general facilities availability with 4.6% and cleanliness 5.4%, which is in line with a study by Dong et al. (2014). Although hotel cleanliness is regarded as an important factor in ensuring guest satisfaction, a study conducted by Tsang and Qu (2000) discovered that managers overestimated guest expectations by considering this an important attribute, which is likewise and proven in this study. The next section of the findings reveals the analysis of hotel attributes that guests are satisfied and dissatisfied with.

Attributes	Sub-attributes	Total Reviews	Percentage
Facilities	Non-smoking room, elevator, safe deposit box, VIP check-in and check-out, Air conditioning, Spa and wellness centre, Wi-Fi, sauna, swimming pool, luggage store, wheelchair access, jacuzzi, on-site car park, jacuzzi, sun lounges, television, ironing facilities, hair dryer, shower, DVD player and dressing area.	18	4.6
Amenities	Free toiletries, coffee and tea facilities, welcome drinks	46	11.9

Location	Close to city centre, close to attractions, near to shopping area, transportation easily accessible	23	5.9
Price	Perceived value, price value	5	1.3
Service	Friendly and helpful staff, professionalism of staff, timely, speed, efficient, polite	139	35.8
Cleanliness	Clean room, disinfection, rooms smell nice	21	5.4
Food and Beverages	Restaurant, continental breakfast, bar area, poolside snack bar, café, lounge	34	8.8
Hotel environment	Decorations, building design, materials, ambience, fresh air	40	10.3
Room environment	Ambience, fresh air, comfortable, room size and layout, bedding	62	16.0

Table 3: High Frequency Review Words Coding Profile for Hotel Attributes

4.1 Analysis of Positive and Negative Experience Dimensions

As the definition in our study, guest satisfaction could be viewed as a consumer's overall emotional response to the entire intangible service. In online reviews, customers' overall emotional responses can be expressed through overall ratings (Banarjee & Chua, 2016; Schuckert, Liu & Law, 2015). The positive and negative comments exemplify the guest's perceived experiences and satisfaction through interaction with the mentioned attributes. The attributes most frequently mentioned in customer reviews indicated the greater attention paid by customers to these factors. More positive reviews in relation to a particular attribute indicated that guests were more satisfied with the attributes as per mentioned by Li et al. (2012). of reviews. Using the taxonomic review process in Figure 1 and the guidelines in Table 1, all the guest reviews were carefully analyzed. The results of a comparison between satisfied and dissatisfied guest are presented in Table 4.

Hotel Attributes	Satisfied	Percentage	Dissatisfied	Percentage
Amenities	38	9.8	13	15.3
Location	15	3.9	3	3.5
Price	12	3.1	6	7.1
Service	1	0.3	4	4.7
Cleanliness	128	33.2	31	36.5
Food and Beverages	22	5.7	0	0.0
Hotel Environment	73	18.9	24	28.2
Room Environment	41	10.6	2	2.4

Table 4: Online Reviews on Satisfaction—Dissatisfaction Guest for St Regis Hotel, Kuala Lumpur

Based on guest's reviews, Figure 2 and Table 4 showed that the hotel had a high number of guests who expressed their positive attitudes and experience compared to negative experiences. The result revealed that in general, there are a total of 386 positive reviews or 81.95 % and 85 negative reviews or 18.05%. Here, the percentage of positive reviews means the ratio of positive reviews referring to a specific factor according to the review content

differs from the overall rating of a given review. For instance, 38 reviews in column 1 refer to the attributes of “facilities”; thus, it is ranking in all attributes representing the importance views by guests, which is identical to the negative reviews. To observe the results clearly, we depicted these attributes in a graph based on their positive and negative reviews for easier comparison.

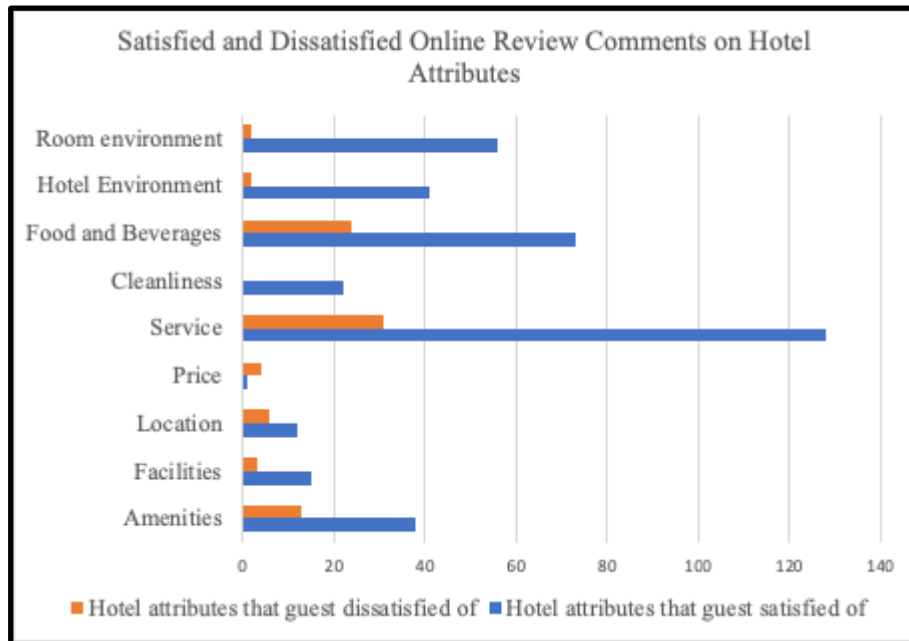


Figure 4: Comparison Between Satisfied and Dissatisfied Guests

Finally, the main findings from Table 4 and Figure 4 are summarized below. First, the attributes of cleanliness and hotel environment are identified as excellent ones that guests consider essential and for which the performance is must satisfactory to them. Thus, the hotel must retain these two attributes to maintain a high level of satisfaction, especially during the current pandemic. Various studies highlighted that hotels need to concentrate on improving perceptions of safety and reducing customers’ anxiety levels by implementing risk-reduction strategies and maintaining the cleanliness of the hotel (Shin& Kang, 2020; Awan, Shamim & Ahn, 2020). Although guests commented the highest favourable reviews in hotel cleanliness, the exact hotel attributes received the highest negative comment from guests. One possible explanation for this is perhaps, as stated by Almanza, Kirsch, Kline, Sirsat et al. (2015), assessment of cleanliness is typically based on observation; thus, different guests may evaluate it differently, and visual observations have been shown not accurately to predict cleanliness as assessed by microbiological contamination.

Second, the room environment and amenities are considered important to the guest while staying at St Regis. As the previous study has noted (McCleary, Weaver & Lan, 1994; Ramanathan, 2012), attributes such as basic amenities and physical-product management, such as room quality, are essential attributes that guest expect. The third highest dissatisfied review by guest in the analysis are hotel environment and price. Thus, the hotel should focus on these factors and make immediate improvements, although the hotel cannot change the room's setting. However, they can improve in creating an exciting ambience place additional decoration and come up with attractive promotions for the guest to enhance customer satisfaction.

Third, guests staying in St Regis consider location and food and beverage establishments essential. Surprisingly, no negative comments were received from food and beverage attributes thus it can be assumed St Regis place high emphasis in this attribute and should maintain. One of the highlights for food and beverage in St Regis was a Michelin star dining experience with Chef Alfredo Russo in year 2018 and exciting dining theme offered during every festive season such as Christmas and Hari Raya which contribute to increase the reputation of food and beverage outlets in St Regis.

5.0 CONCLUSION AND RESEARCH LIMITATIONS

Being able to provide high-quality, meaningful experiences to hotel guests is unquestionably important in hotel establishment. Ensuring what makes customer satisfied requires knowledge in identifying what guests deem as important when evaluating the hotel experience provided to the guest. Although recognizing the factors that contributes to determine guest's choice of hotel are complicated, the importance of identifying the hotel attributes that influence guest hotel choice and the features that are perceived as significant by guest assist hoteliers in making optimal decision for hotel development and pricing strategy. Not only it is beneficial for hotels, but the positive experience guest also received during their stay will stimulate them to contribute positive word-of-mouth about the hotel to their friends and family and these types of guests tend to be more loyal. Therefore, understanding expectations and perceptions of hotel guest is one of the critical factors in achieving customer satisfaction in hotels.

Using St Regis Hotel, Kuala Lumpur as a luxury hotel case study, this study attempts to identify the attributes generating customer satisfaction with hotels based on the online reviews from hotel customers. Unlike many other studies, the current research investigated the satisfactory and dissatisfactory attributes in St Regis Kuala Lumpur by examining the reviews left by guest in TripAdvisor. Based on netnography methodology, the study found that the following nine dimensions are important attributes generating customer satisfaction with this hotel: amenities, location, price, service, cleanliness, food and beverages, hotel environment and room environment. Among all the attributes, service provided by hotel, room environment and amenities received the highest percentage of comments, followed by hotel environment, food and beverages, location, cleanliness, and facilities. The least attributes mentioned by guest are price as St Regis Kuala Lumpur is a well-known luxury hotel and guests perceived a higher price, they paid implying better-quality service which they received, which is shown from majority of positive comments hotel received in-service attributes.

This study also aimed to examine the underpinnings of satisfied versus dissatisfied hotel customers as expressed in the online reviews. The finding suggests some common and unique categories for positive and negative reviews. It is reasonable to conclude that specific service components that satisfy consumers can also dissatisfy them if they are not delivered or if their delivery is unsatisfactory. For example, cleanliness, the highest attribute being mentioned by a satisfied customer, is also the highest dissatisfied reviews received by the hotel. Overall, St Regis's Kuala Lumpur received a higher number of positive comments in comparison with negative comments, mostly in attributes such as hotel cleanliness, hotel environment and room environment, which is in line with the study by Kim, Kim, King, and Heo (2019), Lockyer (2002) and Shanahan (2003) in a luxury hotel setting.

From a theoretical point of view, the present study's findings have expanded the understanding of hotel attributes that guests have mentioned in their reviews concerning their lodging experience, specifically in St Regis Hotel, Kuala Lumpur. The study's results show that tangible (hotel rooms, amenities) and intangible (quality of service, hotel employees) attributes play a significant role in providing guest feedback. The attributes identified can

assist the hotel in identifying top concerns or mentions so that they know which aspect of their hotel needs more attention. The research findings also offer recommendations and practical guidelines on how hotels prove customer satisfaction. This study highlights the importance of online hotel reviews as this is a channel for obtaining customer feedback from a managerial perspective. Examining and monitoring the attributes that have emerged from the online customer reviews enables hotels to understand the voice of every guest. Concurrently, by analyzing these comments, hotels will see a larger picture and pinpoint the essential attributes and critical discussion about the underpinnings of satisfied and dissatisfied hotel customers. Failure to obtain input from guests would harm hotels.

This study is not without limitations, and additional research streams are identified. Although 388 reviews were collected from the world's largest online travel communities, data collection was limited to only one St Regis Kuala Lumpur hotel. Thus, to increase the understanding of general hotel guests, the future study needs to widen the geographical (such as different states or countries) or other categories of hotels (such as budget, green hotels) for a comparative analysis of competing types of hotels. By considering hotels within specific classes, hotel managers could improve customer satisfaction with more appropriate attributes to their hotel class. Next, the current study is based on textual data collected from TripAdvisor, so some of the necessary details like demographic or typographic information are lacking (Berezan et al., 2015). Future research, particularly for the case studies, may use reviews from other online sites and additional methods to validate and extend these findings. The review process is manual and mechanical. Future studies may explore using a computer program to efficiently parse massive online consumer reviews. This automatic text parsing capability can convert a small-scale research project to a full-scale one. Human counting errors may have occurred during the review process.

Moreover, the interpretations of some sentences may have been highly subjective, resulting in difficulty distinguishing between positive and neutral or between negative and neutral. Despite the strength of qualitative study for consumer research, future studies can apply the quantitative method to examine the link between service quality, satisfaction, and positive word of mouth in the luxury hotel context. In-depth interviews with hotel managers can also shed light on addressing the attributes of dissatisfaction. Examining the differences between domestic and international guest satisfaction/ dissatisfaction is also an avenue for potential research. Incorporating interactive information to explore the relationship between reviewer characteristics and reviewer behaviours will be attempted in the future study.

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