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Article Title

Understanding Satisfied and Dissatisfied Hotel Customers: Text Mining of Online Hotel Reviews

Citation

Abstract

This article aims to examine the underpinnings of satisfied and unsatisfied hotel customers. A text-mining approach was followed and online reviews by satisfied and dissatisfied customers were compared. Online reviews of 2,510 hotel guests were collected from TripAdvisor.com for Sarasota, Florida. The research findings revealed some common categories that are used in both positive and negative reviews, including place of business (e.g., hotel, restaurant, and club), room, furnishing, members, and sports. Study results further indicate that satisfied customers who are willing to recommend a hotel to others refer to intangible aspects of their hotel stay, such as staff members, more often than unsatisfied customers. On the other hand, dissatisfied customers mention more frequently the tangible aspects of the hotel stay, such as furnishing and finances. The study offers clear theoretical and managerial implications pertaining to understanding of satisfied and dissatisfied customers through the use of text mining and hotel ratings via review websites, social media, blogs, and other online platforms.

Conclusion

This article examines the satisfaction and dissatisfaction of hotel customers through Text mining hotel reviews online. The study shows that satisfied customers often mentioned that they liked intangible factors during their stays such as service by staff. However, dissatisfied customers didn't like the hotel's tangible aspects such as furnishing and payment. It is suggested for hotels to analyze their online reviews regularly so that they can identify the strengths and weaknesses of their property against competitors.

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