

Uncovering Guests' Satisfaction and Dissatisfaction Through Tripadvisor Reviews: Evidence From Sheraton Senggigi Beach Resort

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ABSTRACT

This study examines key factors influencing guest satisfaction and dissatisfaction at Sheraton Senggigi Beach Resort (SSBR) based on online reviews, comparing high-rated (5-Star and 4-Star) and low-rated (3-Star, 2-Star, and 1-Star) reviews to identify aspects driving positive and negative guest perceptions. A content analysis was conducted on 1,921 English-language reviews from TripAdvisor spanning 2005 to 2024, with thematic analysis employed to uncover patterns in guest experiences. The findings reveal that positive reviews emphasize excellent service, well-maintained facilities, strategic location, and cleanliness as primary drivers of satisfaction, whereas negative reviews highlight outdated room conditions, inadequate service, and cleanliness issues as major sources of dissatisfaction. This study offers a unique comparative analysis of guest reviews, contributing to the academic literature by demonstrating how online reviews can be leveraged to understand guest experiences at luxury hotels while addressing gaps in research on rating-based review differences.

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Introduction

The hospitality industry plays a central role in the global tourism sector, with guest experiences serving as a critical determinant of hotel competitiveness and long-term performance. In particular, online reviews have become one of the most influential sources of information for prospective travelers, shaping perceptions of service quality and guiding purchase decisions [1], [2], [3], [4], [5]. Sheraton Senggigi Beach Resort (SSBR), located in Lombok, Indonesia, represents a prominent case in this context. As one of the most frequently reviewed resorts in the region [6], [7], SSBR provides a rich source of user-generated content that reflects both positive and negative guest experiences. Understanding these reviews offers valuable insights for hotel managers seeking to enhance service quality and for researchers aiming to advance knowledge on consumer behavior in hospitality.

Extant research has consistently demonstrated that hotel guest satisfaction is influenced by multiple factors, including service quality, room condition, facilities, cleanliness, and staff performance [6], [7], [8], [9], [10], [11], [11], [12]. Moreover, customer experiences play a pivotal role in driving brand identity, financial performance, and loyalty intentions [10], [13], [14], [15]. Positive experiences not only increase the likelihood of revisit but also stimulate favorable word-of-mouth [7], [16], while negative experiences may damage a hotel's reputation and deter future guests [6], [17]. Theoretical perspectives such as the Experience Economy [18], [19] and service quality models [20], [21], [22] emphasize that guest experiences are highly subjective, shaped by cultural values, expectations, and emotional responses. Thus, managing customer experience is both strategically essential and operationally complex in the hospitality sector.

Recent studies highlight the increasing importance of digital platforms in understanding customer experiences. Compared to traditional methods such as surveys or focus groups, online reviews provide large-scale, real-time, and unprompted reflections of guest perceptions, reducing researcher bias and offering richer insights into consumer behavior. The availability of big data from review platforms enables researchers to identify trends, cultural variations, and patterns in satisfaction and dissatisfaction that might otherwise remain undetected. Accordingly, online reviews represent a powerful resource for

mapping the dynamics of guest experiences in the hospitality industry [23], [24], [25], [26], [27], [28].

Despite these advances, important gaps remain in the literature. Prior studies have examined service attributes influencing satisfaction and the role of online reviews in shaping hotel image, but few have systematically compared positive (4–5 star) and negative (1–3 star) reviews in a single case study of a luxury resort, particularly in the Indonesian context [6], [7], [29]. This lack of comparative analysis limits our understanding of how guest satisfaction and dissatisfaction diverge in terms of themes and evaluative emphasis. Addressing this gap is critical, as contrasting positive and negative reviews can reveal both strengths to be maintained and weaknesses that require managerial intervention.

This study responds to this research gap by conducting a content analysis of TripAdvisor reviews of Sheraton Senggigi Beach Resort. Specifically, it seeks to answer two key questions: 1) RQ1: What are the main factors contributing to guest satisfaction based on positive reviews (4–5 stars) ?. 2) RQ2: What are the main factors contributing to guest dissatisfaction based on negative reviews (1–3 stars) ?

By addressing these questions, this research makes both theoretical and practical contributions. Theoretically, it enriches hospitality and tourism literature by integrating online review analysis with comparative perspectives on satisfaction and dissatisfaction. Practically, it offers hotel managers actionable insights into service areas that require improvement while highlighting aspects that generate customer delight. Ultimately, this study demonstrates how leveraging online reviews can support evidence-based strategies for enhancing customer experiences in the hospitality industry.

Method

Data source and sample

This study used online customer reviews from TripAdvisor as the primary data source (see Figure 1). The research object was Sheraton Senggigi Beach Resort (SSBR), a semi-luxury Marriott International property located in Lombok, Indonesia, which has one of the

highest volumes of guest reviews among Lombok hotels [6], [7]. As of July 2024, a total of 2,461 reviews were available on TripAdvisor. For analytical purposes, only 1,921 English-language reviews (78%) were selected, covering the period 2005–2024. This dataset provides longitudinal insights into customer experiences over nineteen years.

Data collection and preprocessing

The reviews were extracted using an automated data scraping tool (Google Chrome extension) and stored in xlsx format [6], [7], [29], [30], [31], [32]. Data inspection and cleaning were conducted manually with Microsoft Excel to ensure consistency. Key variables included: reviewer country of origin, date of review (month and year), star rating (1–5), and review text (Table 1). Textual data were standardized by stemming (to consolidate word variations) and stop-word removal (to eliminate non-informative terms such as “and,” “is,” and “the”).

Table 1. Data components collected for the research

Type	Data Format	Description
Country of origin	Text	The reviewer's place of residence, based on voluntary disclosure (some reviewers may choose not to disclose their country of origin).
Review time	Month and Year	The time when the review was published on TripAdvisor.
Hotel review ratings	Numeric	Ratings are treated as a 5-point Likert scale (1=Terrible; 2=Poor; 3=Average; 4=Very Good; 5=Excellent).
Review content	Text	The content of the review, reflecting the user's experience with the reviewed property.

Source: After data filtering by the authors

Data analysis

The cleaned dataset was analyzed using JMP Pro 18. Descriptive analyses and visualizations were generated with the Graph Builder function to examine the distribution of star ratings, temporal patterns, reviewer origins, and review length. For textual analysis, the Text Explorer module was employed. Word frequency and co-occurrence patterns were

visualized through Word Clouds and phrase outputs. We adopted analysis procedures previously employed in related studies [6], [7], [29], [30], [31], [32]. The analysis focused on comparing positive reviews (4- and 5-star ratings) with negative reviews (1–3-star ratings) to identify key drivers of customer satisfaction and dissatisfaction.

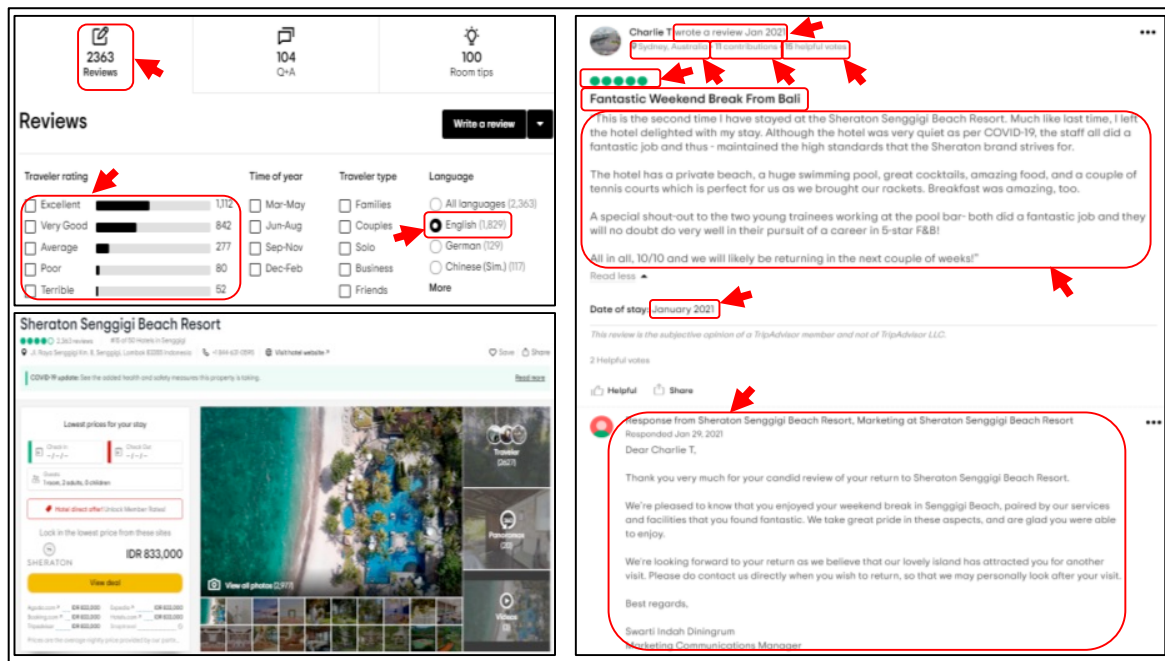


Figure 1. Screenshot of the TripAdvisor website and the data components collected for Sheraton Senggigi Beach Resort

Source: www.tripadvisor.com

Results and Discussion

This study investigates online reviews of Sheraton Senggigi Beach Resort (SSBR), Lombok, to identify the determinants of guest satisfaction and dissatisfaction by comparing high-rated (5-Star and 4-Star) and low-rated (3-Star, 2-Star, and 1-Star) reviews. Such comparative analysis advances existing research on electronic word-of-mouth (eWOM) and service quality by highlighting how positive and negative experiences are shaped by different service dimensions. Following the logic of expectation-disconfirmation theory [33], [34], guests' satisfaction arises when performance exceeds or meets expectations, while

dissatisfaction emerges when perceived service falls short [11]. Thus, the results provide both theoretical and practical implications for understanding how hotels can align service delivery with customer expectations.

Guest Profile and Key Markets

Analysis of the reviewers' country of origin (Figure 2) demonstrates that SSBR attracts a predominantly international clientele, with Australia (28%) and the United Kingdom (12.6%) representing the largest segments. This reinforces the resort's dependence on long-haul English-speaking markets, while the notable proportion of Indonesian guests (14.9%) highlights growing domestic tourism demand. For hotel management, this dual reliance implies the necessity of balancing service designs that cater to international standards with cultural sensitivity toward local guests. From a theoretical perspective, this finding resonates with research on market segmentation in hospitality, which emphasizes the heterogeneity of guest expectations across cultural contexts [35], [36], [37].

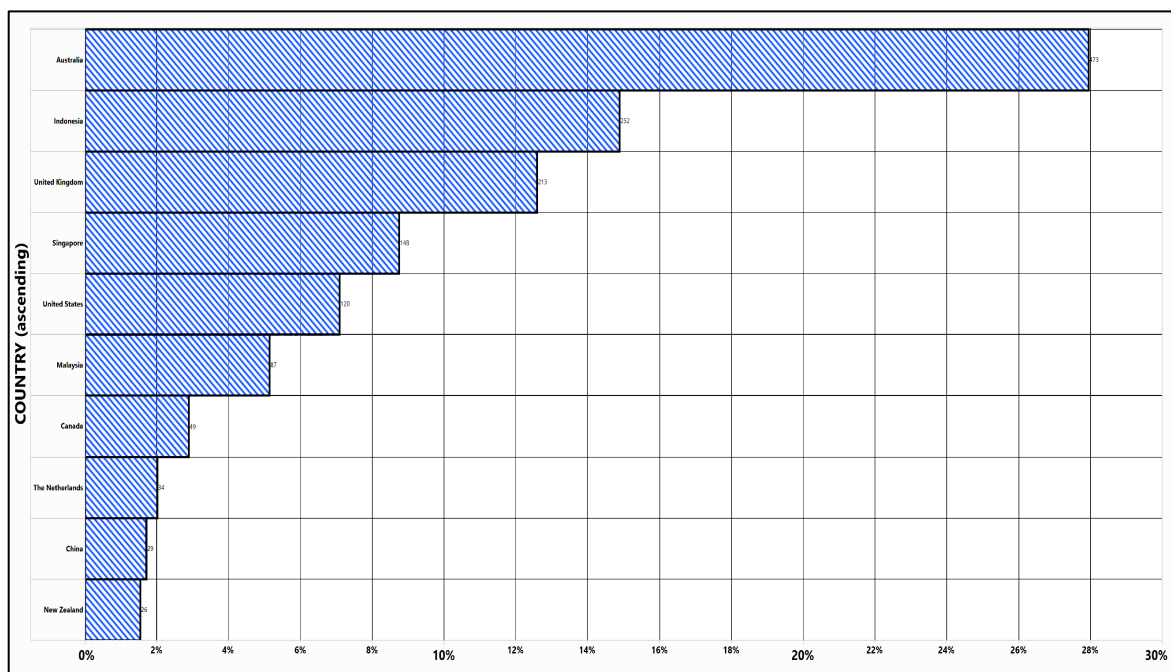


Figure 2. Top Ten Countries of Origin for Tourists Reviewing SSBR

Source: Data processed using JMP Pro

Temporal Distribution of Reviews and External Shocks

The temporal analysis (Figure 3) reveals a predominance of positive reviews (5-Star = 929; 4-Star = 652) spanning 2008–2024, indicating sustained guest satisfaction. However, periods of decline in review volume and ratings correspond to the 2018 Lombok earthquake and the COVID-19 pandemic, underscoring the vulnerability of hospitality services to external crises [6], [7], [38], [39], [40]. This aligns with service recovery literature, which suggests that post-crisis recovery strategies must emphasize trust restoration and assurance [39], [41]. The persistence of negative reviews (3-Star = 226; 2-Star = 72; 1-Star = 42) across time indicates ongoing service inconsistencies, particularly related to core offerings such as rooms and cleanliness.

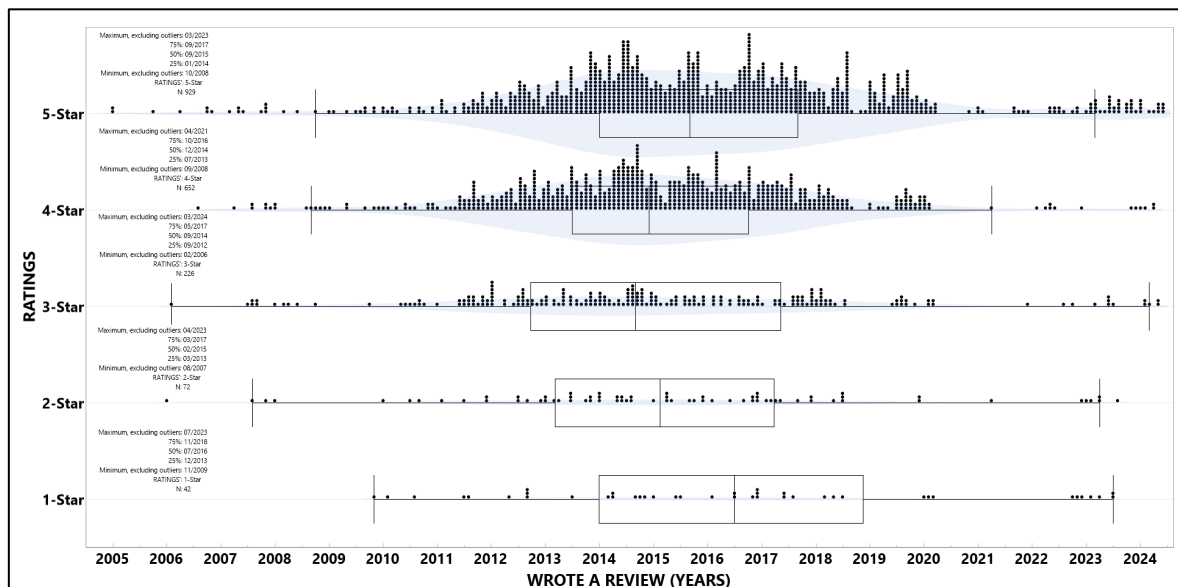


Figure 3. Distribution of 5-Star to 1-Star ratings over time for SSBR

Source: Data processed using JMP Pro

High-Rated Reviews: Dimensions of Guest Satisfaction

The word cloud and phrase analysis of 5-Star and 4-Star reviews (Figures 4 and Table 2) highlight key satisfaction drivers: service quality, facilities, location, food and beverage, cleanliness, and overall comfort. Among these, “staff” and “friendly” were strongly emphasized, confirming the critical role of human interaction in shaping customer

satisfaction. This finding directly reflects the SERVQUAL dimensions of reliability and empathy [21], [22], [34], [42], [43], [44], where attentive and friendly service strengthens perceived value.

Facilities such as the pool, beach, and dining experiences were also central to positive reviews, indicating that tangible attributes (another SERVQUAL dimension) remain fundamental in resort contexts. Guests repeatedly associated these attributes with descriptors such as “relaxing holiday” and “wonderful experience,” suggesting alignment with Pine and Gilmore’s [19], [45] experience economy framework, in which memorable experiences arise from the combination of physical environment and emotional engagement.



Figure 4. Word Cloud of 5-Star and 4-Star Ratings for SSBR

Source: Data processed using JMP Pro

Table 2. Phrase Frequency for 5-Star and 4-Star Reviews at SSBR

Phrase	<i>f</i>	Phrase (cont...)	<i>f</i>	Phrase (cont...)	<i>f</i>	Phrase (cont...)	<i>f</i>
sheraton	233	within	36	staff were very	21	happy hours	17
senggigi		walking		friendly			
pool area	128	recommend	35	bit dated	21	lovely hotel	17
		this hotel					

swimming pool	128	4 nights	35	egg station	21	main road	17
breakfast buffet	121	ice cream	35	great food	21	much better	17
senggigi beach	99	well kept	35	great value	21	nice touch	17
well maintained	98	beach front	34	hotel is located	20	second time	17
gili islands	88	great service	34	stay at sheraton	20	welcome drink	17
friendly and helpful	84	within walking distance	33	beautiful garden	20	years old	17
sunset bar	84	great place	33	air conditioning	20	breakfast was excellent	16
private beach	83	one night	33	definitely recommend	20	restaurants and bars	16
come back	82	short walk	33	last year	20	restaurants and shops	16
walking distance	75	place to stay	32	senggigi area	20	rooms are spacious	16
buffet breakfast	74	day trip	31	thoroughly enjoyed	20	rooms were clean	16
happy hour	64	really nice	31	clean and comfortable	19	7 nights	16
pool bar	63	hotel grounds	30	lunch and dinner	19	best breakfast	16
go back	61	sheraton senggigi	30	trip to lombok	19	comfortable bed	16
friendly staff	60	beach area	29	20 years	19	fresh fruit	16
ground floor	60	even though	29	good quality	19	garden view	16
along the beach	59	pool view	29	great hotel	19	little tired	16
beach resort	59	staff were friendly	28	great pool	19	lombok island	16
5 star	55	every morning	28	great stay	19	much choice	16
sheraton senggigi beach	52	little dated	28	helpful staff	19	quite old	16
good value	51	water slide	27	large pool	19	restaurants within	16
room service	51	local restaurants	26	next time	19	seafood buffet	16

right on the beach	48	well worth	26	one thing	19	staff member	16
around the pool	48	enjoyed our stay	25	sheraton hotel	19	walk away	16
highly recommend	48	next door	25	special mention	19	well appointed	16
stayed at the sheraton	47	sheraton lombok	25	star hotel	19	wonderful experience	16
art market	47	years ago	25	back to lombok	18	staff are very friendly	15
senggigi beach resort	46	nights at the sheraton	24	clean and well	18	beach in front	15
one of the best	45	2 nights	24	helpful and friendly	18	breakfast was amazing	15
sheraton senggigi beach	44	first time	24	rooms are clean	18	food was great	15
front desk	44	good food	24	staff are friendly	18	ground floor room	15
ocean view	44	one day	24	stayed at sheraton	18	grounds are beautiful	15
really enjoyed	43	front of the hotel	23	best hotel	18	place to relax	15
value for money	42	outside the hotel	23	beautiful beach	18	beautiful gardens	15
really good	41	definitely stay	23	every night	18	day spa	15
stay at the sheraton	40	gave us	23	floor room	18	feel like	15
pool and beach	40	just returned	23	front office	18	good restaurants	15
swim up bar	40	looking forward	23	great staff	18	good size	15
hotel staff	40	next year	23	great time	18	huge pool	15
make sure	39	relaxing holiday	23	minute walk	18	made us	15
5 nights	38	staying at the sheraton	22	nice hotel	18	nice pool	15
every day	38	extremely friendly	22	perfect place	18	pretty good	15
reasonably priced	38	customer service	22	two nights	18	reception staff	15
sea view	38	good location	22	white sand	18	scuba froggy	15
3 nights	37	highly recommended	22	breakfast spread	17	sheraton lounge	15

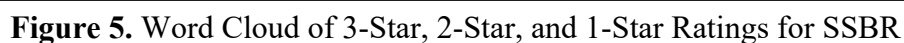
great location	37	much trouble	22	coming back	17	special thanks	15
view room	37	night stay	22	gili trawangan	17	sun beds	15
chocolate	36	terrace room	22	gilli islands	17	end of the	14
fountain						beach	

Source: Data processed using JMP Pro, then reorganized using Ms. Excel

For content analysis of the 5-Star and 4-Star reviews at Sheraton Senggigi Beach Resort (SSBR), we utilized the frequency of identified phrases (see Table 2), which we then grouped into several key themes. The following are the main themes that emerged from the analysis: 1) Service: Phrases such as “staff were very friendly,” “helpful staff,” and “great service” indicate that the service provided by the staff is one of the main factors contributing to guest satisfaction. 2) Facilities: Phrases like “swimming pool,” “pool area,” “private beach,” and “well maintained” demonstrate that the facilities provided at SSBR are highly appreciated by guests. 3) Location: Phrases such as “right on the beach,” “walking distance,” and “great location” show that the resort's strategic location and proximity to various attractions are important factors in guest satisfaction. 4) Food and Beverage: Phrases like “breakfast buffet,” “egg station,” and “food was great” indicate that the quality and variety of food provided are also highly valued. 5) Cleanliness: Phrases such as “rooms are clean,” “clean and comfortable,” and “well kept” suggest that the resort's cleanliness is an important factor in guest satisfaction. 6) Experience and Comfort: Phrases like “great stay,” “relaxing holiday,” and “wonderful experience” show that the overall comfortable and enjoyable stay significantly influences guest satisfaction.

The frequency of certain phrases provides an indication of the elements most frequently appreciated by guests. For example, “Sheraton Senggigi” with a frequency of 233 shows that many positive reviews explicitly mention the resort's name, indicating strong brand recognition. Other phrases like “pool area” (128) and “swimming pool” (128) show that the pool is one of the most frequently appreciated facilities. From this analysis, it can be concluded that the main factors contributing to guest satisfaction at Sheraton Senggigi Beach Resort include good service, adequate facilities, a strategic location, quality food, maintained

In contrast, low-rated reviews (Figure 5 and Table 3) predominantly highlighted negative evaluations of room quality, outdated facilities, and inconsistent service delivery. Frequent mentions of terms such as “old,” “need renovation,” and “tired” point to a disconfirmation of expectations associated with a five-star brand promise. This echoes expectation-disconfirmation theory, where unmet expectations due to poor room maintenance or aging infrastructure result in dissatisfaction [33], [34]. Service issues, particularly at the “front desk” and in “room service,” were also cited, with inconsistencies noted between staff friendliness and operational efficiency. This illustrates the challenge of delivering consistent service quality across touchpoints, reflecting gaps in the SERVQUAL dimensions of reliability and responsiveness. While some guests still acknowledged positive interactions with staff, these were insufficient to compensate for deficiencies in core service delivery.



The word “hotel,” appearing 724 times, indicates that reviews often encompass the overall guest experience rather than just a specific aspect. This suggests a general disappointment with the hotel, affecting the overall rating. Although low-star reviews reflect

dissatisfaction, words like “staff,” “service,” and “great” still appear, albeit with lower frequency than in higher-rated reviews. This suggests that while there is some appreciation for certain aspects of staff service, consistency may be an issue. The terms “good” and “nice,” which appear in the context of low-star reviews, indicate that there are still positive elements recognized by guests, although not strong enough to elevate the overall rating. Facilities like “beach” and “pool” are also frequently mentioned, indicating that although these facilities are appreciated, guests' expectations may not have been fully met, particularly in the context of critical reviews. In summary, these low-star reviews highlight an urgent need for room condition improvements and enhancements in service quality to meet or even exceed guest expectations, thereby improving their experience at Sheraton Senggigi Beach Resort.

Table 3. Frequency of Review Phrases for 3-Star, 2-Star, and 1-Star Ratings at SSBR

Phrase	<i>f</i>	Phrase (cont...)	<i>f</i>	Phrase (cont...)	<i>f</i>	Phrase (cont...)	<i>f</i>
5 star	36	private beach	8	membership room	5	airport transfer	4
front desk	30	five star hotel	7	rooms are old	5	arrived late	4
star hotel	25	friendly and helpful	7	1 hour	5	avoid lombok	4
pool area	24	room was clean	7	3 times	5	bar area	4
swimming pool	24	another room	7	30 -31	5	beach side	4
sheraton senggigi	23	day trip	7	30 minutes	5	beautiful beach	4
hotel staff	18	every day	7	80 s	5	block 4	4
3 nights	17	pool side	7	90 minute	5	block 5	4
sheraton hotel	16	room service	7	bit tired	5	boat trip	4
breakfast	15	rooms need	7	day stay	5	booked two	4
buffet							
senggigi beach	15	view room	7	deluxe room	5	breakfast spread	4
5 star hotel	14	well maintained	7	extra bed	5	business trip	4

make sure	13	went back	7	good variety	5	cleaning staff	4
five star	12	deluxe terrace room	6	great location	5	come back	4
years ago	12	food was good	6	hotel rooms	5	coming back	4
even though	11	recommend this hotel	6	long time	5	customer service	4
first night	11	senggigi beach resort	6	looked like	5	definitely needs	4
gave us	11	3 star	6	next door	5	different room	4
two rooms	11	4 star	6	pool view	5	duty manager	4
2 nights	10	5 minutes	6	quite good	5	every morning	4
air conditioning	10	5 nights	6	really good	5	far away	4
buffet breakfast	10	another hotel	6	really nice	5	first impression	4
next day	10	beach front	6	restaurant staff	5	floor room	4
pool bar	10	connecting rooms	6	room rate	5	gilli islands	4
terrace room	10	desperate need	6	sheraton senggigi	5	go around	4
twin beds	10	fully booked	6	sized bed	5	good experience	4
one of the best	9	good service	6	speak english	5	good hotel	4
3 days	9	made us	6	spg membership	5	good restaurants	4
air con	9	membership room	6	star resort	5	good time	4
first time	9	move us	6	sun lounges	5	good value	4
ground floor	9	new room	6	sunset bar	5	hot water	4
lounge chairs	9	new year's	6	twin bed	5	ice cream	4
quite old	9	one night	6	two nights	5	king bed	4
told us	9	quite nice	6	arrived at the hotel	4	little bit	4
stayed at the sheraton	8	sea view	6	need of an upgrade	4	looking forward	4
4 nights	8	staff member	6	right on the beach	4	mini bar	4
5 stars	8	wash basin	6	room was not ready	4	nasi goreng	4

beach resort	8	well kept	6	staff are very friendly	4	never seen	4
came back	8	years old	6	staff were very friendly	4	new year	4
deluxe terrace	8	need to be replaced	5	stay in this hotel	4	nice place	4
gili islands	8	sheraton senggigi beach	5	stayed here for 3	4	nice pool	4
go back	8	30 -31 march	5	around the pool	4	one thing	4
good location	8	around the hotel	5	bed was comfortable	4	plastic bags	4
happy hour	8	check in time	5	booked this hotel	4	pretty good	4
hotel grounds	8	enjoyed our stay	5	breakfast is good	4	quiet room	4
king sized	8	outside the hotel	5	food and service	4	really old	4
main road	8	pool and beach	5	hotel is good	4	really tired	4
much better	8	pool is nice	5	hotel is old	4	reception staff	4
non smoking	8	rooms are tired	5	king sized bed	4	room change	4
ocean view	8	sheraton senggigi beach	5	new year's eve	4	room cleaning	4

Source: Data processed using JMP Pro, then reorganized using Ms. Excel

Interestingly, food and beverage appeared in both high-rated and low-rated reviews, indicating variability in perceptions. This suggests that while culinary offerings can enhance satisfaction, inconsistency in quality or presentation may trigger dissatisfaction, supporting prior studies on the importance of consistent dining experiences in hospitality [46], [47].

For the content analysis of reviews with 3-Star, 2-Star, and 1-Star ratings at Sheraton Senggigi Beach Resort (SSBR), we employed the same procedures as those used for positive reviews. The primary themes that emerged from these rating groups are as follows (Table 3): 1) Room Quality and Facilities: Phrases such as “rooms are old,” “rooms need,” “bit tired,” “rooms are tired,” “rooms are not ready,” and “need to be replaced” indicate that the

quality of the rooms and the condition of the facilities are major concerns for guests. Additionally, phrases like “pool area,” “swimming pool,” “pool bar,” and “pool and beach” suggest that the swimming pool and beach area facilities are also focal points, with some guests possibly finding these amenities unsatisfactory. 2) Service: Phrases such as “front desk,” “staff member,” “staff were very friendly,” “staff are very friendly,” and “customer service” highlight that service is a frequently mentioned aspect in negative reviews. While some guests appreciate the service provided, others emphasize its shortcomings. The phrase “room service” also indicates dissatisfaction with in-room service. 3) Cleanliness: Phrases like “rooms are clean,” “well maintained,” “wash basin,” and “cleaning staff” suggest that cleanliness is a significant concern for guests, with some feeling that cleanliness standards may be inadequate. 4) Food and Beverage: Phrases such as “breakfast buffet,” “breakfast is good,” “breakfast spread,” and “food was good” indicate that the quality and variety of food provided at the restaurant are also concerns for guests. 5) Overall Experience: Phrases like “good location,” “great location,” “hotel rooms,” and “hotel is old” suggest that the overall experience related to the location and condition of the hotel plays a crucial role in guest satisfaction. Phrases like “good time,” “good value,” “first impression,” and “pretty good” reflect varied evaluations of the overall guest experience.

Based on the phrase frequency analysis (Table 3), phrases such as “5 star” and “star hotel” with high frequency indicate that guests have high expectations of the resort due to its five-star branding. The inability to meet these expectations may lead to dissatisfaction. Phrases like “front desk” and “hotel staff” with high frequency highlight the importance of interactions with hotel staff, and dissatisfaction in this area can significantly impact negative reviews. Phrases like “rooms are old” and “rooms need” suggest that many guests feel that rooms require renovation or updating to enhance comfort and quality. Insights from the analysis of 3-Star, 2-Star, and 1-Star reviews indicate that guest dissatisfaction at Sheraton Senggigi Beach Resort is primarily due to the quality of rooms and facilities not meeting expectations, inadequate service, and perceived insufficient cleanliness standards. Improving these aspects through renovations, staff training, and proper maintenance may help enhance guest satisfaction.

Comparative Insights: High vs. Low Ratings

A central finding of this study is that the same service dimensions (e.g., rooms, staff, facilities, food, and cleanliness) act as double-edged determinants of guest experience. When these dimensions are delivered at or above expectations, they emerge as key drivers of satisfaction, but when performance falls short, they become prominent sources of dissatisfaction. This ambivalence is consistent with Herzberg's [48] two-factor theory, which distinguishes between motivators and hygiene factors. In the context of hospitality, elements such as staff friendliness or room comfort can be motivating when performed well but turn into dissatisfiers when they fail to meet expectations [49].

This duality highlights the importance of expectation-performance alignment, a central principle in expectation-disconfirmation theory [33], [34]. Positive reviews largely reflect experiences where tangible (e.g., room quality, facilities, food) and intangible (e.g., staff attentiveness, service reliability) dimensions met or exceeded expectations. Conversely, negative reviews often express a sense of disconfirmation, particularly around outdated rooms or inconsistent service, which guests interpret as a failure to deliver the promised five-star experience. By juxtaposing high- and low-rated reviews, this study demonstrates empirically that identical attributes can elicit opposing evaluations depending on performance thresholds. This comparative approach is rarely addressed in prior eWOM or service quality research, thus providing a novel perspective on how satisfaction and dissatisfaction are co-constructed through guest narratives.

Discussion

The findings highlight the interplay between tangible and intangible service attributes in shaping guest evaluations, consistent with the Expectation-Disconfirmation Theory [33], [34]. High ratings emphasized experiential and relational dimensions (such as staff attentiveness and memorable ambiance) reflecting Herzberg's motivators [48] and the Experience Economy perspective [19], [45]. In contrast, dissatisfaction centered on hygiene and facility conditions, which align with hygiene factors and deficiencies in SERVQUAL's

tangibles and reliability dimensions [20], [21], [22]. The temporal distribution of reviews demonstrates the sector's vulnerability to external shocks such as earthquakes and pandemics, reinforcing prior research on tourism resilience. More importantly, the rebound in review volume illustrates the diagnostic value of online reviews as real-time indicators of market confidence and destination recovery.

Theoretical Contributions

This study advances hospitality and service management literature in several ways. First, it extends expectation-disconfirmation theory and SERVQUAL by incorporating large-scale online reviews as naturalistic data sources. Unlike structured surveys, reviews capture spontaneous reflections of both satisfaction and dissatisfaction, offering a richer portrayal of guest perceptions and reinforcing calls to integrate big data analytics into service quality research [50], [51], [52], [53], [54], [55], [56]. Second, the study bridges eWOM analytics with classical service quality frameworks. Previous research has often analyzed reviews descriptively, focusing on sentiment polarity or keyword frequency. By linking content explicitly to SERVQUAL dimensions (tangibles, reliability, responsiveness, empathy, and assurance), this study demonstrates how user-generated content can be interpreted as structured evaluations of service performance, strengthening the theoretical legitimacy of online reviews in hospitality research [5], [57], [58]. Third, the results resonate with Pine and Gilmore's Experience Economy [19], [45] by illustrating how value emerges when physical attributes (rooms, facilities, food) are enhanced by emotional and relational factors (friendliness, attentiveness). Positive reviews highlight the synergy of these dimensions, while negative reviews reveal how deficiencies in one element undermine the overall experience. This underscores the holistic nature of hospitality services, where isolated failures can erode customer satisfaction.

Managerial Implications

The findings carry several strategic implications for luxury hotel operators. Foremost, room quality emerged as the most critical dissatisfaction driver, reflecting

heightened expectations associated with five-star positioning. Continuous investment in renovation and modernization is therefore essential to protect brand credibility and sustain competitiveness. Service consistency represents another challenge. While friendliness was praised, inefficiencies at the front desk and in-room service indicate the need for training that combines interpersonal warmth with operational reliability. Embedding clear service standards and monitoring critical touchpoints could enhance uniformity and responsiveness.

Food and beverage services were identified as both a strength and a source of dissatisfaction, highlighting the need for strict quality control and menu innovation. Variability in taste or presentation risks disproportionate damage to guest perceptions. At the same time, the resort's location and physical facilities, consistently praised in positive reviews, represent strategic assets. Transforming these into immersive experiences (such as curated beachfront events, wellness retreats, or cultural performances) could generate differentiation and deepen customer loyalty, consistent with the principles of the experience economy. Finally, the comparative analysis demonstrates that online reviews serve not only as performance indicators but also as diagnostic tools for expectation management. By systematically analyzing high and low-rated feedback, managers can identify expectation gaps with precision and allocate resources more effectively. In an increasingly competitive and uncertain environment, leveraging customer voices as strategic intelligence constitutes a vital capability for sustaining long-term resilience.

Conclusion

This study aimed to identify the key factors contributing to guest satisfaction and dissatisfaction at Sheraton Senggigi Beach Resort (SSBR) based on the reviews provided. The content analysis results indicate that the factors contributing to guest satisfaction in 5-Star and 4-Star (positive) reviews include excellent service, adequate facilities, a strategic location, high-quality food, maintained cleanliness, and a comfortable and enjoyable stay experience. Guests who rated their experience highly generally mentioned friendly and professional staff, well-maintained facilities such as the pool and beach, and a location close

to major attractions as the primary reasons for their satisfaction with their stay at SSBR. Conversely, the factors contributing to guest dissatisfaction in 3-Star, 2-Star, and 1-Star (negative) reviews primarily relate to outdated room quality requiring renovation, dissatisfaction with the service provided, and perceived inadequacies in cleanliness standards. Poor room conditions, including the need for repairs and maintenance, as well as dissatisfaction with interactions with hotel staff, were significant factors leading to lower ratings from guests. Although some reviews still appreciated the location and other aspects of the stay, these deficiencies appear to be major barriers to achieving overall guest satisfaction.

However, this study has several limitations that should be noted. Firstly, the data analyzed were sourced only from TripAdvisor reviews, excluding reviews from other platforms that might offer different perspectives. Secondly, the content analysis focused on the frequency of words or phrases without delving into the context or sentiment behind them, which may limit a deeper understanding of the reasons behind guest satisfaction or dissatisfaction. Thirdly, this study did not consider external factors such as management changes or renovations that could affect service quality and facilities over time. Future research is recommended to conduct more in-depth sentiment analysis to understand the emotions behind guest reviews and provide richer insights into their experiences. Additionally, expanding the data scope to include reviews from various other platforms could offer a more comprehensive view of guest perceptions. Longitudinal studies tracking review changes over time may also help identify the impact of management changes on guest satisfaction. Finally, research exploring the relationship between specific factors such as service, room quality, and guest satisfaction across different property types could aid in developing more effective strategies for enhancing guest experiences at luxury hotels like Sheraton Senggigi Beach Resort.

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