Content Analysis of Consumer Reviews on Preferred Characteristics of Accommodation Products

Jane Kathrine C. Aguirre[1], Marialyn B. Vicente[2], Jason V. Chavez[3], Marian DM. Francisco[4], Jhoan Gonzales Octoberry O. Mondido[5], Jake S. Visitacion[6]

Abstract

Online reviews offer customers information on the quality of accommodation products in a business. The sudden shift to online booking caused the surge in keyword analysis in reviews. Descriptions of accommodation products were important to integrate the quality of services, business environment, and conditions of accommodation, especially in post-pandemic set up. This study was a qualitative analysis that assess the reviews from hospitality businesses in Zamboanga City. Collected reviews (n=237) were analyzed through keyword contextualization. Keywords were clustered into characteristics i.e., amenities, customer service, location, cost, and facilities. Content analysis showed that reviewers used words such as 'friendly,' 'courteous,' 'welcoming,' and helpful' to describe the customer service. While other reviewers described facilities as 'specious,' 'refreshing,' functional,' and 'comfortable.' Negative reviews shared explicit use of words like 'terrible,' 'not recommended,' 'bad,' and 'deceiving.' Results also showed that reviewers who left negative comments often complain more than one issue, particularly on both customer service and facilities. Accommodation in Zamboanga City had positive reviews on customer service, location, and facilities, while some of them had complaints mostly on 'not 'functional' and 'dirty' facilities. The results of this study offered narrative data on how

[1] Zamboanga Peninsula Polytechnic State University, janeaguirre1@gmail.com

[2] Zamboanga Peninsula Polytechnic State University, marialyn1989@gmail.com

[3] Zamboanga Peninsula Polytechnic State University, Jasonchavez615@gmail.com

[4] Zamboanga Peninsula Polytechnic State University, maryanfrancisco997@gmail.com

[5] Zamboanga Peninsula Polytechnic State University, octoberrymondido7@gmail.com

[6] Zamboanga Peninsula Polytechnic State University, jakevisitacion2@gmail.com

reviewers used specific words to describe their experience when staying in.

Keywords: accommodation products, customer service, facilities, location, reviews.

Introduction

The dynamic nature of the business environment in the hospitality industry poses a challenge for firms to learn about the preferences and purchasing behavior of customers, given the constant emergence of novel products and services (Song et al., 2022; Verma, 2010; Zibarzani, 2022). The hospitality industry is confronted with a difficult landscape, as the complexity of potential market offerings has escalated due to information technology advancements, enabling customers to make comparisons and assessments to the costs and services (Verma, 2010; Zibarzani, 2022). The goal of this study was to analyze the characteristics of accommodation products in Zamboanga City using the descriptions from customer reviews. Online reviews represent a common method of communicating data regarding consumer behavior (Jia, 2021; Shah et al., 2020; Zibarzani, 2022).

Reviews from customer's experiences offer textual formats which represent qualitative data (Jia, 2021) that can impact the perceptions of other customers (Abubakar et al., 2017; Xu & Li, 2016). Reviews are expressed from the perspective of the customer (Bi et al., 2019; Huifeng et al., 2020), and potential customers regard them as trustworthy sources of information (Amaro et al., 2016; Brown & Reade, 2019). Their impact is real-time, allowing accommodations to respond to shifts in customer demands (Chen et al., 2020; Liu & Park, 2015).

As appraisal theory posits the evaluation of a service's performance by customers is influenced by environmental stimuli (Cai et al., 2018; Zibarzani, 2022). The stimulus has the potential to elicit both favorable and unfavorable affective responses, which can significantly influence the emotional assessment and subsequent evaluation of the product or service by the consumer. The expectancy disconfirmation theory provides an explanation for this phenomenon (Sezgen et al., 2019; Zibarzani, 2022). Basically, there exists a relationship between customer satisfaction and their pre-existing expectations of the service (Zibarzani, 2022). Prior studies have explored the correlation between customers' assessment and their level of satisfaction. However, it is important to note that their expectations are contingent upon various facets of the product or service. The expectations of customers exhibit variability due to their distinct perceptions of the events (Chang et al., 2022).

Expectation disconfirmation theory suggests that variations in customer satisfaction can be attributed to the extent to which their expectations are met or exceeded. It is a well-established fact that customers belonging to diverse groups tend to have varying expectations from the services they receive. Consequently, a single stimulus may elicit disparate sentiments from different customer segments (Zibarzani, 2022). It is possible that the preferences of customers may differ depending on the purpose of their visit. The phenomenon of this effect has been reported in various studies conducted on different industries, particularly in relation to the evaluation and satisfaction (Chatterjee & Mandal, 2020).

In recent years, the proliferation of online reviews has facilitated the ability of consumers to express their experiences and viewpoints. The reviews provide a significant quantity of valuable data on rival companies, specifically in the shape of service contrasts (Wang et al., 2018). The utilization of online reviews has become widespread across various service and manufacturing industries (Mathwick & Mosteller 2017; Wu et al. 2016). In contrast to physical products, which often possess numerous features which are readily categorized and assessed, the metrics that comprise "excellent" or "poor" services are often complex to objectively discern and articulate (Mankad et al. 2016; Song et al., 2022).

Empirical studies demonstrated that customer satisfaction is a dynamic construct that undergoes changes over time, rather than being static (Hu et al., 2019). Different factors, such as facilities (Nunkoo et al., 2020), service quality (Yang & Lau, 2015), hotel rating (Bi et al., 2020), and food (Mohsin & Lockyer, 2010), etc., may influence the satisfactions of customers. It can be inferred that customer satisfaction is reliant upon the specific service context and corresponding interactions (Wu & Liang, 2009; Song et al., 2022). The COVID-19 caused significant changes in the delivery of services, as evidenced by the supply of secure goods and services (Foroudi et al., 2021) and the evolving consumer expectations (Mehta et al., 2021). By considering these contexts, this study used narrative analysis to describe the characteristics of accommodation products in Zamboanga City.

There was limitation found on the scope of the literatures i.e., limited studies were conducted in local level. Although international studies can describe the overall conditions of accommodation products, it is essential to determine the characteristics of accommodation industry specifically in Zamboanga City. Such approach on analyzing the narrative descriptions on the reviews of customers shed light on what aspects the accommodation needs to improve.

4266

Methods

This study determined the preferred characteristics of costumers of accommodation products. Reviews were collected from websites that offer accommodation products. The reviews of the costumers in the contexts of preferred characteristics of accommodation products served as relevant data for structural and institutional product management. The reviews were treated as narratives from the customers who had firsthand experience with the products available in their websites and establishments. Nevertheless, such research direction emulated new angles for entrepreneurial analysis and quality development.

Research Design

Using the reviews of the customers available from industrial websites, this study was a qualitative research that analyzed the reviews of the customers as primary data. Qualitative content analysis is "an approach of empirical, methodological controlled analysis of texts within their context of communication" (Mayring, 2004, p. 2). Extensive qualitative on the reviews of the customers provided essential contexts for preferred characteristics of accommodation products. The purpose of this study was to determine the characteristics of satisfactory rating of accommodation products using content analysis—as narrative-based analysis. Content analysis can be used to quantify the "occurrence of certain words" to analyze their meanings and semantic relationships (Lou, 2022).

Samples of the Study

Convenience sampling was employed in this study to gather data from the customers. Because the purpose of this study was to develop new hypotheses, convenience sampling appears to be an applicable approach. As Stratton (2021) asserted, "…when used to generate a potential hypothesis or study objective, convenience sampling is useful" (p. 375). This study utilized the guidelines of Stratton (2021) in collecting the sample reviews from websites among hospitality establishments in Zamboanga City.

The collected reviews (n=237) were used to analyze the different characteristics of satisfactory accommodation products provided by hospitality industry. The sample reviews were randomly selected based on their (i) completeness, (ii) appropriateness, and (iii) relevance. Making criteria enable the study to collect reviews that represent the cases of customers. Establishing inclusion and exclusion criteria ensure that the study is capable of extracting information from the study samples (Stratton, 2021).

Instrument

The instrument and the framing of the questions for the purpose of finding out the answers the content to be analyzed is based on the objectives of the research (Chavez 2022). The instrument below was used to gather reviews from the customers through online websites using their narratives in the comments section (Chavez, 2022). These provides the guide questions in each objective of the study. The instrument also reflected the inclusion and exclusion criteria of the study to collect reviews that represent the customer cases.

Objectives	Questions
1. *Determine the content of consumer reviews on the characteristics of accommodation products.*	a. What are the common characteristics of accommodation products? b. Which of these characteristics that most customers value of?
2. *Identify the content of consumer reviews on the low-rated characteristics of accommodation products.*	a. What are the characteristics of a low-rated accommodation product? b. What are the negative experiences of the customers in availing the accommodation products? c. How the customers described their negative experiences when they avail or consume the accommodation products?
3. *Identify the content of consumer reviews with the high-rated characteristics of accommodation products.*	a. What are the characteristics of a high-rated accommodation product? b. What are the positive experiences of the customers in availing the accommodation products? c. How the customers described their positive experiences when they avail or consume the accommodation products?

Data Gathering Procedure

The data gathered in this study were from online websites of hospitality businesses in Zamboanga City. The reviews were collected within the span of three months, from January 2023 to March 2023. Inclusion and exclusion criteria were used in the study i.e.,

completeness, appropriateness, and relevance, along with the research instrument in collecting the reviews of the customers. It was expected that reviews within the websites of business could be complete or not, same thing with the appropriate and relevance criteria. A total of 237 reviews from customers were collected from these websites.

Data Analysis

The primary data in this study was the reviews (n=237) of customers available on the websites of hospitality businesses within Zamboanga City. Content analysis was employed in this study to analyze the reviews of the customers. Content analysis can be used "to explore human experience" (Erlingsson & Brysiewicz 2017, p. 93). Adapted from the guidelines proposed by Erlingsson & Brysiewicz (2017), this study divided the reviews into 'meaning units,' formulated codes, and developed categories and themes. This study essentially used co-occurrence of themes and words which were numerically represented through quantitative analysis while qualitative analysis employed the narrative of the customers regarding their experiences. Furthermore, content analysis can use both quantitative and qualitative data. As Neal (2012) argued, "…content analysis is best when both quantitative and qualitative approaches are combined" (p. 7). Nevertheless, this study employed mixed method approach in data analysis to extract the contents from the reviews of the customers on accommodation products.

Results

Objective 1: Determine the content of consumer reviews on the characteristics of accommodation products.

Result of reviews in Content Analysis of Consumer Reviews on Preferred Characteristics of Accommodation Products					
Characteristics					
OBJECTIVES	AMENITIES	CUSTOMER SERVICE	LOCATION	COST	FACILITIES
Determine the content of consumer reviews on the characteristics of accommodation products.	12	19	14	9	14

Nineteen reviewers considered customer service in choosing certain accommodation products because it frequently marks both the first and last engagement that customers have with the accommodation business, providing excellent customer service is crucial in the hospitality sector. A certain accommodation business must ensure that their customer service representatives are cordial and effective

because first impressions count. Accommodation businesses can leave a positive impression on customers and encourage repeat business by providing excellent customer service.

"We will still go to stay in this hotel next vacation. Staffs are friendly and always wearing their beautiful smile. This hotel is highly recommended."

"The best of all budget-friendly Inn in Zamboanga. The best accommodation if you are looking for a cheaper place to stay and planning to stay in Zamboanga for a while."

Location

Fourteen reviewers ranked location second in choosing certain accommodation products because it determines the accessibility to attractions, amenities, transportation, and business centers. A favorable location saves guests time and effort, allowing them to fully enjoy their stay. Reviewers recognize that the location plays an important role in guest satisfaction and the overall success of their trip.

"Next to SM & other malls (Great location if you like walking. Limited parking, but in the city center. Can just walk to SM Mindpro, Gateway & Southway malls, Plaza Pershing, city hall, even the seaport Staff were attentive to request. Cafe staff assisted my elderly mother)".

"Comfortable 5D4N Stay in Zamboanga City The hotel is strategically located, we just hopped to a tricycle for our appointment to DFA-Zamboanga. The staff are courteous and welcoming; strong WiFi connection and complimentary buffet breakfast was also a plus".

Facilities

Fourteen reviewers considered facilities as third option in choosing accommodation products because of the quality of facilities offered by accommodation which plays a vital role in guests' comfort, convenience, and overall contentment throughout their stay. Reviewers carefully assess the condition, cleanliness, functionality, and accessibility of the facilities. Well-maintained facilities contribute to the overall attractiveness and value of the accommodation.

"Love it I loved this place room was clean and spacious big showers plenty of storage staff very friendly and helpful restaurant was big and nice food the only thing I had a problem with was the people who had conferences there they were allowed to walk around the floors of the hotel and knock on the doors of hotel rooms."

"Light & airy reception area with very polite staff. All floors are very clean, beds & pillows are nice and comfortable, shower is very refreshing with nice hot water. Cafe on floor 2 is clean and nicely decorated. BUT has too many staff and you wait an eternity for just a simple 5 min breakfast. Internet is an issue as the reception staff keep

changing the password which is very annoying. Would stay here again."

Objective 2: Identify the content of consumer reviews on the low-rated characteristics of accommodation products.

Result of reviews in Content Analysis of Consumer Reviews on Preferred Characteristics of Accommodation Products					
Characteristics					
OBJECTIVES	AMENITIES	CUSTOMER SERVICE	LOCATION	COST	FACILITIES
Identify the content of consumer reviews on the low-rated characteristics of accommodation products.	10	19	1	4	27

Twenty-seven reviewers considered facilities that the highest characterization among the low-rated characteristics of accommodation in choosing certain accommodations products. An accommodations success may depend greatly on its facilities. The facilities offered should be customized to meet the unique requirements of the clientele. Accessibility on location is becoming an increasingly important concern for accommodation facility management, along with facilities that must be well-maintained and adequately staffed.

"The room had a strong smell of dust and molds. Too tired to complain on the first night as we were too tired. The room was cleaned the following day on request." The hotel needs to ensure that the room is clean as the hotel requires full payment before the booking is confirmed."

"So many things wrong here. There were stains on the sheets. The telephone was broken so I went down to order food to the room and the staff acted like I was an inconvenience. The water from the faucet and shower was brown!"

Customer Service

Nineteen reviewers considered customer service as the second highest characterization among the low-rated characteristics of accommodation in choosing certain accommodation product. The customer service is a very important factor in the overall experience the customer will have when staying in a business accommodation, which is why providing excellent customer service to meet the needs of the clients is a must.

"Untrained Staff. One of the emails a few moments before my arrival. On my arrival they told me that I have no booking. After a heated debate they offer me a dirty room with no facilities at all. The staff lack

courtesy and knowledge of English language. I don't recommend this hotel to anyone."

"Will not recommend because of bad customer service and unorganized. It was such a tiring experience given I just came from a long roadtrip and the fact that I even have to pay for a hefty taxi fare because the driver can't locate them."

Amenities

Ten reviewers mentioned amenities which placed in the third spot for being the most characterization among the low-rated characteristics of accommodation in choosing certain accommodation product. Things like toiletries and personal care products, like hair dryers and shaving cream, go without saying and should be stocked in every room to improve the enjoyment of the clients that would be staying. These amenities will boost the overall experience of the customers because of the usefulness it provides.

"So many things wrong here. There were stains on the sheets. The telephone was broken so I went down to order food to the room and the staff acted like I was an inconvenience. The water from the faucet and shower was brown!"

"Okay only if no other choice. This hotel has seen better days; outside looks deceiving. Facilities not well maintained. Toilet in the pool area dirty and smelly. Our room was not well-lit but relatively clean. Service terrible! Very inconvenient for guests with bulky and heavy baggage because: cars can park in front of the main hotel doors so we had to park across the street to unload; apathetic guard manning the front doors who told us that we can park and unload after the birthday party and the parked cars have left no elevators. Staff lack training on proper hotel manners: making"

Facilities

Out of the twenty-two reviewers who rated various characteristics of accommodation, facilities were considered the third most important factor after location and another factor. However, some reviewers still placed a greater emphasis on the facilities offered by the hotel itself. This is because they believe that the quality of facilities reflects the cleanliness of the hotel and the treatment of the rooms. This is particularly important for ensuring a comfortable stay at the hotel. Well-maintained facilities are essential as facilities make the first impression of a business.

"Bad (The place not clean like room and washroom. It's has so much cockroach)".

"Will not come back There were roaches plying the bathroom walls and tiles and even inside the cabinet."

Objective 3: Identify the content of consumer reviews with the high-rated characteristics of accommodation products.

Result of reviews in Content Analysis of Consumer Reviews on Preferred Characteristics of Accommodation Products					
Characteristics					
OBJECTIVES	AMENITIES	CUSTOMER SERVICE	LOCATION	COST	FACILITIES
Identify the content of consumer reviews with the high-rated characteristics of accommodation products.	17	36	23	10	22

Thirty-six reviewers considered customer service that the highest characterization among the high-rated characteristics of accommodation in choosing certain accommodation product. Accommodations now have to offer prompt, effective, and high-quality customer service. Providing excellent customer service will strengthen the bond between accommodation establishment and its consumer. Additionally, pleased consumers are more likely to remain loyal to the accommodation and return as they will act as true brand ambassadors. Due to the ability to enhance its reputation and set itself apart from its rivals, a property's customer service has crucial role in its development strategy.

"Host and staffs are very kind and hospitable accommodating and assisting us even beyond the hours of the night. Moreover, the prices are quite reasonable. Airconditioning are also good. Rooms are very clean. WiFi coverage is also very satisfactory. The place is literally just behind the Alavar Restaurant."

"Very good (The staff are approachable and helpful.)"

Location

Twenty-three reviewers ranked location as the second most important characteristic when choosing an accommodation product, among other highly rated characteristics. It can be easier to get new clients to test your business if you have a handy location, good parking or transportation options, and a noticeable high-street presence to promote brand recognition. The surrounding area of a hotel is also crucial. A hotel's location, as nicely as the way it is related to some things to do in the area, is absolutely one of the most essential elements for selecting a hotel. A business hotel's location should allow business travelers to travel quickly and easily using private and public transportation.

"Pleasant (Location was convenient for everything you need since it's in the middle of the city.)"

"Excellent location! (Strategically situated near SM and other fast food restos)."

Objective 1: Determine the content of consumer reviews on the characteristics of accommodation products.

The utilization of online reviews is known to be an effective method for gaining insight into the satisfaction levels and preferences of customers. The COVID-19 has caused a notable impact on customer satisfaction within various industries, including tourism and hospitality (Zibarzani et al., 2022). Wang, Yi, & Dai (2018) believed that reviews offer a significant quantity of valuable data regarding competitors, specifically in the context of service comparisons.

Content analysis showed that majority of the reviewers (n=19) considered "customer service" as an important factor for their satisfaction. Reviewers were attentive to different factors of customer service e.g., 'friendly', 'beautiful smile', 'courteous', 'welcoming'. Most of the reviewers value such behaviors of the staffs when they have problems or concerns, and when they are speaking with them.

The analysis showed that location and facilities were also common characteristics of the accommodation products. The reviewers used words 'vacation', 'visit', 'Zamboanga', and 'malls' to describe the location of the hotels and establishments. They consider accommodation that are near the city proper, restaurants, and malls, and are easily accessible. For facilities, reviewers described the accommodation products as 'specious', 'airy', and 'refreshing' pertaining to rooms and areas available within the establishment.

Below are the extracted words from the reviews of the customers.

	Extracted Words
Amenities	comfortable / WiFi / buffet / restaurant / clean / café / internet / bed / pillows / decorated / breakfast
Customer Service	friendly / beautiful smile / courteous / welcoming / attentive / assist / helpful
Location	vacation / visit / Zamboanga / malls / tricycle / strategic / view / near
Cost	cheap / budget-friendly
Facilities	spacious / conference / airy / refreshing / rooms

This study showed similar results from the CONCOR analysis conducted by Handani et al., (2022). For instance, travelers visited Indonesia used the words 'clean,' 'friendly,' 'spacious,' 'strategic,' 'restaurant,' 'WiFi,' 'bed,' and 'near' when they are writing reviews on the hotels they visited.

Consumers tend to rely on electronic word-of-mouth (eWOM) when purchasing intangible products or services that they have not previously used or experienced (Xiang et al., 2015). This is because eWOM provides customers with specific information that is influenced by the selection attributes of other customers, as well as their shared individual experiences, thoughts, photos, ratings for hotels, and vacation suggestions (Kim & Kim, 2022; Kim et al., 2018).

The perceived quality of service by customers has been determined to have an important role in strengthening customer loyalty within the restaurant industry (Ahmed et al., 2023). It is widely acknowledged that the provision of restaurant services that are high in quality and value is essential in both attracting new customers and retaining loyal customers (Izquierdo-Yusta et al., 2019). Furthermore, providing excellent service is expected to enhance customer satisfaction within the hospitality industry (Ahmed et al., 2023; Jani & Han, 2015).

Zeithaml & Bitner (1996) posit that continuous enhancement of service quality is crucial for businesses to not only acquire new customers but also retain existing ones. According to Namin (2017), the service quality and its measurement is widely regarded as a reliable indicator of consumer satisfaction. Through narrative analysis, this study revealed that they were satisfied to the establishment because "staffs [are] very friendly and helpful" and "courteous and welcoming." Some reviewers had bad experiences when availing accommodation saying, "too many staff... you wait an eternity for just a simple 5 min. breakfast." These were different experiences of reviewers when they avail the accommodation products provided within Zamboanga City.

The price is also a crucial factor that can impact customer satisfaction as it plays a significant role in determining their purchasing decisions. The pricing strategy encompasses various objectives such as survival, short-term profit maximization, short-term income maximization, maximization of sales growth, market filtering to the top, and product excellence (Guan et al., 2020; Ilyas & Mustafa, 2022; Kotler, 2012). Perceived reasonable pricing influence customer satisfaction and its subsequent impact on future repurchase choices (Heo & Lee, 2011). When consumers perceive prices as fair, their loyalty and pleasure may increase (Bassey, 2014). However, when they perceive prices as unfair, they may become less loyal and engage in anti-purchase activities (Liu & Jang, 2009). In terms of prices, the accommodation products were described by reviewers as "best of all budget-friendly" and "a cheaper place to stay and planning to stay." Price of most accommodation in Zamboanga City was described as 'cheap' and 'budget-friendly.'

Facility variables also relate to customer satisfaction since facilities play an important influence in consumer perception and facility

engagement (Ilyas & Mustafa, 2022; Mitchell-Ketzes, 2003). Facilities refer to all amenities that are utilized or enjoyed by customers, and their usage may not always entail a fee. Several factors contribute to the overall quality of a accommodation facility, including the provision of holiday packages, the comprehensiveness of room amenities, and the level of room cleanliness (Ilyas & Mustafa, 2022). Characteristics of the accommodation products in the Zamboanga City were "clean and spacious" and "nice and comfortable." The reviewers had positive responses on the quality of facilities e.g., functional showers.

Notable characteristics of accommodation products in Zamboanga City were determined. Most of the reviewers showed satisfaction in customer service, facilities, amenities, and the price/cost of availing the accommodation. However, there were some who had been dissatisfied with the customer service and the facilities within the establishments. These differences were being assessed in the following sections.

Objective 2: Identify the content of consumer reviews on the low-rated characteristics of accommodation products.

Analysis on the reviews revealed that facilities (n=27) were the most low-rated characteristics of accommodation products in Zamboanga City. Contents from reviews described the facilities as 'not maintained,' and 'not functional,' while some reviews the ambiance of the establishment was 'deceiving.' Their facilities were also 'not clean.' They rated their experience in using their facilities as 'bad.'

Descriptions on ratings of accommodation in Zamboanga City showed low satisfaction in customer service (n=19). Reviewers described the accommodation products as 'unorganized,' 'terrible,' 'bad.' The reviewers explicitly expressed their dissatisfaction on the staffs describing them as 'untrained,' 'apathetic,' 'has poor English,' and 'inattentive.'

Amenities had been rated badly on some accommodations. Reviewers described amenities as 'unclean' or 'dirty.' Main causes for these were the 'turbidity of water,' 'broken telephone,' 'stains on bed sheets.'

Below are some extracted words from the reviews.

	Extracted Words
Amenities	smell / unclean / dirty / stains / telephone / turbid water / broken /
Customer Service	untrained / wait / unorganized / inconvenience / apathetic / manners / terrible / poor English / bad / inattentive / arrival
Location	parking / locate / taxi
Cost	fare / pay / costly

Facilities	not functional / deceiving / not maintained / dust / molds

This study observed similar results from the analysis done by Sann et al., (2022) on online complaining behaviors in hospitality industry. The reviewers complained about 'staining,' 'unpleasant smell,' 'poor attitude of staffs,' 'not recommended,' and 'slow service.' This analysis offered specific words that customers used when leaving reviews for accommodation products.

Consumer reviews are a highly valuable source of information that may assist in the administration of constant enhancement (Fernandes & Fernandes, 2018; Handani et al., 2022). In the context of consumer behavior, negative reviews hold significant value as they can serve as a preventive measure against negative experiences (Aicher et al., 2016; Fernandes & Fernandes, 2018; Handani et al., 2022). Online reviews reveal the customer concerns (Chen, 2009; Ma et al., 2022), identify the causes (Getty & Getty, 2003; Ma et al., 2022), and estimate satisfaction levels (Wilkins et al., 2007). The process of uncovering these insights enables hotel managers to develop suitable responses or strategies to address customer complaints (Sann et al., 2022).

When a failure eventuates, customers tend to find for plausible explanations regarding the underlying reasons for the occurrence of said failure (Akarsu et al., 2023; Nikbin et al., 2012) and attribute these to the said experience. In the event of a service failure, if the customer perceives the failure to be controllable, stable, and originating from the service provider, it may result in the customer experiencing negative emotions such as frustration, dissatisfaction, regret, and disappointment. These emotions are commonly acknowledged consequences of service failure (Akarsu et al., 2023; Choi & Mattila, 2008; Hwang et al., 2020; Xie & Heung, 2012). Reviewers in this study manifested different emotional response on their negative experiences. Aside from leaving low ratings, some of them wrote negative reviews. For instance, one of them said "There were stains on the sheets… telephone was broken… water from the faucet and shower was brown!" Content analysis showed most reviewers looked on customer service and facilities more often than the cost or location.

Additionally, the presence of unfavorable reviews or comments can potentially result in adverse consequences across every aspect of the enterprise (Cantallops & Salvi, 2014; Sann et al., 2022). Hotel guests express dissatisfaction regarding various aspects of their accommodations, including subpar service quality and outdated or insufficient interior design (Dinçer & Alrawadieh, 2017). Sann et al., (2022) reported that higher-star hotel visitors are particularly inclined to complain about service encounters, room space, when they are staying in smaller hotels. Additionally, visitors to hotels with lower star

ratings are more inclined to post concerns about cleanliness online. Cleanliness was a prominent complaint for amenities and facilities. One reviewer left comment on cleanliness that "… toilet in the pool area dirty and smelly…" and on facilities that "… facilities not well maintained…" Analysis showed unusual contents from this review saying "… this hotel has seen better days; outside looks deceiving…"

Due to service heterogeneity, service failures—situations in which service providers fall short of consumer expectations—are typically unavoidable (Harrison-Walker, 2019; Tosun et al., 2022). It is nearly impossible to maintain continual customer satisfaction because service quality perceptions depend heavily on interactions between staff members and customers (Sujithamrak & Lam, 2005; Tosun et al., 2022). The customer coping mechanisms and complaint behavior are influenced by customer engagement styles, which are determined by assertiveness and aggression, in situations of service failures (Oliveira & Veloso, 2015; Tosun et al., 2022; Tsarenko & Strizhakova, 2013). Most complaints in this study were inclined to facilities, customer service, and amenities. For instance, one reviewer said that "… after a heated debate they offer me a dirty room with no facilities at all… the staff lack courtesy and knowledge of English language." Analysis showed that the hotel notified the customer regrading her booking. It was not clear whether the accommodation mistakenly managed her booking; but it was shown that the hotel offered dirty room for her to stay in. While this is a separate case, literature indicates that analysis of unfavorable online reviews and e-complaints revealed that the most common complaints in luxury hotels were about the attitudes and performance of the employees (Zarezadeh et al., 2022).

Analyzing the reviews shed light on different characteristics of accommodation products in Zamboanga City. It was revealed that facilities, customer service, and amenities had aggressive reviews than other characteristics. Some customers even said, "… will not recommend because of bad customer service and unorganized." Most customers who left negative reviews were those with heated encounters with employees and experienced inconvenience to their service.

Objective 3: Identify the content of consumer reviews with the high-rated characteristics of accommodation products.

Analyzing the reviews showed common words used by reviewers. Customer services (n=36) was the top-rated characteristics among the clusters. Reviewers used words like 'kind,' 'hospitable,' and 'accommodating' to describe the staffs of accommodation establishments in Zamboanga City. Overall, the reviewers had positive experiences in availing the accommodation products in Zamboanga City.

Additionally, the reviewers used the words 'near restaurant,' 'pleasant,' 'excellent,' and 'strategic' to describe the excellent location of the hotels. Most of them value the location because they are near the city proper, a restaurant, shopping malls, or the airport. In contrast, the reviewers used words such as 'coverage,' 'aircons, 'functional' to describe the facilities in the area. They also had positive reviews specifically on elevators, the restrooms, beds, and function halls.

Below are some of the extracted words from the reviews.

	Extracted Words
Amenities	satisfactory / airconditioning / very clean
Customer Service	kind / hospitable / accommodating / assisting / staff / nice /
Location	near restaurant / pleasant / excellent / strategic / area
Cost	reasonable / pay / costly / price
Facilities	coverage / aircons / functional / elevators / quality / comfortable /

Zhang & Kim (2021) analyzed the reviews of visitors in Disneyland hotels. This study had similar results among hotels in Zamboanga City. For instance, keywords used by reviewers on describing their experiences in Disneyland hotels were 'excellent,' 'expensive,' 'area,' 'quality,' 'location,' 'staff,' and 'nice.' Rating keywords used by reviewers were similar and synonymous.

The importance of service quality in fulfilling customers' expectations for a given service has been widely recognized for a considerable period of time (Ahmed et al., 2023; Raza et al., 2020). Elevating the standard of service quality has been observed to positively impact the level of trust consumers place in the complex network of consumer services, thereby leading to an increased level of customer loyalty (Liu et al., 2017). The satisfaction of a restaurant in their foodservice industry is largely influenced by the quality of service provided to the consumer (Ahmed et al., 2023; Garg, 2014). Reviewers in this study had positive experiences on their stay in Zamboanga City. One reviewer said, "host and staffs are very kind and hospitable accommodating and assisting us…" Analysis revealed that majority of reviewers focused on customer service most of the time. This study indicated that the values, attitudes, and behaviors of staffs and employees were mostly valuable to customers.

Location and accessibility as key attributes of the physical environment contributed to the establishment of guest satisfaction (Lou et al., 2020; Xu & Li, 2016). The location of an establishment was widely noted in

online reviews (Alrawadieh & Law, 2019; Zarezadeh et al., 2022). The essential determinants of location encompass the ease of access to places of significance, the neighboring surroundings, and the convenience of transportation (Alrawadieh & Law, 2019). When determining their pleasure with a hotel, customers saw location as a significant factor. The identified important characteristics for both budget and luxury hotels are transportation convenience and proximity to tourist attractions (Li et al., 2013; Zarezadeh et al., 2022). Analysis on the reviews revealed that the second most frequently rated characteristic was the location. Reviewers said the location was "excellent' and 'pleasant.' They are pertaining to hotels that were near the malls, fast food chains, and city proper.

This study also showed value on the facilities based on reviews. The regular updating of hotel facilities and equipment, coupled with the provision of warm services, has been shown to have a positive impact on enhancing customer satisfaction while encouraging the outstanding growth of the hotel industry (Ma et al., 2022). The utilization of guest feedback, which is freely given, can aid hoteliers in identifying the key variables and facilities that contribute to customer satisfaction. The provision of hotel facilities constitutes a crucial aspect of physical evidence and exhibits a positive correlation with diverse hotel attributes such as star rating, location, size, and type (Ma et al., 2022). Reviewers in this study showed satisfaction on facilities of accommodations in Zamboanga City. They were "comfortable during their stay." Analysis indicated that some reviewers presented repurchase behavior after their positive experiences in accommodations in Zamboanga City.

The major characteristics of the high-rated accommodation products in Zamboanga City were the service, location, and facilities. The accommodation in Zamboanga City were of its "reasonable price." Other factors were less reviewed or rated using the keywords analysis.

Conclusion

Determining the characteristics of accommodations based on the reviews of consumers is essential for it points out a property's advantages and disadvantages, which can help consumers, pick the ideal accommodation. To guarantee a hassle-free and joyful homestay, it is imperative to read reviews. It gives guests a transparent view of the lodging and the host, enabling them to make informed plans. Consumers can have a more satisfying and memorable experience by making an informed decision based on reviews. To ensure a satisfying and memorable experience, it is crucial to read reviews prior to making a homestay reservation.

Amenities can make or break a stay, while reviews that emphasize the host's hospitality or good customer service can provide insight into what it's like to stay at the accommodation. Reviews that highlight the location can help decide whether to book. To optimize the value of reviews, accommodation and marketing experts should give them high priority by educating customers, motivating guests to provide feedback, and actively monitoring and addressing their comments. They can showcase positive reviews and testimonials to instill trust and assurance in prospective guests, utilizing reviews as a means to enhance the guest experience. By integrating reviews into marketing campaigns and utilizing them strategically, experts can increase bookings, cultivate a positive reputation, and ultimately elevate guest satisfaction levels.

Bibliography

Abubakar, A. M., Ilkan, M., Al-Tal, R. M., & Eluwole, K. K. (2017). eWOM, revisit intention, destination trust and gender. Journal of Hospitality and Tourism Management, 31, 220-227.

Ahmed, S., Al Asheq, A., Ahmed, E., Chowdhury, U. Y., Sufi, T., & Mostofa, M. G. (2023). The intricate relationships of consumers' loyalty and their perceptions of service quality, price and satisfaction in restaurant service. The TQM Journal, 35(2), 519-539.

Aicher, J., Asiimwe, F., Batchuluun, B., Hauschild, M., Zöhrer, M., & Egger, R. (2016). Online hotel reviews: Rating symbols or text… text or rating symbols? That is the question!. In Information and Communication Technologies in Tourism 2016: Proceedings of the International Conference in Bilbao, Spain, February 2-5, 2016 (pp. 369-382). Springer International Publishing.

Akarsu, T. N., Marvi, R., & Foroudi, P. (2023). Service failure research in the hospitality and tourism industry: a synopsis of past, present and future dynamics from 2001 to 2020. International Journal of Contemporary Hospitality Management, 35(1), 186-217.

Alrawadieh, Z., & Law, R. (2019). Determinants of hotel guests' satisfaction from the perspective of online hotel reviewers. International Journal of Culture, Tourism and Hospitality Research.

Amaro, S., Duarte, P., & Henriques, C. (2016). Travelers' use of social media: A clustering approach. Annals of Tourism Research, 59, 1-15.

Bassey, F. O. (2014). The effect of perceived price fairness on customer satisfaction and loyalty (Doctoral dissertation, Eastern Mediterranean University (EMU)-Doğu Akdeniz Üniversitesi (DAÜ)).

Bi, J. W., Liu, Y., Fan, Z. P., & Cambria, E. (2019). Modelling customer satisfaction from online reviews using ensemble neural network and effect-based Kano model. International Journal of Production Research, 57(22), 7068-7088.

Bi, J. W., Liu, Y., Fan, Z. P., & Zhang, J. (2020). Exploring asymmetric effects of attribute performance on customer satisfaction in the hotel industry. Tourism Management, 77, 104006.

Brown, A., & Reade, J. J. (2019). The wisdom of amateur crowds: Evidence from an online community of sports tipsters. European Journal of Operational Research, 272(3), 1073-1081.

Cai, R. R., Lu, L., & Gursoy, D. (2018). Effect of disruptive customer behaviors on others' overall service experience: An appraisal theory perspective. Tourism Management, 69, 330-344.

Cantallops, A. S., & Salvi, F. (2014). New consumer behavior: A review of research on eWOM and hotels. International Journal of Hospitality Management, 36, 41-51.

Chang, Y. C., Ku, C. H., & Le Nguyen, D. D. (2022). Predicting aspect-based sentiment using deep learning and information visualization: The impact of COVID-19 on the airline industry. Information & Management, 59(2), 103587.

Chatterjee, S., & Mandal, P. (2020). Traveler preferences from online reviews: Role of travel goals, class and culture. Tourism Management, 80, 104108.

Chavez, J. V. (2022). Narratives of Bilingual Parents on the Real-Life Use of English Language: Materials for English Language Teaching Curriculum. Arab World English Journal, 13 (3) 325-338. DOI : https://dx.doi.org/10.24093/awej/vol13no3.21

Chen, T. H. (2009). Performance measurement of an enterprise and business units with an application to a Taiwanese hotel chain. International Journal of Hospitality Management, 28(3), 415-422.

Chen, W. K., Riantama, D., & Chen, L. S. (2020). Using a text mining approach to hear voices of customers from social media toward the fast-food restaurant industry. Sustainability, 13(1), 268.

Choi, S., & Mattila, A. S. (2008). Perceived controllability and service expectations: Influences on customer reactions following service failure. Journal of Business Research, 61(1), 24-30.

Dinçer, M. Z., & Alrawadieh, Z. (2017). Negative word of mouse in the hotel industry: A content analysis of online reviews on luxury hotels in Jordan. Journal of Hospitality Marketing & Management, 26(8), 785-804.

Erlingsson, C., & Brysiewicz, P. (2017). A hands-on guide to doing content analysis. African journal of emergency medicine, 7(3), 93-99.

Fernandes, T., & Fernandes, F. (2018). Sharing dissatisfaction online: analyzing the nature and predictors of hotel guests negative reviews. Journal of Hospitality Marketing & Management, 27(2), 127-150.

Foroudi, P., Tabaghdehi, S. A. H., & Marvi, R. (2021). The gloom of the COVID-19 shock in the hospitality industry: A study of consumer risk perception and adaptive belief in the dark cloud of a pandemic. International Journal of Hospitality Management, 92, 102717.

Garg, A. (2014). Mechanic clues vs. humanic clues: Students' perception towards service quality of fast food restaurants in Taylor's University Campus. Procedia-Social and Behavioral Sciences, 144, 164-175.

Getty, J. M., & Getty, R. L. (2003). Lodging quality index (LQI): assessing customers' perceptions of quality delivery. International Journal of Contemporary Hospitality Management.

Guan, Z., Ye, T., & Yin, R. (2020). Channel coordination under Nash bargaining fairness concerns in differential games of goodwill accumulation. European Journal of Operational Research, 285(3), 916–930. https://doi.org/https://doi.org/10.1016/j.ejor.2020.02.028

Handani, N. D., Riswanto, A. L., & Kim, H. S. (2022). A study of inbound travelers experience and satisfaction at quarantine hotels in Indonesia during the COVID-19 pandemic. information, 13(5), 254.

Harrison-Walker, L. J. (2019). The effect of consumer emotions on outcome behaviors following service failure. Journal of Services Marketing, 33(3), 285–302. https://doi.org/10.1108/JSM-04- 2018-0124

Heo, C. Y., & Lee, S. (2011). Influences of consumer characteristics on fairness perceptions of revenue management pricing in the hotel industry. International Journal of Hospitality Management, 30(2), 243-251.

Hu, F., Teichert, T., Liu, Y., Li, H., & Gundyreva, E. (2019). Evolving customer expectations of hospitality services: Differences in attribute effects on satisfaction and Re-Patronage. Tourism Management, 74, 345-357.

Huang, Y., Zhang, M., Gursoy, D., & Shi, S. (2020). An examination of interactive effects of employees' warmth and competence and service failure types on customer's service recovery cooperation intention. International Journal of Contemporary Hospitality Management, 32(7), 2429-2451.

Huifeng, P., Ha, H. Y., & Lee, J. W. (2020). Perceived risks and restaurant visit intentions in China: Do online customer reviews matter?. Journal of Hospitality and Tourism Management, 43, 179-189.

Ilyas, G. B., & Mustafa, H. (2022). Price, Promotion, and Supporting Facilities on Customer Satisfaction. Golden Ratio of Marketing and Applied Psychology of Business, 2(1), 01-11.

Izquierdo-Yusta, A., Gomez-Canto, C. M., Pelegrin-Borondo, J., & Martinez-Ruiz, M. P. (2019). Consumers' behaviour in fast-food restaurants: a food value perspective from Spain. British Food Journal, 121(2), 386-399.

Jani, D., & Han, H. (2015). Influence of environmental stimuli on hotel customer emotional loyalty response: Testing the moderating effect of the big five personality factors. International journal of hospitality management, 44, 48-57.

Jia, S. (2021). Analyzing restaurant customers' evolution of dining patterns and satisfaction during COVID-19 for sustainable business insights. Sustainability, 13(9), 4981.

Kim, S., Kandampully, J., & Bilgihan, A. (2018). The influence of eWOM communications: An application of online social network framework. Computers in Human Behavior, 80, 243-254.

Kim, Y. J., & Kim, H. S. (2022). The impact of hotel customer experience on customer satisfaction through online reviews. Sustainability, 14(2), 848.

Kotler, P., & Keller, K. L. (2012). Marketing Management: Philip Kotler, Kevin Lane Keller. Pearson.

Li, H., Ye, Q., & Law, R. (2013). Determinants of customer satisfaction in the hotel industry: An application of online review analysis. Asia Pacific Journal of Tourism Research, 18(7), 784-802.

Liu, W. K., Lee, Y. S., & Hung, L. M. (2017). The interrelationships among service quality, customer satisfaction, and customer loyalty: Examination of the fast-food industry. Journal of Foodservice Business Research, 20(2), 146-162.

Liu, W. K., Lee, Y. S., & Hung, L. M. (2017). The interrelationships among service quality, customer satisfaction, and customer loyalty: Examination of the fast-food industry. Journal of Foodservice Business Research, 20(2), 146-162.

Liu, Z., & Park, S. (2015). What makes a useful online review? Implication for travel product websites. Tourism management, 47, 140-151.

Lou, A. (2022). Content Analysis | Guide, Methods & Examples. Scribbr. https://www.scribbr.com/methodology/content-analysis/ (accessed May 30, 2023)

Luo, J., Huang, S., & Wang, R. (2020). A fine-grained sentiment analysis of online guest reviews of economy hotels in China. Journal of Hospitality Marketing & Management, 1-25.

Ma, Y., Li, H., & Tong, Y. (2022). Distribution Differentiation and Influencing Factors of the High-Quality Development of the Hotel Industry from the Perspective of Customer Satisfaction: A Case Study of Sanya. Sustainability, 14(11), 6476.

Mankad, S., Han, H. S., Goh, J., & Gavirneni, S. (2016). Understanding online hotel reviews through automated text analysis. Service Science, 8(2), 124-138.

Mathwick, C., & Mosteller, J. (2017). Online reviewer engagement: A typology based on reviewer motivations. Journal of Service Research, 20(2), 204-218.

Mayring, P. (2004). Qualitative content analysis. A companion to qualitative research, 1(2), 159-176.

Mehta, M. P., Kumar, G., & Ramkumar, M. (2023). Customer expectations in the hotel industry during the COVID-19 pandemic: a global perspective using sentiment analysis. Tourism Recreation Research, 48(1), 110-127.

Mitchell-Ketzes, S. (2003). Optimising business performance through innovative workplace strategies. Journal of Facilities Management. https://doi.org/10.1108/14725960410808249

Mohsin, A., & Lockyer, T. (2010). Customer perceptions of service quality in luxury hotels in New Delhi, India: an exploratory study. International Journal of Contemporary Hospitality Management.

Namin, A. (2017). Revisiting customers' perception of service quality in fast food restaurants. Journal of Retailing and Consumer Services, 34, 70-81.

Neal, M. R. (2012). Media content analysis: Qualitative methods.

Nikbin, D., Ismail, I., Marimuthu, M., & Salarzehi, H. (2012). The relationship of service failure attributions, service recovery justice and recovery

satisfaction in the context of airlines. Scandinavian Journal of Hospitality and Tourism, 12(3), 232-254.

Nunkoo, R., Teeroovengadum, V., Ringle, C. M., & Sunnassee, V. (2020). Service quality and customer satisfaction: The moderating effects of hotel star rating. International Journal of Hospitality Management, 91, 102414.

Oliveira, M. L. M. M., & Veloso, A. R. (2015). Dysfunctional consumer behavior: Proposition of a measurement scale. Brazilian Business Review, Vitória, BBR Special Issues, 24–49. https://doi.org/ 10.15728/bbrconf.2015.2

Raza, S. A., Umer, A., Qureshi, M. A., & Dahri, A. S. (2020). Internet banking service quality, e-customer satisfaction and loyalty: the modified e-SERVQUAL model. The TQM Journal, 32(6), 1443-1466.

Sann, R., Lai, P. C., Liaw, S. Y., & Chen, C. T. (2022). Predicting Online Complaining Behavior in the Hospitality Industry: Application of Big Data Analytics to Online Reviews. Sustainability 2022, 14, 1800.

Sezgen, E., Mason, K. J., & Mayer, R. (2019). Voice of airline passenger: A text mining approach to understand customer satisfaction. Journal of Air Transport Management, 77, 65-74.

Shah, A. M., Yan, X., Shah, S. A. A., & Ali, M. (2020). Customers' perceived value and dining choice through mobile apps in Indonesia. Asia Pacific Journal of Marketing and Logistics. 33(1):1–28.

Song, Y., Liu, K., Guo, L., Yang, Z., & Jin, M. (2022). Does hotel customer satisfaction change during the COVID-19? A perspective from online reviews. Journal of Hospitality and Tourism Management, 51, 132-138.

Stratton, S. J. (2021). Population research: convenience sampling strategies. Prehospital and disaster Medicine, 36(4), 373-374.

Sujithamrak, S., & Lam, T. (2005). Relationship between customer complaint behavior and demographic characteristics: A study of hotel restaurants' patrons. Asia Pacific Journal of Tourism Research, 10(3), 289–307. https://doi.org/10.1080/10941660500309697

Tosun, P., Sezgin, S., & Uray, N. (2022). Consumer complaining behavior in hospitality management. Journal of Hospitality Marketing & Management, 31(2), 247-264.

Tsarenko, Y., & Strizhakova, Y. (2013). Coping with service failures: The role of emotional intelligence, self-efficacy and intention to complain. European Journal of Marketing, 47(1/2), 71–92. https://doi.org/10.1108/03090561311285466

Verma, R. (2010). Customer choice modeling in hospitality services: A review of past research and discussion of some new applications. Cornell Hospitality Quarterly, 51(4), 470-478.

Wang, W., Feng, Y., & Dai, W. (2018). Topic analysis of online reviews for two competitive products using latent Dirichlet allocation. Electronic Commerce Research and Applications, 29, 142-156.

Wilkins, H., Merrilees, B., & Herington, C. (2007). Towards an understanding of total service quality in hotels. International Journal of Hospitality Management, 26(4), 840-853.

Wu, C. H. J., & Liang, R. D. (2009). Effect of experiential value on customer satisfaction with service encounters in luxury-hotel restaurants. International Journal of Hospitality Management, 28(4), 586-593.

Wu, L., Mattila, A. S., Wang, C. Y., & Hanks, L. (2016). The impact of power on service customers' willingness to post online reviews. Journal of Service Research, 19(2), 224-238.

Xiang, Z., Schwartz, Z., Gerdes Jr, J. H., & Uysal, M. (2015). What can big data and text analytics tell us about hotel guest experience and satisfaction?. International journal of hospitality management, 44, 120-130.

Xie, D., & Heung, V. C. (2012). The effects of brand relationship quality on responses to service failure of hotel consumers. International Journal of Hospitality Management, 31(3), 735-744.

Xu, X., & Li, Y. (2016). The antecedents of customer satisfaction and dissatisfaction toward various types of hotels: A text mining approach. International Journal of Hospitality Management, 55, 57-69.

Xu, X., & Li, Y. (2016). The antecedents of customer satisfaction and dissatisfaction toward various types of hotels: A text mining approach. International journal of hospitality management, 55, 57-69.

Yang, F. X., & Lau, V. M. (2015). "LuXurY" hotel loyalty–a comparison of Chinese Gen X and Y tourists to Macau. International Journal of Contemporary Hospitality Management.

Ye, F., Xia, Q., Zhang, M., Zhan, Y., & Li, Y. (2022). Harvesting online reviews to identify the competitor set in a service business: evidence from the hotel industry. Journal of Service Research, 25(2), 301-327.

Zarezadeh, Z. Z., Rastegar, R., & Xiang, Z. (2022). Big data analytics and hotel guest experience: a critical analysis of the literature. International Journal of Contemporary Hospitality Management.

Zarezadeh, Z. Z., Rastegar, R., & Xiang, Z. (2022). Big data analytics and hotel guest experience: a critical analysis of the literature. International Journal of Contemporary Hospitality Management.

Zeithami, V. A., Bitner, M. J., & Gremler, D. (1996). Services marketing. New York.

Zhang, X., & Kim, H. S. (2021). Customer experience and satisfaction of Disneyland hotel through big data analysis of online customer reviews. Sustainability, 13(22), 12699.

Zibarzani, M., Abumalloh, R. A., Nilashi, M., Samad, S., Alghamdi, O. A., Nayer, F. K., ... & Akib, N. A. M. (2022). Customer satisfaction with Restaurants Service Quality during COVID-19 outbreak: A two-stage methodology. Technology in Society, 70, 101977.