

CHAPTER V

CONCLUSIONS & SUGGESTIONS

5.1 Conclusion

The analysis of hotel responses to guest reviews on TripAdvisor highlights the crucial role that effective communication plays in shaping consumer perceptions of hotel services. The study conducted at a five-star hotel in Semarang utilized qualitative content analysis to explore guest feedback, revealing that a significant number of guest reviews, 351 in total, were instrumental in understanding customer experiences and expectations.

Furthermore, the findings suggest that the scarcity of guest reviews may adversely affect consumer interest and trust in hotel services. This underlines the necessity for hotels to actively encourage guest feedback and respond promptly to reviews. The recommendations derived from this research emphasize focusing on specific aspects like facilities and service quality, enabling hotels to enhance their standards and ultimately improve guest satisfaction. In essence, this research not only contributes to a deeper understanding of customer experiences in the hospitality industry but also advocates for continuous improvement in service quality through effective engagement with guest feedback.

The analysis outlines three essential steps in addressing guest complaints, namely regaining customer goodwill, clarifying the facts related to complaints, and keeping customers informed about progress. These steps are crucial in fostering trust and loyalty among guests, especially in responding to dissatisfaction and service failures. This research has implications for hotel management, suggesting that effective response strategies can significantly improve customer relationships and satisfaction levels, ultimately benefiting the hotel's standing in the competitive hospitality industry. The study aims to contribute to higher service quality and guest satisfaction standards in the future

5.2 Suggestion

For future research, the researchers hope that this study, which focuses on service, will contribute to improving hotel standards, service quality, and guest satisfaction. This is to restore the confidence of guests who have experienced complaints in the future. This research can open up a space for discussion for future researchers to explore the feelings of guests themselves so that guest satisfaction can be realised and high reviews can be maintained, thereby preserving the hotel's good reputation. Understanding and fulfilling customers' desires and expectations is essential for creating a hotel that can build trust with its consumers and

meet their expectations. Future research could focus on the responses of hotels on more specific features such as amenities, facilities, or services.