

**AN ANALYSIS OF A FIVE-STAR HOTEL'S RESPONSES TO
THE GUEST REVIEWS ON TRIPADVISOR: A CASE STUDY
OF A HOTEL IN SEMARANG**



FINAL PROJECT

A Partial Fulfillment of the Requirements for the Degree of
Bachelor of Applied Foreign Language

by

Adith Mawardhinata

SID: 40020521650094

**BACHELOR OF APPLIED FOREIGN LANGUAGE
VOCATIONAL COLLEGE
DIPONEGORO UNIVERSITY
2025**

ABSTRACT

The background of this study is based on the low ratings of reviews from hotel guests, which has an impact on consumer interest and a lack of trust from guests. The method used is qualitative content analysis, and the subject of this study is a five-star hotel in Semarang. The data collection from this study consisted of 351 guest reviews and responses. The objective of this study is to analyse hotel responses based on guest reviews on TripAdvisor. Responses from the hotel towards the guest on this research were analyzed based on 11 points of the theory to handle complaints according Wirz (2018). The result of this study shows that the most frequent responses given from the Hotel is point 10 namely "Regaining customer goodwill". The researcher hope that this study, which focuses on service, can contribute to improving hotel standards and service quality. Recommendations for future research could focus on hotels' responses to more specific features, such as facilities, services, or amenities.

Keywords: *Hotel response, Tripadvisor*

ABSTRAK

Latar belakang penelitian ini didasarkan pada penilaian rendah dari ulasan tamu hotel, yang berdampak pada minat konsumen dan kurangnya kepercayaan dari tamu. Metode yang digunakan adalah analisis konten kualitatif, dan subjek penelitian ini adalah sebuah hotel Bintang lima di Semarang. Pengumpulan data dalam penelitian ini terdiri dari 351 ulasan tamu dan respon hotel terhadap hal review tersebut. Tujuan penelitian ini adalah menganalisis tanggapan hotel berdasarkan ulasan tamu di TripAdvisor. Respon dari hotel terhadap keluhan dari pelanggan kemudian diteliti menggunakan 11 poin berdasarkan teori handling complaint yang di jelaskan oleh Wirz (2018) yang dijelaskan keluhan tamu hotel. Hasil penelitian menunjukkan respon paling dominan dari hotel adalah pada poin 10 yaitu "Regain customer goodwill". Peneliti berharap penelitian ini, yang berfokus pada layanan, dapat berkontribusi dalam meningkatkan standar hotel dan kualitas layanan. Rekomendasi untuk penelitian di masa depan dapat berfokus pada respons hotel terhadap fitur-fitur yang lebih spesifik, seperti fasilitas, layanan, atau amenities

Keywords:respon Hotel, Tripadvisor

TABLE OF CONTENTS

STATEMENT OF ORIGINALITY

APPROVAL SHEET	Error! Bookmark not defined.
ACCEPTANCE.....	Error! Bookmark not defined.
ABSTRACT	2
ABSTRAK	3
TABLE OF CONTENTS	4
CHAPTER I	Error! Bookmark not defined.
INTRODUCTION.....	Error! Bookmark not defined.
1.1 Background	Error! Bookmark not defined.
1.2 Statement of the problem	Error! Bookmark not defined.
1.3 Objective of the study	Error! Bookmark not defined.
1.4 Significance of the study	Error! Bookmark not defined.
1.5 Output of the result.....	Error! Bookmark not defined.
CHAPTER II.....	Error! Bookmark not defined.
LITERATURE REVIEW	Error! Bookmark not defined.
2.1.1 Definition of Hotel.....	Error! Bookmark not defined.
2.1.2 Classifications of Hotels.....	Error! Bookmark not defined.
2.1.3 Types of Hotel.....	Error! Bookmark not defined.
2.1.4 Facilities in a Five-Star Hotel.....	Error! Bookmark not defined.
2.1.5 Quality of Five-Star Hotel.....	Error! Bookmark not defined.
2.1.6 Criteria of five-star hotel.....	Error! Bookmark not defined.
2.2 Handling complaints from Customers & recovering from a Service Failure	Error! Bookmark not defined.
2.3 Theory of Customer Service in the Hospitality Industry.....	Error! Bookmark not defined.
2.3.1 Expectation Disconfirmation Theory	Error! Bookmark not defined.
2.3.2 Service failure.....	Error! Bookmark not defined.
2.3.3 Negative emotions	Error! Bookmark not defined.
2.4 Online platforms for reviewing hotels.....	Error! Bookmark not defined.
2.4.1 Tripadvisor as a hotel review platform.....	Error! Bookmark not defined.
2.4.2 Guest review on TripAdvisor	Error! Bookmark not defined.
2.5 Previous Studies	Error! Bookmark not defined.

CHAPTER III	Error! Bookmark not defined.
RESEARCH METHODS.....	Error! Bookmark not defined.
3.1 Research Design	Error! Bookmark not defined.
3.2 Selection of research methods	Error! Bookmark not defined.
3.3 Techniques of Data Collection	Error! Bookmark not defined.
3.4 Techniques of Data Analysis	Error! Bookmark not defined.
CHAPTER IV.....	Error! Bookmark not defined.
RESULTS AND DISCUSSION	Error! Bookmark not defined.
4.1 Results	Error! Bookmark not defined.
4.1.1 Total number of customer reviews from hotel guests.....	Error! Bookmark not defined.
4.2. Technique for recovering guests' complaints ..	Error! Bookmark not defined.
4.3 Steps to addressing guest complaints.	Error! Bookmark not defined.
4.3.1 Gaining Customer Goodwill	Error! Bookmark not defined.
4.3.2 Clarify the fact that the guests problem	Error! Bookmark not defined.
4.4 Discussion.....	Error! Bookmark not defined.
4.4.1 Analysis of Hotel response patterns based on the theory.....	Error! Bookmark not defined.
4.4.2 Conclusions from the research discussion	Error! Bookmark not defined.
CHAPTER V	Error! Bookmark not defined.
CONCLUSIONS & SUGGESTIONS	Error! Bookmark not defined.
5.1 Conclusion	Error! Bookmark not defined.
5.2 Suggestion	Error! Bookmark not defined.
REFERENCES.....	Error! Bookmark not defined.
APPENDICES	Error! Bookmark not defined.