

CHAPTER I

INTRODUCTION

1.1 Background

The rapid development of information technology requires various sectors to adapt to other sectors. One sector that can adapt is the tourism sector where which has implemented information technology to reach a wider market. An example of the application of information technology to reach wider use is the use of the tripadvisor website, which provides various facilities that can make it easier for visitors to obtain detailed information about the hotel to be visited, both location, many rooms, and various other facilities available. In addition, the tripadvisor website provides information about traveller reviews. Each hotel guest can provide suggestions, criticisms, or assessments of the hotel visited.

The experience felt by hotel guests is not only the value of money, but can also focus more on providing a comprehensive picture of the guest experience gained during the stay to feel self-satisfaction (Adly et al., 2018). Hotels are strongly advised to pay attention to the expectations of guests who visit or stay at a hotel to create a satisfying guest experience, which will affect the hotel's reputation and also help in increasing hotel business revenue. The hospitality industry, with the highest ranking, is a concern because of the expectations of hotel guests who are consistent in superior quality. Various star hotels have different facilities. Table 1.1 shows the development of guests at star hotels in Semarang.

Table 1.1
Development of the average length of stay of guests at a star hotel in
Semarang, 2020-2024

Hotel Classification	Year Visited			
	2021	2022	2023	2024
***** Star	39.89	40.48	53.51	59.54
**** Star	37.84	58.90	59.94	57.66
*** Star	35.65	52.02	53.98	50.40
** Star	31.74	45.68	53.54	55.00
*star	29.11	28.77	42.32	40.16

Source: Semarang City Central Bureau of Statistics (Data Processed)

Based on Table 1.1, it shows that the number of guests at 5-star hotels has the highest number in 2021 and 2024 with a value of 39.89 and 59.54, this shows that 5-star hotels have facilities and uniqueness owned by 5-star hotels that can attract guests to stay Loiusa (2021). Reviews from hotels have an effect on guests' willingness to buy goods or use services. Guests tend to evaluate the quality of products and services in online reviews. According to a survey conducted more than 70% of guests trust the reviews provided and 85% said that online reviews influence behaviour in making 5-star hotel purchases (Hartanto et al., 2023). Based on data on the average length of stay of guests in star hotels, data on room occupancy rates at 5-star hotels in Semarang will be obtained.

Table 1.2

Hotel Room Occupancy Rate (Tpk) of 5-star hotels in 2021-2024

Year	Occupancy
2021	46.7%
2022	45.9%
2023	54.7%
2024	62.7%

Source: Semarang City Central Bureau of Statistics (Data Processed)

Based on the hotel room occupancy rate data, it can be seen that the development of 5-star hotels in Semarang has good prospects because hotel room occupancy rates tend to increase. When viewed from the table above, the hotel occupancy rate in 2024 is the highest among the others. This is inseparable from hotel guest reviews on the TripAdvisor website. The tripadvisor website is a popular website that offers various products such as accommodation, transportation, and restaurants. Positive reviews can attract more guests because they provide opportunities for the improvement of guest services. The importance of hotel guest review analysis usually involves response analysis to categorise reviews into positive or negative (Liu, 2012).

Online reviews can provide information about the assessment of impressions and messages from hotel guests. This assessment is usually in the form of ratings and experiences written in a comment, as well as suggestions from hotel guests. Although the rating method is widely used in measuring hotel services, the rating is unable to provide information on the shortcomings complained of by hotel guests (Baskoro et al., 2021). Visitors who give low ratings are not known for what features on the tripadvisor website, but usually, visitors who give low ratings provide reviews accompanied by input in the form of suggestions. Suggestions are positive comments on an assessment. The hotel can provide the best quality service so that guests feel satisfied with the service provided. Many factors can affect the back and forth of

the hospitality business, and the reviews that are posted are very useful as information for each hotel. Reviews or assessments from guests are expected to contain positive or negative impressions that can improve the quality of the hotel. The facilities provided by the hotel will greatly affect the assessment of guests.

In the regulation of the Ministry of Tourism and Creative Economy (Kemenparekraf) of the Republic of Indonesia No. PM. 53/HM 001/MPEK/2013 on hotel business standards, it is stated that a hotel business is a business that provides accommodation in the form of rooms in a building, which may be equipped with food and beverage services, entertainment activities, and/or other facilities daily for the purpose of making a profit. Hotel businesses can be divided into two categories: star-rated hotels and non-star-rated hotels. However, not all star hotels have standard hotel facilities according to the grade. The majority of some hotels only prioritise one of the existing facilities and have not met the standard facilities set by the tourism office. At Five-Star hotel has sports facilities such as a swimming pool and fitness centre. Both facilities still do not meet the needs of hotel visitors. The reason for the lack of diverse types of facilities to support all the needs of hotel visitors is that the number of visitors, which is quite a lot when weekends on weekends.

With the increasing number of local and foreign visitors from all walks of life who want to come temporarily to Semarang, plus the interest of foreign tourist visitors to exercise, the construction of hotels with fitness facilities that meet hotel classification standards to address their needs.

Based on the negative reviews on TripAdvisor and the accumulation of all the online reviews, it is necessary to do research on the hotel responses. The researcher chose this study because the tourism industry in Indonesia is an interesting field to study, particularly in the central city of Semarang, which has a strategic position for economic growth in the tourism sector. Based on my internship experience. Low reviews can damage a hotel's reputation, so significant service improvements are needed. The important of this research is to encourage hotels to further improve their services and build guest trust.

1.2 Statement of the problem

1. What are the most frequent types and least frequent types of responses of a five-star hotel in Semarang to the guest reviews on TripAdvisor?
2. How are the responses of a five-star hotel in Semarang able to handle customers' low rating reviews on TripAdvisor?

1.3 Objective of the study

- 1) To identify the most frequent and least of responses of a five-star hotel in Semarang to the guest reviews on TripAdvisor.
- 2) To analyze the responses of a five-star hotel in handling low-rating customer reviews on TripAdvisor.

1.4 Significance of the study

In the research conducted, there are several benefits were obtained, which are explained as follows:

1. Theoretical Contribution

a. For the Author

The primary objective of this research is to enhance the reader's knowledge and understanding of the subject matter, thereby facilitating the development of new theories and theories in related fields.

b. For the Company

The Secondary objective of this research is to refine and build upon existing theories, thereby contributing to the advancement of the academic field.

c. For other parties

The author of this research endeavours to furnish the reader with pertinent information and ancillary reference material, to elucidate the scientific research that is to be conducted soon.

2. Practical Contribution

Researchers hope that this study will open up new perspectives for the tourism industry, especially tourism colleges, regarding guest satisfaction in the hospitality industry.

3. Technology and business

This study analyses the factors behind guest complaints about hotel services, which are the main focus of the research. These findings can be used by companies to minimise or improve guest competitiveness in terms of effective service and optimise the performance of hotel staff by paying more attention to guest feelings in order to increase guest purchasing power and improve visibility and trustworthiness.

1.5 Output of the result

The output of this study is a scientific publication in the form of a journal article accredited by Sinta. This article was published in one of the journals of the Ambarukkmo Yogyakarta Tourism College (STIPRAM) in *Kepariwisataan: Jurnal Ilmiah* and has been accredited by Sinta 4 with the title “The Analysis of Hotel Response on Tripadvisor Online to The Guest Reviews of a Five-Star Hotel in Semarang”, which will be published in Vol. 19, No. 3, September 2025. This article aims to enrich the body of knowledge focused on the Indonesian tourism industry, which continues to evolve and grow with the times. The article discusses a problem faced by a hotel in addressing low guest reviews and unmet guest expectations, as well as dissatisfaction with the services provided. Through this research, it is hoped that a new platform for discussion can be opened regarding how to address the complaints felt by hotel guests. Thus, the results of this research not only add useful information to the development of knowledge but also open opportunities for further research in the future.