

CHAPTER III

RESEARCH METHODS

In this chapter, the major aspects of the methodology for the qualitative phase of the study are addressed. This includes a discussion of the research design, selection of research methods, location and objectives of the research, technique of data collection, and technique of data analysis.

3.1 Research Design

Qualitative content analysis is used in this study to explore what attributes influence customer experience through word or text reviews posted on the TripAdvisor page. Content analysis, defined by Krippendorff (2018) states is an analysis technique in research by objectively and systematically identifies information or messages to reach a conclusion based on various documents, both written and recorded Lamprianou (2020). The statement of content analysis in the approach to qualitative research aims to interpret the content or meaning of text data by coding and identifying themes or patterns as a systematic classification process Renz (2018). Thus, qualitative content analysis is one of the qualitative research methods used to analyse the content of written documents or texts. Using qualitative content analysis in this study aims to explore and understand more deeply the meaning or message contained in text reviews that have been uploaded by customers on the TripAdvisor page.

The results of this analysis will strengthen the description and description of the object of research, so that the research objectives will be achieved to understand and describe the phenomenon holistically and to build a deep understanding of the phenomenon. Using a software programme or qualitative data analysis software to make content analysis easier to manage and organise, but if qualitative data is excessively compressed, it causes a loss of the essence of maintaining the integrity of the narrative material (Kyngäs 2020).

3.2 Selection of research methods

The research method is a way for someone to get data for the research to be carried out (Arikunto, 2010). The qualitative research method is a method used to understand or see an activity or interaction of a person in a certain situation, which is seen from the researcher's point of view. According to researchers, qualitative research methods are the most appropriate method to describe how students behave in using archives to meet their information needs. Qualitative research methods have the following characteristics, which are described by Gunawan (2014), or the characteristics include:

- 1) The value of the information used is seen from the informant's thoughts or feelings.
- 2) The results poured out are in the form of descriptions or descriptive.
- 3) The data used is direct in the form of observations and interviews.
- 4) Prioritising the informant's opinion or the opinion itself. Data analysis is carried out from the beginning to the end of the research.

3.3 Techniques of Data Collection

Data collection in qualitative research is a process of collecting in-depth and descriptive information about experiences, attitudes, perceptions, and behaviour. Understanding of individuals or groups (Harahap, 2020). This research uses data in the form of customer reviews that have been uploaded on the TripAdvisor Website regarding guest reviews and reviews of ratings and ratings to understand more deeply the phenomenon under study. The data obtained is in the form of text to identify the meaning, core, and message contained in it. TripAdvisor, as an online customer review site, is used for the data collection process in this study. The data source in this study uses customer reviews, with positive and negative reviews. In filtering reviews as a data source, researchers selected reviews as customer experiences in the range 2022-2024.

Picture 3.1
Guest hotel review

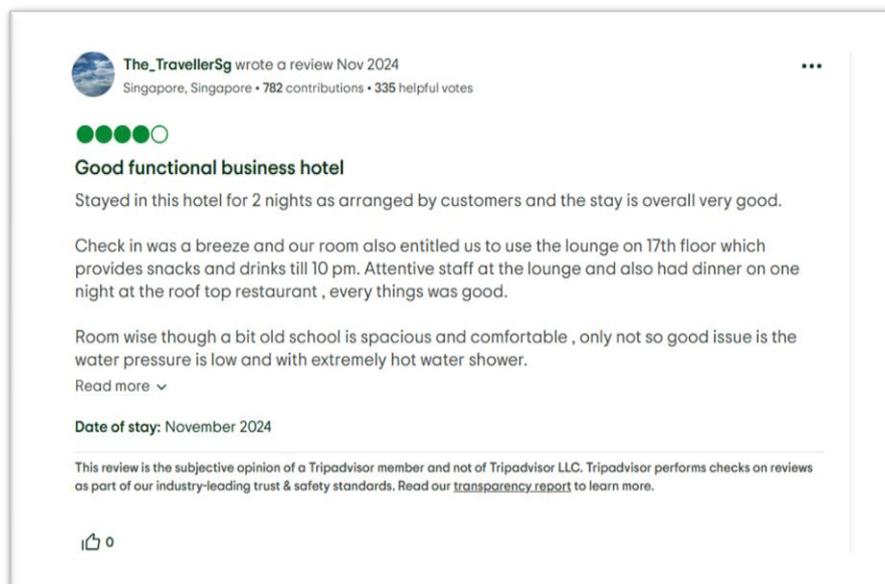


Table 3.2
Hotel response on TripAdvisor online



Source: Tripadvisor Online

Based on the pictures 3.1, 3.2, which are given by the hotel, priority reviews of the hotel. We can look at the hotel to reclaim a better experience; the technique to preserve regain customer goodwill. When the guest feels dissatisfaction, the hotel will continue to maintain good relations by striving to build hotel loyalty.

3.4 Techniques of Data Analysis

Qualitative analysis is a method that aims to interpret the meaning of data by categorising and identifying it briefly. Qualitative analysis involves understanding and interpreting data through the data collection process. The selection of samples for qualitative analysis is done deliberately in order to obtain information from the issues being studied by taking reviews from the tripadvisor platform, which was used as the data source for this study. The researcher then created codes based on the reviews collected earlier. The content analysis method was used by the researcher to analyse the data. Interactive skills are combined with direct preparation for hotel employees to handle customer complaints, with specific guidelines for effective resolution designed to help address customer complaints and satisfy customers. The theory is supported in Chapter 2. Here are the steps to handle customer complaints, Wirtz (2018, p.27):

Table 3.4
The Steps on how to handle complaints

No	Categories	Explanation	Coding
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1.	Keep customers posted on progress	By informing them regularly about what is happening.	Points 8
2.	Do not argue with the customer	To reach a mutually acceptable solution	Points 3
3.	Service delivery and improvement	Check whether the service failure was caused by an unintentional error or a system defect.	Points 11
4.	Propose solution	By explaining how the company plans to address the issue	Points 7
5.	Regain customer goodwill	Restore their trust and maintain the relationship to build loyalty and recommendations .	Points 10
6.	Address customer doubts	By treating customers as if their complaints are valid until clear evidence shows otherwise.	Points 6
7.	Understand the guest's feelings	By discreetly maintaining a good relationship..	Points 2
8.	Clarify the facts	By apologizing to regain customer trust.	Points 5
9.	Consider special considerations	With compensation for the hotel's negligence in the form of food or cash payments.	Points 9
10.	Act immediately	By providing service with a response time of 24 hours.	Points 1
11.	Show that you understand the problem	By understanding what they perceive as wrong.	Points 4