

CHAPTER IV

RESULTS AND DISCUSSION

4.1 Results

Tripadvisor is a website used to obtain an overview of the experiences of people who have visited tourist industries such as hotels. Tripadvisor is one of the platforms focused on online travel that provides hotel room bookings for people seeking reviews of a particular place, especially hotels. Tripadvisor is used by users who can provide suggestions and comments about a place they have visited. Although TripAdvisor is intended for businesses, with the advancement of technology, TripAdvisor has shifted its focus to mobile devices, making it easier for users to access.

4.1.1 Total number of customer reviews from hotel guests

This table explains the reviews of the total overall guest review ratings based on star rating categories taken directly from the trusted TripAdvisor online platform. The reviews above are dominated by the most 4-star reviews, and there are still many 3-star reviews. From this table, researchers know that the level of guest satisfaction is still far from expectations and remains low. Improvements are needed as the hotel has not yet met the standards of a 5-star hotel. Further evaluation is required in terms of service, staff response, and supporting facilities to qualify as a 5-star hotel in Semarang.

Table 4.2

Total number of Hotel Guest Reviews

No.	Review	Total
1	Rate 4 (Excellent)	257
2	Rate 3 (Good)	59
3	Rate 2 (Bad)	22
4	Rate 1 (Very Bad)	13
	Total	351

4.2. Technique for recovering guests' complaints

These are some of the results and discussions from the data analysis obtained by the researcher. The table below shows the techniques used in data processing and the response table from the hotel. There are seven important points in improving guest reviews so that they are of higher quality, seen by other guests, and can compete with other hotels in Semarang.

Table 4.4
Techniques in Data Processing

No	Technique of Service	Count
1	Customer Good Will	151
2	Clarify the fact	50
3	Customer Informed Progress	42
4	Understand the problem	11
5	Solve the problem	9
6	Customer feelings	5
7	Do not argue with customers	4
	Total	272

Source: data processed 26 June

Based on Table 4.4, it can be seen that reviews of a five-star Hotel Semarang on Tripadvisor show the tenth point, namely 'striving to restore customer trust,' with a total of 151 reviews. This indicates that guests at the five-star Hotel Semarang have a high level of trust in the hotel staff when dealing with complaints, as the hotel prioritises professional service. As a result, it has been reclassified under the following criteria, with some examples included below:

Sample 1

The Guest comments:

"The room is ok, but needs to do something with the bed and pillow. Semarang is quite packed right now, so I guess the front office service needs to improve in the of speed and more work high value efficiency. I always love to come back here if the breakfast feels like home, not because of the food, but the staff are amazing, Riska, Riri, thanks so much! Keep up the good work :)"

Hotel responses:

"Dear Valued Guest, Thank you for choosing Five-Star Hotel and taking the time to share your experience with us. We are pleased to know that you enjoy your stay and the services and facilities we provide. Your input is very valuable to us, and we always strive to improve the experience of each guest. If there is anything special that you think we need to upgrade, don't hesitate to communicate – we'll be happy to welcome you back with a better experience. We look forward to your next visit! Warm greetings, Five-Star Hotel Management."

Explanation of the comment :

The guest review above shows customer satisfaction and dissatisfaction based on the first sentence, which states, ‘The room is okay, but something needs to be done about the bed and pillow.’ The comment above indicates customer dissatisfaction with the service provided and reiterates that ‘The front office service needs to improve in terms of speed and work more efficiently.’ There is a need for improvement in service and regulations. The explanation above describes the steps in addressing guest complaints in point 3, namely, do not engage in arguments with customers. This is because the guest felt uncomfortable with the bedding, specifically the pillows, which had never been washed, leading to complaints. In point 10, remain committed to restoring customer trust by stating that the hotel always strives to improve the experience of every guest. If there is anything specific you believe we should improve, please do not hesitate to contact us – we would be delighted to welcome you back with an even better experience. In this way, the hotel aims to build trust with its valued guests, encouraging them to return and feel happy and satisfied during their stay at the hotel. We could reflect based on table 3,3, the categories are points 10: regain customer trust & points 3 do not argue with the customer.

Sample 2

The guest comments:

“Good functional business hotel. Stayed in this hotel for 2 nights as arranged by customers, and the stay is overall very good. Check-in was a breeze, and our room also entitled us to use the lounge on 17th floor, which provides snacks and drinks till 10 pm. Attentive staff at the lounge, and also had dinner one night at the rooftop restaurant, everything was good. Room wise though a bit old school is spacious and comfortable, only not so good issue is the water pressure is low, and with extremely hot water shower. Breakfast choices are mainly local delights, though the spread is quite good, not really my type for local food.”

Hotel responses:

“Dear Valued Guest, Thank you for choosing Five-Star Hotel and taking the time to share your experience with us. We are pleased to know that you enjoy your stay and the services and facilities we provide. Your input is very valuable to us, and we always strive to improve the experience of each guest. If there is anything special that you think

we need to upgrade, don't hesitate to communicate – we'll be happy to welcome you back with a better experience. We look forward to your next visit! Warm greetings, Five-Star Hotel Management.”

Explanation of the comment :

The above review expresses the satisfaction of hotel guests who “described the hotel as functional and comfortable. Overall, the accommodation was very good, the staff were friendly, but there was some disappointment because the room looked old and outdated, and there was a major issue with low water pressure and the shower being too hot, which the guest did not like.” We can conclude that the hotel's response is to prioritize guest satisfaction by offering the following response: “If there are any specific areas you believe need improvement, please do not hesitate to communicate them to us. We would be delighted to welcome you back with an enhanced experience. We look forward to your next visit.” We could reflect based on table 3.3, the Categories are points 3 do not argue with the customer & points 10 regain customer goodwill.

Sample 3

The Guest comments:

“Great hotel to stay. There are not many 5-star hotels in Semarang, and is one of the best here. Their service is very nice, and the room is quite high in standard. Yet, they still need to fix some issues. Their main lobby needs an upgrade. Some of the things in the lobby are quite old and need to be replaced”.

Hotel responses

“Dear tripadvisor's member with username hkwt12, Thank you for sharing your experience staying with us on TripAdvisor. We are pleased to learn that you had a wonderful stay with us and are especially pleased with the service and our newly renovated room. Thank you for your feedback in regards to the lobby. I would like to take this opportunity to update you that we are working on renovation projects in various areas, and the lobby will be the next project. We appreciate your time and feedback. looking forward to welcoming you back at Five-Star tower hotel. Warmest regards, Marketing Communications”

Explanation the comment :

The review above mentions, “This is a great hotel. It is one of the best in Semarang, with excellent service. However, there is some disappointment from guests who mention that “ the main lobby needs to be renovated as it is quite old and needs to be replaced.” This review reflects both satisfaction and dissatisfaction from guests. Therefore, we can conclude that the hotel’s response is to always provide a good experience and consistently communicate progress in improving services and facilities, stating, “We are pleased to hear that you had a pleasant stay with us. We will keep you informed of developments by stating, “I would like to take this opportunity to inform you that we are currently working on renovation projects in various areas, and the lobby will be the next project.” We could reflect based on table 3.3, the categories are points 3 do not argue with the customer & points 10 regain customer goodwill.

Sample 4

The guest comments:

“Great Hotel but poor breakfast Have stayed various times at FIve-Star Hotel, the rooms are large and have been recently been refurbished , they basically have the best rooms in any hotel in Semarang, service is great, Sadly the food lets them down, the breakfast is awful, it seems they have just forgot to put any care or attention to the selection or preparation. if they could improve the breakfast, it would be a fantastic hotel.”

Hotel responses

“Dear tripadvisor's member with username jkt based Thank you for sharing your experience on tripadvisor following your recent stay with us. We would like to sincerely apologize for your inconvenience.” We have conveyed and discussed your feedback with the management in an effort to improve our service quality in the future. We're happy that you enjoyed our room and service despite your inconveniences. Thank you again for sharing your valuable input. I do hope to have the opportunity to regain your trust and welcome you back to Five-Star Hotel Semarang. Warmest regards, Marketing Communications”

Breakdown The Comment :

The review from above expresses dissatisfaction from hotel guests who mention that “the food is poor, and the meals are disappointing due to a lack of attention to care and preparation.” Improvements are needed in terms of food service. There are also positive reviews from guests who are satisfied, stating that “the rooms are spacious and among the best

in Semarang.” Based on the above reviews, the hotel is making efforts to improve its F&B services, which fall under point 8 of “keeping customers informed.” The hotel always prioritizes updates, improvements, and informing guests about progress. Point 10: stay committed to regaining customer trust. The hotel always prioritizes building trust with its guests. Point 5: Explain the various facts and explore the causes. The hotel always seeks solutions to any issues faced by guests and resolves them effectively. We could reflect based on table 3.3, the categories are points 10 regain customer goodwill, points 5 clarify the fact & points 8 keep customer posted.

Sample 5

The guest comments :

“Very Good location and nice. Considerably a very well-located star hotel in the heart of an old city. The room is comfortable, with a nice, spacious bathroom. Your staff are superb: polite and helpful, typical of elegant Javanese people. Nice”!

Hotel responses :

“Dear Mr Felix Z

Warm greeting from Five-Star Hotel Semarang. Thank you for taking the time to share your great feedback regarding our hotel services. And we would like to say thank you for choosing Five-Star Hotel for your stay. Surely your comment will motivate us to always give the best services to our guests. We are pleased to hear that you had a pleasant stay with us and appreciate your wonderful feedback towards every detail of our facilities and services. Once again, thank you and we look forward to welcoming you back to Five-Star Tower Hotel. Should you have any additional feedback or questions, please do not hesitate to email us at pr@Five-Startowerhotel.com or call us at +6224 3551999. Again, thank you for your reviews, and we hope to see you again in the near future.

Best Regards”

Explanation of the comment :

In the positive review above, the guest expressed great satisfaction with the service provided by the hotel, mentioning, “The location is excellent and comfortable, the rooms are comfortable, with spacious and comfortable bathrooms. The staff are exceptionally friendly and helpful.” We can conclude that in point 10, the hotel always prioritizes building trust with

its guests. By responding with “Thank you for choosing Five-Star Hotel for your stay”. We hope to see you again in the near future. The hotel emphasizes the importance of continuous improvement in the facilities available. Your feedback motivates us to always provide the best services for our guests. The hotel consistently emphasizes progress and advancements in the hotel’s operations. We could reflect based on table 3.3, the categories are points 10 regain customer goodwill & points 8 keep customer posted.

Sample 6

The guest comments :

“Good Service, Needs interior redesign. This is a good old luxury hotel, in which they’re still able to attract high-class customers such as politicians and former presidents. Overall, the service was good (even though it can be improved a lot), friendly, and helpful. I was holding an event here, which was a great success, thanks to their great support and cooperation. The food was good. The downside was their furnishings, in the lobby, in the meeting room area, in some of the older rooms, which were old, stained, and damaged in the exterior-which is a shame for this five-star hotel. The carpet in the lobby was dirty, and the furnishings were dusty. Even the sofa could do some cleaning or textile change as it was dirty. The management of the hotel and restaurants as an alternative venue for meeting luncheons was not very flexible in terms of the arrangement, and not very accommodating to our requests. Their breakfast meals offer a great variety of food. I would recommend their Western and Japanese food options. The Indonesian dishes taste so-so. The restaurant near the lobby offers sets for lunch, which take ages to deliver. If only there were another five-star hotel in town, I would definitely consider another place”.

Hotel responses :

*“Dear Mr Lucas, Warm greeting from FIve-Star tower hotel, Semarang
Thank you for taking the time to share your great feedback regarding our hotel services. And we would like to say thank you for choosing Five-Star Hotel for your stay. Surely your comment will motivate us to always give the best services to our guests. We are pleased to hear that you had a pleasant stay with us and appreciate your wonderful feedback towards every detail of our facilities and services. Once again, thank you, and we look forward to welcoming you back to FIve-Star Tower Hotel. Should you have any additional feedback or questions, please do not hesitate to email us at pr@FIve-*

Startowerhotel.com or call us at +6224 3551999. Again, thank you for your reviews, and we hope to see you again in the near future. Best Regards”

Explanation of the comment:

The above review contains positive and negative responses from guests who were satisfied and dissatisfied with the service, stating that “the service was good, the lobby and bedrooms were comfortable, but there was dissatisfaction from guests who were a little disappointed, stating that ”the breakfast presentation was the same as last year, FIve-Star hotel should improve its breakfast presentation so that returning guests feel that there is something new.” it is concluded in point 10 that the hotel prioritizes building trust with its guests by stating, “thank you for choosing FIve-Star hotel; we hope to see you again in the near future.” the hotel always demonstrates sincerity and trust to encourage guests to return and stay at the hotel again. We could reflect based on table 3.3, the categories are points 10 regain customer goodwill & points 8 keep customer posted.

Sample 7

The guest comments:

“Nice. This is my second time staying at this hotel, check-in was good, good GRO, nice lobby and bedroom, but when having breakfast, i noticed breakfast presentation same as a year ago, i thought FIve-Star should improve their breakfast presentation so when repeater guests check in, they feel something new :)”

Hotel responses:

“Dear Valued Guest, Thank you for taking the time to share your great feedback regarding our hotel services. And we would like to say thank you for choosing Five-Star Hotel for your stay. We are pleased to hear that you had a pleasant stay with us and all the facilities at our hotel. We look forward to welcoming you back to FIve-Star Tower Hotel. Should you have any additional feedback or questions, please do not hesitate to email us at pr@FIve-Startowerhotel.com or call us at +6224 3551999. Again, thank you for your reviews and we hope to see you again in the near future. Best Regards”

Explanation of comment :

The review from above contains positive and negative responses from guests who were satisfied and dissatisfied with the service, stating that “the service was good, the lobby and bedrooms were comfortable, but there was dissatisfaction from guests who were a little disappointed, stating that” the breakfast presentation was the same as last year, Five-Star Hotel should improve its breakfast presentation so that returning guests feel that there is something new." It is concluded in point 10 that the hotel prioritizes building trust with its guests by stating, “Thank you for choosing Five-Star Hotel, we hope to see you again in the near future.” The hotel always demonstrates sincerity and trust to encourage guests to return and stay at the hotel again. We could reflect based on table 3.3, the categories are points 10 regain customer goodwill.

Sample 8

The guest comments:

“They really need to improve the internet connection. Never fail during the stay here, only the internet connection, which i need mostly for my business trip communication. You really need to improve the internet connection...please. the quietness was good for my quality of sleep. It's a pity when i tried to swim...the pool is not well-maintained for cleanliness, and the pool is closed till 7 pm / 8 pm only”.

Hotel responses :

“Dear Valued Guest, Thank you for taking the time to share feedback regarding our hotel services. And we would like to say thank you for choosing Five-Star Hotel for your stay. Please accept my sincerest apologies for the inconvenience caused during your stay at Five-Star Hotel Semarang. I have noted your concern and will take this matter seriously since our Guests’ satisfaction is at the top of our priority. We are still working on the best way to resolve the problem so that it will not happen again in the future. I hope this will not deter you from staying with us again in the future, and I look forward to the opportunity to welcome you back at Five-Star Hotel Semarang during your next visit to Semarang. Should you have any additional feedback or questions, please do not hesitate to email us at pr@Five-Startowerhotel.com or call us at +6224

3551999. Again, thank you for your reviews, and we hope to see you again in the near future. Best Regards”

Explanation of comment :

The above review expresses dissatisfaction from guests in their negative reviews, stating that “the internet connection needs to be improved” because during their stay at this hotel, it became one of the issues, as guests require a strong network for communication during their business trips. Guests also mentioned that the swimming pool facilities appear to be poorly maintained in terms of cleanliness. Conclusions drawn at point 10, the hotel management always prioritizes building trust with hotel guests at point 7, the hotel management strives to provide solutions for every issue faced by guests, and ensures comprehensive resolutions. At point 8, the hotel management consistently communicates progress updates and improvements to hotel facilities and services. We could reflect based on table 3.3, the categories are points 10 regain customer goodwill, points 7 propose the solutions & points 8 keep customers posted.

Sample 9

The guest comments:

“Could be better stayed for two nights for some business, this hotel met my expectation check in process very fast, staffs worked efficiently room is quiet spacious and fresh bathroom was clean with no watermark in its wall, i like it much bed was comfy and made me fresh breakfast served in a good variety but still indonesian food was dominated, the taste was good fnb staffs worked very fast and polite wi-fi signal was not steady i'm sure this hotel could be better by some improvement especially in fnb product. I like this hotel so much”.

Explanation of comment :

The review from above, there are positive reviews from satisfied guests, mentioning that “the staff work efficiently, the rooms are spacious, the bathrooms are clean, and guests really like the comfortable beds that make them feel refreshed.” There are a few negative reviews from guests who mention that “the wi-fi signal is unstable and the hotel could be improved, especially in terms of food and beverage products.” We could reflect based on table 3.3, the categories are points 10 regain customer goodwill & points 5 clarify the fact.

Sample 10

The guest comments :

“Under expectation as a 5-star hotel, they should do some things. Yes, the hotel's location is strategic enough, near Simpang Lima - the icon of Semarang City, Mall or department store, and traditional or international food restaurants as well. The staff is very nice and helpful, but when we entered our room, we were welcomed with a bad smell from the drainage in the bathroom. And it flows for 3 days, stay here, Irritated enough...The variety of the food at Cascade is good, but unfortunately, we don't have enough time to swim here.”

Hotel responses :

“Dear Valued Guest, Thank you for taking the time to share feedback regarding our hotel services. And we would like to say thank you for choosing Five-Star Hotel for your stay. Please accept my sincerest apologies for the inconvenience caused during your stay at Five-Star Hotel Semarang. I have noted your concern and will take this matter seriously since our guests' satisfaction is at the top of our priority. We are still working on the best way to resolve the problem so that it will not happen again in the future. I hope this will not deter you from staying with us again in the future, and I look forward to the opportunity to welcome you back at Five-Star Hotel Semarang, during your next visit to Semarang. Should you have any additional feedback or questions, please do not hesitate to email us at pr@Five-Startowerhotel.com or call us at +6224 3551999. Again, thank you for your reviews, and we hope to see you again in the near future. Best Regards, Management of Five-Star Hotel Semarang.”

Explanation of the comment :

In the review above, the guest was dissatisfied with the service provided. The negative review from the guest stated, “We were greeted with an unpleasant smell from the drain in the bathroom. And the smell continued for the three days we stayed here, which was very disturbing.” We could reflect based on table 3.3, the categories are points 10 regain customer goodwill, points 5 clarify the fact & points 8 keep customer posted.

4.3 Steps to addressing guest complaints.

There are 3 steps that dominate to handle guests including customer goodwill, clarifying the fact and customer informed progress. This is the main key to building customer trust and improving hotel staff performance in terms of resolving guest dissatisfaction, inconsistencies, and complaints, which are key to the success of the tourism industry.

4.3.1 Gaining Customer Goodwill

Building customer trust in the hospitality industry involves consistently delivering exceptional customer experiences to make guests feel valued, listened to, and cared for, resulting in loyalty and positive recommendations. This is an unlimited asset that goes beyond primary customer satisfaction. Building customer trust in the hospitality industry involves consistently providing exceptional customer experiences so that guests feel valued, listened to, and cared for, which ultimately results in loyalty and positive recommendations. This is an invaluable asset that goes beyond basic customer satisfaction. Customer trust involves meeting expectations and exceeding them. The feelings customers have towards a brand make them willing to return, recommend the brand to others, and even forgive minor issues that arise. Service quality (SERVQUAL), this concept is very important in the hospitality industry. Studies such as those conducted at a hotel in Semarang, Indonesia, found that important elements of service quality, particularly tangibles, empathy, and responsiveness, greatly influence customer satisfaction levels. Empathy, in particular, was shown to be the most important factor (Chandra et al., 2024).

4.3.2 Clarify the fact that the guests problem

Service failure is any type of error, deficiency, or problem that occurs during service provision. The causes of service failure depend on individual and situational factors, as well as a serious understanding of failure as a critical factor in choosing the right recovery strategy (Haitami & Situmorang, 2019). According to the consumer, "errors or mistakes that arise during service delivery, causing dissatisfaction," constitute a service failure (Haitami & Situmorang, 2019). There are four reasons why services fail according to Haitami & Situmorang (2019), the service itself (unavailability, incorrect pricing, and delayed service; customers waiting too long, excessive queues); the service providers (inappropriate actions and behaviour of employees, such as being rude, harsh, or in a bad mood); the non-human environmental factors (rain, storms, and the behaviour of other organizations (electricity, water, networks)); and the customers (the customers themselves and other customers).

4.3.3 Always informed progress to the guest regarding planned improvements

Always informing guests about planned improvements is an important way to build good relationships and trust in the hospitality industry. This is proactive transparency that shows that the company values the comfort and experience of visitors. A strategic communication approach known as ‘always providing hotel guests with up-to-date information about planned improvements’ emphasises proactive communication and transparency to manage guest expectations and build trust, especially when the property is undergoing disruptive activities such as renovations or facility upgrades. Studies show that open and continuous communication is a key factor in building customer loyalty and satisfaction.

4.4 Discussion

Based on the data collected, Table 4.2 presents the distribution of guest review ratings given on the TripAdvisor platform for a five-star hotel in Semarang. This study involved a total of 351 reviews. This rating distribution is very important because it shows the overall perception of guests regarding the quality of hotel services. The indication of service performance in the distribution of review ratings reflects the level of guest satisfaction. The presence of reviews with low ratings, such as 1 or 2 out of 5 stars, indicates service failure. As highlighted in Chapter I, this service failure can damage the hotel's reputation, thus requiring significant service improvements. Triggering hotel responses, the existence of diverse ratings, especially low or negative ratings, is the main trigger for hotel management to conduct analyses and provide written responses. These reviews not only serve as criticism but also as specific input (suggestions/complaints) that must be responded to demonstrate the hotel's responsiveness and accountability. Therefore, the response patterns analysed in Table 4.4 are strategic efforts by hotels to minimise the negative impact of low ratings (Table 4.2) and turn them into opportunities to restore service.

4.4.1 Analysis of Hotel response patterns based on the theory

Table 4.4 is the core of this qualitative content analysis. This table presents the frequency of use of the 11 points of Wirtz's (2018) customer complaint handling theory in 351 responses. The main finding (most dominant point) shows that of the 11 points of Wirtz's theory, point 10 has the highest frequency of use among all hotel responses, namely 151 reviews.

Table 4.5 The most frequent dominant points

No.	Teori Wirz	Explanation	Most frequent
1.	Point 10	Restore their trust and maintain the relationship to build loyalty and recommendations	150 Reviews

Interpretation: Point 10 indicates that the main strategy of five-star hotels in Semarang in responding to reviews on TripAdvisor is to focus on restoring customer relationships and loyalty. The hotel's responses are demonstrated through consistent closing statements such as expressing gratitude for choosing the hotel, apologising (if there was any inconvenience), and stating the hope to welcome guests back in the future: 'We look forward to welcoming you back...'. The aim is to ensure that guests feel valued, listened to, and want to return despite experiencing service failures.

The relevance of my research to the three researchers lies in research that focuses on improving hotel service quality and how to handle guest complaints through several steps based on previous research by several researchers, including: emphasising the importance of clear Standard Operating Procedures (SOPs) to improve service quality, including how staff interact with and respond to guests. communication among all hotel staff will affect responses to guest reviews. Complaints submitted by visitors are responded to quickly by the hotel by offering various conveniences so that visitors are interested in returning. Good responses will satisfy hotel visitors because, with various satisfactions, visitors will provide quality reviews that have an impact on the development of the hotel.

This study analyses online guest complaints, particularly on the TripAdvisor platform, analysing the language and steps & response theory of guest complaints in the form of points or coding. The importance of an effective recovery system to handle service failures to make guests more satisfied. The fundamental difference between my research and this study is that this study only focuses on the implementation of SOPs carried out at the Novotel Semarang Hotel to maintain service quality. The aim is to ensure that staff can respond to guests quickly and have a good attitude, as well as minimise miscommunication through training. This study discusses customer dissatisfaction and how it can be expressed through public or private actions.

The study suggests that an effective recovery system should allow customers to provide feedback and offer adequate compensation in the event of a serious service failure. The main objective is to better understand guests so that they are more satisfied and to provide input to improve Star Hotels' standards. Based on field research, the issues to be addressed are analyzing hotel responses on TripAdvisor to reviews of five-star hotels in Semarang and the steps that hotels can take to handle guest complaints on TripAdvisor.

Based on the results of the analysis, the answer to this problem formulation is R1, a hotel response analysis pattern based on 11 points regarding the handling of guest complaints as explained by previous researchers, namely Wirz (2018). This researcher focuses on service failures. In summary, the analysis conducted by the researcher resulted in three steps that are quite effective and helpful in addressing hotel guest complaints, including: regaining customer goodwill, clarifying the facts related to the complaint, and keeping the customer posted on the progress. R2 These steps, which are most often used in analysing hotel responses, are predominantly used by five-star hotels in Semarang in responding to guest reviews on TripAdvisor. This is point 10 of the theory proposed by Wirz (2018), namely 'Regaining customer goodwill'. This is demonstrated through the hotel's responses, which often express gratitude for choosing the hotel, apologise for any complaints, and express hope to welcome guests back in the future. We look forward to welcoming you back (to rebuild trust and loyalty).

The relevance to previous researchers is presented in Chapter II. Literature Review and Discussion, which uses previous studies as a theoretical basis and comparison. In relation to Wirz (2018), this study fundamentally adopts and applies the 11 points of guest complaint handling theory as the main analytical framework. Wirtz's theory is used to categorise and analyse the patterns and frequency of responses provided by hotels. This study found that complaint handling steps such as regaining customer goodwill, clarifying the facts, and keeping customers informed of progress are important steps in building trust and loyalty, in line with the principles of effective service recovery.

The essence of the research correlation, according to Wijaya (2023), highlights the importance of consistent standard operating procedures (SOPs), staff training, and attention to staff attitudes in responding to guests at Novotel Hotels to maintain service quality. The relevance in this thesis is correlated because it focuses on how to respond to guests quickly, pay attention to attitudes towards guests, and always maintain service quality as an effort to maintain satisfaction. The relevance to the study, according to Väsquez (2011) analyzes online complaints on Tripadvisor and determines that complaints tend to appear as a single speech act set and are often accompanied by speech acts such as warnings, threats, suggestions, or

recommendations. The relevance of this thesis is to strengthen the justification for research focusing on the analysis of hotel responses to online reviews on Tripadvisor, which is a platform for guests to publicly express complaints and suggestions. This research complements previous studies by providing an in-depth qualitative analysis of the specific responses of a five-star hotel in Semarang and categorising them systematically using the theoretical framework according to Wirz (2018). This provides practical insights for hotel management regarding effective response strategies on the TripAdvisor platform to improve customer relations and satisfaction.

4.4.2 Conclusions from the research discussion

The combination of point 10, classification, and progress information in Table 4.4 constitutes a holistic hotel strategy to overcome the challenges indicated in Table 4.2 (varying ratings). By prioritising 'Regaining customer goodwill' (Point 10), the hotel seeks to close the gap of dissatisfaction caused by service failures, thereby improving service standards and maintaining its reputation in the tourism industry.