

UNPACKING TOURIST SATISFACTION IN HOTELS: A MULTI-DIMENSIONAL ANALYSIS BASED ON HOTEL TYPE, LOCATION, AND ONLINE REVIEW PLATFORMS

Zhafira Nissa Wulandari ¹⁾, Muhammad Alifh Akbar ²⁾, Adinda Hanung Hananditya ³⁾, Marsa Farah Zulfana⁴⁾, Mianda Putri Avisia ⁵⁾, Dilla Rahmawati Effendi ⁶⁾, Li Gu Yi ⁷⁾, Dwi Mela Saihalokny ⁸⁾

^{1,2,3,4,5,6,7,8)} Business Administration, Faculty of Business, President University, Bekasi, Indonesia

Corresponding author: zhafira.wulandari@student.president.ac.id

Abstract

This study explores the complex and multidimensional factors that influence tourist satisfaction in the hospitality industry, focusing specifically on the roles played by hotel type, geographic location, and online review platforms. Employing a systematic literature review (SLR) approach, the research analyzes 30 peer-reviewed journal articles published between 2018 and 2024, drawing insights from diverse disciplines including marketing, tourism studies, consumer behavior, data analytics, and digital technology. The findings highlight several key determinants of tourist satisfaction, such as service quality, perceived experiential value, levels of technological innovation, and the effectiveness of personalized marketing efforts. Additionally, variations in guest satisfaction are observed based on hotel classification (luxury, mid-range, or budget), physical location (urban centers, suburban areas, or popular tourist destinations), and the online platforms through which customer feedback is expressed (e.g., TripAdvisor, Google Reviews). This study offers a comprehensive synthesis of recent academic literature and provides practical recommendations for hotel managers to design more contextualized, data-informed strategies that elevate the guest experience and drive long-term loyalty.

Keywords: Tourist Satisfaction, Hotel Type, Location, Online Reviews, Digital Platforms

Introduction

Tourism has become a significant driver of economic development in many countries, including Indonesia, due to its substantial contribution to tourist destinations. However, the COVID-19 pandemic, which began in late 2019, severely impacted the industry. This was evident in the 22% decline in international tourist arrivals in 2020 compared to 2019, resulting in major losses, particularly in the accommodation sector. Despite these challenges, the crisis period offered hotel managers an opportunity to evaluate their services and identify key factors influencing tourist satisfaction (Nguyen et al., 2022).

Tourist satisfaction is crucial as it affects tourist spending, likelihood of revisits, loyalty, and positive promotion of destinations. In island destinations like those in Indonesia, the overall travel experience including beach visits, culinary offerings, cultural activities, and recreational services plays a significant role in shaping tourist satisfaction. The elements of sea, sand, and sun are particularly influential in encouraging tourists to return and share positive experiences (Furtado et al., 2022).

Among the key tourism assets, hotels play an essential role in shaping the overall travel experience. To remain competitive, hotel marketing managers must understand and meet customer expectations. In the era of digital transformation, Tourism 4.0 provides new opportunities. Despite physical travel restrictions during the pandemic, potential travelers actively sought information and planned trips through online platforms. Customer reviews on these platforms have become valuable sources of insight for enhancing hotel reputation and developing more effective marketing strategies. Online reviews help hotels identify their strengths and weaknesses compared to competitors, allowing them to adapt strategies to survive and thrive in the market.

However, tourist perceptions of satisfaction are not uniform. Variations may arise not only from online reviews but also based on hotel type (luxury, mid-range, budget), geographic location (urban, suburban, tourist destinations), and the online review platforms used (TripAdvisor, Google Reviews, Agoda, etc.). Each of these factors can influence how tourists evaluate the services they receive. As such, a one-dimensional approach to evaluating guest satisfaction often fails to capture the full complexity of the customer experience.

While there are many studies that address traveler satisfaction, several critical gaps remain underexplored and insufficiently addressed. First, most existing studies tend to focus on isolated factors such as service quality, pricing, or physical facilities, without holistically considering how different hotel types such as star-rated hotels, boutique hotels, or international chains shape tourists' expectations and satisfaction. These hotel categories inherently offer varying levels of service, branding, and amenities, which may significantly influence guest experiences and perceptions. Second, the geographical location of hotels is often treated merely as a control variable, rather than as a core dimension that could moderate the relationship between service attributes and tourist satisfaction. Few studies have deeply examined how hotels in urban centers, coastal resorts, or remote destinations influence satisfaction outcomes, despite location being a key determinant of accessibility, cultural context, and guest expectations. Third, although online review platforms play a crucial role in shaping consumer decision-making and capturing post-visit feedback, prior research has

rarely conducted cross-platform analyses. Most studies rely on a single review source (e.g., TripAdvisor), overlooking how platform-specific characteristics such as rating systems, user demographics, and interactive features may affect the way satisfaction is expressed and interpreted.

There is a lack of integrative studies that simultaneously examine the interplay of hotel type, location, and online review platforms in explaining tourist satisfaction. The fragmented nature of prior research limits the generalizability and practical applicability of findings in the complex and diverse landscape of modern hospitality management. Therefore, a comprehensive and structured synthesis is needed to bridge these gaps. This study employs a Systematic Literature Review (SLR) approach to identify, categorize, and synthesize empirical findings from the past two decades, aiming to uncover patterns, inconsistencies, and conceptual developments in understanding tourist satisfaction across multiple hotel related dimensions.

Methods

Pilot Search

In the first phase, a pilot search was conducted to gain an initial understanding of the academic discourse surrounding customer satisfaction in the hospitality industry, with particular attention to the role of hotel characteristics, geographic location, and prior online reviews. Searches were conducted across multiple academic databases including ScienceDirect, Emerald Insight, Wiley Online Library, Taylor & Francis, and JSTOR using broad keyword combinations related to the core constructs. This stage also helped define our inclusion and exclusion criteria as per Denyer and Tranfield's guidance.

Research Questions

Based on the pilot findings, this study developed the following main research question: How do hotel attributes, geographical location, and previous online review platforms influence customer satisfaction in the hospitality sector?

To provide a comprehensive answer, this question was broken down into the following sub-research questions (SRQs):

SRQ1: What hotel characteristics are most frequently associated with customer satisfaction?

SRQ2: How does geographical location moderate or mediate customer satisfaction?

SRQ3: What role do online review platforms (e.g., TripAdvisor, Google Reviews, Booking.com) play in shaping customer perceptions and expectations?

SRQ4: Are there noticeable patterns or gaps in the literature related to the joint effect of these factors?

Locating the Studies

We selected five comprehensive academic databases: ScienceDirect, Emerald Insight, Wiley Online Library, Taylor & Francis, and JSTOR as our primary sources. The search strings employed combined terms such as "customer satisfaction," "hotel," "location," "online review," "TripAdvisor," and "Google Reviews." The searches were applied to titles, abstracts, and keywords, though some databases required adjustments due to interface limitations.

Table 1. Search Protocol for Selected Literature Sources

Database	Fields searched	Search string example	Time span
ScienceDirect	Title, abstract, keywords	"customer satisfaction" AND "hotel" AND "online review"	2018–2025
Emerald Insight	All fields	"hotel" AND "customer satisfaction" AND "location"	2018–2025
Wiley Online Library	All fields	"hotel reviews" AND "TripAdvisor" OR "Google" AND "satisfaction"	2018–2025
Taylor & Francis	Title, keywords	"online review" AND "hotel" AND "location"	2018–2025
JSTOR	Business, Marketing	"customer satisfaction" AND "hospitality" AND "online review platform"	2018–2025

Study Selection and Evaluation

A total of 50 articles were initially retrieved. We then applied the following inclusion and exclusion criteria:

- Inclusion criteria: Peer-reviewed journal articles in English; published between 2018 and 2024; focused on hotel customer satisfaction and/or the impact of reviews or location.
- Exclusion criteria: Book chapters, editorials, opinion pieces, and studies not directly examining customer satisfaction or online review data.

After applying these criteria, titles, abstracts, and keywords were screened by two independent reviewers. In cases of disagreement, a discussion was held to reach consensus. This process resulted in a final sample of 30 for in-depth review and synthesis.

Analysis and Synthesis

The selected articles were systematically categorized based on the following dimensions:

- Type of hotel attributes studied (e.g., service quality, amenities, price)
- Geographical factors (urban vs. rural, country, proximity to landmarks)
- Online review characteristics (platform, review volume, sentiment, recency)
- Methodological approach (quantitative, qualitative, or mixed methods)
- Key findings and theoretical contributions

This framework allowed for both thematic synthesis and trend identification across studies, linking specific hotel and review characteristics with reported customer satisfaction outcomes.

Results and Discussion

To serve an academic audience, findings are presented through tables and figures illustrating key trends, relationships, and research gaps. Following Denyer and Tranfield (2009), we emphasize both descriptive summaries (e.g., most studied variables and locations) and analytical insights (e.g., mediating role of reviews in satisfaction formation). This dual approach facilitates a clearer understanding of what is known and unknown, and offers recommendations for future research directions.

Distribution and Statistics

Out of the 25 articles identified for review, 14 contribute to the field of marketing, 4 to tourism, 3 to consumer behavior, 5 to data analytics, and 2 to technology. The review spans publications from 2018 to 2025, comprising peer-reviewed journal articles and conference proceedings obtained through systematic database searches. Approximately 80% of the literature originated from journal publications, while the remaining 20% were derived from reputable conference papers.

Categorical Analysis of the Literature

A total of 14 articles can be assigned to the field of marketing. Four articles focus on customer satisfaction, such as the works by Lim et al. (2024), Tulasi et al. (2024), Park et al. (2025), and Permatasari et al. (2025), which examine various service and consumer-related factors affecting satisfaction levels. Service quality is addressed in three studies, including Gazi et al. (2024), Setiowati & Setyorini (2018), and Adiningtyas & Millayani (2025), all of which evaluate service dimensions and their perceived impact. Revisit intention is explored by Nguyen et al. (2024) and Thipsingh et al. (2022), emphasizing psychological and experiential triggers that influence repeat visits. One study by Saxena et al. (2025) delves into the marketing mix, identifying how integrated strategies shape consumer behavior. Three studies investigate experiential value, including Kim et al. (2020, 2021) and Adiwijaya & Nurmala (2023), highlighting how immersive and personalized services affect customer engagement. Lastly, loyalty is discussed in the works of Hussain et al. (2023) and Ramesh & Jaunki (2021), both analyzing drivers of sustained consumer commitment.

In the field of tourism, three studies contribute to the discussion. Destination loyalty is evaluated by Hussain et al. (2023) and Ramesh & Jaunki (2021), who investigate how destination image and satisfaction influence loyalty. Tourism innovation is the focus of Paloz et al. (2021), proposing novel frameworks for enhancing the tourist experience. Nguyen et al. (2022) studies international tourist satisfaction, addressing cross-cultural factors in service delivery and satisfaction.

Three articles fall under consumer behavior. Mobile app usage is investigated by Wiyata et al. (2025) and Fakfare & Manosuthi (2023), who explore how technological adoption influences consumer decisions. Online travel behavior is examined by Hien et al. (2024) and Huang et al. (2020), emphasizing the role of digital platforms in shaping trip planning. Shin et al. (2025) analyzes the peer-to-peer platform experience, offering insights into user trust and decision-making in the sharing economy.

The field of data analytics is represented by five articles. Sentiment analysis is the subject of Diekson et al. (2023), Annisa & Surjandari (2019), and Nawangsari et al. (2019), each employing natural language processing to evaluate customer feedback. Text analytics is discussed by Kurniawan et al. (2018) and Adiningtyas & Millayani (2025), who apply various computational methods to extract insights from unstructured data. Review mining is explored in the works of Adiningtyas & Millayani (2025) and Cevrimkaya et al. (2024), emphasizing opinion extraction for decision support.

Finally, two articles are associated with the technology field. Chotisam & Phuthong (2025) investigate the application of AI in hotel services, proposing automation to enhance guest experience. Studies by Kim et al. (2020, 2021) and Park et al. (2025) focus on mobile apps in hospitality, assessing how app design and usability influence user satisfaction and loyalty.

Table 2. Summary of Categorisation of the Literature

Field	Subfield	Study
Marketing	Customer satisfaction	Lim et al. (2024); Tulasi et al. (2024); Park et al. (2025); Permatasari et al. (2025)
	Service quality	Gazi et al. (2024); Setiowati & Setyorini (2018); Adiningtyas & Millayani (2025)

	Revisit intention	Nguyen et al. (2024); Thipsingh et al. (2022)
	Marketing mix	Saxena et al. (2025)
	Experiential value	Kim et al. (2020); Kim et al. (2021); Adiwijaya & Nurmala (2023)
	Loyalty	Hussain et al. (2023); Ramesh & Jaunki (2021)
Tourism	Destination loyalty	Hussain et al. (2023); Ramesh & Jaunki (2021)
	Tourism innovation	Paloz et al. (2021)
	Tourist satisfaction (international)	Nguyen et al. (2022)
Consumer Behavior	Mobile app usage	Wiyata et al. (2025); Fakfare & Manosuthi (2023)
	Online travel behavior	Hien et al. (2024); Huang et al. (2020)
	Peer-to-peer platform experience	Shin et al. (2025)
Data Analytics	Sentiment analysis	Diekson et al. (2023); Annisa & Surjandari (2019); Nawangsari et al. (2019)
	Text analytics	Kurniawan et al. (2018); Adiningtyas & Millayani (2025)
	Review mining	Adiningtyas & Millayani (2025); Cevrimkaya et al. (2024)
Technology	AI in hotel service	Chotisam & Phuthong (2025)
	Mobile apps in hospitality	Kim et al. (2020); Park et al. (2025); Kim et al. (2021)

Discussion

To answer the main research question, the following four derived research questions (SRQs) were designed to provide clearer and more comprehensive answers. In this section, we attempt to provide responses to each of these questions.

SRQ1: What hotel characteristics are most frequently associated with customer satisfaction?

Hotel characteristics most often associated with customer satisfaction include service quality, experiential value, use of technology, and appropriate marketing strategies. A number of studies highlight that service quality is the dominant factor shaping customer satisfaction, particularly in terms of reliability, responsiveness, empathy, and physical evidence of service, such as cleanliness and comfort of facilities (Gazi et al., 2024; Setiowati & Setyorini, 2018; Adiningtyas & Millayani, 2025). In addition, valuable emotional experiences-whether through atmosphere, personal interactions, or hotel aesthetics-can make a deep impression on customers, as revealed by Kim et al. (2020, 2021) and Adiwijaya & Nurmala (2023). Technological innovation also contributes significantly to customer satisfaction, especially through the integration of mobile applications that facilitate the booking, check-in, and complaint processes (Park et al., 2025; Kim et al., 2021). In the marketing aspect, effective marketing mix approaches, such as competitive pricing and attractive promotions, contribute to shaping positive perceptions of hotels (Saxena et al., 2025). Finally, loyalty programs that promise long-term value for customers are also important determinants in creating satisfaction and repeat visit intentions (Hussain et al., 2023; Ramesh & Jaunki, 2021).

SRQ2: How does geographical location moderate or mediate customer satisfaction?

Geographic location plays an important role as both a moderator and mediator factor in the relationship between hotel services and customer satisfaction. One factor that mediates satisfaction is the difference in cultural expectations based on the origin of the traveler. Nguyen et al. (2022) showed that international tourists rated service quality differently depending on their cultural background, where aspects such as service speed or staff friendliness could have unequal weight across traveler groups. In addition, locality elements such as cultural uniqueness and destination authenticity directly increase destination loyalty, which in turn reinforces satisfaction with hotels integrated with the local context (Hussain et al., 2023; Ramesh & Jaunki, 2021). Technological infrastructure factors are also influenced by location; hotels located in regions with mature digital ecosystems tend to be able to provide more efficient and convenient application-based services, as described by Wiyata et al. (2025) and Fakfare & Manosuthi (2023). Technology-based destination innovation and accessibility (Paloz et al., 2021) are also determining elements in strengthening the effect of location on customer satisfaction.

SRQ3: What role do online review platforms (e.g., TripAdvisor, Google Reviews, Booking.com) play in shaping customer perceptions and expectations?

Online review platforms such as TripAdvisor, Google Reviews and Booking.com play a strategic role in shaping customer perceptions and expectations before and after a stay. These platforms become a key channel in expectation formation, where positive reviews tend to increase customers' initial expectations,

while negative reviews can discourage booking intentions (Diekson et al., 2023; Annisa & Surjandari, 2019; Nawangsari et al., 2019). In addition to being an experience prediction tool, review platforms also serve as a validation of customer experience through the transparency and authenticity of user content, as described by Adiningtyas & Millayani (2025) and Cevrimkaya et al. (2024). The study of Kurniawan et al. (2018) shows that the platform's algorithm and layout influence how reviews are presented and understood by users, amplifying the effect of perception on hotel image. In addition, customer engagement in providing reviews also shows higher levels of loyalty and satisfaction, strengthening the link between digital perceptions and real experiences (Park et al., 2025). Thus, review platforms not only serve as a mirror of past experiences, but also as a digital marketing instrument that shapes future customer decisions and preferences.

SRQ4: Are there noticeable patterns or gaps in the literature related to the joint effect of these factors?

Based on the literature review, it is evident that most studies tend to examine individual factors influencing hotel customer satisfaction, such as service quality, experiential value, or mobile app usage in isolation, without sufficiently integrating the combined effects of these factors in a comprehensive manner. For instance, studies by Kim et al. (2020, 2021) and Park et al. (2025) focus on experiential value through mobile applications, while Gazi et al. (2024) and Setiowati & Setyorini (2018) investigate the role of service quality in shaping satisfaction. However, very few studies explicitly explore the interactions between service quality, technology, and consumer perceptions within a unified model.

Furthermore, moderating variables such as geographical location, the type of online review platforms, or users' cultural differences have rarely been employed as mediators or moderators in the relationship between service attributes and satisfaction. Only a few studies, such as those by Nguyen et al. (2022) and Permatasari et al. (2025), suggest that geographic context may influence satisfaction, but this aspect has not been examined in more complex relationships involving other variables such as technology adoption or online reviews.

In terms of utilizing data analytics to capture customer perception patterns, some studies such as Adiningtyas & Millayani (2025) and Cevrimkaya et al. (2024) have adopted text analytics and sentiment analysis approaches. Nevertheless, these applications have mostly remained descriptive, rather than explanatory in uncovering causal relationships among variables.

Therefore, a significant gap exists in the literature concerning cross-variable studies that holistically integrate the dimensions of technology, consumer behavior, service quality, and geographic context. Future research should adopt integrative approaches such as structural equation modeling (SEM) or moderation-mediation analysis to better understand the simultaneous effects and interactions among these factors on hotel customer satisfaction and loyalty.

Conclusion

Summary

This study concludes that traveler satisfaction with hotel services is influenced by a combination of multidimensional factors, namely hotel type, geographic location, and online review platforms used. Through a systematic literature review of 30 scientific articles, it was found that service quality, experiential value, technology adoption (such as the use of mobile applications), and effective marketing strategies are the main factors that influence customer satisfaction. Hotel characteristics such as cleanliness, comfort, and service responsiveness proved to be most influential, especially in mid-range and luxury hotels. Location also plays an important role as hotels located in popular tourist destinations or near landmarks tend to receive more positive reviews. In addition, perceived satisfaction is also influenced by the type of review platform, as each platform has different user characteristics and expectations. This study provides practical and theoretical contributions for hotel managers in designing more targeted service strategies, as well as opening up further research opportunities related to personalization of guest experience and technology integration in the hospitality sector.

Theoretical Implications

From a theoretical perspective, this research contributes to the hospitality literature by offering a synthesized, multi-faceted framework that integrates hotel typology, spatial factors, and digital feedback mechanisms dimensions often studied in isolation. It also reinforces the utility of systematic literature reviews in consolidating interdisciplinary findings and uncovering nuanced insights across data sources and research paradigms.

Limitations

Despite its comprehensive scope, this study has several limitations. While the SLR method ensures methodological rigor, it is inherently limited by the quality and scope of existing literature. Articles published outside the selected time frame or in non-English languages may have offered valuable perspectives but were excluded from analysis. And the study relies primarily on peer-reviewed journals, potentially overlooking practitioner reports, dissertations, or industry white papers that could provide practical, real-time data. This focus on academic sources may underrepresent real-world applications and innovations in guest satisfaction strategies.

Future Research

Empirical investigations that test the proposed multi dimensional framework in different regional or cultural contexts are needed to validate the generalizability of findings. Comparative studies across developed and developing countries, or within island versus mainland tourism economies, would provide deeper insight into the role of context in shaping satisfaction. Future research could expand by incorporating real time data analytics and machine learning to capture evolving tourist sentiments across online platforms. With the rise of AI tools in hospitality, understanding dynamic sentiment trends and their impact on brand loyalty would be a valuable extension. Additionally, future studies should examine the interplay between online reviews and other digital touchpoints, such as social media, virtual tours, or mobile booking apps, to develop a more holistic understanding of the digital tourist experience.

References

- Adiningtyas, H., & Millanyani, H. (2025). Assessing the Quality of Hotel Service Through the Application of Text Analytics. In *Green Finance and Energy Transition: Innovation, Legal Frameworks and Regulation* (pp. 253-262). Cham: Springer Nature Switzerland.
- Adiwijaya, K., & Nurmala, N. (2023). Experiential marketing in the budget hotel: do Gen Y and Gen Z change the game?. *Consumer Behavior in Tourism and Hospitality*, 18(4), 467-482.
- Annisa, R., & Surjandari, I. (2019). Opinion mining on Mandalika hotel reviews using latent dirichlet allocation. *Procedia Computer Science*, 161, 739-746.
- Çevrimkaya, M., Çavus, Ş., & Şengel, Ü. (2024). Assessment of hotels' online complaints in domestic tourism: mixed analysis approach. *International Journal of Tourism Cities*, 10(3), 1027-1045.
- Chotisarn, N., & Phuthong, T. (2025). Impact of artificial intelligence-enabled service attributes on customer satisfaction and loyalty in chain hotels: Evidence from coastal tourism destinations in western Thailand. *Social Sciences & Humanities Open*, 11, 101306.
- Diekson, Z. A., Prakoso, M. R. B., Putra, M. S. Q., Syaputra, M. S. A. F., Achmad, S., & Sutoyo, R. (2023). Sentiment analysis for customer review: Case study of Traveloka. *Procedia Computer Science*, 216, 682-690.
- Fakfare, P., & Manosuthi, N. (2023). Examining the influential components of tourists' intention to use travel apps: the importance–performance map analysis. *Journal of Hospitality and Tourism Insights*, 6(3), 1144-1168.
- Furtado, A., Ramos, R. F., Maia, B., & Costa, J. M. (2022). Predictors of hotel clients' satisfaction in the Cape Verde islands. *Sustainability*, 14(5), 2677.
- Gazi, M. A. I., Islam, M. A., Masud, A. A., Senathirajah, A. R. B. S., Biswas, S., & Shuvro, R. A. (2024). The moderating impacts of COVID-19 fear on hotel service quality and tourist satisfaction: Evidence from a developing country. *Cogent Social Sciences*, 10(1), 2331079.
- Hien, N. N., Vo, L. T., Ngan, N. T. T., & Ghi, T. N. (2024). The tendency of consumers to use online travel agencies from the perspective of the valence framework: the role of openness to change and compatibility. *Journal of Open Innovation: Technology, Market, and Complexity*, 10(1), 100181.
- Huang, C. C., Chang, Y. W., Hsu, P. Y., & Prassida, G. F. (2020). A cross-country investigation of customer transactions from online to offline channels. *Industrial Management & Data Systems*, 120(12), 2397-2422.
- Hussain, A., Li, M., Kanwel, S., Asif, M., Jameel, A., & Hwang, J. (2023). Impact of tourism satisfaction and service quality on destination loyalty: A structural equation modeling approach concerning China resort hotels. *Sustainability*, 15(9), 7713.
- Kim, H., Huh, C., Song, C., & Lee, M. J. (2021). How can hotel smartphone apps enhance hotel guest experiences? An integrated model of experiential value. *Journal of Hospitality and Tourism Technology*, 12(4), 791-815.
- Kim, H., Kang, S., Song, C., & Lee, M. J. (2020). How hotel smartphone applications affect guest satisfaction in applications and re-use intention? An experiential value approach. *Journal of Quality Assurance in Hospitality & Tourism*, 21(2), 209-233.
- Kurniawan, S., Kusumaningrum, R., & Timu, M. E. (2018, October). Hierarchical Sentence Sentiment Analysis Of Hotel Reviews Using The Naïve Bayes Classifier. In *2018 2nd International Conference on Informatics and Computational Sciences (ICICoS)* (pp. 1-5). IEEE.
- Lim, W. M., Jasim, K. M., & Das, M. (2024). Augmented and virtual reality in hotels: Impact on tourist satisfaction and intention to stay and return. *International Journal of Hospitality Management*, 116, 103631.
- Nawang Sari, R. P., Kusumaningrum, R., & Wibowo, A. (2019). Word2vec for Indonesian sentiment analysis towards hotel reviews: An evaluation study. *Procedia Computer Science*, 157, 360-366.
- Nguyen Huu, T., Nguyen Ngoc, H., Nguyen Dai, L., Nguyen Thi Thu, D., Truc, L. N., & Nguyen Trong, L. (2024). Effect of tourist satisfaction on revisit intention in Can Tho City, Vietnam. *Cogent Business & Management*, 11(1), 2322779.
- Nguyen, H. T., Le, A. T. T., Phan, A. C., & Hoang, T. D. L. (2022). A multi-perspective approach of international tourist satisfaction in tourism service: from big data perspective. *Journal of Asia business*

- studies, 17(4), 850-872.
- Palos-Sanchez, P., Saura, J. R., Velicia-Martin, F., & Cepeda-Carrion, G. (2021). A business model adoption based on tourism innovation: Applying a gratification theory to mobile applications. *European Research on Management and Business Economics (ERMBE)*, 27(2), 1-11.
- Park, H., Lee, M., Back, K. J., DeFranco, A., & Suh, J. (2025). Dynamic roles of hotel mobile application in customer satisfaction and dissatisfaction: integrating text analytics and impact asymmetry analysis. *International Journal of Contemporary Hospitality Management*.
- Permatasari, W., Maghrifani, D., & Wibowo, A. (2025). A qualitative exploration of guest satisfaction with budget hotels from online review: the case of Indonesia. *Cogent Business & Management*, 12(1), 2475987.
- Ramesh, V., & Jaunky, V. C. (2021). The tourist experience: Modelling the relationship between tourist satisfaction and destination loyalty. *Materials Today: Proceedings*, 37, 2284-2289.
- Saxena, V., Mishra, A., Sharma, P., & Sharma, A. K. (2025). Assessing tourist satisfaction through extended marketing mix strategies: A study of Kanha National Park. *Tourism and Hospitality Research*, 14673584251320674.
- Setiowati, Y., & Setyorini, F. (2018, November). Service Extraction and Sentiment Analysis to Indicate Hotel Service Quality in Yogyakarta based on User Opinion. In *2018 International Seminar on Research of Information Technology and Intelligent Systems (ISRITI)* (pp. 427-432). IEEE.
- Shin, S., Hwang, Y., & Kim, T. (2025). Attributes of satisfaction and dissatisfaction with online travel experiences in peer-to-peer platforms. *International Journal of Hospitality Management*, 124, 103972.
- Thipsingh, S., Srisathan, W. A., Wongsachia, S., Ketkaew, C., Naruetharadhol, P., & Hengboriboon, L. (2022). Social and sustainable determinants of the tourist satisfaction and temporal revisit intention: A case of Yogyakarta, Indonesia. *Cogent Social Sciences*, 8(1), 2068269.
- Tulasi, E. E., Ashiaby, O. E., Kodua, P., Ahlijah, B., & Agyeman-Duah, M. O. (2024). The role of aesthetics in tourist satisfaction in the Ghanaian hospitality industry. *Heliyon*, 10(12).
- Wiyata, W., Md Zain, N. A., Asyraff, M. A., Anuar, F. I., & Hanafiah, M. H. (2025). From user engagement to app love: Investigating the antecedents and consequences of third-party travel app usage. *Journal of Hospitality and Tourism Technology*, 16(3), 565-587.