

# CUSTOMER SATISFACTION IN MATABUNGKAY BEACH HOTEL, BATANGAS: ONLINE REVIEWS FROM SELECTED TRAVEL SITES

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(Received 02<sup>nd</sup> August 2022; accepted 10<sup>th</sup> October 2022)

**Abstract.** As tourism industry progress the sectors under it smartly intertwined to come up with a new and innovated form in which one of its results has been evidently making a mark to the market this particularly refers to the “beach hotel”. In line with this, this progressive state happening at present leads us to a more convenient form of knowing the status of the place through an accessible online travel websites basically navigates travellers to accurately identify the information and actual reviews of other guests to the service of the establishment. In this study researchers have used qualitative, sentiment analysis and the concept of SERVQUAL model and through the use of the variables under it such as the assurance, reliability, tangibles, empathy and responsiveness, researchers have specifically identified the section that is need of improvement in which resulted that the main variable that is need of enhancement is Tangible for it obtained the value that has a highest negative reviews and “Empathy” as the lowest assessed for positive reviews in which current proponents have also targeted to improved. This study is to further enhance the management’s idea for the improvement of Matabungkay Beach Hotel in Batangas and suggested various recommendations based from the extracted gaps on each variable to boost the level of customer satisfaction of each guests.

**Keywords:** *beach hotel, customer satisfaction, online travel websites, sentiment analysis, SERVQUAL model, Batangas*

## Introduction

Customer Satisfaction has truly made an impact on strong sales of products in particular establishments, boosts one's individuals’ effectiveness and contributes to the promotion of the attraction. Customer satisfaction-overall measurement of how a company or establishment products and services meets the guests’ or customer’s expectations attaining particular standards in quality service were evidently difficult to reach for it pairs with unpredictable consequences that could damage the wholeness of the attraction. Specifically in beach hotels-building or establishments which is situated in the beach side as a place to stay of the guests; with this, innovations of facilities and vulnerability to human access are some of the examples of adaptation to trends that could lead to further damage in the aesthetics and the entirety of the environment of the beach hotel these directly concern the rise of possible dissatisfaction of each guest to the service of the beach hotel.

Since customers are the primary source of the brand’s potential promotion and achieving service quality is the key for the further enhancement of the service (Guray, 2018). Also, satisfactions are way of recommendation and make customers to return to the establishment and gain their loyalty. On the other hand, dissatisfaction can cause impacts in the reputation of the hotel and to its general aspects (De Guzman et al., 2020) To further familiarize guests to the actual establishments, technology had created the

most effective and efficient way to assess the target area, through an online review from reliable sites found on the internet. These sites such as Agoda, TripAdvisor and Expedia are some of the examples of sites that have an honest context of reviews that can aid the questions of each planning guest (Situmorang, 2018). Reliable reviews from the sites are simple tools that could affect the beach hotel's reputation that could branched into two aspects, might be negative review that could affect the overall profit, status of the beach hotel and reduce the probability of return of previous guests and on the other side of the spectrum, positive reviews that could further boost the management's service through a simple recognition (Situmorang, 2018).

The sole purpose of identifying the feedbacks from the actual experiences is to ascertain the service if it needs of improvement in the quality of the service and push it through a more profitable and highly satisfied guests. For this study, researchers have initially encoded the reviews and assessed that there are more negative reviews rather than positive feedbacks as extracted to the selected travel websites. The study's objective is to identify the concept of the service quality on how it significantly contributes to the satisfaction of guests in particular establishments. Furthermore, how it affects the establishment's reputation (Guray, 2018). In addition to it, this study will put emphasis on the facet of customer satisfaction through identifying the service quality of the chosen element to enhance both beneficiaries of the study's attainment which is the researchers and the chosen establishment.

As cited in the study of Haguian III et al. (2017) customer satisfaction projects a significant importance in each establishments in terms of products and services for it holds the quickest way to establish a long-lasting connection towards connection to its guests and high probability of developing a loyal customers, in this study the researchers have used various resorts for an in-depth study of quality service. Although the study does not use online sites for reviews, their concerns were directly addressed to the guests of the resorts of Sipalay City, Philippines for they used questionnaires for their assessments. In contrary, the current study will use sentiment analysis using the existing texts from the chosen online platforms in line with the study of Situmorang (2018) wherein the study uses selected platforms to further assess the influence of each to a particular establishment in which in this study it specifically used beaches in Indonesia that is aligned to the current study's element. However, it mainly focuses only to the influence of each platform towards the Bali Beach and not the main quality of the service. Both mentioned studies evidently possess potential contributions to the attainments of the current research study.

Batangas is known for having varieties of beaches that offers eye-catching sceneries, serene environment and so much more to experience when looking for a social detoxification and total escape from the pollution of the city. One of the most popular beaches to consider during visitation in Batangas is the Matangbungkay Beach; this beach is known for having good places to go to by the city-dweller, it is the ultimate destinations for young ones ideally for quick getaway and can be visited anytime of the day as long as interests drives you along the way to the different beaches of Batangas. Although the beach had been on the service for so many years, it inevitably encounters such problems due to massive visit of tourists all throughout the years. Through this notion, proponents became interested if guests from the different places in Matabungkay Beach in Batangas are still engaging towards its guests. This notion became highly interesting for the researchers who have personally experienced the changes in the service and ambiance of the place. To prevent conforming to personal assessment and

bias in this study, current researchers have selected various online sites that project varieties of reviews to the beach hotel.

Researchers then used three different online sites for reviews to help the study attain its objectives. The selections of both online sites were based on the affiliation of the establishments to the site and reliability that underwent intensive validation from the research adviser. Firstly, researchers selected Tripadvisor for it is popular for delivery of lowest possible costs of hotels and suggests experiences to its consumers (Tripadvisor Official Portal, 2022). Also it has the same purpose with Expedia, its purpose is to delivers services that lowers the cost of the trips and offers private services like car rentals for a convenient travel (Expedia Official Portal, 2022). Lastly, Agoda is also known for having great deals, offers smaller and cheaper travel experiences even smaller than the actual offer of their website (Agoda Official Portal, 2022) this website is a great way to assess reviews for it possesses numerous sets of online reviews each year. Since the increasing number of visits to attractions, specifically beaches, these websites can be a useful tool to determine the status and future guests could actually base their expectations on the reviews of previous guests. Both websites expanded as years passed by, it became more helpful and convenient to use. To strengthen the current study, researchers have included legalities in conducting the study's objective. Through Republic Act No.9593 or known as "The Tourism Act of 2009" wherein discussed under this that tourism is an essential part of Philippine economy in which under this it needs of major support from the government to prolong its existence to the next generation. To specifically relate the study to this act, under section D specifically expounds that this continual creation, service and imagery of an attraction should have a two-way benefit to further promote positive global view of both parties. Therefore this act is a great aid for aiming a greater extent with regards to a perfect level of customer's satisfaction. Well-sustained places are great source of positive global view and reaching a sustained place should reach positive feedbacks to its customers and/or consumers (Munusamy et al., 2010).

This study revolved around determining review about customer's satisfaction in Matabungkay Beach Hotel in Batangas which will be based on the SERVQUAL theory with the used of its variables assurance, reliability, tangibles, empathy, and responsiveness (Munusamy et al., 2010). To fully attain the study's objective, all information extracted from the aforementioned sites will benefit all the sectors involved in the tourism industry for all extracted data will be purposeful for those establishments with the same problem encountered. Moreover, besides the requirement for academics, researchers will enhance their knowledge with regard to the facets of customer satisfaction and quality service. Furthermore, all the management of all beach resorts inside or outside of the country could benefit from the study's results. For the scope and limitations of the study, researchers only used reviews from 2017 to 2021 and reviews from the succeeding year will be considered invalid when included. All the review will be only extracted from TripAdvisor, Agoda and Expedia. It only covered reviews that are based on the rubric under SERVQUAL model.

### ***Literature review and conceptual/theoretical framework***

"Banana Beach Resort Services and the Level of Customer Satisfaction" by Guray (2018) in which the study highlights the level of competence of each beach resort during ASEAN integration visit to the Philippines' business system. This process became possible through determining the level of customer satisfaction of the beach. The study

uses descriptive correlational approach, Quantitative as a design and quota sampling as a method for assessing the data. The study became significantly purposeful to all of the beach resorts of the Philippines. The study proves that there are attributes to satisfaction by means of these aspects when actively applied to the management, it could help reach the expectations of each guests in which can be a great help for attaining the research objective (Guray, 2018). “Guests Satisfaction: The Case of a Resort in Sipalay City, Philippines” by Haguisan III et al. (2017), the study identifies the importance of satisfaction in every sector of the industry. It specifically uses the beach as a representation for the study’s objective. The study uses a quantitative method, for it uses a questionnaire consisting of a 4.0 scale method in determining the responses. The results indicate that the customer satisfaction in the place was high. However, despite the satisfaction, researchers have suggested improving some areas of the place such as the guest rooms and security services (Haguisan III et al., 2017) With this, current researchers can use the study as a reference for contrary in determining the level of quality service given by a particular resort. Also the study can be a great source of help for the possible recommendations of the researchers in the chosen element.

“Impact of Service quality on Customer Satisfaction” showed the study identifies how service quality affects customer satisfaction. It uses inductive qualitative research method to further fulfil the study’s objective. Also, it uses the model of SERVQUAL method. The study strongly emphasized that Responsiveness, Empathy and Assurance are the most factors that stands as most influential amongst other factors. With this, it recommends that government organizations should participate in various establishments to help boost the service quality of each business. “Influence of Servicescape, Customer Satisfaction, WOM and Social Media to Customer Loyalty (Study Case Bali beach)” by Situmorang (2018), the study identifies the purpose of each site to the customer satisfaction in Bali Beach, Indonesia. The study emphasises how these websites became irrelevant in determining how satisfied guests are. The study uses causal associative research mixed with both questionnaires and interviews to further assess the influences of the aforementioned websites. The study proves that websites like this are convenient to use and people could easily share an experience through a click, so management should focus more on quality service for the reason that a single word of mouth could affect the brand’s name (Situmorang, 2018). The study’s significance for the current proponent for it can support the claims of the importance of the chosen websites to the improvement of the beach resort.

“Guest Satisfaction and Loyalty among Beach Resorts in Laiya, Batangas” by De Guzman et al. (2020) this study assessed the level of satisfaction of the guest in achieving their loyalty. The study uses descriptive method, quantitative method with the help of statistical tools of percentage and frequency, weighted mean and analysis of variants for the respondents’ assessment. The study proves that all aspect such as timeliness, completeness, courtesy, consistency, accessibility, accuracy, responsiveness, convenience, expectation, customer service, personal relationship, and rewards contributes to the loyalty of the guests and results highly suggests that these mentioned aspects should be highly recommended to be part of the management’s plan as factors that contributes to the satisfaction that the guests need (De Guzman et al., 2020). This study can be a helpful basis for the factors established by the previous researchers were derived from SERVQUAL method for it is one of the sub aspects of the method. “Small Environmental Actions Need of Problem-Solving Approach: Applying Project Management Tools to Beach Litter Clean-ups” by Battisti et al. (2020), the study

supports the rehabilitation projects to each beach in Italy. The study uses context analysis and input and output planning process to further propose a proper management plan to the clean ups of the beach. The study proves that a proper plan of action could enhance the status of the beaches in Italy for the existing projects of the place were found ineffective (Battisti et al., 2020). The existing study is the basis of the current researchers for the assessed gap of the study.

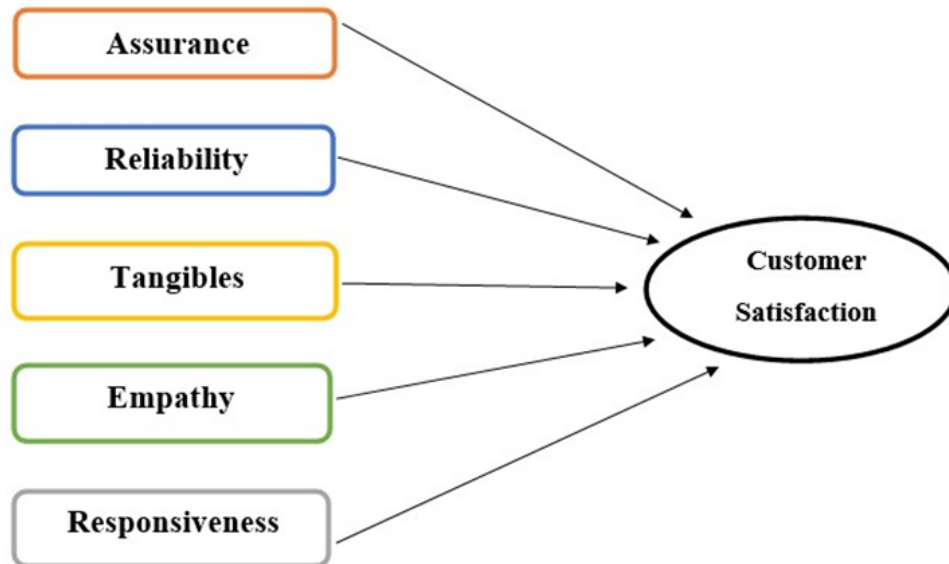
“Sentiment Analysis: An Overview” showed the study deeply identifies the facet of sentiment analysis; expound the idea and its proper use. The study uses content analysis in which it studied the wholeness of sentiment analysis. The study proves that as years progress, people had given so much weight in terms of their emotions and expression through messages of text, with this, sentiment analysis is a bet way to further understand it in a more systematic way and be more reliably accurate during assessment. This is study can be a useful for researchers to familiarize them in every angle of the sentiment analysis. “Analysis of Tourist Satisfaction against Tourism Product at Tanjung Kelayang Beach, Belitung Regency” showed the study’s objective is to analyse the guests’ satisfaction in the chosen subject of the researchers and assess the level of importance of the products and services of the hotel. The study uses a quantitative approach, involving 100 respondents to answer their questionnaires. The results showed a strong dissatisfaction of guests to the beach and suggested a plan of action based on the quadrants of IPA (Important Performance Analysis) to focus on the condition of each product and services of the beach. Although the study has different approach this could be a great reference for the IPA’s can be great significance to the study’s objective.

“Service Quality Delivery and Its Impact on Customer Satisfaction in the Banking Sector in Malaysia” by Munusamy et al. (2010), the study’s objective is to expound the interrelationship of customer satisfaction and service quality as a model for reaching the ultimate goal for the business world which is to reach the expectation and satisfy the needs of every customer. The uses quantitative research to examine both dimensions fully. The study proves that all sub aspects under the SERVQUAL model had created an impact in the business world known as Assurance, Reliability, Tangibles empathy and responsiveness. The current researchers adapted the model to further analyze the business and management offered by the chosen beach. Under this is the SERVQUAL model that will be used to identify the online reviews of the guests. “The Role of Service Quality and Customer Satisfaction in Tourism Industry: A Review of Servqual Model” showed the existing study reviews all the literature about service quality and customer satisfaction in tourism industry found in various online reliable sources. The paper has also used SERVQUAL method through assessing existing studies from various literature sources such as articles, research papers, news articles and websites. The study proves that it all factors under the model affects the overall visitation and experiences of the customer. The study is timely relevant for it emphasizes the whole purpose of the model and expound the method to further familiarize researchers in the study.

“Using the SERVQUAL Model to Assess Service Quality and Customer Satisfaction, An Empirical Study of Grocery Stores in Umea” by Chingang Nde and Lukong (2010), the study aimed to identify the purpose of how SERVQUAL method affects the perception in assessing the satisfaction of their customers. The study uses a self-completion questionnaire through the use of convenience sampling technique. The study proves that the model does not possess any aid to the service quality of the

selected establishment for the reason that some items do not relate with the sub aspects of the model. The study mainly revolves around suggesting a more competitive and strategies to thrive in the marketing world of their business (Chingang Nde and Lukong, 2010). “Sentiment Analysis Using the Text Mining of Indonesia Tourism Reviews via Social Media” showed the study uses social media reviews to aid the increasing growth of tourism industry in Indonesia, with this idea the study aimed to create a map of tourist attraction that can be helpful to the local government and mentioned about beach tourism as a priority attraction of the area. The uses sentiment analysis, it also crafted a plan for proposal in each attraction selected by the existing study’s researchers.

To further expound the thoughts with regard to the factors of SERVQUAL method, there are the definitions of each interconnected factors (Daniel et. al, 2010) (*Figure 1*): (1) Tangibility: the satisfaction of the guests through its surroundings. Specifically, amenities, physical equipment, service personnel, any object or appearances that can be utilized by the guests; (2) Assurance: the satisfaction of the guests through trust and the overall safety and security of the guests from the management and personnel; (3) Empathy: the satisfaction of guests through the ability of the personnel to accommodate well and understanding of one’s concerns to be swiftly assessed by the employee to feel home and be treated fairly; (4) Reliability: the satisfaction of guests through the competence and ability of the employee to respond with full confidence and correct information to the needs of each guest; and (5) Responsiveness: the satisfaction of guests through the ability of the employee to immediately respond to the needs of the guests, the staff’s eagerness to work and assist all the guests’ concern with a complete and swift service.



**Figure 1.** SERVQUAL Model.  
Sources: Chingang Nde and Lukong (2010)

As cited in the study of Chingang Nde and Lukong (2010) in which the study has huge similarities, however it uses different element to analyze the purpose of SERVQUAL model. The current study adapted the specific model to determine the customer satisfaction in Matabungkay Beach Hotel. In the existing study, it measures the importance of the method to their selected establishment, beyond using different

element compared to the current researchers; it also uses different approach in which it uses perception of the customers and structured question determining the responses to the participants. Proponents have selected the study as the basis for the framework for it possesses significant qualities such as the model's process in developing a more competitive, profitable and loyalty of the customers (Chingang Nde and Lukong, 2010). These findings can aid the study in attaining its objective through the use of the SERVQUAL model. The method of the previous researcher can also be the basis of the current researchers for it also assesses customer's perception in similar to the current researchers' chosen respondents in which refers to the online reviews from the selected travel websites. The uniqueness of the study is that it focuses on a particular beach existing in Batangas to deeply infiltrate the purpose and for a narrower understanding of the readers of the study. The current study also uses different websites from the other existing studies for a more detailed reviews and expounded opinions for the beach's service. Also, majority of the existing studies uses quantitative method as an approach for their study. However in this case, current proponents used qualitative sentiment analysis with the use of reviews from online travel sites. Since the study is a non-output based, it is the first to craft recommendations from the reviews of the websites ranging from 2017 to 2021.

## Materials and Methods

For this study, the proponents used qualitative research design as an approach for the study's objective. Specifically, it uses sentiment analysis. As cited in the previous studies stated the use of qualitative method as a design for this research is a way of collecting non-numerical data through text, audio, visuals or any form of delivery of experiences, opinions and better understanding of concept, wherein it comes from different forms of analysis and researchers have selected sentiment analysis for it fits to the research well, in a more clearer view, Sentiment analysis is a technique to fully distinguish the real expression of a text and be categorized if the statement will fall under positive, negative, or sometimes between that pertains to as the neutral (Thematic Official Portal, 2022), it is a text analytics that processed by Natural Language Processing (NLP). Through this process research can easily identify the artificial intelligent expression of each reviewer from the three different websites.

This study used purposive sampling for it is defined to as a non-probability in which is a comparable matter to the total number of the reviews from the internet. Purposive sampling is a kind of a sampling technique wherein researchers has the limit to select the total number of the members of the population that will participate in the study, it will be based on the personal judgement of the proponents as long as it can contribute to the study's attainment. This technique is applicable for the research for there is no uniformity in reviews each year from both selected websites. Researchers used the acquired rubric from the sentiment analysis, using the level of degree "highly positive", "positive", "highly negative" and "negative" as a standard rubric of this analysis and manually encoded by the researchers to the factors under SERVQUAL method which are the Tangibles, Assurance, Responsiveness, Reliability and Empathy. Using the mentioned factors, researcher will categorized them based on the weighted emotion express from the review; it is literally based from the intensity of the text's expression. The *Table 1* show the total negative reviews manually assessed from each travel

websites. Furthermore, *Table 2* shows the results of all the reviews to strengthen the study's gap in response to the question of pursuing this study.

**Table 1.** Assessed negative reviews from the selected travel websites.

Travel websites	Total number of assessed negative reviews
TripAdvisor	57
Expedia	15
Agoda	406
Total	478

**Table 2.** Travel websites and summary of all the reviews from 2017-2021.

Travel websites	Online travel website links	Total number of reviews
TripAdvisor	<a href="https://www.tripadvisor.com.ph/Hotel_Review-g1646553-d1076823-Reviews-Matabungkay_Beach_Hotel-Lian_Batangas_Province_Calabarzon_Region_Luzon.html">https://www.tripadvisor.com.ph/Hotel_Review-g1646553-d1076823-Reviews-Matabungkay_Beach_Hotel-Lian_Batangas_Province_Calabarzon_Region_Luzon.html</a>	119
Expedia	<a href="https://www.expedia.com.ph/Lian-Hotels-Matabungkay-Beach-Hotel.h8814684.Hotel-Information?chkin=2022-05-%2004&amp;chkout=2022-05-%2005&amp;destType=MARKET&amp;destination=Lian%20Calabarzo%20n%20Philippines&amp;pwaDialogNested=PropertyDetailsReview%20wsBreakdownDialog&amp;pwa_ts=1650439523056&amp;referrerUrl=aH%20R0cHM6Ly93d3cuZXhwZWVpYS5jb20ucGgvSG90ZWwtU2V%20hcmNo&amp;regionId=182206&amp;rfr=HSR&amp;rm1=a2&amp;selected=8814%20684&amp;semdtl=&amp;sort=RECOMMENDED&amp;useRewards=false&amp;userIntent=&amp;x_pwa=1">https://www.expedia.com.ph/Lian-Hotels-Matabungkay-Beach-Hotel.h8814684.Hotel-Information?chkin=2022-05-%2004&amp;chkout=2022-05-%2005&amp;destType=MARKET&amp;destination=Lian%20Calabarzo%20n%20Philippines&amp;pwaDialogNested=PropertyDetailsReview%20wsBreakdownDialog&amp;pwa_ts=1650439523056&amp;referrerUrl=aH%20R0cHM6Ly93d3cuZXhwZWVpYS5jb20ucGgvSG90ZWwtU2V%20hcmNo&amp;regionId=182206&amp;rfr=HSR&amp;rm1=a2&amp;selected=8814%20684&amp;semdtl=&amp;sort=RECOMMENDED&amp;useRewards=false&amp;userIntent=&amp;x_pwa=1</a>	28
Agoda	<a href="https://www.agoda.com/matabungkay-beach-resort-and-hotel/hotel/batangas-ph.html?checkin=2022-04-15&amp;checkout=2022-04-16&amp;los=1&amp;rooms=1&amp;adults=1&amp;children=0&amp;cid=1891446&amp;searchrequestid=184aa41f-c680-423e-9cf5-e76a8522ef43&amp;tag=54c58c7d-7c0a-4af3-ba97-ed6ad28c5bcc&amp;gclid=EAIAIQobChMIpYe0gcyV9wIVSkFgCh3KZQSeEAAYAiAAEgKd8vD_BwE&amp;af_sub3=505c140b-6650-4671-b993-dc1c9d41997c&amp;af_sub4=ptp4evtdu3n4zxouzyua4pwbed6ad28c5bcc&amp;gclid=EAIAIQobChMIpYe0gcyV9wIVSkFgCh3KZQSeEAAYAiAAEgKd8vD_BwE&amp;af_sub3=505c140b-6650-4671-b993-dc1c9d41997c&amp;af_sub4=ptp4evtdu3n4zxouzyua4pwb">https://www.agoda.com/matabungkay-beach-resort-and-hotel/hotel/batangas-ph.html?checkin=2022-04-15&amp;checkout=2022-04-16&amp;los=1&amp;rooms=1&amp;adults=1&amp;children=0&amp;cid=1891446&amp;searchrequestid=184aa41f-c680-423e-9cf5-e76a8522ef43&amp;tag=54c58c7d-7c0a-4af3-ba97-ed6ad28c5bcc&amp;gclid=EAIAIQobChMIpYe0gcyV9wIVSkFgCh3KZQSeEAAYAiAAEgKd8vD_BwE&amp;af_sub3=505c140b-6650-4671-b993-dc1c9d41997c&amp;af_sub4=ptp4evtdu3n4zxouzyua4pwbed6ad28c5bcc&amp;gclid=EAIAIQobChMIpYe0gcyV9wIVSkFgCh3KZQSeEAAYAiAAEgKd8vD_BwE&amp;af_sub3=505c140b-6650-4671-b993-dc1c9d41997c&amp;af_sub4=ptp4evtdu3n4zxouzyua4pwb</a>	623



The table above shows the summary of all the numbers of reviews from 2017 to 2021. Tripadvisor has a total of 119 reviews, from Agoda it has a 623 total of both positive and negative reviews, and Expedia has a total of 24 reviews online of Matabungkay Beach Hotel. When accumulated, it has a total of 770 reviews. These figures will work as number of respondents of the study and be later on manually categorized by the researchers, acquiring the rubric that sentiment analysis had provided which comprises of “Highly Negative”, “Negative”, ”Highly positive”, and “Positive” in which in this case researchers have eliminated the option of “Neutral” to prevent complications if manually reviewed. All the assessment in the online reviews from the selected travel websites will be gathered through the use of Microsoft Excel for a more convenient and easier process of encoding of reviews. Microsoft Excel allows proponents to systematically organize the reviews as supposed to be arranged accordingly through the use of the rubrics of sentiment analysis, after categorizing each reviews. This platform can easily summarize data and system-controlled basis for a more reliable and accurate results. The question in which where will a particular review fall should answer the requirements based in the study of Daniel et. al, 2010 with the use of 4.0 Likert Scale method wherein will be valued to as 1, “very dissatisfied” and 4 as “very satisfied” based on the rubric provided by the sentiment analysis.

Also, researchers have secured all the letters of permission to be forwarded to the management of the Matabungkay Beach Hotel to formally ask for the grant to be permitted to gather data needed for the study’s objective. All reviews included under the study’s fulfilment will remain confidential in identity together with their responses. Furthermore, researchers will surely observe the limitations under the Data Privacy Act of 2012. Pushing through this study clearly does not possess any violations for all the reviews are obtained by the researchers from publicly posted reviews from the selected travel websites.

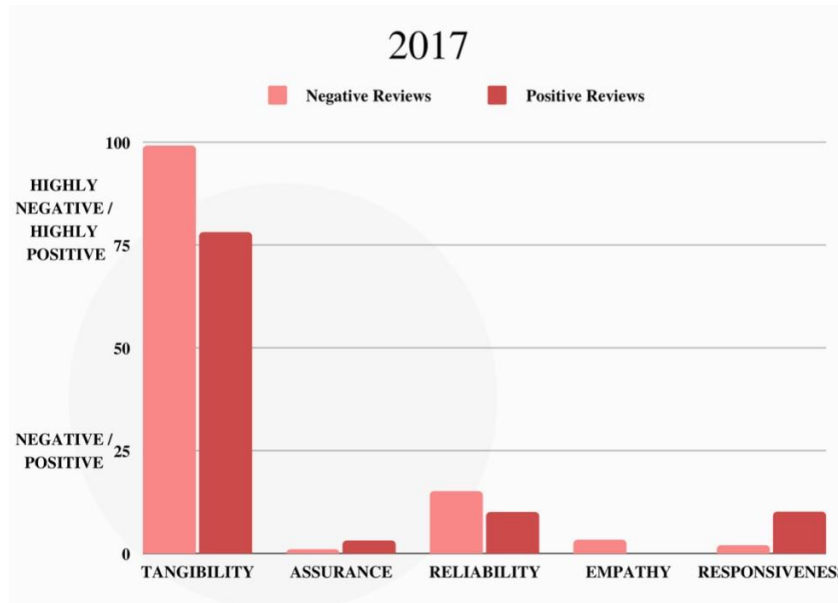
## **Results and Discussion**

All results were carefully characterized through manual encoding with the used of the rubric of SERVQUAL method which are the assurance, reliability, tangibles, empathy and responsiveness with embedded rubric from sentient analysis as its standard grade of “highly positive”, “positive”, “highly negative” and “negative” in response to the intensity of the emotion of each author of the reviews. Through this process, researchers have identified the sector that is need of improvement and development for further enhancement of their management plan. Using the variables from the concept of the study, researchers have projected tables to transparently project each year’s statistical standing to observe the progress of each aspect from the SERVQUAL theory. For Agoda, majority of the reviews fall under the item “tangible” with a value of 157 from both highly positive and positive category and 244 reviews for both category of highly negative and negative wherein it is an accumulated reviews from 2017-2021. With this, in this online travel website most of the experienced guest authors of the reviews mainly focused on the facilities of Matabungkay beach hotel and any substance that falls under the category of “tangibles” or amenities, physical equipment, service personnel, any object or appearances that can be utilized by the guests (Chingang Nde and Lukong, 2010). For Tripadvisor, the variable that obtained the highest reviews is also the section of “Tangibles” that obtains a value of 81 in both positive and highly positive and 70 for both negative and highly negative, in which it means that authors of

each review are concerned with the objects that can be seen and touch by the guests and commonality of the reviews usually targets the facilities of Matabungkay Beach hotel which means discrepancies under this substances are present and can be evidently seen by the experienced guests. In which also cited in the study of Chingang Nde and Lukong (2010) that facilities are the primary representation of the hotel, during actual reviews hotels are remembered through its facility that can be touched by the hands of the guests for it is the only thing that they can recall during the duration of their stay in the hotel. It is the source of “summary” of their total experiences inside the vicinity of the establishment (Chingang Nde and Lukong, 2010). Also for the online travel website Expedia, majority of the reviews fell under the variable “Tangible” that has a total count of reviews of 14 for both positive and highly positive and 10 for both negative and highly negative. This results that the totality of the hotel should focused more on its “tangibles” or substances that can be physically touched by the guests for it is the primary products that marks on the experiences of each guests.

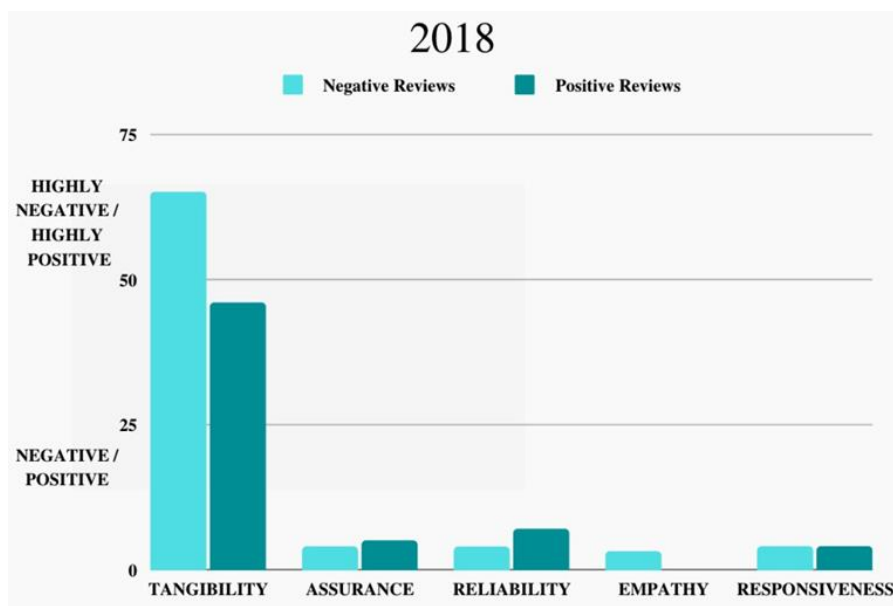
Upon careful observation, proponents have organized the tables per years to distinguish the changes happening each year with the use of the figures projected below. The tables below contains the sub-variables under SERVQUAL model in which are the tangibility, assurance, reliability, empathy and responsiveness with the embedded level of grade under sentiment analysis which are the “highly negative”, “negative”, “highly positive” and “positive”. This process is to statistically project the reviews if there are changes and action taken by the management to improve the gap happening in their establishment. These were also based from the study’s objective, to fully assess the weakest point of the beach hotel to fully aid it with particular recommendations in improving and gain more positive feedbacks to its guests.

*Figure 2* shows that majority of the reviews from 2017 falls under the group of “tangibility” that almost reached the maximum line of the table which indicates that most of the reviews extracted from the section of tangibility obtained both the “positive” and “highly negative” grade from sentiment analysis while other quadrants fell between the group of 0-25 numbers of reviews. As cited in the study of Chingang Nde and Lukong (2010), reflects that also the hotel used in this study focuses more on tangibles of the hotel which are the objects or substances that can be seen or touched by the guests. In the other side of the spectrum, the lowest review of positive was obtained by the section of “empathy”.



**Figure 2.** The results of negative and positive reviews in 2017.

Figure 3 indicated that the corresponding item obtained both highest reviews from the three online travel websites which are Agoda, Tripadvisor and Expedia is the section of “tangibility” in which seen decreased when based from the number of reviews in 2018. This supports the notion that the management might take action to ease the gap from the previous year. According to the previous studies also stated that the probability of facilities to be remembered and noticed possessed a high chance of marking in the guests’ perspective for these are the products that involve the guests’ senses. While the lowest assessed review under positive came from empathy in which basically pertains to the hospitality service of each employees in which also can be improved upon successful implementation of further recommendation from the extracted points from the study.



**Figure 3.** The results of negative and positive reviews in 2018.

Figure 4 are the reviews from 2019 in which surprisingly increased negative reviews compared to the previous year, with this indicators that the management temporarily resolved the gap from the last year's roster. With this notion, as cited in the study of Chingang Nde and Lukong (2010) also seen that there are difficulties in aiding the gap and providing a permanent solution for complications are inevitable. Similar to the previous year, 2019 bar graph also projects that the highest assessed reviews for both highly negative and positive sections were obtained by tangibility of the hotel and the lowest positive points were obtained by assurance and empathy as shown in the image above.

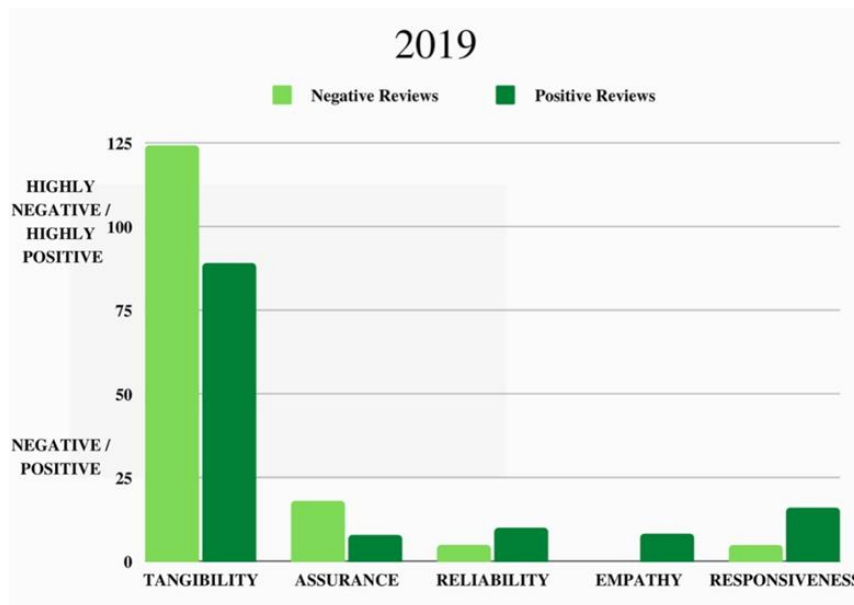


Figure 4. The results of negative and positive reviews in 2019.

Figure 5 shows that the reviews from 2020 decreased its positive comments and for the negative under the item “tangibility” shortly decreased this fluctuation might be due to the temporary aiding to the weakest services that the establishment has been providing. The section of “Empathy” possesses no reviews of positive. As cited in the previous studies also seen that empathy or the actual service and resolving of issue are some of the factors that are not usually marks to the duration of the stay of the guests.

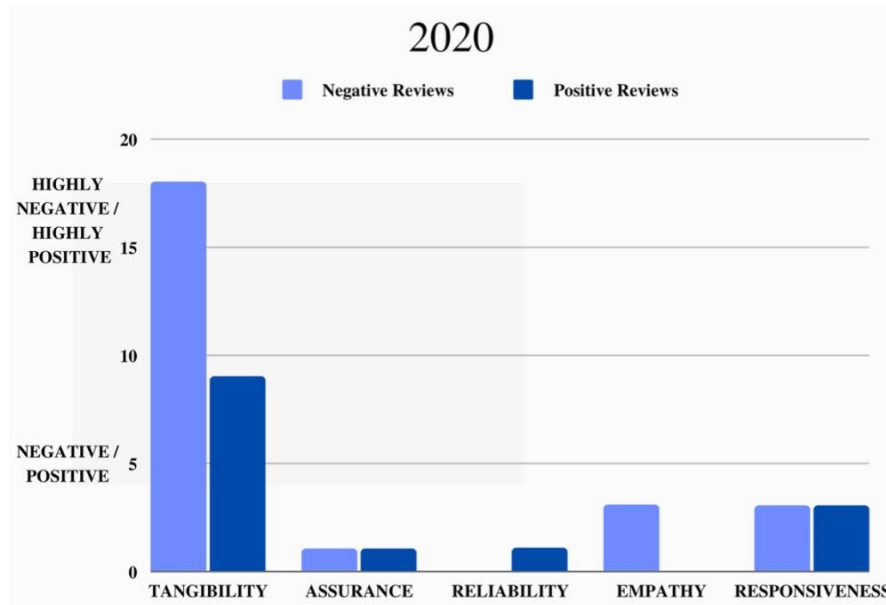


Figure 5. The result of negative and positive reviews in 2020.

Figure 6 resulted from tangibility obtaining both negative and highly positive reviews extracted from the three online travel websites. All the accumulated reviews from the online platforms during this year projected that the lowest positive reviews came from the item “empathy” in which similar to the previous years. With this, other existing study supports that empathy is least factor that puts into an attention by the guests for facilities, amenities and objects from the hotel re more frequently encountered by the guests rather than employee and guest conversation (Chingang Nde and Lukong, 2010). These similarities of each year’s assessment emphasizes that the satisfaction of guests in terms of amenities, physical equipment, service personnel, any object or appearances that can be utilized by the guests were poorly sustained and provided by the hotel. The figures prove that the management should put more attention to the facilities in general of Matabungkay Beach Hotel to further reach the customer satisfaction of each guest.

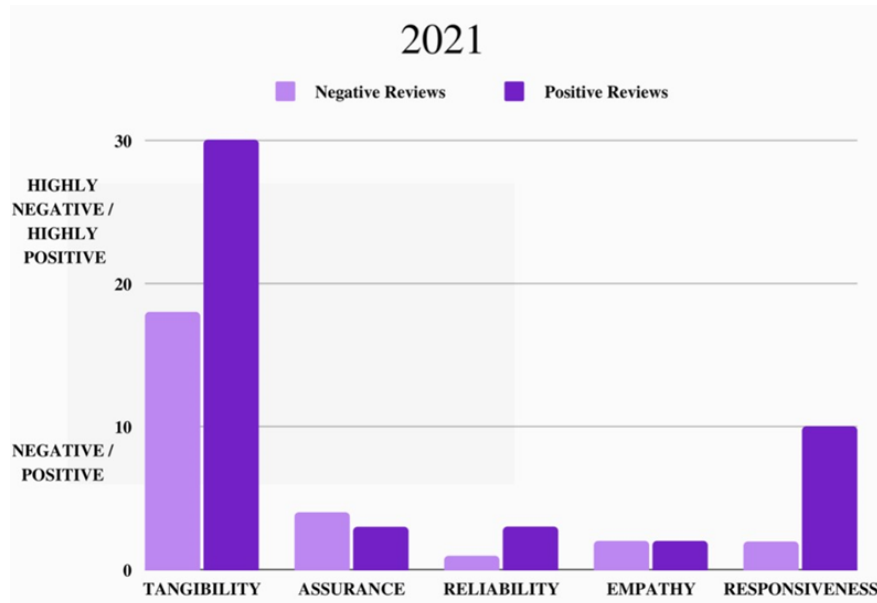


Figure 6. The result of negative and positive reviews in 2021.

## Conclusion

Tourism industry has progressively developing its sectors and born to a new forms that could satisfy the guests with a two sectors merged its purposes. However, the branching out expound the field and creates probabilities that can be a source of gaps that in needs of swift resolutions to lessen the further born of abrupt changes that could probably affect the standards of guests as for their satisfactory level. Beach hotel had truly created a mark as one of the most encouraged sectors of tourism for it has been known for being a fad when travelling. Most of the travellers prefer to visit Beach hotels especially in summer or intimate celebration. Batangas had been known for having various beach hotels and since Matabungkay Beach hotel was one of the most remarkable places to visit its areas should be safeguarded and protected in sealing it for the next generation.

Since people are living under digital age, there are lots of new ways to ascertain the information of a particular establishment through reliable reviews of an actual experience from previous guests. These are the platforms that are handy and convenient to use, can be influential just for a single click and can be a platform for expression of customer satisfaction. Agoda, Tripadvisor and Expedia were some of the examples of this online website application that can be utilized during the selection of the place; these travel websites possess power through the word of mouth transfer of information from one person to another. This proves that these aforementioned platforms are a must considered step when travelling. Moreover, this process could easily help the management in identifying the status of their progress whenever there are gaps happening in their establishment. As what the researchers have executed in the study o fully attain the objective. As provided in the first table from 2017, it has an increasing problem in terms of tangibility or the amenities of the hotel. The figures projected that the illustration emphasizes the negative reviews extracted from each online travel websites. The *Figure 3* strongly describes that figures were cut shortly for the management have provided a temporary resolution to aid the gap however positive ones have also decreased and was probably affected by the solutions provided.

As seen in the *Figure 4* clearly expounds that the bars went up again for the negative and rate it as highly negative using the rubric provided by the sentiment analysis while in the year 2020 the results were seen shortly decreased however still in the category of highly negative and the positive reviews have surprisingly fluctuated and decreased due to uncontrollable gaps popping out each year. Lastly researchers have limited their reviews to the year 2021, in which surprisingly those positive reviews sky-rocketed its way to the upper line of the graph and negative area was marked as “negative” in which it shows that there are unstable matters happening in terms of provision of resolution of the management. All were analyzed and revolved around the section of tangibility or the satisfaction of the guests through its surroundings. Specifically, amenities, physical equipment, service personnel, any object or appearances that can be utilized by the guests. As the current proponents proceed to the main objective of the study, all of the assessed as high in negative reviews and low in positive feedbacks are provided with an appropriate recommendations that undergone intensive examination and observation of professionals to fully provide and accurate, reliable and precise solutions from the reviews.

Since all the assessed gaps are based from the lowest assessed item in positive and highest item that obtained the negative reviews, current proponents have specifically created recommendation in response to the gaps of the study. To further attain the level of success rate of the recommendation it undergone intensive checking of the professionals in the field of beach hotels that has full understanding in the study, to avoid high percent of errors during application of each recommended ideas to the management. Firstly, since the study have assessed that empathy has low positive review, proponents primarily considered that the management to propose a seminar that revolves around personality/character development from the tourism industry that covers factors about right attitude when having a conversation or welcoming guests. Specifically, mentors that emphasizes that the guests are heard during complaints, understood during discrepancies, everything can be resolved, having a large amount of patience and sincere apologies and always being in the state of gratefulness. For all of this factors are the primary keys in levelling up customer service (Haguisan III et al., 2017) upscale and maximize the resources that the employee could offer to the guests. For the highest assessed negative review which refers to the Tangibles, proponents together with the suggestions of the professionals to replace some facilities of the beach hotels or else thoroughly clean the actual object to spotlessly impress the guest. This method can upscale the establishment’s physique and both interior and exterior towards its guests for it is the primary product of the beach hotel.

### **Acknowledgement**

This research is self-funded.

### **Conflict of interest**

The authors confirm that there is no conflict of interest involve with any parties in this research study.

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