THE IDENTIFICATION OF FACTORS AFFECTING GUEST SATISFACTION: AN APPLICATION OF ONLINE REVIEWS ANALYSIS AT SIX SENSES NINH VAN BAY RESORT AND SPA

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Abstract- This study aims to identify key factors that positively and negatively affects guest satisfaction level at Six Senses Ninh Van Bay Resort and Spa, Nha Trang, Vietnam through an analysis of guest's online reviews. By utilizing netnography method and taking user-generated content (UGC) – 206 online reviews as a data source to be the basis for the classification of satisfaction factors. 6 main categories with specific 31 attributes are identified and considered to directly affect guest satisfaction at the resort. This paper proposes a new method to measure guest satisfaction besides traditional quantitative approach and qualitative approach. The researcher hopes that the results of this paper could be useful for SSNVB's managers in terms of evaluating the performance of the resort and suggestion to maximize the guest satisfaction level.

Index Terms- Content analysis, guest satisfaction, netnography, Nvivo.

I. INTRODUCTION

Tourism, which is asserted to be a magnet of Vietnam in general and Nha Trang province in specific, contributes to the increasing in gross domestic product (GDP) with the total number of contribution to GDP was 410,008 billion VND (18.4 billion USD), 9.1% of GDP in 2016, and is forecasted to rise by 7.4% in 2017 [1]. The city relies mainly on the tourism to boost the urban development and enhance the position of Nha Trang as well as Vietnam tourism to the world. There are more than 400 hotels in Nha Trang with over 10,000 rooms ranking from two-star hotels to luxury five-star hotels and resorts such as InterContinental, Sheraton, IBis ect. Six Senses Ninh Van Bay Resort and Spa (SSNVB) is also included.

This research is conducted to draw out the insight of guest satisfaction at SSNVB by analyzing online reviews. By utilizing the method netnography, 31 attributes belong to 6 categories that affect guest satisfaction were identified. The finding of this paper would serve as an investigation of factors that affect the guest satisfaction level and contribute some suggestions which could be useful for further research in the future of the same field.

II. LITERATURE REVIEW

A. Guest satisfaction

Reference [2] asserted that since guest satisfaction serves as a tool for organization to manage and improve the quality of service, it is exceptionally important. Moreover, it is also considered to be the key factor that leads to achievement [3]. As much alike as other types of business in terms of making revenue, the main purpose of hotel is to attract new guests while retain loyal guests. As in [4], positive guest satisfaction leads to high profit of business, it is essential and compulsory to determine factors affecting guest satisfaction [5]. Knowing which attributes grow and decline guest satisfaction level helps enrich guest experiences by fixing problems in each department of hotel as well as making adjustment to captivate guest taste.

B. Social media and User-generated content (UGC)

Reference [6, p. 281] defined Social Media as "Interactive online applications allowing the creation and dissemination of customer-generated content as well as the creation of personal social networks". Reference [7] plainly claimed that there are lots of distinct social media platforms with different target group of users. It is clearly that online consumers do not only connect with organization to get information about products or services, they also interact with other customers who have the same interest and awareness [8], [9]. It leads to a definition of User-generated content (UGC), which is defined as "a variety of new sources of online information that are created, initiated, circulated and used by consumers intent on educating each other about products, brands, services, personalities, and issues'' [10]. People voluntarily share their experiences, information, opinions, express themselves and contribute date under Internet-based messages, through variety of platforms such as blogs, products rating forums, chat rooms, personal web pages, emails social media sites: Facebook, Twitter, Instagram, etc. [11]- [13]. In addition, as UGC content is created and modified by individual or group of people in general instead of any professional marketer from company who is paid to write and upload such information, the reality in data is highly evaluated and obtained [14], [15].

III. METHODOLOGY

C. New approach to measure guest satisfaction

People also seem to be more open sharing opinions and comments on virtual world than they really are in reality [16]. Therefore, social media websites are good

sources to collect data to analyze guest satisfaction where data is richer and more objective comparing to conducting surveys with SERVQUAL model established by [17] in traditional quantitative method; observing or involving participants in in-depth interviews in qualitative method. Collecting online reviews on social media channels and dividing them into specific categories would fully reflect not only guests' opinion and thought but also their attitude, evaluation, awareness and purchasing behavior in detailed [18]. According to [18], [19] information on online channels are guest's real experiences after consuming the product or service, collected data is more equitable.

D. Netnography

Netnography approach is broadly adopted by many researchers and marketers to study about online communities – consumer online behavior of cultures [20], [21]. Netnography is a utilization of online ethnography to the computer- mediated communications (CMC) in which online interactions are adopted as its fieldwork. Also known as digital ethnography [22] as well as virtual ethnography [23], this approach could gain deep intuitive understanding of guests' need and want, their choices, comments and thoughts [24]. The advantage of netnography is that researcher could analyze data through information that people freely post online, which is a very natural yet objective source since the collected data is all from consumer's point of view, not evoked or pre-prepared by researcher. This helps enrich the information of data in the most effective way [25].

E. Content analysis and the adoption of Nvivo

Content analysis or thematic analysis is a systematic research method that classify and form words in context into specific categories, which are related to questions and issues raised in researcher's study, through coding and determining themes for patterns [26]-[29]. Sorting data through coding assists researcher to identify which information is important and prioritized in responding to research objective. From that patterns could be listed then combine, catalogue and reasonably divided into categories. The process of content analysis comprises 3 basic steps: transcription, familiarization and reduction. For better approach, Nvivo is adopted in this study. It is said to be a locker as it holds all data- both raw and analyzed in one place and create connection between them [30]. With the design is to conduct the content analysis process in a more efficient electronic way, Nvivo helps analyze, code, organize and manage materials in distinct forms such as PFD file, Word file, video and records and from different sources [31].

F. Data collection

A key word "Six Senses Ninh Van Bay" were inputted into search bar on TripAdvisor, Booking.com and Agoda official website to collect data with high occupied-season is chosen to conduct the analysis. The accurate numbers of Occupancy percentage (%) of SSNVB from 2014 to 2016 are collected and shown in Fig. 1 to Fig. 3 below, which is main element to decide peak season to collect reviews.

The percentage of guests who visit SSNVB increases significantly in January, February, March and April. Statistical data steadily rises with stability throughout three years. Thus, guests' reviews would be successively collected in four months from January to April in 2015, 2016 and 2017. A total of 206 reviews to be analyzed are shown in all languages with no distinction of type of guest, nationality, age or gender. Specifically, TripAdvisor has 184 reviews while Booking.com owns only 14 reviews and the number of guest's reviews for Agoda is 8.

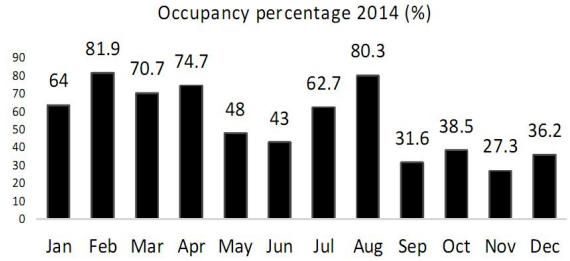


Fig 1. Occupancy percentage 2014 (%)

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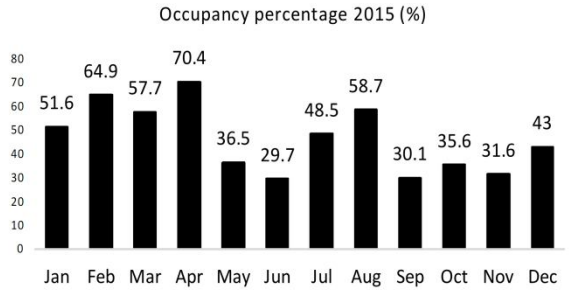


Fig 2. Occupancy percentage 2015 (%)

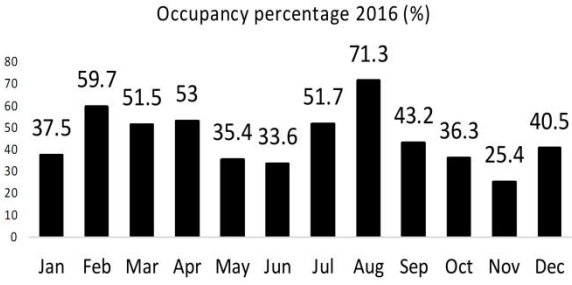


Fig 3. Occupancy percentage 2016 (%)

Table 1: Summary of total positive and negative frequency of reviews in each category

	FREQUENCY	
CATEGORY	Positive	Negative
Eco-lodge setting	125	19
Food and Beverage	132	41
Location	72	16
Service	258	22
Room	139	20
Value of money	4	56

IV. FINDINGS AND DISCUSSION

31 attributes were found to have effect on guest satisfaction at SSNVB. And then they were grouped into 6 categories based on the frequency of words that guests repeated through 206 reviews which are eco-lodge setting, food and beverage, location, room, service and value of money arranging downward in terms of frequency (Table 1). These categories and attributes, which were detailly presented in each category, were analyzed in alphabetical order.

G. Eco-lodge setting

In the eco-lodge setting category, ambiance and nature attributes received the most favorable comments, frequency 47 and 25. At the same time, eco-friendliness, nature and surroundings attributes were the ones got completely no downside comments. A few complaints were made on resort's noise (comment 5-2015, comment 10-2016), beach cleanliness (comment 3-2016) and an uncontrollable attribute: weather (comment 6-2017). The difference of luxuriousness and style could be diverse depending on each resort moto, however, generally eco-lodge accommodation needs to reach the 5-star resort standard while providing the best natural views in which the respect for environmental sustainability is highly maintained [32]. As evaluation, guests who stayed at Six Senses Resort already knew that they were looking for relaxation in nature not luxuriousness. Overall, although there are several negative reviews, the positive reviews surpass in terms of frequency made co-lodge setting favorable to guests at SSNVB.

Table 2. Summary of collected data – Eco-lodge setting

Ecolodge Setting												
	2015			2016			2017			TOTAL		
Label	Positive	Negative	Coverage	Positive	Negative	Coverage	Positive	Negative	Coverage	Positive	Negative	Coverage
Ambiance	11	2	3.06%	18	1	3.34%	18	2	2.88%	47	5	9.28%
Beach and sand	5	1	1.19%	2	2	0.92%	10	1	0.98%	17	4	3.09%
Eco-friendliness	7	0	1.80%	2	0	0.50%	2	0	0.25%	11	0	2.55%
Facility	2	2	2.18%	3	1	0.78%	9	1	1.06%	14	4	4.02%
Nature	3	0	0.73%	6	0	1.25%	16	0	3.17%	25	0	5.15%
Surroundings	1	0	0.22%	2	0	0.25%	6	0	1.30%	9	0	1.77%
Weather	1	1	0.70%	1	3	0.98%	0	2	0.39%	2	6	2.07%
TOTAL	30	6	9.88%	34	7	8.02%	61	6	10.03%	125	19	27.93%

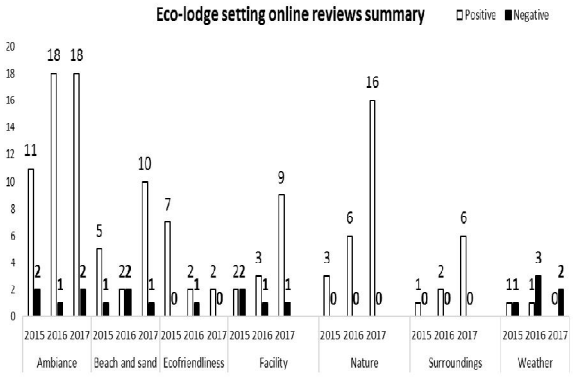


Fig. 4: Positive and negative reviews on Eco-lodge setting

Table 3. Summary of collected data – F&B

F&B												
	2015			2016			2017			TOTAL		
Label	Positive	Negative	Coverage	Positive	Negative	Coverage	Positive	Negative	Coverage	Positive	Negative	Coverage
Buffet quality	12	5	4.36%	7	0	1.05%	13	0	1.06%	32	5	6.47%
Dining experience	5	4	2.86%	5	2	1.15%	11	2	2.06%	21	8	6.07%
Food freshness	1	1	0.60%	0	2	0.11%	2	2	0.40%	3	5	1.11%
Food quality	15	7	6.81%	7	3	1.65%	32	2	3.03%	54	12	11.49%
Food varitation	5	5	2.53%	4	3	1.47%	2	3	0.70%	11	11	4.70%
Vietnamese cuisine	2	0	0.80%	2	0	0.41%	7	0	1.62%	11	0	2.83%
TOTAL	40	22	18.80%	25	10	5.84%	67	9	8.87%	132	41	32.67%

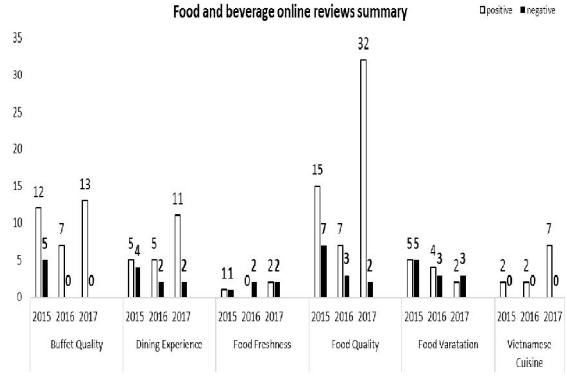


Fig. 5: Positive and negative reviews on F&B

H. Food and beverage (F&B)

The result ended up with 173 frequencies of reviews (32.67% coverage) showed that F&B played an important role in guests experience during occupancy. As food quality is claimed to be the main element that generates guest experience at restaurant [33], it was a critical attribute that received the highest frequency of reviews (66) at SSNVB. Food quality favorable reviews are raised from 15 in year 2015 to 32 in year 2017 with lower negative reviews respectively is an evidence to prove that good changes and adjustment have been made recently. In F&B category, the resort received a considerable number of negative reviews for limited food choices. However, in general, the number of positive reviews (132) surpasses the number of negative ones (41).

I. Location

The significance of location among factors that affecting guest accommodation selection has been proved by number of researchers [34], [35]. A few guests claimed that it was too far and too difficult to access the peninsula (comment 15-2015, comment 1-2017), others enjoyed immersing the breathtaking views along the way (comment 9-2015). While many people showed their satisfaction towards marvelous view and privacy despite of the height and tricky way leads to the villa, some guests made complaints on the long and unsmooth road due to the hilly terrain (comment 11-2015). Since location is a fixed asset that could not be able to control or change, both the negative and positive comments do not fluctuate significantly.

In general, with higher frequency of positive reviews,

location category is a positive factor affecting guest satisfaction at SSNVB.

Table 4. Summary of collected data – Location

Location														
	2015			2016			2017				TOTAL			
Label	Positive	Negative	Coverage	Positive	Negative	Coverage	Positive	Negative		Coverage	Positive	Negative		Coverage
Distance	8	4	3.11%	8	4	2.28%	3	2		1.22%	19	10		6.61%
Resort venue	11	0	1.57%	1	0	0.12%	21	0		2.87%	33	0		4.56%
Room venue	8	3	5.05%	1	2	0.51%	11	1		3.26%	20	6		8.82%
TOTAL	27	7	9.73%	10	6	2.91%	35	3		7.35%	72	16		19.99%

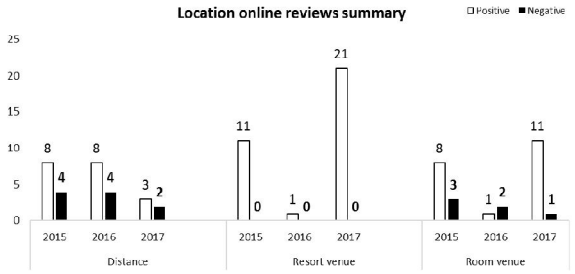


Fig. 6: Positive and negative reviews on Location

Table 5. Summary of collected data – Room

Room												
	2015			2016			2017			TOTAL		
Label	Positive	Negative	Coverage	Positive	Negative	Coverage	Positive	Negative	Coverage	Positive	Negative	Coverage
Bathroom	2	0	0.84%	2	0	0.47%	3	1	0.58%	7	1	1.89%
Bedroom	2	1	0.97%	1	0	0.09%	2	0	0.36%	5	1	1.42%
Insect and animal	1	2	1.07%	1	0	0.02%	0	3	0.88%	2	5	1.97%
Privacy	2	0	0.43%	6	2	1.80%	9	1	1.41%	17	3	3.64%
Private pool	4	0	0.85%	2	0	0.16%	7	0	1.28%	13	0	2.29%
Room cleanliness	2	1	1.13%	1	1	1.19%	0	3	0.46%	3	5	2.78%
Room design	16	0	4.87%	13	0	2.96%	25	0	4.19%	54	0	12.02%
View	10	0	3.14%	6	0	0.76%	19	0	2.58%	35	0	6.48%
Wifi	1	3	0.66%	1	2	0.28%	1	0	0.14%	3	5	1.08%
TOTAL	40	7	13.96%	33	5	7.73%	66	8	11.88%	139	20	33.57%

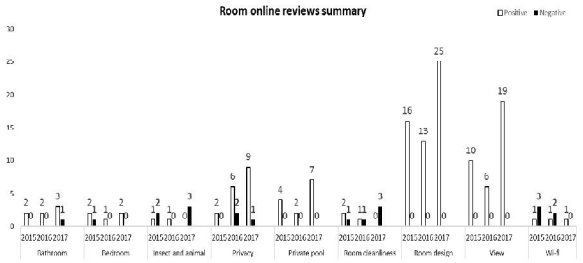


Fig. 7: Positive and negative reviews on Room

J. Room

The important room has been indicated and emphasized as the main and basis feature that guests pay for when staying at hotel or resort [36]. Travelers who choose to spend their vacation at an eco-resort like SSNVB tend not to over evaluate the level of luxury. Indeed, only when the lodges are below a certain standard and that affect their comfort during occupancy, complaints would occur [37]. Among 9 attributes, most reviews mainly were compliments on exceptional room design with spacious bathroom, comfortable bedroom, and spectacular view (comment 1-2016). The negative comments focused on slow internet access, insect-animal problem (comment 3-2015, comment 1-2017) and room cleanliness (comment 2-2016). To conclude, negative comments takes only 1/8 of total frequency of reviews showed that room is a highly favorable attribute that enhances guest satisfaction.

Table 6. Summary of collected data – Service

Service												
		2015			2016			2017			TOTAL		
	Label	Positive	Negative	Coverage	Positive	Negative	Coverage	Positive	Negative	Coverage	Positive	Negative	Coverage
Customer serice	Communication skill	0	1	0.23%	0	2	0.75%	1	2	0.45%	1	5	1.43%
	Customization	13	3	5.76%	12	0	3.37%	22	1	6.68%	47	4	15.81%
	Staff friendliness	12	1	2.86%	14	2	2.15%	25	2	2.84%	51	5	7.85%
	Staff professionalism	31	0	6.94%	21	6	4.48%	50	0	7.76%	102	6	19.18%
Service diversity	Activities	9	0	2.97%	6	1	1.31%	24	1	4.35%	39	2	8.63%
	Spa	5	0	0.60%	3	0	0.58%	10	0	0.97%	18	0	2.15%
	TOTAL	70	5	19.36%	56	11	12.64%	132	6	23.05%	258	22	55.05%

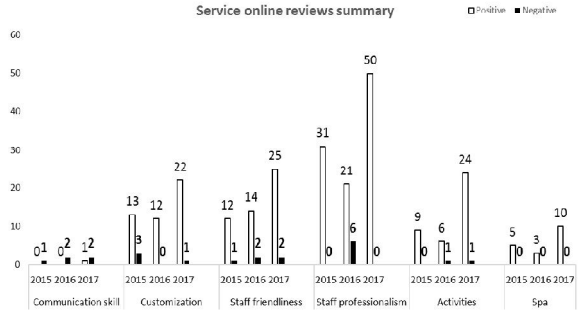


Fig. 8: Positive and negative reviews on Service

K. Service

Service quality is always a key to all organizations in hospitality industry and therefore it is said to be the most practical element to differentiate hotels and resorts [38] which drew the largest frequency of reviews to service category (280). Staff friendliness and professionalism had significantly high positive reviews, frequency 56 and 107. Activities and spa surprisingly got very few to none negative comments. Unfavorable reviews were mainly on staff bad English skill (comment 1-2015).

In conclusion, service is evaluated to be positively affects guest satisfaction level at SSNVB. The management at the resort seems to promptly resolve mostly all problems in this

category due to the significant rise of frequency of favorable reviews in all attributes except staff communication skill.

L. Value of money

In this category, the number of negative reviews which significantly exceeded 14 times comparing to the number of positive ones highlighted the problem about prices at SSNVB. Especially food price and room rate were the 2 attributes that were mentioned the most and received no positive reviews. The major reviews were negative comments on transportation fee in other prices (comment 2-2016, comment 3-2016). Some others complained on spa treatments price despite the good quality. Admitting that a very few number of reviews stated that they felt comfortable with the price in general since it was very reasonable towards the provided service (comment 1-2017), the number of negative reviews seemed to slightly drop after each year.

To sum up, with 56 negative reviews comparing to 4 positive reviews, value of money apparently negatively

affects guest satisfaction level at SSNVB.

Table 7. Summary of collected data – Value of money

Value of money												
	2015			2016			2017			TOTAL		
Label	Positive	Negative	Coverage	Positive	Negative	Coverage	Positive	Negative	Coverage	Positive	Negative	Coverage
Beverage price	0	3	0.60%	1	2	0.55%	0	1	0.07%	1	6	1.22%
Food price	0	8	2.96%	0	6	0.89%	0	6	1.27%	0	20	5.12%
Other prices	1	7	1.91%	0	3	0.65%	2	1	0.16%	3	11	2.72%
Room rate	0	8	3.32%	0	7	0.82%	0	4	0.44%	0	19	4.58%
TOTAL	1	26	8.79%	1	18	2.91%	2	12	1.94%	4	56	13.64%

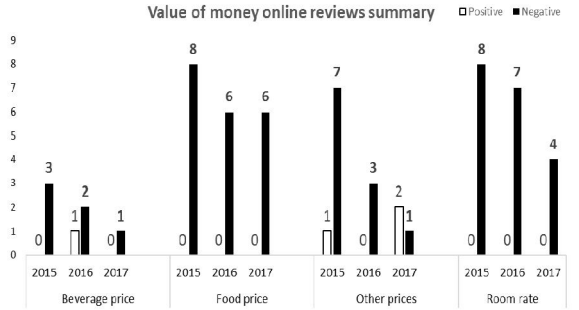


Fig. 9: Positive and negative reviews on Value of money

V. RECOMMENDATIONS

The research outcomes successfully reached the main purpose of this paper is to identify factors affecting guest satisfaction at SSNVB through the understanding of positive and negative reviews online. The results completely fulfilled the research questions by applying netnography methodology and conducting content analysis to utilize collected data on the guest's point of view. From the managerial standpoint, the findings helped discover several problems that needs to be improved to enhance guest satisfaction at SSNVB:

Eco-lodge setting

Since SSNVB stands on a peninsula with hilly terrain, adding up more lights along the road back to each villa is necessary for guest safety, especially those villas that are on the mountain and require climbing (Hill top villa, Rock villa and Water villa). Although Six Senses Resort follows rustic concept, standard quality of facilities and items need to be assured in the best condition of usage. For guest safety and comfort sake, housekeeper when making up room and butler when checking room should do their job carefully and report immediately at the time finding out broken objects in guest villa. Besides, to reduce noise from children, the resort should create playground for them with supervision from staff so that they would have time playing and would not disturb other guests. Another aspect could be improved to maximize guest satisfaction is the beach cleanliness. Managers should be aware of tides and raining season so that the beach is always clean and clear without any unexpected trash.

F&B

The major problem in F&B department is food quality. To improve this, Chef and Food and Beverage director should reconsider the menu selection and recipes. At the same time, providing more decorating techniques to kitchen team in order to make the dish significantly eye catching and standout. Moreover, waiters should be trained to improve the value of each dish by presenting a short story behind the cooking idea and cooking method to guest every time the food is served. By doing so, guest would have new experiences, feel appreciate and therefore would feel that the price is worth the value of food. Apart from food, setting a bit more lights would help enhance guest dining experience yet not against the resort concept.

Room

Housekeeping supervisors should intensify room double checking to assure that guest villas are in the best level of cleanliness. At the same time, IT team should upgrade the speed of internet access at guest villa.

Service

English classes should be included as a part of proper training to staff. Although basic English skill is required in hotel industry, more training to make it up to 5-star resort standard is necessary. Furthermore, training on staff attitude is one of the hardest lessons yet very important to enhance the level of guest satisfaction. Despite the fact that staff friendliness and helpfulness at Six Sense NVB is the extremely outstanding according to most of the reviews, moderation is still crucial in order not to affect guest mood and privacy. Additionally, Food and Beverage department should reconsider training waiters on serving SOP (Standard Operational Procedure) and techniques more efficiently so that guests do not wait for long time. Moreover, activities could be added more to extend the diversity of service at the resort. For instance, outdoor movie (complimentary) under the stunning views at night should be increased from 1 time to 2 or 3 times a week.

Although the paper successfully achieved the research goal, several limitations are still existed and those should be taken into consideration. As this study aim is to identify factors affecting guest satisfaction at SSNVB through understanding the analysis of positive and negative online reviews by netnography methodology, the outcomes are not perfectly adequate to serve as a theoretical framework. Firstly, the number of collected comments are not large enough (206 reviews) to draw a whole picture of situation at the resort. Because online comments are only chosen to collect in several months of high-occupancy season, the analyzed data is not sufficiently ideal to be representatives for all guest's opinions, especially negative reviews. Complaints might occur in other fields and in different time of a year, which is not comprehensively taken into consideration in this study. Secondly, it is difficult to reach the richness level of content of reviews. Since UGC (user-generated content) is voluntary provided information, the reviews are not always thoroughly described in detailed and fully reflect guest experiences. The last limitation of this paper is also a matter to all researchers who analyze UGC websites which is the method to verify

the validity of reviews [39]. Because every guest who make comment on social media platforms has their own virtual profile account, it is difficult to certify the authenticity of provided information. However, the research proposed a new qualitative method for future satisfaction studies. By using UGC as a data source, it allows researchers to approach rich authentic data to discover new satisfaction attributes in different industries. The validity and reliability of the findings could be strengthened by choosing sufficient sample size, selecting popular social media websites, or using dual coding.

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