

THE MOST IMPORTANT FACTORS WHICH INFLUENCE SATISFACTION IN HOTEL INDUSTRY ACCORDING TO BOOKING.COM REVIEWS

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Abstract

This paper analyzes costumer's positive and negative feedback according to their statisfaction level with their accomodation. Research's data is collected from booking.com website which serves their customers booking service to any hotel and also serves making positive and negative reviews opportunity to their customers. Quantative methods are used for analyzing data which contains customers answers to multiple-choice questions like accomodation nights, room type and their overall satisfaction levels. And qualitative methods are used for analyzing customers positive and negative reviews which they make after their accomodations. The questionnaire which booking.com implement to their customers consists of two parts. First part is about costumers' pointing to service quality and the second part is about positive and negative reviews which customers encounter during their accomodations. Content analysis method is used for categorising the customers reviews to generate main themes which they complain or pleased about. Thereby it is examined that which factors influence costumer satisfaction level most.

Keywords: Costumer Satisfaction, Complaints, E-wom, Feedback

1. Introduction

Marsden defines word of mouth communication (e-wom) as talking about products among people. .Rosen, making a more scientific definition, defines it as verbal communication carried out with the friends, family, and colleagues in the context of consumer behaviors (Heyne, 2009). The case that this communication concerned is realized with internet based instruments in the direction of technological developments is called electronic word of mouth. Electronic word of mouth communication includes every kind of communication of consumers, which contains their experiences about a certain product or service and features of products by means of internet based technologies (Çakmak and Isaac, 2012). Internet, from one aspect, is origin and source of e-wom for consumers (Sarışık and Özbay, 2012). Word of mouth communication, undergoing evolution in time with the effect of developing technology, has become compatible with the popular instruments of the age and undergone change as online or electronic word of mouth communication (e-wom). E-wom is a limitless communication the customer makes with the potential internet users (Heyne, 2009).

The results of the study carried out by Roper Reports Worldwide, a research company, in 25 countries are given below. In the table, the resources consumers trust about supplying information about products are shown (Gülmez, 2011).

Table 1 Reliable Source on Internet

Source	percent
Reviews	%70
İnternet advertisement	%59
Editor article on internet	%55
Trust on internet	%18

That customers provide information through internet can actualize in two different ways. First is to provide information by using web page or via internet advertisements about the points such as the features, price, payment conditions etc. of product. The other is that the consumers obtain information from the other consumers using product through the various platforms (forums, shopping sites, complaint sites, etc.) in internet media. Indeed, the latter is word of mouth communication through internet (Gülmez, 2011). Interpersonal interaction and e-wom, while a consumer makes a decision to purchase, are shown among the most important resources. These effects are especially very important in the tourism and entertainment industry, in which evaluation before consumption is difficult, and which contains intangible products (Sarıışık and Özbay, 2012).

Today, three-fourth of the people having intention to take a vacation, while planning their vacations, feature customer interpretations as online information resource (Aymankuy, Soydaş and Saçlı, 2013). Online organizations (Tripadvisor, Booking.com, Citysearch) noticing the importance of online interpretations, providing platforms for consumers they can make interpretation, increase their popularities and try to become important information resource in the area of tourism and accommodation (Liu ve Park, 2015). These platforms, besides online interpretations, presenting the possibility to give points for their visitors about the hotels they accommodate, form a perception in the mind of the next potential customers. From this point of view, hotel businesses are intensively affected by consumer originated contents shared in online interpretation sites, online travel sites, and social networks (Philips et al, 2015).

Since e-wom is a sharing media, the interpretations and views regarding the product and business can have the positive or negative content. There are significant differences between positive and negative e-wom communication. While positive product interpretations contain good experiences concerning a certain product and recommendation to purchase these products, negative product interpretations consist of disappointed experiences about the product (Gülmez, 2011). Especially exposing negative e-wom communication forms significant difference in ranking the brands taken into consideration and intention to purchase.

2. Booking.com Function

Booking.com is an online reservation site, which contains 875,502 worldwide accommodation facilities; covers 87,542 travel points and 224 countries; presents 7/24 custom service in 42 languages, including Turkish; incorporates a total of 82,020,000 confirmed evaluation; and presents the best online reservation price guarantee, reservation cancellation, and change opportunity (booking.com, 2016). Booking.com presents accommodation opportunity to both accommodation businesses and its customers. While they do not demand any extra fee in exchange of they make reservation for their customers, in exchange of reservations made through it itself, it receives fee from hotel businesses in the rate of they agree on. In a sense, it undertakes the duty of online agent.

Evaluation process of booking.com shortly begins after it invites the customers making reservation through the sites to fill in guest satisfaction form by sending mail to them after a short time from accommodation. Feedbacks carried out in these sites are expressed both as making points and with interpretations written. In the first section of this form, as İpar and Doğan also stated, it is concentrated on satisfaction studies carried out on hotel businesses and customers are asked to make points through the criteria such as cleanness, comfort, position, wi-fi, possibilities, employees, etc. In addition to this, customers are demanded to fill in two boxes under the name of positive and negative for them to express their thoughts. The purpose of this is to enable the expressions to be more easily understood by allowing for customers to write the points they find positive or negative to the separate place. Later, this form is reviewed and added to the sections of the relevant hotels, to which visitor can also access.

The element making this time reliable is to provide an opportunity for people, who make reservation through only booking.com, and accommodate in the facility to make assessment. Thus, the real experiences from the real people are presented to the interest of potential consumers. For sake of that hotel assessments remain actual, booking.com deletes the assessments, older than 14 months, of the facilities, which have assessments more than 30 (booking.com, 2015). Thanks to this application, the facilities have the possibility to change the bad image, which sticks onto them due to the very old bad experiences

As a result of the survey, administered by booking. Com to their customers, an average score is calculated for each hotel. What these scores express is published in the page of the relevant hotel and information is given to the potential customers. Scoring system used by booking.com are given below together with the terms, which express the number intervals.

Table 2 Sample Distribution

Denomination	Review Score
Poor	2,5 - 3,9
Disappointing	4,0 - 4,9
Passable	5,0 - 5,5
Ok	5,6 - 5,9
Pleasant	6,0 - 6,9
Good	7,0 - 7,9
Very Good	8,0 - 8,5
Fabulous	8,6 - 8,9
Superb	9,0 - 9,5
Exceptional	9,6 - 10
<i>Source; Mellinas and others, 2015</i>	

Mellinas et al. (2015), in the study they carried out on point scoring system of booking.com, identified that there was no hotel having the points below 2.5. It is generally seen that point distribution.

3. Methodology

In this study, 990 interpretations, left by 399 different people, were examined for 48 five stars hotels being in active in Antalya. As also stated above, the interpretations taking place in booking.com consist of two separate sections. In multiple-choice questions taking place in the first section such as number of accommodation night, type of tourist, and general satisfaction scores, while quantitative methods for analysis are used, for analyzing the sections, in which there are open ended stated, qualitative techniques are utilized.

Multiple-choice questions such as Type of Tourist, and Average Satisfaction Score, are entered statistics program without subjecting to any analysis. The parts reserved, in which there are (+) and (-) signs, for being stated the positive and negative views, were first subjected to the content analyses and then the main titles, which they are related to, were determined. In this context, the titles formed are "Personnel", "Foods", "Possibilities", "Cleanness", "Position", "Rooms", "Price", and Everything"

4. Descriptive Table

Table 3 Descriptive Table

Tourist Type	Avarage Review	N	Std. Dev.
Family	2,90	182	1,199
Couple	2,79	150	1,066
Group	2,61	41	1,181
Solo Traveller	2,65	26	,846
Total	2,81	399	1,129

In the table above, average number of interpretations are given according to type of tourist, in which the customers are included. According to the table, while the number of interpretations of 182 guests spending their holidays as family is calculated the highest with 2.9, this is followed by the doubles with the number of interpretation of 2.79 on average. While the mean value of 26 people traveling as individual is 2.65, the average interpretation number of those accommodating as group is 2.61.

Table 4 Distribution of the Reviews to the Themes

Themes	Positive		Negative		Total	
	Number	Percent	Number	Percent	Number	Percent
Staff	134	%13,5	88	%8,3	222	%22,4
F&B	118	%11,9	79	%7,9	197	%19,8
Facilities	98	%9,8	162	%16,3	260	%26,2
Cleanless	37	%3,7	17	%1,7	54	%5,4
Location	69	%6,9	17	%1,7	86	%8,6
Rooms	30	%3	49	%4,9	79	%7,9
Price	18	%1,9	9	%0,9	27	%2,7
Everything	50	%5	15	%1,5	65	%6,5
Total	554	%58,8	436	%41,2	990	%100

In the table above, the distribution of criteria related to the positive and negative feedbacks was shown. When the table is examined, it is seen that the criteria receiving the most interpretation is possibilities. While only 162 out of 260 interpretations made about this criterion is negative, 98 of them consist of positive feedbacks. When it is generally interpreted, it can be said that the criterion the customers are interested in the most about feedback is the possibilities presented in the hotel. That this criterion contains so many negative feedback may be resulting from that the possibilities presented to the customers are inadequate.

Following the criterion “possibilities”, the criterion, on which the most feedback is made, is the criterion “personnel” with 222 interpretations. When the general distribution is regarded to, while 134 out of 222 interpretations made the criterion “personnel” is positive, it is understood that 88 of them consist of negative feedbacks. The other criteria interpreted the most are seen as Foods, Position, and Rooms in sequence. These criteria are the subjects hotel customers deal with the most in the feedbacks they made.

In the following table, the distribution of 990 interpretation made by 399 people to the main themes formed and average satisfaction scores of the people making these interpretations were presented.

Table 5 Average Satisfaction According to the Themes

Themes	Positive		Negative		Mean Difference	Total
	Review	Avr. Sat.	Review	Avr. Sat.		
Staff	134	8,460	88	6,280	2,18	222
F&B	118	7,950	79	6,480	1,47	197
Facilities	98	7,940	162	7,190	0,75	260
Cleanless	37	8,280	17	6,140	2,14	54
Location	69	7,300	17	6,700	0,60	86
Rooms	30	7,400	49	7,000	0,40	79
Price	18	7,800	9	5,650	2,15	27
Everything	50	9,230	15	3,270	5,96	65
Total	554		436			990

The following table gives us the ability to compare the mean values of satisfaction scores of the guests making the positive and negative interpretations related to the main themes determined. This case can also give the opportunity to make interpretation about our understanding, to which criteria the guests give more importance. When we examine the table, the theme of everything having the highest and lowest satisfaction attracts attention. There are 65 guests using this expression in its interpretation. While average satisfaction score of 50 people making positive interpretation among these is 9.2, average satisfaction score of 15 using the expression “everything” in negative section is 3.2. While the criterion “everything” has the highest average satisfaction in positive interpretations, in negative interpretations it has the lowest average satisfaction score. In negative section, While that there are 15 people saying “everything” decreases the reliability of the mean, it shows to us that this term is mostly used in the positive interpretations. That the term “everything” is the most remarkable criterion is an expected state. Here, if we consider that the guest acted with the thought of that everything is very bad or everything is very good, we can estimate that he/she will give the point at the highest or the lowest level. But it does not give us the reason for this in detail. Hence, the themes expressing narrower areas can contain more detailed information.

When the other themes are examined, the average satisfaction score of 134 people making positive interpretation under the theme personnel is 8.4. This score is also the highest one among average satisfaction score that is present in the positive interpretation in the table out of the theme “everything”. This case states that the average satisfaction scores of the guests expressing that they are satisfied with personnel services are higher. In negative section, when we regard to the average satisfaction score of 88 people making feedback related to the personnel, we see that it has the lowest satisfaction score following the theme “everything” among the negative section with 6.2. This case gives to us that the difference of average satisfaction score between the guest satisfied with personnel and the guest experienced dissatisfaction with the personnel. It can be considered that the criterion “personnel” is the most important theme affecting average satisfaction score, following the theme “everything”. Later, in succession, this is followed by the average satisfaction score of people making interpretation under the theme “cleanness” and “foods”. When it is also examined according to these criteria, the differences of average satisfaction score making interpretation under the positive and negative areas are high. This case points out that these themes are also important.

In average satisfaction scores of the people making positive interpretation and people making negative interpretation on a criterion, that a low values appears can enable us to make an interpretation that those being satisfied and not satisfied with it do

not mostly give importance to that criterion. When we look at the table from this point of view, the difference between average satisfaction scores of those making positive interpretation on the criteria of rooms, position, and possibilities and average satisfaction scores of those making negative interpretation is below 0.75 points.

5. Discussion and Conclusion

In the study, in general, the interpretations of hotel guests making the positive/negative feedback were examined. Identifying the themes, on which the positive or negative feedbacks are made, the average satisfaction scores of the guests making positive or negative feedbacks were compared.

The theme, on which the guests make feedback the most, is possibilities with 260 interpretation. This is followed by the theme personnel with 222 interpretation and with 197 interpretations. The guests, in the interpretations they make, mentioned about these subjects the most. While the theme receiving the most positive interpretation is personnel, the theme receiving the most negative interpretation is possibilities.

The average satisfaction scores of customers making positive feedback according to the themes are as follows.

Everything > personnel > cleanness > foods

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