Impact of Hotel Reservation Site Reviews on The Decision to Visit Andaz Bali

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Abstract
5-star hotels are the choice of tourists to stay because of the luxury and completeness of facilities and the quality of service is very satisfying. Andaz Bali is one of the largest and most luxurious 5-star hotels in the Sanur area. This study aims to compare guest reviews against the quality of service and facilities of Andaz Bali hotels. The study was conducted from February 2023 to July 2023. This type of research is comparative research. The data analysis technique used in this study is the Kruskal-Wallis Test to compare reviews (Y) against service quality (X1) and facilities (X2). If the results of the Kruskal-Wallis Test show a significant difference, then proceed with the Mann-Whitney Test. The sample in the study amounted to 60 online reviews taken from 3 (three) online travel agents, namely Agoda, Booking.com, and Traveloka. Sampling using non-probability sampling with purposive sampling techniques. Hypothesis testing using SPSS (Statistica Program and Service Solution) version 25.00 for windows. The results of this study showed that there was no significant difference (P > 0.05) from reviews on hotel reservation sites on the quality of service (X1) and facilities (X2). Guest reviews of the service quality are excellent. This can be seen from the many comments that state the hotel staff is very friendly and professional. Many guests found it very helpful during their stay at Andaz Bali. On the contrary, the guest's perception of the facility is bad. The cause is the lack of maintenance of buildings and facilities in the hotel area. In addition, cleanliness in the public areas around the hotel is not well maintained, especially in the beach area.

Keywords: Reviews, Service Quality, Facilities, Visiting Decisions
INTRODUCTION

In the tourism industry, especially the accommodation sector, guest satisfaction has a great influence on business. One way to see how satisfied guests are is through reviews. The purpose of this study was to compare reviews of hotel businesses. The results of the comparison can be used to improve the quality of hotel services and facilities.

The hospitality industry is a service industry that combines products and services. A hotel is a place to stay consisting of several or many rooms that are rented to the general public for certain times and provide food and drinks for their guests (Hurdawaty and Parantika, 2018). In operating, the quality of service, facilities, and location of the hotel play an important role in determining the level of guest satisfaction with the hotel.

Visiting decision is a concept used in tourism science and tourism marketing to explain the factors that influence a person's or group's decision to visit a tourist attraction. The decision to visit is the decision where a person will travel to a tourist spot for vacation. The decision to visit is consumer behavior after obtaining information about a desired tourist destination as well as the process of commenting and making decisions by determining one option that is considered the most profitable.

Globalization in the field of technology and information has an influence on the field of tourism. The internet is an electronic means that is very helpful for companies engaged in tourism, especially hospitality. Tourists who want to find accommodation while on vacation, can use various tools via the internet easily and effectively. This has also caused the accommodation business in various tourist destinations to grow rapidly. Marketers today use technology to convey information owned by companies to be conveyed to consumers so that they know what the company is offering (Rizqia and Hudransyah, 2015 in Anoraga, 2018: 2).

Reviews are one of the communication technologies between hotels and guests. By utilizing reviews, hotels can always understand what guest needs and desires are in order to provide the best quality of service and facilities for guest satisfaction. Reviews can be said to be given by consumers to potential consumers as consideration before potential consumers decide to buy a product (Sugiarti, 2021).

The quality of service has a great impact on the satisfaction of hotel guests. Service quality is a dynamic state that is closely related to products, services, human resources, as well as processes and environments that can at least meet or even exceed the expected service quality (Tjiptono in Indrasari, 2019: 61). There are several dimensions of service
quality that need to be considered, namely reliability, responsiveness, assurance, empathy, manifested (Fadhli, 2018).

Facilities are a very important part of an accommodation business. Without adequate facilities, the hotel will not be able to operate properly. Facilities can be interpreted as everything to support consumer comfort provided by service sellers, namely in the form of physical equipment (Setyawati et al., 2018).

Andaz Bali is a luxury hotel part of Hyatt Hotels Corporation that opened in Sanur in April 2021. It is the first Andaz hotel in Indonesia and attracts attention as a resort with a mix of traditional and modern atmosphere. Located in the heart of the Sanur area known for its classic charm and beautiful beaches, Andaz Bali offers the warmth of a traditional village and Balinese culture in a modern package.

Andaz Bali also offers a blend of Balinese art and craftsmanship, with contemporary influences from artists who have visited Sanur over the past few decades. From the architecture and interior design inspired by Balinese houses to the food and music played at the resort. Andaz Bali combines the timeless serenity of Sanur with new and refreshing elements that make tourists choose this hotel as a place to stay.

To avoid problems that could have a negative impact in the future, this research was made by looking at comments from guests who had stayed at Andaz Bali through reviews. This research discusses guest comments in the form of reviews on the online hotel reservation sites Agoda, booking.com, and Traveloka regarding the quality of service and facilities at Andaz Bali. These three sites were chosen because many guests made reservations via Agoda, Booking.com and Traveloka. It is hoped that this research can
become evaluation material as well as findings in the field that can be used as a basis for Andaz Bali to improve the hotel’s image in the future. The aim of this research is to analyze differences in guest comments in the form of reviews of the quality of service and facilities at Andaz Bali. Apart from that, this research has a specific aim, namely comparing differences in guest comments in the form of reviews regarding the quality of service and facilities at Andaz Bali.

**METHOD**

This type of research is comparative research with the aim of comparing data. The type of data is qualitative data, and the data source is secondary data. The population in this study is all guests who have stayed at Andaz Bali and who left online reviews on Agoda, Booking.com, Traveloka with the sampling method is non-probability sampling with purposive sampling techniques, and a sample of 60 people. Determination of the number of samples using quota sampling for reasons of limited time, energy, and cost. The research sample used in this study must have the following criteria: Reviews are written in Indonesian or English. Andaz Bali. Based on these criteria, the number of samples that meet the criteria is as follows:

<table>
<thead>
<tr>
<th>No</th>
<th>Criteria</th>
<th>Sample Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Guests leaving online reviews on Agoda, Booking.com, and Traveloka in 2022 - 2023</td>
<td>263</td>
</tr>
<tr>
<td>2</td>
<td>Reviews not written in Indonesian or English</td>
<td>(112)</td>
</tr>
<tr>
<td>3</td>
<td>Reviews that do not discuss the quality of service and facilities of Andaz Bali.</td>
<td>(70)</td>
</tr>
<tr>
<td></td>
<td><strong>Number of Samples</strong></td>
<td><strong>81</strong></td>
</tr>
</tbody>
</table>
From 81 samples screened through purposive sampling technique, 60 people will randomly select who leave reviews on the quality of Andaz Bali’s services and facilities on Agoda, Booking.com, and Traveloka websites. Determination of the number of samples using quota sampling for reasons of limited time, energy, and cost. The quota sampling technique determines a sample of the population that has certain characteristics according to the desired amount.

The research instruments used are review sites, Agoda, Booking.com, Traveloka to obtain data. Data analysis using the Kruskal-Wallis Test and continued with the Mann-Whitney Test. The software used is SPSS (Statistica Program and Service Solution) version 25.00 for windows.

The Kruskal-Wallis test is a non-parametric statistical calculation method that can be used to test whether there is a significant difference between a group of independent variables and their dependent variables. According to Siregar in Mahaindri (2020: 29), this test is used in comparative analysis to test more than 2 (two) independent samples, provided that the number of samples is not the same and between samples do not affect each other. The type of data that should be used is ordinal.

The Kruskal-Wallis Test Formula is as follows:

\[ H = \left[ \frac{12}{n(n+1)} \sum_{j=1}^{k} \frac{R_j^2}{n_j} \right] - 3(n+1) \]

Information:
- \( k \) = number of samples
- \( n_i \) = number of cases in each \( i \)-th sample
- \( N = \sum n_i \) = number of all cases
- \( R_i \) = total rank for each \( i \)-th sample
- \( \Sigma k = 1 \) indicates the sum of all \( k \) samples (columns) close to the Chi square distribution with
  - \( db = k - 1 \) for a sufficiently large sample size of \( n \).
In making decisions for the Kruskal-Wallis Test is guided by two things, namely comparing between Asymp values. Sig. with a critical limit of 0.05. Here is decision making based on Significance Value (Asymp. Sig):

1. If the value is Asymp. Sig. < 0.05, then H0 is rejected and Ha is accepted. This means that there is a significant influence between the independent variable and the dependent variable.
2. If the value is Asymp. Sig. > 0.05, then H0 is accepted and Ha is rejected. This means that there is no significant influence between the independent variable and the dependent variable.

If the results of the Kruskal-Wallis Test have significant differences, then to test the difference between the two samples the Mann-Whitney U Test is used.

The Mann-Whitney test is used to test the significance of the comparative hypothesis of two independent samples when the data are ordinal. The test criteria are taken based on the Asymp probability value. Sig. (2-tailed). If the probability value is Asymp. Sig. (2-tailed) > 0.05 then H0 is accepted meaning that there is no significant real difference, if the probability value is Asymp. Sig. (2-tailed)<0.05 then H0 rejected means that there is a significant real difference.

There are two kinds of ways to present the results of data analysis, namely formal and informal techniques. Formal technique is the presentation of the results of data analysis using rules, rules or a pattern in language such as formulas, charts or diagrams, tables, and figures. Informal presentation technique is the presentation of data analysis results using ordinary words. In this study, the presentation of the results of data analysis was carried out using a combination of the two techniques. The presentation of the results of data analysis in this study is in the form of statistical test analysis results: tabulations, diagrams or graphs while information is in the form of narratives from the results of analysis and drawing conclusions.

Discussion

Based on the results of research that has been conducted, guests who leave reviews in the form of reviews can be distinguished by nationality and continent of the country.

The characteristics of guests or reviews are as follows:
Table 2. Characteristics of Online Reviewers Based on Nationality

<table>
<thead>
<tr>
<th>Citizenship (Continent)</th>
<th>Number (People)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia</td>
<td>32</td>
<td>53.33%</td>
</tr>
<tr>
<td>Australia</td>
<td>9</td>
<td>15%</td>
</tr>
<tr>
<td>Africa</td>
<td>2</td>
<td>3.33%</td>
</tr>
<tr>
<td>Europe</td>
<td>7</td>
<td>11.67%</td>
</tr>
<tr>
<td>America</td>
<td>7</td>
<td>11.67%</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
<td>5%</td>
</tr>
<tr>
<td>Total</td>
<td>60</td>
<td>100%</td>
</tr>
</tbody>
</table>

Based on Table 2, online reviewers with the highest percentage are those from countries in the Asian continent as much as 53.33%. While the least reviews came from countries on the African continent amounting to 3.33%. This shows that guests staying at Andaz Bali mostly come from countries on the Asian continent.

The results of Non Parametric Test on all variables using K Independent Test with Kruskal-Wallis on SPSS (Statistica Program and Service Solution) version 25.00 for windows, are presented in the table as follows:

Table 3. Kruskal-Wallis Test Results Guest Comments of Service Quality and Facilities through Online Review

<table>
<thead>
<tr>
<th>Test Statistics&lt;sup&gt;abc&lt;/sup&gt;</th>
<th>Quality of Service</th>
<th>Facilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kruskal-Wallis H</td>
<td>4.302</td>
<td>.555</td>
</tr>
<tr>
<td>df</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Asymp.Sig.</td>
<td>.116</td>
<td>.758</td>
</tr>
</tbody>
</table>

1. Kruskal Wallis Test
2. Grouping Variable: OTA

Based on the results of the Kruskal-Wallis Test in Table 4.2, the probability value (Asym. Sig.) of service quality is 0.116 > 0.05, then H0 is accepted. So it can be concluded that there is no significant difference in online reviews to the quality of service on online review sites in Andaz Bali.
For the probability value (Asym. Sig.) of the facility of 0.758 > 0.05, H0 is accepted. So it can be concluded that there is no significant difference in reviews of facilities on online review sites in Andaz Bali. Since there is no significant difference in service quality and location, there is no need for further non-parametric Mann-Whitney tests.

Based on the results of Crosstabulation on guest comments of service quality, it was found that the percentage of guest comments of service quality stated more good, which was as much as 80% of the total sample. The statement refers to the data in Tables 4 and 5 below.

Table 4. Guest Comments of Service Quality Per Online Travel Agent

<table>
<thead>
<tr>
<th>Quality of Service * OTA Crosstabulation</th>
<th>Agoda</th>
<th>Booking.com</th>
<th>Traveloka</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>14</td>
<td>15</td>
<td>19</td>
<td>48</td>
</tr>
<tr>
<td>Good</td>
<td>6</td>
<td>5</td>
<td>1</td>
<td>12</td>
</tr>
<tr>
<td>Total</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td>60</td>
</tr>
</tbody>
</table>

Table 5. Percentage of Guest Comments of Service Quality

<table>
<thead>
<tr>
<th>Quality of Service</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Good</td>
<td>48</td>
<td>80.0</td>
<td>80.0</td>
<td>80.0</td>
</tr>
<tr>
<td>Bad</td>
<td>12</td>
<td>20.0</td>
<td>20.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>60</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

On the Agoda hotel reservation online site, 20 reviews were taken from a total sample of 60 reviews. As many as 14 out of 20 reviews said that the quality of service at Andaz Bali is good. Guests who gave very good comments described the services obtained in accordance with expectations of the Andaz Bali brand as a well-known international 5-star hotel brand. The staffs are considered very friendly and swift in helping guests.

Then according to data from online travel agents Booking.com, many guest comments of service quality also state good. From 20 reviews taken, 15 reviews stated that the service provided by the staff was very good during the duration of their stay. The staff is considered very warm and friendly in welcoming guests. In dealing with complaints and guest requests, staff are also professional and reliable at work.
Based on data obtained from Traveloka, guest comments of service quality are very good. Out of 20 documented reviews, there is only 1 review that says that the quality of service in Andaz Bali is poor. While 19 online reviews stated the quality of service was good.

Based on the data obtained, it can be concluded that guest comments in the form of reviews on Agoda, Booking.com, and Traveloka online hotel reservation sites have no difference. On the contrary, as many as 80% of guests who left reviews on the quality of service provided in Andaz Bali gave a very good comments. Staff are considered very friendly and professional at work.

Based on the results of Crosstabulation on guest comments of facilities, more guest comments were found to be bad, which was 61.7% of the total sample. These can be seen in Tables 6 and 7 below.

Table 6. Guest Comments of Facilities Per Online Travel Agent

<table>
<thead>
<tr>
<th>Facilities * OTA Crosstabulation</th>
<th>Agoda</th>
<th>Booking.com</th>
<th>Traveloka</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good</td>
<td>7</td>
<td>9</td>
<td>7</td>
<td>23</td>
</tr>
<tr>
<td>Bad</td>
<td>13</td>
<td>11</td>
<td>13</td>
<td>37</td>
</tr>
<tr>
<td>Total</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td>60</td>
</tr>
</tbody>
</table>

Table 7. Percentage of Guest Comments of Amenities

<table>
<thead>
<tr>
<th>Facilities</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good</td>
<td>23</td>
<td>38.3</td>
<td>38.3</td>
<td>38.3</td>
</tr>
<tr>
<td>Bad</td>
<td>37</td>
<td>61.7</td>
<td>61.7</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>60</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Based on 20 online reviews collected from Agoda online travel agents, 13 reviews stated that guest comments of hotel facilities are poor. Many guests are comfortable with the location of the hotel, but not with the room facilities, restaurants and hotel buildings. Many
also expressed disappointment with the condition of the restaurant and the beach in front of the hotel.

Meanwhile, 11 out of 20 online reviews from Booking.com also had unfavorable comments on the facility. Many feel disappointed and disturbed due to renovation activities carried out in the hotel area resulting in many hotel facilities not operating. Some guests also said the condition of the rooms and facilities inside were not in line with their expectations. The hotel building is also considered to need regular maintenance so that it does not look like an old building that is left alone.

Reviews taken from Traveloka also state the same thing. A total of 13 online reviews of the facility gave poor comments. Most guests regret the condition of the hotel that is being renovated so that it interferes with guest activities. The cause of guest dissatisfaction is also caused by the condition of the hotel building that is poorly maintained, as well as various renovations carried out by the hotel.

From a comparison of a total of 60 online reviews on Agoda, Booking.com, and Traveloka, it can be concluded that guest comments of Andaz Bali hotel facilities is poor. As many as 61.7% of reviews expressed disappointment with the condition of the hotel building that did not meet expectations, even seemed unkempt. Many also feel disturbed by renovation activities in the hotel area when staying. The location of the hotel is considered quite comfortable, but other facilities such as restaurants, kids club lounge, and swimming pool are considered very lacking.

**CONCLUSION**

Based on the formulation of the problem and the results of the research that has been done, conclusions can be drawn from this study:

1. There is no difference in guest comments in the form of reviews on the quality of service on Agoda, Booking.com, and Traveloka online hotel reservation sites. Guest comments of the quality of service at Andaz Bali is very good. Guests staying are very satisfied with the services provided by Andaz Bali employees. Many reviews mention that the hotel staff is very friendly and professional. Guests feel very comfortable communicating with staff during their stay at the hotel.

2. There is no difference in guest comments in the form of reviews on the quality of service on Agoda, Booking.com, and Traveloka review sites. However, guest comments of facilities at Andaz Bali. Many guests think that the facilities in the hotel area are not as expected.
The main cause of guest disappointment with hotel facilities is buildings and facilities within the hotel area such as restaurants, kids club lounges, and swimming pools that are not maintained and damaged. Cleanliness in public areas around the hotel is also poorly maintained, especially in the beach area.

Based on the results of this study, it can be seen that there are several things that need more attention from the hotel management. To maintain good guest comments, Andaz Bali management must always pay attention and improve the quality of service, as well as provide attention and feedback to guest complaints both directly and in the form of reviews. For the advancement of the hotel and guest satisfaction, facilities at Andaz Bali also need more attention. The cleanliness, completeness, and feasibility of facilities should be improved to elicit better comments. The hotel can also provide more information regarding conditions in the area around the hotel location.

REFERENCES


