The Role of Type of Customer and Hotel Star Rating in the Effect of Hotel Service Attributes on Customer Satisfaction: Evidence from Online Reviews

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Abstract:

This study analyzes 136.413 reviews, sourced from booking.com, regarding 3, 4, and 5-star hotels in Athens, Greece. Using an R dedicated routine (LDA), to extract the most frequently used words from online reviews related to nine service attributes, and three-factor theory a multi-attribute model is formulated to study the asymmetric effects of different hotel service attributes on customer satisfaction according to type of customer (solo, group, couple, family) and hotel star rating. Results show that asymmetric effects are higher for the attributes of location, staff, and facilities. Location is a hybrid factor for 3*and 4* hotels but can delight couples and groups in 5* hotels and become a dissatisfier for families (3*& 5*) and groups (3*). Staff is a satisfier for 3* and a hybrid for 4* but a dissatisfier for 5* and for families and groups in 4*. Facilities is a satisfier for 3* and 5* and a hybrid for 4* but can delight solo and groups in 5*. Food is a hybrid for 3* but becomes a dissatisfier in 4* and 5*. Cleanliness, room, prices and processes are dissatisfiers / frustrators for all. Findings can help hotels customize their service mix for different customer segments and maximize satisfaction.

Keywords:

Hotel service attributes, customer satisfaction, online reviews, star rating.

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