

ABSTRACT

Currently, people tend to see and read reviews first before deciding to make a transaction, including reviews of the hotels they want to occupy. The goal is to make sure whether the hotel is in accordance with their preferences or not. Along with the rapid development of technology and information, this causes a lot of information to spread on the internet and lead to the creation of User Defined Content (UGC). Therefore, prospective hotel visitors can take advantage of this phenomenon to review and compare hotels through UGC. Through this platform, visitors can do hotel reviews faster and more effectively.

TripAdvisor as the market leader of the review platform is the largest UGC collection. This allows travelers to read and understand the experiences of previous travelers. It not only changes the way customers and hotels interact, but also the use of new approaches to knowledge as a source for customer insight. However, it's hard for web users to read and understand the content due to the sheer number of reviews. Hotel management is also having trouble getting reviews to gauge the quality of their services.

This study aims to provide a comprehensive overview of the quality of service for Top Five Star Hotels in Indonesia by TripAdvisor. A collection of online review data obtained from TripAdvisor is taken using text mining techniques to spell user reviews into four dimensions to measure the quality of hotel services. This technique can help hotel management to convert mountain textual opinions into new customer insights.

Keywords: Top-5 Starred Hotel, Text Analysis, Topic Modelling, Customer Relationship Management.