

ABSTRACT

The development of technology has led to a shift in comprehension in “ownership of goods” to “a less is more” which affects people’s consumption patterns. This phenomenon is closely related to sharing economy or collaborative consumption, where consumers begin to reduce the burden of ownership and asset owners can use their assets to earn some profit. Moreover, the practice of sharing economy is projected to be valued at 335 billion USD by 2025.

The tourism and hospitality sectors are pioneering the growth of sharing economy. The convergence between information technology development, business model, and tourism experience has resulted a new term called smart tourism. Airbnb become the largest company in tourism sector that implements sharing economy and smart tourism through lodging rental services. The tourism experiences can be described through the available online reviews in every Airbnb listing. These reviews can be utilized to identify consumer preferences and sentiments after experiencing provided services. Both the company and lodge host need to understand the consumer preferences and sentiments to gain business insights and management strategies.

This study identifies preferences and sentiments generated by Airbnb users, particularly in Bali Province by using sentiment analysis and topic modeling. There are 11 regions that were sampled in this study namely Bedugul, Kintamani, Sanur, Ubud, Jimbaran, Legian, Seminyak, Denpasar, Lovina, Candisasa, and Nusa. The data analysis was performed by text mining software, Leximancer. The sentiment analysis result revealed that majority of the Airbnb listing reviews in Bali were positive and the term “staff” became the concept with most positive sentiments. While the topic modeling analysis exposed that “host”, “place”, and “amenities” terms were the topics with the greatest relevancy score. This study likewise found various factors that considered important by consumers for recommending a lodging in Airbnb.

Keywords: *Online reviews, Airbnb, sentiment analysis, topic modeling, Bali.*