SATISFIERS & DIS-SATISFIERS IN ONLINE REVIEWS: AN ANALYSIS OF A LUXURY HOTEL

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Abstract—
The purpose of this study is to analyse online hotel reviews by customers to identify and compare factors known as satisfiers and dis-satisfiers. This approach was applied to compare a full-service hotel, which shows different levels of customer expectation. Review websites have become a platform for the customers to give a feedback about the product to the producers, as well as for the public. Mostly it helps potential customers understand how to use the product, what the merits and demerits are and helps what options to buy or not to buy during actual consumption. This study is directed at understanding the satisfiers and dis-satisfiers in the customer's feedback of the hotel. Understanding these factors can help hotels improve their services and meet customer satisfaction goals effectively. This may also give them a competitive advantage in the market among their competition set.

Keywords— **Satisfiers, dis-satisfiers, case analysis, online, reviews**

I. INTRODUCTION

The purpose of this study is to analyse online hotel reviews by customers to identify and compare factors known as satisfiers and dis-satisfiers. This approach was applied to compare a full-service hotel, which shows different levels of customer expectation. Consumer reviews online have become a major factor in business reputation and brand image due to the popularity of Trip Advisor, Yelp, and online review websites. This study tries to find the satisfiers and dis-satisfiers and helps the company to manage them and improve the profitability of the service organization. The biggest reason why online reviews become important to businesses is that these reviews ultimately increases recommendations to buy by providing information they need to make decision to purchase a product or service from the business.

Word of mouth has gained immense popularity nowadays. The simple reason for this is that there is so much advertising and so many options that even the customer gets overwhelmed which delays decision making. If there is a reviewer who has positively reviewed the product, with a recommendation there are greater chances that the prospect ends up buying that product.

However, in the world of e commerce and in today's world of booking a significant number of rooms through the online channel, there is a greater importance for customer reviews and online recommendations. Most commonly, testimonials, customer reviews, recommendations and customer experiences are used in services like hospitality, travel and other such portals where the customer wants to know the opinion of other customers before making his own purchase decisions. This may be primarily the reason of these services being intangible in nature. Most often these services cannot

be touched, felt or even conceptualised before the actual purchase. Thus positive customer reviews and recommendations can generate a lot of revenue.

II. THE PROBLEM

Review websites have become a platform for the customers to give a feedback about the product to the producers, as well as for the public. Mostly it helps potential customers understand how to use the product, what the merits and demerits are and helps what options to buy or not to buy during actual consumption. This study is directed at understanding the satisfiers and dis-satisfiers in the customer's feedback of the hotel. Understanding these factors can help hotels improve their services and meet customer satisfaction goals effectively. This may also give them a competitive advantage in the market among their competition set.

The objectives of this study is

- To provide an overview of the market of online hotel reviews.
- To know the attitude of customers.
- To analyse current practices on hotel booking and reviewing websites.
- To suggest ideas for improving services from online reviews.

III. HYPOTHESIS

H_10. There is no significant association between service attributes and repeated usage.
H_20. There is no significant difference between service attributes and recommending the service.
H_30 There is no significant difference between service attributes and overall customer satisfaction.

IV. NATURE OF STUDY

The type of research followed is a combination of descriptive research and an analytical study. Analytical research is the method used to analyse and draw inference from a set of facts from the collected data. This analysis is used to arrive at findings and facts. On the other hand, descriptive research gave a description of the state of affairs, as it currently exists. In other words, it describes facts and figures as it is, and produces no inferences. Also the researcher has no control over the variables but can only report the collected data. The method mainly used in descriptive research was a case study approach where a single luxury hotel data in tripadvisor.com was used.

V. THE CASE

The Raviz is a five-star hotel on the banks of the Ashtamudi lake in Kollam, India, and owned by the Raviz Hotels & Resorts Company and was designed by Kollam-based architect Eugene Pandala. The Raviz has 90 rooms, suite rooms and cottages, villas with private swimming pools, Ayurvedic Spa and restaurants. The hotel started its operation in 2011 is ensconced in the vitality of nature. The resort is an idyllic retreat for travellers looking to enjoy modern comforts within the confines of a traditionally-architecture getaway. Influenced by the Nallukettu style of architecture of Kerala, The Raviz Ashtamudi is a beautiful amalgam of traditional styles meeting a contemporary presentation. With several verdant locations on the property that naturally lend itself to cosy functions and the Raviz Convention Centre that can be used for any grand gathering.

VI. LITERATURE REVIEW

Hospitality Industry & online reviews: As argued by researchers like Litvin et al., 2008; Park and Allen, 2013, online reviews have become a highly influential decision-making tool in the hospitality industry. It is easy for customers to obtain information from other travellers; however, it is difficult to know whether hospitality organizations have made improvements based on online reviews. Hotel managers need to be more aware of the reviews that previous guests post about their hotels on third-party Web sites (Ye et al., 2009). This paper attempts to bridge this gap. It is difficult to know whether hospitality organizations have made improvements based on online reviews. Lee, H., & Blum, S. C. (2015) argues that hotel responses to online reviews differ by hotel rating. A wealth of opinions on hotels, travel destination and travel services are often articulated in the form of online consumer reviews (Sigala, 2009). Bradley et. al, 2015, argues that online reviews may affect all of these stakeholders in different ways, with the nature and extent of the impact likely to increase with the size of the party's investment in the product or service. In their paper Kim and Lee (2015), noted attitudes toward the company and intention to purchase will be greater (lower) when the sequence of consumer reviews is positive (negative) to negative (positive) than when it is neutral, or negative (positive) to positive (negative).

Customer satisfaction has been recognized as playing an important role for company's success in competitive market. Many researchers have focused their attention on the nature of the relationship between service quality and customer satisfaction. (Oh and Parks, 1997; Nadiri and Hussain, 2005). It provides understanding of how the customer defines quality of service and products, and facilitates the development of customer satisfaction questionnaires" (Pizam et. al., 2016) in their Article Mitra and Shoo (2015) argues that self-image congruence can influence a variety of customer behavior-related aspects, such as satisfaction and purchase intention. The researchers while checking a related literature about Word of Mouth (WOM) observed that it is considered and perceived to be more vibrant, easier to apply and more honourable than marketer-controlled information. WOM has transcended the conventional design and has become a fundamental aspect in many consumers' decision process. The rise of new technologies like the broadband Internet and Web 2.0 applications have rapidly increased the numbers of consumer-generated media platforms, leading to word-of-mouth (WOM) communications be transformed into various types of electronic communities and virtual networks as argued by Zaho et. al. (2015). Word-of-mouth communication has been served as an important source of influence for consumer behavior [Schubert & Ginsburg 2000]. Other consumers' reviews are sometimes believed to be more credible [West & Broniarczyk 1998]. Consumers tend to take other's opinions or experiences as reference before consumption, especially when the product quality is uncertain [Chen et al. 2004].

Complaints of a public kind (e.g. to government agencies, to the media or through legal channels) were quite rare (Morris, 1988; Singh, 1988). Over the past decade, however, the proliferation of electronic WOM (e-WOM) channels has greatly expanded consumers' opportunities to publicly air their grievances. Lim & Lee (2015) argued online customer reviews are processed as WOM communication as an oral, person-to-person communication between a non-commercial communicator and a receiver concerning a brand, a product, or a service offered for sale.

VII. RESEARCH DESIGN

The research design for this study is following a case approach. The population of this group was 656 responses in Tripadvisor.com who had reviewed Raviz Hotel, a five star deluxe hotel in Kerala. The researchers noted that there were excellent, very good, average and poor responses marked by customers. The reviews started in the year 2012. Being a luxury hotel and the specific

nature of this business the researchers have taken only the responses for a period of one and a half years before May 2017. Classification of responses is time consuming it was decided to use only 200 samples which the researchers thought to be good number for the study, for the period under review. Stratified sampling was done and 137, 45, 12 and 4 respondents were selected who had reviewed the hotel as excellent, very good, average and poor. First the data was classified based on key words and statistical tests like Chi-Square and Anova were used to test the hypothesis and analyse the data. This study covered respondents from the tripadvior.com who have stayed at the hotel The Raviz and have shared their experience of the place, and to understand the behavior of customers towards online hotel reviews. To what extent online reviews influence new consumer's behavior. To point out the most commonly seen complaints and its cause.

The results of the study can be used to support The Raviz in upgrading their functions and services into a better way.

VIII. DATA ANALYSIS AND INTERPRETATION

There were 200 respondents in our study and 148 (74%) of them were male and 52 (26%) of them were female. Classifying the data of respondents, we found that there is a large number of guests who have visited from foreign countries and the reasons for visit was primarily for leisure. We also found that the guests are using the internet at a significant percentage to get the details about the hotel.

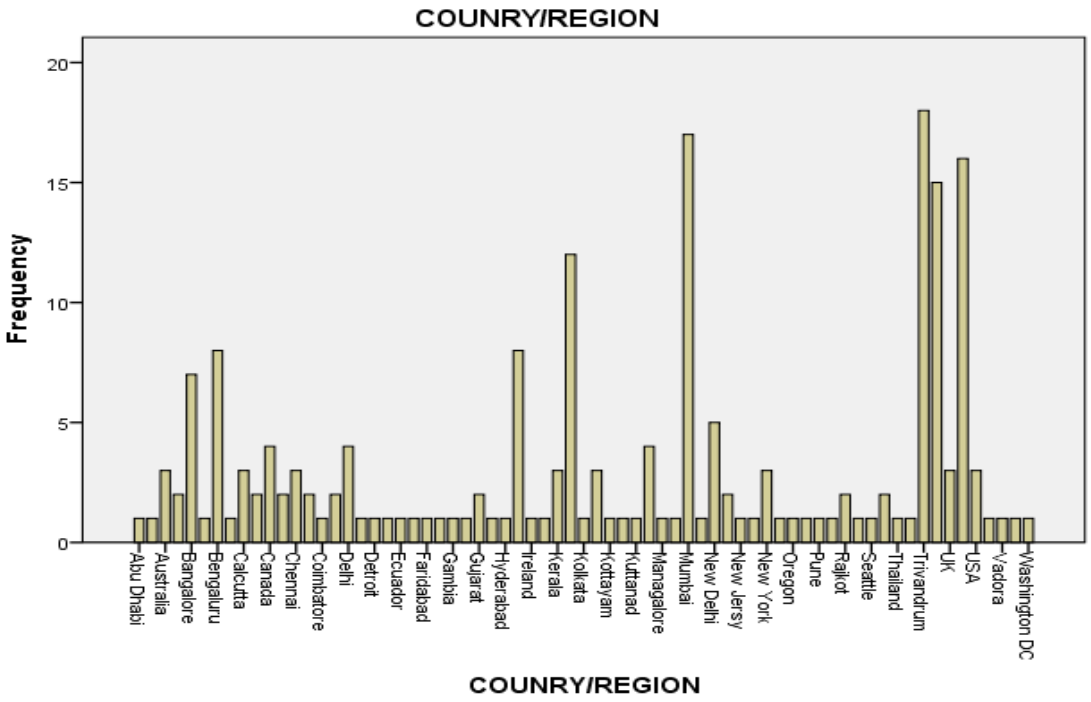

Figure 1: Country region split of respondents

REASONS TO VISIT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BUSINESS REASON	3	1.5	1.5	1.5
	LEISURE	120	60.0	60.0	61.5
	PASSING BY	66	33.0	33.0	94.5
	OTHERS	11	5.5	5.5	100.0
	Total	200	100.0	100.0	

Table 1: Reasons to visit the hotel

HOW DID YOU COME TO KNOW ABOUT THE HOTEL?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ALREADY KNEW IT	46	23.0	23.0	23.0
	THE INTERNET	63	31.5	31.5	54.5
	FRIENDS AND RELATIVES	36	18.0	18.0	72.5
	MEDIA	27	13.5	13.5	86.0
	BOOKS AND GUIDES	28	14.0	14.0	100.0
	Total	200	100.0	100.0	

Table 2: Knowledge of the hotel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	POOR	5	2.5	2.5	2.5
	BELOW AVERAGE	38	19.0	19.0	21.5
	AVERAGE	72	36.0	36.0	57.5
	GOOD	62	31.0	31.0	88.5
	EXCELLENT	23	11.5	11.5	100.0
	Total	200	100.0	100.0	

Table 3: Tidiness of the room

The above table shows that out of 200 respondents, Tidiness of the Room was rated Poor by 2.5%, Below Average by 19%, Average by 36%, Good by 31%, Excellent by 11.5%. The arrangement of bed was rated Poor by 8%, Below Average by 26%, Average by 38%, Good by 21.5%, Excellent by 6.5%. Staff and Service was rated Below Average by 7%, Average by 16%, Good by 40% and Excellent by 37%.

STAFF AND SERVICE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BELOW AVERAGE	14	7.0	7.0	7.0
	AVERAGE	32	16.0	16.0	23.0
	GOOD	80	40.0	40.0	63.0
	EXCELLENT	74	37.0	37.0	100.0
	Total	200	100.0	100.0	

Table 4: Staff and service rating

HOW DELICIOUS WAS THE FOOD?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SOMEWHAT DELICIOUS	34	17.0	17.0	17.0
	MODERATELY DELICIOUS	32	16.0	16.0	33.0
	QUITE DELICIOUS	63	31.5	31.5	64.5
	EXTREMELY DELICIOUS	71	35.5	35.5	100.0
	Total	200	100.0	100.0	

Table 5: Food deliciousness rating

The above diagram shows that out of 200 respondents, the deliciousness of the food was rated Somewhat Delicious by 17%, Moderately Delicious by 16%, Quite Delicious by 31.5%, Extremely Delicious by 35.5%.

OPINION ON WHETHER THE ROOM WAS PROPERLY CLEANED?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	3	1.5	1.5	1.5
	NO	8	4.0	4.0	5.5
	NEUTRAL	39	19.5	19.5	25.0
	YES	123	61.5	61.5	86.5
	MOST OF THE TIME	27	13.5	13.5	100.0
	Total	200	100.0	100.0	

Table 6: Cleanliness of the room

The above diagram shows that out of 200 respondents, about the cleaning of the room properly cleaned was rated No by 4%, Neutral by 19.5%, Yes by 61.5% Most of the time by 13.5% and 3 or them didn't rate.

Swimming pool facilities are good

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	29	14.5	14.5	14.5
	EXTREMELY DISAGREE	19	9.5	9.5	24.0
	DISAGREE	53	26.5	26.5	50.5
	NEUTRAL	26	13.0	13.0	63.5
	AGREE	58	29.0	29.0	92.5
	EXTREMELY AGREE	15	7.5	7.5	100.0
	Total	200	100.0	100.0	

Table 7: Swimming pool facilities

The above figure shows that out of 200 respondents, the swimming pool facilities was rated good in the following manner - Extremely Disagree by 9.5%, Disagree by 26.5%, Neutral by 13%, Agree by 29%, Extremely Agree by 7.5% and 29 respondents didn't rate.

GYM FACILITIES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	EXTREMELY DISAGREE	4	2.0	2.0	2.0
	DISAGREE	94	47.0	47.0	49.0
	NEUTRAL	61	30.5	30.5	79.5
	AGREE	33	16.5	16.5	96.0
	EXTREMELY AGREE	8	4.0	4.0	100.0
	Total	200	100.0	100.0	

Table 8: Gym facilities

The above figure shows that out of 200 respondents, Gym facilities was rated Neutral by a significant number of guests.

Hypothesis -1

H0: There is no significant association between service attributes and repeated visits.

H1: There is a significant association between service attributes and repeated visits.

SPA & REPEATED VISITS

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.209[a]	4	.000
Likelihood Ratio	35.625	4	.000
Linear-by-Linear Association	18.654	1	.000
N of Valid Cases	200		

Table 9: Spa and repeated visit intentions test results

The statistical test Chi-Square gives a significance value of 0.000 which is less than the cut off value 0.05. In view of the null hypothesis that 'There is no significant association between services attributes (SPA) and repeated visits.' can be rejected. So it is found that there is a significant association between services attributes (SPA) and repeated visits. The total number of respondents taken for the study is 200. Since the p value is less than 0.05, null hypothesis should be rejected.

POOL & REPEATED VISITS

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.725[a]	5	.083
Likelihood Ratio	13.025	5	.023
Linear-by-Linear Association	.079	1	.779
N of Valid Cases	200		

Table 10: Pool and repeated visit intentions test results

The statistical test Chi-Square gives a significance value of 0.083 which is greater than the cut off value 0.05. In view of the alternative hypothesis that 'There is a significant association between service attributes (POOL) and repeated visits.' can be rejected. So it is found that there is no significant association between services attributes (POOL) and repeated visits. The total number of respondents taken for the study is 200. Since the p value is greater than 0.05, null hypothesis should be accepted.

GYM & REPEATED VISITS

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.477[a]	4	.004
Likelihood Ratio	21.550	4	.000
Linear-by-Linear Association	5.977	1	.014
N of Valid Cases	200		

Table 11: Gym and repeated visit intentions test results

The statistical test Chi-Square gives a significance value of 0.004 which is less than the cut off value 0.05. In view of the null hypothesis that 'There is no significant association between services attributes (GYM) and repeated visits.' can be rejected. So it is found that there is a significant association between services attributes (GYM) and repeated visits. The total number of respondents taken for the study is 200. Since the p value is less than 0.05, null hypothesis should be rejected.

BEVERAGE & REPEATED VISITS

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.364[a]	5	.045
Likelihood Ratio	12.998	5	.023
Linear-by-Linear Association	2.108	1	.147
N of Valid Cases	200		

Table 12: Beverage and repeated visit intentions test results

The statistical test Chi-Square gives a significance value of 0.045 which is less than the cut off value 0.05. In the view of the null hypothesis that 'There is no significant association between services attributes (BEVERAGE) and repeated visits.' can be rejected. So it is found that there is a significant association between services attributes (BEVERAGE) and repeated visits. The total number of respondents taken for the study is 200. Since the p value is less than 0.05, null hypothesis should be rejected.

BOATING & REPEATED VISITS

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.170[a]	5	.000
Likelihood Ratio	29.005	5	.000
Linear-by-Linear Association	.502	1	.478
N of Valid Cases	200		

Table 13: Boating and repeated visit intentions test results

The statistical test Chi-Square gives a significance value of 0.000 which is less than the cut off value 0.05. In view of the null hypothesis that 'There is no significant association between services attributes (BOATING) and repeated visits.' can be rejected. So it is found that there is a significant association between services attributes (BOATING) and repeated visits. The total number of respondents taken for the study is 200. Since the p value is less than 0.05, null hypothesis should be rejected.

EXTRA ACTIVITIES & REPEATED VISITS

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.637[a]	5	.343
Likelihood Ratio	7.281	5	.201
Linear-by-Linear Association	1.718	1	.190
N of Valid Cases	200		

Table 14: Extra activities and repeated visit intentions test results

The statistical test Chi-Square gives a significance value of 0.343 which is greater than the cut off value 0.05. In view of the alternative hypothesis that 'There is a significant association between service attributes (EXTRA ACTIVITIES) and repeated visits.' can be rejected. So it is found that there is no significant association between services attributes (EXTRA ACTIVITIES) and repeated visits. The total number of respondents taken for the study is 200. Since the p value is greater than 0.05, null hypothesis should be accepted.

WAS FOOD SERVED ON TIME & REPEATED VISITS

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.603[a]	5	.005
Likelihood Ratio	19.580	5	.001
Linear-by-Linear Association	3.821	1	.051
N of Valid Cases	200		

Table 15: Food served on time and repeated visit intentions test results

The statistical test Chi-Square gives a significance value of 0.005 which is less than the cut off value 0.05. In view of the null hypothesis that 'There is no significant association between services attributes (FOOD SERVED ON TIME) and repeated visits.' can be rejected. So it is found that there is a significant association between services attributes (FOOD SERVED ON TIME) and repeated visits. The total number of respondents taken for the study is 200. Since the p value is less than 0.05, null hypothesis should be rejected.

GENERAL APPEARANCE OF ROOM & REPEATED VISITS

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.390[a]	4	.006
Likelihood Ratio	16.513	4	.002
Linear-by-Linear Association	5.589	1	.018
N of Valid Cases	200		

Table 16: General appearance of the room and repeated visit intentions test results

The statistical test Chi-Square gives a significance value of 0.006 which is less than the cut off value 0.05. In view of the null hypothesis that 'There is no significant association between services attributes (GENERAL APPEARANCE) and repeated visits.' can be rejected. So it is found that there is a significant association between services attributes (GENERAL APPEARANCE) and repeated visits. The total number of respondents taken for the study is 200. Since the p value is less than 0.05, null hypothesis should be rejected.

TIDINESS OF THE ROOM & REPEATED VISITS

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.079[a]	4	.011
Likelihood Ratio	17.833	4	.001
Linear-by-Linear Association	9.520	1	.002
N of Valid Cases	200		

Table 17: Tidiness of the room and repeated visit intentions test results

The statistical test Chi-Square gives a significance value of 0.011 which is less than the cut off value 0.05. In view of the null hypothesis that 'There is no significant association between services attributes (TIDINESS OF THE ROOM) and repeated visits.' can be rejected. So it is found that there is a significant association between services attributes (TIDINESS OF THE ROOM) and repeated visits. The total number of respondents taken for the study is 200. Since the p value is less than 0.05, null hypothesis should be rejected.

STAFF AND SERVICE & REPEATED VISITS

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	43.957[a]	3	.000
Likelihood Ratio	42.019	3	.000
Linear-by-Linear Association	35.476	1	.000
N of Valid Cases	200		

Table 18: Staff and service and repeated visit intentions test results

The statistical test Chi-Square gives a significance value of 0.000 which is less than the cut off value 0.05. In view of the null hypothesis that 'There is no significant association between services attributes (STAFF AND SERVICE) and repeated visits.' can be rejected. So it is found that there is a significant association between services attributes (STAFF AND SERVICE) and repeated visits. The total number of respondents taken for the study is 200. Since the p value is less than 0.05, null hypothesis should be rejected.

HOW DELICIOUS WAS FOOD & REPEATED VISITS

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	108.899[a]	3	.000
Likelihood Ratio	111.385	3	.000
Linear-by-Linear Association	89.424	1	.000
N of Valid Cases	200		

Table 19: Deliciousness of the food and repeated visit intentions test results

The statistical test Chi-Square gives a significance value of 0.000 which is less than the cut off value 0.05. In view of the null hypothesis that 'There is no significant association between services attributes (DELICIOUS FOOD) and repeated visits.' can be rejected. So it is found that there is a significant association between services attributes (DELICIOUS FOOD) and repeated visits. The total number of respondents taken for the study is 200. Since the p value is less than 0.05, null hypothesis should be rejected.

Hypothesis -2

H0: There is no significant relationship between service attributes and recommending.

H1: There is a significant association between service attributes and recommending.

ANOVA						
		Sum of Squares	Df	Mean Square	F	Sig.
GENERAL APPEARANCE	Between Groups	23.308	4	5.827	3.274	.013
	Within Groups	347.047	195	1.780		
	Total	370.355	199			
TIDINESS OF THE ROOM	Between Groups	34.032	4	8.508	10.371	.000
	Within Groups	159.968	195	.820		
	Total	194.000	199			
STAFF AND SERVICE	Between Groups	88.382	4	22.095	59.316	.000
	Within Groups	72.638	195	.373		
	Total	161.020	199			
HOW DELICIOUS WAS THE FOOD?	Between Groups	157.437	4	39.359	99.214	.000
	Within Groups	77.358	195	.397		
	Total	234.795	199			
SPA	Between Groups	26.401	4	6.600	11.538	.000
	Within Groups	111.554	195	.572		
	Total	137.955	199			
POOL	Between Groups	9.329	4	2.332	.993	.413
	Within Groups	458.171	195	2.350		
	Total	467.500	199			
GYM	Between Groups	8.922	4	2.231	2.861	.025
	Within Groups	152.033	195	.780		
	Total	160.955	199			
BEVERAGE	Between Groups	26.662	4	6.666	3.249	.013
	Within Groups	400.058	195	2.052		
	Total	426.720	199			
BOATING	Between Groups	25.375	4	6.344	2.595	.038
	Within Groups	476.625	195	2.444		
	Total	502.000	199			
EXTRA ACTIVITIES	Between Groups	12.998	4	3.249	1.964	.101
	Within Groups	322.582	195	1.654		
	Total	335.580	199			
WAS FOOD SERVED ON TIME?	Between Groups	22.010	4	5.503	6.211	.000
	Within Groups	172.745	195	.886		
	Total	194.755	199			

Table 20: ANOVA table on various service attributes and recommending the hotel

- GENERAL APPEARANCE

  The statistical test ANOVA gives a significance value of 0.013 which is less than the cut off value 0.05. In view of the null hypothesis that 'There is no significant association between service attributes (GENERAL APPEARANCE) and recommending.' can be rejected. So it is found that there is a significant association between service attributes (GENERAL APPEARANCE) and recommending.

The total number of respondents taken for the study is 200. Since the p value is less than 0.05, null hypothesis should be rejected.

- TIDINESS OF THE ROOM
  The statistical test ANOVA gives a significance value of 0.000 which is less than the cut off value 0.05. In view of the null hypothesis that 'There is no significant association between service attributes (TIDINESS OF THE ROOM) and recommending.' can be rejected. So it is found that there is a significant association between service attributes (TIDINESS OF THE ROOM) and recommending. The total number of respondents taken for the study is 200. Since the p value is less than 0.05, null hypothesis should be rejected.
- STAFF AND SERVICE
  The statistical test ANOVA gives a significance value of 0.000 which is less than the cut off value 0.05. In view of the null hypothesis that 'There is no significant association between service attributes (STAFF AND SERVICE) and recommending.' can be rejected. So it is found that there is a significant association between service attributes (STAFF AND SERVICE) and recommending. The total number of respondents taken for the study is 200. Since the p value is less than 0.05, null hypothesis should be rejected.
- DELICIOUS FOOD
  The statistical test ANOVA gives a significance value of 0.000 which is less than the cut off value 0.05. In view of the null hypothesis that 'There is no significant association between service attributes (DELICIOUS FOOD) and recommending.' can be rejected. So it is found that there is a significant association between service attributes (DELICIOUS FOOD) and recommending. The total number of respondents taken for the study is 200. Since the p value is less than 0.05, null hypothesis should be rejected.
- SPA
  The statistical test ANOVA gives a significance value of 0.000 which is less than the cut off value 0.05. In view of the null hypothesis that 'There is no significant association between services attributes (SPA) and recommending.' can be rejected. So it is found that there is a significant association between services attributes (SPA) and recommending. The total number of respondents taken for the study is 200. Since the p value is less than 0.05, null hypothesis should be rejected.
- POOL
  The statistical test ANOVA gives a significance value of 0.413 which is greater than the cut off value 0.05. In view of the alternative hypothesis that 'There is a significant association between service attributes (POOL) and recommending.' can be rejected. So it is found that there is no significant association between services attributes (POOL) and recommending. The total number of respondents taken for the study is 200. Since the p value is greater than 0.05, alternative hypothesis should be rejected.
- GYM
  The statistical test ANOVA gives a significance value of 0.025 which is less than the cut off value 0.05. In view of the null hypothesis that 'There is no significant association between services attributes (GYM) and recommending.' can be rejected. So it is found that there is a significant association between services attributes (GYM) and recommending. The total number of respondents taken for the study is 200. Since the p value is less than 0.05, null hypothesis should be rejected.
- BEVERAGE
  The statistical test ANOVA gives a significance value of 0.013 which is less than the cut off value 0.05. In view of the null hypothesis that 'There is no significant association between services attributes (BEVERAGE) and recommending.' can be rejected. So it is found that there is a significant association between services attributes (BEVERAGE) and recommending. The total number of

respondents taken for the study is 200. Since the p value is less than 0.05, null hypothesis should be rejected.

- BOATING
  The statistical test ANOVA gives a significance value of 0.038 which is less than the cut off value 0.05. In view of the null hypothesis that 'There is no significant association between service attributes (BOATING) and recommending.' can be rejected. So it is found that there is a significant association between service attributes (BOATING) and recommending. The total number of respondents taken for the study is 200. Since the p value is less than 0.05, null hypothesis should be rejected.
- EXTRA ACTIVITIES
  The statistical test ANOVA gives a significance value of 0.101 which is less than the cut off value 0.05. In view of the alternative hypothesis that 'There is a significant association between service attributes (EXTRA ACTIVITIES) and recommending.' can be rejected. So it is found that there is no significant association between service attributes (EXTRA ACTIVITIES) and recommending. The total number of respondents taken for the study is 200. Since the p value is greater than 0.05, alternative hypothesis should be rejected.
- FOOD SERVED ON TIME
  The statistical test ANOVA gives a significance value of 0.000 which is less than the cut off value 0.05. In view of the null hypothesis that 'There is no significant association between service attributes (FOOD SERVED ON TIME) and recommending.' can be rejected. So it is found that there is a significant association between service attributes (FOOD SERVED ON TIME) and recommending. The total number of respondents taken for the study is 200. Since the p value is less than 0.05, null hypothesis should be rejected.

  Hypothesis -2

  H0: There is no significant relationship between service attributes and overall customer satisfaction.

  H1: There is a significant association between service attributes and overall customer satisfaction.

ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
GENERAL APPEARANCE	Between Groups	2.404	4	.601	.318	.865
	Within Groups	367.951	195	1.887		
	Total	370.355	199			
TIDINESS OF THE ROOM	Between Groups	11.321	4	2.830	3.021	.019
	Within Groups	182.679	195	.937		
	Total	194.000	199			
STAFF AND SERVICE	Between Groups	52.259	4	13.065	23.424	.000
	Within Groups	108.761	195	.558		
	Total	161.020	199			
HOW DELICIOUS WAS THE FOOD?	Between Groups	110.499	4	27.625	43.338	.000
	Within Groups	124.296	195	.637		
	Total	234.795	199			
SPA	Between Groups	16.131	4	4.033	6.455	.000
	Within Groups	121.824	195	.625		
	Total	137.955	199			
POOL	Between Groups	36.093	4	9.023	4.079	.003
	Within Groups	431.407	195	2.212		

	Total	467.500	199			
GYM	Between Groups	4.926	4	1.231	1.539	.192
	Within Groups	156.029	195	.800		
	Total	160.955	199			
BEVERAGE	Between Groups	56.329	4	14.082	7.414	.000
	Within Groups	370.391	195	1.899		
	Total	426.720	199			
BOATING	Between Groups	40.697	4	10.174	4.301	.002
	Within Groups	461.303	195	2.366		
	Total	502.000	199			
EXTRA ACTIVITIES	Between Groups	26.432	4	6.608	4.168	.003
	Within Groups	309.148	195	1.585		
	Total	335.580	199			
WAS FOOD SERVED ON TIME?	Between Groups	21.247	4	5.312	5.970	.000
	Within Groups	173.508	195	.890		
	Total	194.755	199			

Table 21: ANOVA table on various service attributes and customer satisfaction

- GENERAL APPEARANCE
  The statistical test ANOVA gives a significance value of 0.865 which is greater than the cut off value 0.05. In view of the alternative hypothesis that 'There is a significant association between service attributes (GENERAL APPEARANCE) and overall customer satisfaction.' can be rejected. So it is found that there is no significant association between service attributes (GENERAL APPEARANCE) and overall customer satisfaction. The total number of respondents taken for the study is 200. Since the p value is greater than 0.05, alternative hypothesis should be rejected.
- TIDINESS OF THE ROOM
  The statistical test ANOVA gives a significance value of 0.019 which is less than the cut off value 0.05. In view of the null hypothesis that 'There is no significant association between service attributes (TIDINESS OF THE ROOM) and overall customer satisfaction.' can be rejected. So it is found that there is a significant association between service attributes (TIDINESS OF THE ROOM) and overall customer satisfaction. The total number of respondents taken for the study is 200. Since the p value is less than 0.05, null hypothesis should be rejected.
- STAFF AND SERVICE
  The statistical test ANOVA gives a significance value of 0.000 which is less than the cut off value 0.05. In view of the null hypothesis that 'There is no significant association between service attributes (STAFF AND SERVICE) and overall customer satisfaction.' can be rejected. So it is found that there is a significant association between service attributes (STAFF AND SERVICE) and overall customer satisfaction. The total number of respondents taken for the study is 200. Since the p value is less than 0.05, null hypothesis should be rejected.
- DELICIOUS FOOD
  The statistical test ANOVA gives a significance value of 0.000 which is less than the cut off value 0.05. In view of the null hypothesis that 'There is no significant association between service attributes (DELICIOUS FOOD) and overall customer satisfaction.' can be rejected. So it is found that there is a significant association between service attributes (DELICIOUS FOOD) and overall customer

satisfaction. The total number of respondents taken for the study is 200. Since the p value is less than 0.05, null hypothesis should be rejected.

- SPA

  The statistical test ANOVA gives a significance value of 0.000 which is less than the cut off value 0.05. In view of the null hypothesis that 'There is no significant association between services attributes (SPA) and overall customer satisfaction.' can be rejected. So it is found that there is a significant association between services attributes (SPA) and overall customer satisfaction. The total number of respondents taken for the study is 200. Since the p value is less than 0.05, null hypothesis should be rejected.
- POOL

  The statistical test ANOVA gives a significance value of 0.003 which is less than the cut off value 0.05. In view of the null hypothesis that 'There is no significant association between services attributes (POOL) and overall customer satisfaction.' can be rejected. So it is found that there is a significant association between services attributes (POOL) and overall customer satisfaction. The total number of respondents taken for the study is 200. Since the p value is less than 0.05, null hypothesis should be rejected.
- GYM

  The statistical test ANOVA gives a significance value of 0.192 which is greater than the cut off value 0.05. In view of the alternative hypothesis that 'There is a significant association between service attributes (GYM) and overall customer satisfaction.' can be rejected. So it is found that there is no significant association between services attributes (GYM) and overall customer satisfaction. The total number of respondents taken for the study is 200. Since the p value is greater than 0.05, alternative hypothesis should be rejected.
- BEVERAGE

  The statistical test ANOVA gives a significance value of 0.000 which is less than the cut off value 0.05. In view of the null hypothesis that 'There is no significant association between services attributes (BEVERAGE) and overall customer satisfaction.' can be rejected. So it is found that there is a significant association between services attributes (BEVERAGE) and overall customer satisfaction. The total number of respondents taken for the study is 200. Since the p value is less than 0.05, null hypothesis should be rejected.
- BOATING

  The statistical test ANOVA gives a significance value of 0.002 which is less than the cut off value 0.05. In view of the null hypothesis that 'There is no significant association between service attributes (BOATING) and overall customer satisfaction.' can be rejected. So it is found that there is a significant association between service attributes (BOATING) and overall customer satisfaction. The total number of respondents taken for the study is 200. Since the p value is less than 0.05, null hypothesis should be rejected.
- EXTRA ACTIVITIES

  The statistical test ANOVA gives a significance value of 0.003 which is less than the cut off value 0.05. In view of the null hypothesis that 'There is no significant association between service attributes (EXTRA ACTIVITIES) and overall customer satisfaction.' can be rejected. So it is found that there is a significant association between service attributes (EXTRA ACTIVITIES) and overall customer satisfaction. The total number of respondents taken for the study is 200. Since the p value is less than 0.05, null hypothesis should be rejected.
- FOOD SERVED ON TIME

  The statistical test ANOVA gives a significance value of 0.000 which is less than the cut off value 0.05. In view of the null hypothesis that 'There is no significant association between service attributes (FOOD SERVED ON TIME) and overall customer satisfaction.' can be rejected. So it is found that

there is a significant association between service attributes (FOOD SERVED ON TIME) and overall customer satisfaction. The total number of respondents taken for the study is 200. Since the p value is less than 0.05, null hypothesis should be rejected.

IX. FINDINGS AND SUGGESTIONS

Reviews in aggregator websites can be viewed as a eWOM (electronic word of mouth) thereby creating urges to visit a hotel. A significant amount of foreigners which means that The Raviz has made its presence felt all over the world by this time. Majority of the people are satisfied with the The Raviz, Resorts & Spa and more than 60% of the total respondents is considering revisit to the property. From hypothesis 1 it is seen that that there is a significant association between services attributes and repeated visits. The service attributes which have taken for analysis are Spa, Pool, Gym, Beverage, Boating, Extra Activities, Food served on time, Room, Staff and Service. Pool and Extra Activities were found not significant to visiting again to hotel. Therefore, the company has to make changes over these two in order to increase the repeated visits of the customers.

Hypothesis 2 evaluations shows that there is a significant association between service attributes and recommending. The service attributes which have taken for analysis are Spa, Pool, Gym, Beverage, Boating, Extra Activities, Food served on time, Room, Staff and Service. Pool and Extra Activities were found not significant to recommendation. Therefore, the company have to make improvements on these two attributes and interact with customers directly and take in their opinions. The third hypothesis shows a significant association between service attributes and overall customer satisfaction. The service attributes which have taken for analysis are Spa, Pool, Gym, Beverage, Boating, Extra Activities, Food served on time, Room, Staff and Service. General Appearance of Room and Gym are found to be not significant for the customer satisfaction. Therefore, the company must renovate the Gym facilities and improve their services to meet customer satisfaction.

The hotel has to take up more initiatives in promotional activities through the electronic social media apart from the regular advertisements, event sponsorships and brochures. As the customers are mostly foreigners and exercise is part of their daily routine, the hotel should maintain a well-equipped gym. Foreign Language Proficiency Class (FLPC) should be improved to make employees competent to communicate with the foreigners. Though the customers are very satisfied with the food, many have marked dissatisfactory comments about desserts. The hotel needs to provide a better standard of Spa experience for the customers at an affordable price range; at least this is what the guest says. There is a lacuna in the services provided which makes some customers dissatisfied. They also write such comments on the aggregator websites which seems bad for future customers.

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