Assessing Hotel Attribute and Facilities to Online Hotel Popularity: Data Mining from Google

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Abstract. Today's online consumer reviews are one of the most important elements for hotel marketing. This study examines how hotel facilities, prices, and ratings can affect online reviews of hotel consumers. Using a data mining approach from 1,248 hotels in major cities in Indonesia, this paper estimates the trigger factors for online consumer reviews, including ratings, stars, price, and other facilities (Parking, Wi-Fi, AC, Pool, breakfast, and spa). 2.5 million hotel reviews from the Google platform were collected and analyzed using regression. Empirical evidence shows the relative influence of facilities, absolute rating, stars, and price factors on the popularity of online hotels. These findings provide a managerial basis for enhancing a hotel's online presence across multiple platforms by strategically leveraging review factors of importance.

Keywords: Hotel · Facilities · Popularity · Data Mining

1 Introduction

Consumer reviews have increased dramatically on social media networks due to technological advancements over the past few decades. Many buyers now use the reviews of other customers who have purchased various goods and services as part of their decision-making process [1]. Consumer feedback is particularly significant for learning about the experience of products like hotel rooms because their quality is frequently unknown until after purchase [2]. Pine et.al. [3] shows that online reviews provide reliable information for lowering the risk associated with experiential purchases. Online reviews allow customers to read about other customers' experiences with products and services without actually using them. Consumer evaluations that customers have already purchased represent a specific evaluation level and experiential items feedback, offering potential customers a crucial resource to aid in their decision-making and help them choose the item that best meets their preferences. As a result, approximately 50% of customers use online review sites to learn more about their online travel purchases. About three-quarters of consumers now consider online consumer reviews when making trip arrangements [4]. Online customer reviews have taken the place of offline word-of-mouth (WOM) and other business-to-consumer (B2C) and WOM communication quality of service from service providers as a major information source for consumers [5].