

ABSTRACT

In the current fiercely competitive business environment, companies must surpass customer expectations in order to grow and maintain long-term viability. The survival of the hotel industry is highly dependent on the importance of service quality. Therefore, the success of hotel operations relies on the provision of services of superior quality. The objective of this study is to evaluate the level of service quality provided by five-star hotels in Bandung by utilizing the SERVQUAL framework. The analysis encompasses multiple dimensions, such as tangibles, reliability, responsiveness, assurance, and empathy. Analysed using text analytics, a dataset comprising 38,859 online reviews from Traveloka, Tiket.com, and Agoda, collected between January 2022 and May 2024. The results highlight the favourable feedback was received regarding the assurance, responsiveness, and reliability, as well as the necessity for enhancing empathy and improving the tangible dimension. Enhancing the empathy and tangible aspects is crucial for augmenting customer satisfaction in all five-star hotel in Bandung. This includes improving room conditions, ensuring high-quality breakfast offerings, and providing personalized services.

Keywords: hotel service quality, online review, servqual, text analytics