The Hotel Brand Personality Based on Trip Advisor Online Reviews

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Abstract: *The studyfocuses on the use of an unstructureddataset and exploratory factor analysis to develop the brand personality of a samplehotel in Bandung. Consumer online reviews on TripAdvisor werecollectedduring the 2019 observation period, and additional data cleaningwasperformed. The findings of thisstudyrevealthat the hotelisstrong in two brand personality dimensions, namelySincerity and Sophistication, whichhold the top place in classifying the brand personality dimensions.*

Keywords−*Brand Personality, Online Reviews, Content Analysis, Big Data, Bandung*

I.   Introduction

Today's consumers are using social media to share their experiences with products and services; moreover, these online reviews will impact others who are reading and seeking for information about the product and services. This material, whether it be text, photographs, videos, or audios, is referred to as user produced content. Because it is consumer-generated content, brands and companies should pay attention to user-generated content. [1].

The rapid advancement of technology has resulted in a massive volume of information pertaining to user created content. TripAdvisor is one of the websites or applications that has evolved into a bank or a location for online evaluations on hospitality, travel, and tourism. TripAdvisor is the source of information observed in this study. The information on TripAdvisor is an unstructured data set, as opposed to a structured dataset [2][3, 4].

Unstructured data is described as information that does not require a specified redefined format [5]. The online reviews on TripAdvisor are not well-organized. However, the information based on the customer's readiness to write, as well as his or her taste for examining the qualities, is what the consumer is interested in [6].

As a result, it is a different type of data collection than a survey, which has a series of questions that are delivered to the responder. And the respondent must only answer questions from the questionnaire. Because this is a novel type of dataset, yet the rich and valuable information is so vast, there is a new chance for either marketing or the corporate management to use the data for the advantage of the firm. [7].

Consumers' perceptions of brands are being shaped by user-generated content. Furthermore, in this digital era, consumers will go to their social media for advantages as well as connect with brand personalities that relate to them. This type of brand personality is just necessary to identify one product from another.
As a result, the firm and the marketing scientist should regard the online reviews on the TripAdvisor platform as a collection of data that should be used for further examination and is likely connected to the brand of the hotel or location [8-10].

II.   Literature Review

The study focuses on the use of unstructured datasets and exploratory factor analysis of brand personality.
2.1 Unstructured Textual data
Unstructured data is provided by TripAdvisor users in the form of online reviews. It indicates that inside a sentence, there are several data points derived from a single action, namely the consumer's experience.[5][11-13]. As a result, we should construct a classification based on this data unit. Each piece of information should be isolated, tabulated, and prepared for quantitative analysis [14].
2.2   Brand Personality
Every product and service has an own brand identity. Personalities who build products and services by posing as individuals or humans who live and interact with customers. As a result, there are personality dimensions such as Sincerity, Sophistication, Excitement, Competence, and Ruggedness that comprise of numerous terms that classify in the dimension.[15][16][17][18]. Sincerity is the dimension that shows the performance of the services

to the consumer. Excitement is the dimension relate to the newness of the experience. The sophistication dimension relates to the outstanding experience of the resort. The competence dimension relates to the performance of the services. The ruggedness is the dimension that relates to the natural experience [16].

This is how a brand is built based on what customers say on the TripAdvisor platform; moreover, the study might examine brand personality based on TripAdvisor consumer perceptions. Because the customer delivers numerous things and words, all of those different types of text should be classified into dimensions that shape the personality of the services and products.

III.   Research Method

The procedure began with data gathering, which involved pulling data from TripAdvisor based on the time of observation. This study focuses on the 2019 dataset. Because this is a qualitative study employing a textual online review, after the data is gathered, a further step of cleansing the data is carried out. Following the data gathering and purification processes, additional classification based on the SSERC personality component was carried out. [15][16][17]. And finally the frequency related to the brand personality of the object observed with a utilization of Provalis[17].

Table 1. Research Method

Research Methodology	Exploratory study
Type of sampling	Nonstatistical sampling
~~Sample~~	2019 dataset
Data collection methods	Extraction from user-generated content
Information sources	TripAdvisor online platform
Key contributors	Bandung Hotel online reviews 2019
Data analysis methods	Brand Personality exploratory factor analysis with Brand Personality Dictionary [18]
Study period	2019
Source	Based on [18][19]

IV.   Results

4.1 Brand Personality exploratory factor analysis

The summary show that theResort obtained a review category that has the keyword Sincerity in the data of Resort 2019, and Sincerity dominates the majority (Table 4).

Table 4. Brand Personality Dimension Frequency

No	Dimension	Dimension Frequency
1	SINCERITY	118
2	SOPHISTICATION	21
3	EXCITEMENT	20
4	COMPETENCE	18
5	RUGGEDNESS	12

Sincerity

An example of this dimension can be seen from the case of (1) (TripAdvisor Dec 2019), who said that the staff is amicable, "friendly", and also light-handed. There was also a review of the case of (17) (TripAdvisor May 2019), who said that the staff was humble, "humble". Both of these things are appreciation for the performance of the staff who want to make visitors want to give reviews.

Aside from the appreciation for the staff, the case of (4) (TripAdvisor Nov 2019) conveyed that the room is quite good "good". Aside from positive appreciation, there is also expressing appreciation with negative sentiment. As stated by the case of (22) (TripAdvisor Nov 2019), he wanted two cards to enter the room. Unfortunately, there was only one given, and he thought two Kartini were a standard "standard" in the hotel.

Another was conveyed by the case of (5) (TripAdvisor Oct 2019), who said that the staff at this place are amicable and accommodating, with the keyword "helpful". In addition, the room was so clean that he had a pleasant experience while staying at the hotel.

Furthermore, besides reviews with positive sentiment, some convey reviews with negative sentiment as stated by the case of (45) (TripAdvisor Jul 2019) about the breakfast menu that needs to be changed every day "every day" because some visitors stay more than one day.

Table 5. Sincerity Dimension Keyword in Context

Case number	Pre-Keyword Context	Keyword	Post-Keyword Context
1	This hotel quietly good. for food and ambient really good, and staff very	friendly	n helpful. Recommend place in bandung, especially when in Cihampelas. Semogapelayanansemakinbaik dan ditingkatkan.

Sophistication

An example of this dimension is provided by case (4) (TripAdvisor Nov 2019), who stated that the room was quite good, and the service was extremely "excellent". In addition, there was a case (10) (TripAdvisor Sep 2019) who said that they had an excellent service experience for this hotel.

So, in the example for this dimension, we can see that sophisticate relates to the excellence of the services delivered, the highest appreciation for the service or product provided by the consumer.

In addition to reviews with positive sentiment, some convey reviews with negative sentiment. As stated by the case of (41) (TripAdvisor Aug 2019) who told me that she was disappointed because the bed was small and she got a room with a view of the building so she could not see the beautiful view of Bandung "beautiful".

Another example is conveyed by the case of (TripAdvisor Sep 2019), which tells the story that the hoteloffers a children's playground, mini zoo, spa for mothers and children, and an excellent breakfast "fabulous" because this place has more than 200 types of food that consumers can enjoy for breakfast.

Another review was submitted on the case of (65) (TripAdvisor Feb 2019), which is the story that the hotel has modern rooms that are well designed in the upscale part of the city, with the keyword "upmarket".

Excitement

An example of this dimension case is (11) (TripAdvisor Sep 2019), which conveys that Bandung is a fantastic "awesome" destination. Another exciting thing in this dimension is that because this hotel has a mini zoo. Many are enthusiastically "exited" to stay at this hotel, as conveyed by the case of (17) Rena P (Rena P, TripAdvisor May 2019).

Another experience was conveyed by the case of (21) (TripAdvisor Jan 2019), who stated that she had a pleasant new experience and was surprised by her experience while staying at the hotel, with the keyword "new".

Another example was presented by the case of (34) (TripAdvisor Oct 2019), who said that the hotel is a good place for children. Most importantly, it implements environmentally friendly policies and minimizes food waste. That is a fantastic "awesome" thing.

Another point was conveyed by the case of (TripAdvisor Feb 2019), who told me that they love the mini zoo, the mini garden at the hotel, and the most interesting "exciting" is the variety and taste of good food.

Ruggedness

An example of this dimension, as conveyed by the case of (9) (TripAdvisor Oct 2019), is that many animals are in the mini zoo. The word animal is part of nature that goes into the dimension of Ruggedness. Central rather than positive reviews, there are also negative reviews submitted by the case (68) (TripAdvisor Aug 2019). Please be able to fix it, because it is hazardous "dangerous" for children.

Another review was submitted by the case of (35)(TripAdvisor Oct 2019) regarding the room that needs improvement because it is too narrow and the qibla direction is not provided, so it is a bit difficult for him to pray. It is an appreciation with negative sentiment because consumers feel that staying at the hotel is not in line with its expectations.

Competence

An example of this dimension is conveyed by the case of (5) (TripAdvisor Oct 2019) by Revealing that there are facilities for children that are complete "complete". In addition, there is also a case review (19) (TripAdvisor Mar 2019) that conveys the environment is pleasant, calm, and also guaranteed a good sleep, with the keyword "guaranteed".

In addition, there is also a review of the case of (39) (TripAdvisor Sep 2019), who said that he asked for an extra bed since booking the first time on the first night, but it turns out that they only give one extra bed on the first night.

Another review was submitted by the case of (76) (TripAdvisor Aug 2019), who told me that the hotelhas a great location with excellent facilities for families. However, he expressed appreciation with a negative sentiment that this place needs to improve the cleaning of the bedroom, bathroom and no view for a room with superior type "superior".

V. **Conclusion**

Each hotel has a different advantage, and for the hotel, we can see that the results show if the hotel excels as a hotel whose purpose is for families. Therefore, the reviews submitted were dominated by facilities for families, such as a mini-zoo and a children's playground.

In categorizing the brand personality dimensions, the results of this study show that the hotel is strong in two personalities, namely Sincerity, and Sophistication, which occupy the top position for analyzing various reviews at the hotel TripAdvisor.

This is an example of an analysis by Software Provalis for the 1997 Aaker brand personality categorization of unstructured datasets of reviews delivered on TripAdvisor for the hotel.

From this result, Sincerity has a much larger dimension in frequency than the other four dimensions. Sincerity with a frequency of 118 and Sophistication 21 shows that the main thing conveyed in the review data is the staff's Sincerity in serving consumers who stay at this place.

Furthermore, the third majority is dominated by Excitement with a frequency of 20, which means this dimension is related to fun, as something new, enthusiastic, and vibrant.

The fourth majority is dominated by the competence with a frequency of 18, which means this dimension relates to the ability of brands to meet the needs of consumer services responsibly, the quality and reliable brand, products that have high intelligence capabilities.

Furthermore, the last majority is Ruggedness with a frequency of 12, which means this dimension relates to the strength, durability, ability of the brand to meet the needs of consumers. This dimension is generally found in brands or products for men, outdoor activities by displaying more solid or dark color visualizations and displaying strong fonts that show strength.

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