Transitioning from Word of Mouth to Word of Mouse: the Impact of Social Media on Guest Perceived Satisfaction

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ABSTRACT

This thesis aims to identify the main themes expressed by hotel guests throughout online reviews and recommendations, along with which of these themes have been correlated with higher and lower ratings. The study used content analysis to examine 3,873 reviews of hotel chains in Jordan on TripAdvisor platform. The results of the analysis revealed eight themes in hotel experience description, which are *Hotel, Room, Food, Staff, Location, Recommend, Cleanliness,* and *Check-in.* The results provide valuable insights into the overall experiences and perceptions of hotel guests based on shared reviews and recommendations by the guests themselves, as well as facilitate the classification of the main themes associated with different value for rating.

Keywords: Word of Mouth, Word of Mouse, Guest Delight, Positive Emotions, Brand Image, Jordan, Hotel, TripAdvisor, Hotel Chain.

ÖZ

Bu tez, otel misafirleri tarafından çevrimiçi incelemeler ve öneriler boyunca ifade edilen ana temaları ve bu temalardan hangilerinin daha yüksek ve daha düşük puanlarla ilişkilendirildiğini belirlemeyi amaçlamaktadır. Araştırmada, TripAdvisor platformunda Ürdün'deki otel zincirlerine ait 3.873 yorumu incelemek için içerik analizi kullanıldı. Analiz sonuçları, otel deneyimi açıklamasında *Otel, Oda, Yemek, Personel, Konum, Tavsiye* olmak üzere sekiz temayı ortaya çıkardı, *Temizlik* ve *Check-in*. Sonuçlar, misafirlerin kendileri tarafından paylaşılan incelemelere ve önerilere dayalı olarak otel misafirlerinin genel deneyimleri ve algıları hakkında değerli bilgiler sağlar ve farklı derecelendirme değerleriyle ilişkili ana temaların sınıflandırılmasını kolaylaştırır.

Anahtar kelimeler: Ağızdan Ağıza, Fareden Söz, Misafir Memnuniyeti, Olumlu Duygular, Marka Imajı, Ürdün, Otel, TripAdvisor, Otel Zinciri.

DEDICATION

Every challenging work needs self-efforts as well as guidance of elders especially

those who were very close to our hearts.

My humble effort I dedicate to my sweet and loving

Family

Whose affection, love, encouragement and prays of the day and night make me able

to get such success and honor.

ACKNOWLEDGEMENT

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Chapter 1

INTRODUCTION

In this chapter, the author presents the general introduction of thesis laying straight the concepts, rationale, purpose, aim, and the significance of the study. Specifically, in this chapter, readers will understand the author's meaning of concepts such as "word of mouth", "word of mouse", "brand image", "guest delight", and "positive emotions". Finally, the chapter ends with the structure of the thesis which gives the reader a roadmap into the whole journey of the thesis.

1.1 Rationale of Study

Consumers of service products in today's digital economy are more empowered to interact with the products and organization given the recent evolution noticed in the use of the Internet and social media and the increase in costumer's rush in surfing the internet for information, especially in tourism sector, for getting more information when booking for hotels (Faryal & Jamil &, 2016).

The sensitivity of the industry implies that customers' involvement may tilt the perception of future customers positively or negatively depending on the nature of the opinion or reviews being communicated via the use of internet communication technologies. More importantly, hospitality suppliers such as hotels travel and tours must understand the involvement of their guest in the online public spaces providing online forums for customers to share and exchange information, write online reviews, and express their level of satisfaction about their previous experiences (Datta,

Mukherjee, & Sijoria, 2019; Yang, 2017; Liang, et al., 2013; Nusair & Parsa, 2011), which effect other costumers decision making process when deciding which hotel to book in and visit in their destinations.

One of the major tools in the internet that has been widely spread and used is online social media, which is one of the fastest growing segments on the web, allowing users to search, comment, and share opinions in a cooperating way using different online social media platforms in order to share their videos, photos, knowledge, experiences and opinions toward specific subject (Christou, Gretzel & Sigala, 2012; Chung & Koo, 2015; Li Y & Xu, X, 2016; Luo & Zhong, 2015; Narangajavana, et al., 2017; Parra-López et al., 2011).

The internet has become a major source of information for travelers and a platform for tourism business transactions (Narangajavana, et al., 2017). It supports the idea of exchanging information between travelers (Customer to Customer communication) about experiences (Sánchez-Fernández, et al., 2019, Sijoria, et al., 2019) in order to collect a wide range of information about different destinations, hotels, activities and much more, before making decisions (Narangajavana, et al., 2017; Luo & Zhong, 2015; Yang, 2017) about where to go and what to do.

Nowadays, internet use has become an integral part of people's daily experiences. As a result, hospitality guests engage in a variety of activity online which includes instant sharing of their moment of truth with the service provided (Narangajavana, et al., 2017). Xiang, Magnini, and Fesenmaier (2015) explained the stages in which consumers engage with the service providers and the public via social media use.

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First stage is before their trip while they are planning to the vacation in order to discover new places to visit, collect information about the place, the activities and the hotel, they are going to visit, and check feedback and experiences for previous visitors. Second one is during their trip, sharing photos and videos, and on spot feedback for family and friends. And the third stage is after the trip, in this stage people use social media to share their feedback, opinions, ratings and recommendations (Narangajavana, et al., 2017; Luo & Zhong, 2015; Chung & Koo, 2015; Sigala, Christou, & Gretzel, 2012, Parra- López et al., 2011) among the hotel, the airlines, the activities, places, and restaurants that have been visited before in order to give information for future customers about good and bad experiences they have been through which accordingly will influence their decision making in their choices when planning for a vacation (Narangajavana, et al., 2017; Luo & Zhong, 2015, Manes & Tchetchik, 2018, Pacheco, 2016; Gretzel & Yoo 2008).

Different researches have shown the influence of consumer opinions and experiences on other customers decisions that have been described in a definition called "Word of Mouth", it can be defined as post-purchase voluntary communication process by customers themselves (Xu, X & Li Y, 2016 ; Basu & Dickinger, 1994), also considered as the most effecting and touching source for other customers when gathering information to make up their minds and take a decision in a specific topic (Sánchez-Fernández et al., 2019).

Moreover, given the advances in mobile technology and communication networks, changes in the nature of traditional word of mouth communication and the new form of online reviews, opinions and recommendations indicated as electronic word of mouth (eWOM), or in other words; Word of Mouse. Word of mouse is an extension

of traditional word of mouth on the internet. Electronic word of mouth activities differ from those in the real world in many aspects. Regarding to the massive access and the rapid interactions of electronic word of mouth when compared to traditional one, it gained greater impact on community (Xu, & Li., 2016; Cantallops & Salvi, 2014).

Word of mouth in general comprise negative and positive prospects expressed by different types of clients about products, services, or companies whether on the internet or in the traditional way of interactions. Both traditional and electronic word of mouth could have effects on brand image, guest delight, and positive emotions, and that's what this study will go through. Brand image is a definition of an image and impressions that built in people's minds and perceptions connected with features of a specific product, service or company (Ryu et al., 2019; Keller, 1993; Aaker & Biel, 2013), it's how people think and have positioned the brand in their minds according to their impressions, and observed emotional value. It's more like a reflection of what a brand preserved in customers' remembrance. Simply, this means when customers' rate a brand name they automatically think about the features and services from that brand. As Suhartanto and Kandampully (2003) agreed that brand image can endorse or undermine the significance that customers' believe they receive and their feelings about the service from such brand, thus, brand image can effect customer loyalty, level of satisfaction, and delight. It can be converted into what customers really perceive and may benefit from. Lastly, image can be influenced by quality of the service and customer level of satisfaction (Lahap, et al., 2016).

Current literature supports the idea of guest delight differ from guest satisfaction (Lee & Park, 2019; Kim, Vogt, & Knutson, 2015; Hicks et al., 2005; Loureiro, 2010; Oliver, 1997, Ronzoni, & Torres, 2018) its related to emotional evaluations (Lee & Park,

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2019; Anderson, Fornell, & Lehmann, 1994; Oliver, 1980), which creates positive emotions that leads to word of mouth. The definition of delight exceeds satisfaction and involves enjoyable and pleasant experience for the guests by achieving excel in guest expectations and the performance in providing the service (Goswami & Sarma, 2019; Keiningham & Vavra 2001, Ronzoni, & Torres, 2018, Zeithaml et al., 2008). Furthermore, emotionally linked guests engage and influence more through word of mouth than satisfied ones (Sukhu et al., 2019). A substantial component of a pleasant experience is positive emotions, as the emotions are aroused during the tourist consumption constituted an enjoyable and unforgettable experience for tourists (Io, M. U., 2018; M. Li, Lehto, & Wei, 2014; Voigt, Howat, & Brown, 2010; Filep & Deery, 2010; Hosany & Gilber, 2010; Kim, 2010; Tung & Ritchie, 2011).

Recent researches studied social media and its impacts on tourism sector using different kind of platforms (e.g. Facebook, YouTube, etc.) and blogs (e.g. Trip Advisor, etc.), since the increasing use of internet in different ways whether to express and share experiences or seeking for more information (O'Connor, 2008). Meanwhile, this paper focuses on different aspects that have not been studied before in the aspect of guest delight.

1.2 Purpose and Aim of Study

The purpose and the importance of this paper is to understand the transition of word of mouth and word of mouse and how they differently affect the guests, and to evaluate the influence of social media on guests.

With the aid of scientometrics- the study of opinions and views of people, this thesis seek to unveil the key issues that hospitality guest considers to be important to elicit

delight and positive emotions. In other words, the current thesis is designed to use the information retrieved from comments of actual customers of hotel chains in Jordan to highlight areas of interest in customer's experience that motivate their delight as well as displeasure aspects which might predict customer delights. Customers write reviews and recommendation to express feelings and experiences in addition to mentioning the aspects that sparked their attention and led to positive feelings, satisfaction and delight, and in return, mentioning the aspects and the points that dissatisfied them and thus reduce the feeling of delight.

The aim of this thesis is to explore what are the main aspects that the guest pay attention to during their stay in a hotel? What kind of details during an experience helps building a positive feeling for the customer? And whether these details affect their whole experience?

1.3 Significance and Contribution of Study

The significance of this paper is to study the use of internet since the growth of use of social media nowadays in the tourism sector and how the word of mouth as a marketing tool effects the decision making process of guests regarding different variables when guests want to book online and search for information for their next destination. As well as the importance of internet and social media as a main tool that have been used and still using in searching for different kind of information before purchasing a product or a service because the high usage of different ages of this tool among sharing experiences and feedback toward tour8ism sector and facilitating the collecting information and booking process.

Recent studies about social media have been related to specified tools that affect the decision making process including tools such as specific blogs (Parra- López et al., 2011) and influencers that is widely spread lately who make videos and talks about their experiences and recommendations.

1.4 Structure and Timeline of Study

The first chapter of this thesis provided the readers with the rationale and justification for the study. Brief introduction of concepts and the association of the constructs was also given. The second chapter provided in-depth evaluation of the relationships in further details. This thesis reviews related studies in the literature on word of mouth (WOM) and word of mouse (eWOM) providing a research model includes mediating variable that seeks to discuss the different effects of traditional WOM and eWOM on the variables. Third chapter covers the approach of the current study and data analysis. Chapter 4 displayed results of the data analysis, and chapter 5 discussed the implications and finding of the study.

While the importance of the use of social media in the context of tourist experiences has been widely studied in recent years, most studies have been related to specific tools (i.e. blogs or photo sharing) or to relational environments.

This paper outlines challenges and opportunities for the tourism industry using internet and social media specially. The first chapter was an introduction to the concepts and the subject the thesis will look after. Next, the second chapter will talk briefly about the concepts and define them one by one, explore the relationship between the variables, and develop the hypotheses of this study. The third chapter is about methodology, which tools will be used to collect needed data, and the reason after

using that tool. The forth chapter, will be a discussion for the results and the findings. The last chapter is a conclusion of what has this paper been talking about, the limitation and recommendations for future studies.

Chapter 2

LITERATURE REVIEW

This chapter concentrated on the existing literature regarding the influence of word of mouth and word of mouse on hotel guests, presenting the difference between both traditional form of word of mouth and electronic word of mouth in its new form. The research took into considerations different variables that may affect the experience of guests when making their expectations, such as brand image. And their positive emotions toward specific experience in a specific hotel or brand.

2.1 Word of Mouth/Mouse

In general, word of mouth can be defined as a way of communication between consumers to share their thoughts and opinions about their experiences through consuming a specific product or service. Lately, there is two forms of it, traditional and electronic. The traditional form is directly from person to person aloud, while when talking about the electronic form of word of mouth which is known nowadays with the definition of word of mouse due to using it by the web, its more technological based approach, and its widely spread, far more reach than traditional one due to the world wide use of internet. King et al., (2014) aforesaid word of mouse has become a main source of information because of its enhanced spread size, perseverance and observation, anonymity, and community involvement.

Hamdi (2017) and Romaniuk, (2016), agreed on the idea that online recommendation can reach twice as can reach the offline ones, and the reason after that is the internet

used world widely by huge number of people, whereas the traditional word of mouth only close friends, family and people surrounding can be reached (Mhlanga & Siyongwana, 2018).

In the hotel sector, word of mouth influences guests' decision making process, service valuation, and intentions and attitudes of hotel booking (Wen et al., 2018; Filieri, 2016, Xie et al., 2011, Ladhari & Michaud, 2015, Mauri & Minazzi, 2013). Due to the intangible and experiential nature of hotel services, guests prefer to get to know the hotel services in order to reduce the risks of uncertainty while choosing the hotel. Word of mouth in general, would provide prospective guests the ability to hear about the service with its both negative and positive sides of a hotel facilities before booking their room. On account of the intangibility nature of a hotel service, guests prefer to collect as wide range of information as possible to reduce such risk and helps in building hotel image (Mhlanga & Siyongwana, 2018; Migin & Pourabedin, 2015).

In light of the rise of the internet, the worth of word of mouth is enhanced and became electronic word of mouth or can be called word of mouse, given the ability of individuals to share their ideas, opinions and experiences in online communities that could be easily reached by other users. From a traveler's point of view, e-WOM provides them with detailed knowledge to alleviate confusion about the quality of a hotel and its compatibility with their accommodation and destination needs and preferences. Usually, guests have selected hotels on the basis of venue, facilities, brand and WOM. Meanwhile, with the advent of the web, word of mouse became increasingly relevant mainly for online reviews. Specifically, because guests when writing their feedback on online media they would be more brave express their feedback and to complain without any scare of embarrassment, due to the fact that its

electronic and there is no face to face interaction (Belarmino & Koh, 2018; Cantallops & Salvi, 2014, Dinçer & Alrawadieh, 2017).

2.2 Brand Image

Branding is an important tool in marketing especially for services because it's intangible nature (Sürücü et al., 2019). Brand image has been defined by Keller (1993), as a set of perceptions, impressions, and expectations that potential or real customers build about a specific brand in their minds. Branding is recognized by different marketing activities like ads and promotions and after that the image of that brand will be developed in the minds by time (Sürücü et al., 2019). Customers make up the brand image according to the experiences and interactions, which is not necessarily to purchase or use the product or the service of that brand in order to be occurred.

Companies invest much time, energy, and resources when creating brand identity, for example, how the brand should look, how customers will feel about the brand, and where it's located in their minds (brand positioning), all of that leads to brand personality that ultimately leads to the emergence of brand image when costumers interact with or recognize the brand. It can also be built through others' experiences that have been transferred and talked about by real customers to their relatives, family and friends (WOM), which leads customers to build the image of that brand. Companies have less control of brand image, because it is how actually customers observe the brand, and strives to align brand image with required brand identity.

Branding phenomenon is essential for hotels, it can drive customers to distinguish one hotel from another because of its brand even if when the hotels at the same star category (Sürücü et al., 2019; Manhas & Tukamushaba, 2015, Raguseo & Vitari,

2017). Brand image specified hotels' image from tangible and intangible elements, for example, hotel design and staff attitudes (Lee et al., 2017; Zhang & Mao, 2012). Hotels uses brand image strategies in order to gain a competitive advantage because when customers chooses a hotel to book in they would hold a certain expectations, and they rely on hotel brands to make purchasing decisions that reduce risk (Sürücü et al., 2019; Cai & Huang, 2015). As well, hotel guests depend on brands to lessen the risk with staying in an unknown hotel (Raguseo & Vitari, 2017).

2.2.1 Brand Image and Word Of Mouth/Mouse

Nowadays, with the growth of using the internet, number of travelers who use it to book hotel rooms via third-party brokers has increased, that allows them to interchange information through eWOM (Casado-Díaz, et al,. 2017; Line & Runyan 2012). Previous researches have shown that the effect of eWOM on consumers toward a specific brand differ according to the power of that brand in their minds. In other words, whenever the customers have a poor brand image the effect will be high, and vice versa. Which means negative comments and negative eWOM won't affect the buying decision toward a familiar brand. However, consumers may change up their minds and quickly get affected toward less familiar brands.

Ho-Dac et al., 2013 suggest that superior positive eWOM helps in transition the brand image from weak to strong, whereas different researches suggest that customers are less sensitive and less effected by other customer's ratings and recommendations when the hotel brand image is strong (Casado-Díaz, et al., 2017; Ho-Dac et al., 2013, Park & Lee, 2009). As well, Kostyra et al., (2016) argued that having a positive brand image will be unlikely to be effected by negative word of mouth related to their favor brand, while suggesting social media as a tool to build up the relationship of the brand with the guests (Casado-Díaz, et al., 2017).

2.3 Guest Delight

This chapter studies Guest delight and its roots in behavior. In hospitality encounters guest delight can be distinguished from guest satisfaction as an emotional response meanwhile satisfaction is more as a cognitive assessment (Lee & Park, 2019; Anderson, Fornell, & Lehmann, 1994; Oliver, 1980). Achieving guest delight is significant as it has been proven to drive word of mouth and online reviews or electronic word of mouth, thus leads to loyal guests. In current published literature, the definition of customer delight was proposed with different views. Patterson & Spreng (1997) suggested that guest delight is where the experience transcends satisfaction and requires a pleasurable and enjoyable guest experience from a perspective of uncertainty.

Furthermore, Finn (2005) and Kumar et al., (1997) agreed on that guest delight is a blend of surprise and joyful with an impact-based approach. Nevertheless, Berman (2005) and Kumar et al., (2001) defined it as a positive emotional reaction resulting from positive level of performance and unexpected actions that drives to feeling surprised (Goswami & Sarma, 2019; Lee & Park, 2019). Otherwise, Kline & Torres (2013) presented guest delight as the highest level of engagement the guest has experienced, a higher level of emotional anticipation, and excitation. Delight is induced by meeting the higher order needs of the guest, which is the need for self-esteem. While Keiningham et al. 1999, suggested that achieving guest delight by providing a service beyond the thresholds of higher zone of tolerance. Lastly, Finn (2011) after suggesting even another point of view of (Bowen & Schneider, 1999) who clarified that delight arises when the need of justice, security, and self-esteem are met (Ronzoni & Torres. 2018).

A framework is developed by the zone of tolerance to enlighten the concept of, delight as an intense level of satisfaction, (Berry, Parasuraman, & Zeithaml, 1993). Which is, the guest would feel the anger when receiving unexpected poor delivery and would express dissatisfaction, but when guest expectations were met, the guest would be satisfied, nonetheless when expectations are surpassed and the guest feels the joy, happiness and surprised then the guest reaches the delightfulness level. As unstated, zone of delight could be defined as the point, the level or the area in which customers exhibit behavior consistent with company goals such as word of mouth and recommendations, etc. (Barnes & Krallman 2019, Goswami & Sarma, 2019).

2.3.1 Guest Delight and Word Of Mouth/Mouse

Previous researchers discussed the significant relationship of delight to word of mouth, which has been shown due to the consistent and positive relationship of delight to increase repurchase intention that shows a stronger probability to spread word of mouth. Generally, it has been claimed that when guests are satisfied then well business results will be found, such as, higher profitability, repurchase intention, and will be willing to share their experience with family and friends and people surrounding them which would be driven by word of mouth (Barnes & Krallman, 2019; Collier et al., 2018; Torres & Kline, 2013,Chang, 2017; Jiewanto et al., 2012; San-Martín et al., 2015; Kitapci et al., 2014). Besides, some studies indicated that when potential customers were told about delighted customer experiences through WOM, they will have the desire to go through such an experience full of delightful features (Ludwig, et al., 2017) which supports the idea of delight as a primary element to WOM (Chang, 2017; Chitturi et al., 2008). Furthermore, recent literature supported the idea of the positive effects of guest delight on brand image (Barnes & Krallman, 2019; Keh & Liu, 2015).

2.4 Positive Emotions

Due to the experiential and hedonic nature of the services because of its intangibility, emotions play a vital role in the process of making decisions of guests also in shaping attitudes and behaviors amongst the service (Kim & Wen, 2018; Jang *et al.*, 2015; Song & Qu, 2017). Positive feelings like pleasure, joy, happiness, comfort, delight, and enjoyment, were presented as positive emotions consumed during hospitality services. Group of researchers agreed on pleasure being the most important and substantial positive influence on guests' behavior (Han & Jeong, 2013; Jani & Han, 2015; Kim & Wen, 2018; Liu & Jang, 2009; Laros & Steenkamp, 2005; Song & Qu, 2017).

2.4.1 Positive Emotions and Word Of Mouth/Mouse

Since both traditional and electronic word of mouth are about exchanging information and experiences, the positive impact of pleasure to create electronic word of mouth might be rationale to wait. Different emotions are usually developed during travelling experience whether it was a bad or a pleasurable experience.

However, positive emotions are linked with unforgettable and memorable experience. It can be described as when service interactions far surpass guests' standards, the delivery of the service designed and customized in a unique, tailored, surprising, creative, memorable, exciting and emotionally appreciable and touchable level of service leading to special experience (Serra-Cantallops, Salvi, & Ramon-Cardona, 2018; Ritchie & Tung, 2011). Thus, positive emotions have a powerful effect on guests' satisfaction, not to forget the image and reputation for the brand of that hotel. Once guests have any kind of experience, they would share it with both people around them and on social media platforms due to the increase of using the internet in sharing

and exchanging information, which enhances word of mouth, whether it was traditional or electronic. Nevertheless having a positive emotion experience and sharing positive recommendations will contribute to creating a positive brand reputation and image in the minds of guests (Hu, Kim, & Wen, 2018, Salvi, Serra-Cantallops, & Ramon-Cardona, 2018).

2.5 Scientometrics Analysis of Guest Experience

According to Ma, Cheng, and Hsiao (2018) text mining or online reviews approach has been taken underscore the importance of analyzing online reviews and recommendations using scientometric analysis to evaluate experiences and level of satisfaction is beneficial for hospitality enterprises. Khan et al., 2015, mentioned that content analysis method that can retrieve and analyze opinion-oriented words/texts, recognizing positive and negative reviews and opinions and evaluate whether a topic or an individual is perceived positively or negatively to support decision making process. Online platforms an easy way to express opinions, experiences and express level of satisfaction or dissatisfaction. Current literature agreed on the idea of online reviews and feedback on different social media platforms may have a significant effect on pre-purchase decision for potential customers; (Barnes & Krallman, 2019) indicated that most of hotel reservations are affected by online reviews, which refers to the effect of electronic word of mouth. Online feedback will keep gaining prominence in hospitality and play a critical role in the performance of hospitality enterprises. Hence, it's appropriate to provide hospitality researchers with a comprehensive explanation and practical guidance of this essential analytical technique.

Analytical techniques like Leximancer were intended to support and aid analysts' performing and extract more insights from collected data (Angus, Rintel & Wiles, 2013). This study contributes to better understanding of qualitative methods for evaluating information since it derives conclusions on the basis of observations obtained from using online collected data (Brouwers, Le, & Sotiriadou, 2014).

Chapter 3

METHODOLOGY

This chapter presents research context, study approach, data collection, and strategy of analyses. This study was based on quantitative and qualitative methods on hotel chains in Jordan. The data was collected from TripAdvisor to evaluate guests shared experiences and the effect of traditional and electronic word of mouth.

3.1 Method of the Research

The process of creating data is based on the concept of the research, the design is formed based on established theory and hypotheses are called deductive research method while its designed to obtain a new insight or support theory by examining the literature as well as the data analysis called deductive investigation.

3.1.1 Deductive Approach

Deductive method assists researchers in moving from one topic to another or from familiar to unfamiliar component. So far as the deductive approach is concerned, the study continues with the accepted way of reasoning and data analysis reveals the correlation between the outcomes and the models. This approach that has been identified as "Top-Down strategy" and associated with quantitative analysis, is also extends from general topics to explicit topics (Spangler 1986).

3.1.2 Inductive Approach

Inductive method is based on the foundations of analysis and investigations of a particular fact that refers to ways of thinking as demonstrated by insights or collected

data. It generates any topic from explicit to general one. This action is has reached the norm in writing. As well, this approach is called qualitative analysis.

3.2 Research Approach

The research method to be used for the aim of this research will be both qualitative and quantitative analysis. This method is referred to as the mixing method, according to Denzin (1978) who recognized it as a triangulation method. Online reviews analysed by qualitative approach. As shown by this method, researchers start analysis with basic observations, which is followed to generate hypothesis, theories, and assumptions which is labelled as 'Bottom-up', using the views of the participants in order to create broader themes and develop a theory that link the themes (Creswell and Plano Clark, 2007). This method will assist in generating definitions to recognize patterns. A qualitative method has been used for the purpose of this research. Qualitative research approaches are very effective in understanding and uncovering the sense that individuals add to things they encounter. Also, qualitative methods are essential in understanding how people interpret and justify or characterize their lives. This approach will serve to better summarize the guests experiences in terms of perceptions during their visits.

3.3 Sampling Site

The data for the current study was gathered from online user-generated feedbacks posted on TripAdvisor, which is widely known as the world's largest online travel community and a high-traffic platform (Brochado, Rodrigues & Troilo, 2019; Brochado, Oliveira, & Rita, 2019). Collected data includes reviews of hotel chains in Jordan, focusing on English-written reviews. This website allows guests to share their experiences and recommendations in various types of services in tourism sector, such as hotels, restaurants and destinations. People rate their reviews and recommendations

TripAdvisor according to their experiences like, excellent, very good, average, poor, and terrible.

3.4 Data Collection

The collected data contains 3,873 reviews of hotel chains from a total of 21 hotel in Jordan. For instance, InterContinental Hotels Group such as Crowne Plaza, and Intercontinental hotel. As well as Marriott international hotels such as Sheraton, W hotel, Al Manara, Marriott hotel and the St. Regis hotel. Accor group, like Movenpick, ibis, and Fairmont. Days inn by Wyndham Hotels. Hilton Hotels like, Double Tree and Grand Millennium. Golden Tulip by Louvre hotels group. Kempinski, Grand Hyatt, Rotana, and Four Seasons.

3.5 Data Treatment

The content analysis has increased awareness as a viable technique to translate the rapidly growing web communication platforms. According to Zhang and Cole (2016), both quantitative and quantitative exams can be used to process literary information. Content review can be analyzed with "structured quantitative or unstructured qualitative strategies." And According to Krippendorff (2012), these include process involve separately, verifying words or phrases and estimating the discernible qualities of the content or understanding what is composed and making generalization on the latent implications of the information. The mixed method content review approach help consolidates the two types of strategies to capture extraordinary and larger segments of user generated content. Web audits using Leximancer, which transform the literary information of the characteristic language into semantic examples. Content analysis has gained increasing popularity as an effective method to interpret the fast-growing body of Web communications. Both qualitative and quantitative analyses can be used to process textual data. Content analysis can thus be done with structured

quantitative or unstructured qualitative methods. These involve, respectively, counting words or phrases and measuring observable text characteristics or making sense of what is written and extrapolating latent meanings from the data. The mixed-method content analysis approach combines both types of methods to capture different, broader components of eWOM texts. The present study carried out quantitative content analyses of Green Hotels' in the United Kingdom, Web reviews using Leximancer, which transforms textual data from natural language into semantic patterns (Cole & Zhang 2016; Krippendorff, 2012; Wu et al., 2014;).

3.5.1 Data Analysis

Leximancer is a software which analyses the kind of the document and illustrates data retrieved from generated ones. This program visually defines the key ideas embedded within the writing at that point, and provides data on how the ideas are correlated. Leximancer follows quantitative method based on Bayesian hypothesis of using computations as well as using nonlinear aspects to accomplish this. Analysts think of three functional primary units, word; ideas; and themes. This program uses a two-organized analytical approaches for dealing with extricating co-event data to conduct theoretical and social researches. Hence, Leximancer determines the similarity reformulated ideas and forms where these ideas are linguistically interconnected to create a graphic representation of the results/ since Leximancer undertakes alike social and reasonable studies, it quantifies not just the proximity of distinctive ideas but also the way the morals to which ideals are related. The starting point in investigating content is to programmatically identify the words that normally appearing in the data. Such terms are determined by their repetition in statements that merge the contradictory idea and its repetition of another statement. That's the way that concepts are being developed (Sotiriadou, 2014; Wu et al., 2014).

Furthermore, the program translates concepts by linking the concepts into groups and then into greater groups which are marked as themes that appear on the map as coloured circles. Then, the results of the current review examinations also highlight which records contain particular subjects.

3.5.2 Leximancer

Leximancer is suitable for investigative and prescient research, and is successful for massive amount of data and for rapid classifications of ideas. It's seen as a progressively objective interpretive program not inclined to the researcher subjectivity. This program can speed up a researcher's analysis procedure particularly for big data, making it easier for to try various things with different codes, check different relation estimations and draw hypotheses development graphs.

Chapter 4

RESULTS OF STUDY

4.1 Result

This study inspects 21 chain Hotels in Jordan from the viewpoint of 3,873 online user generated content from TripAdvisor. The key aim of this scholastic investigation is to ascertain how guests perceive quality of service experience of chain hotels in the Jordan and further identifying the concepts within the service sphere that tick for positive review such as Excellent/Very good and negative review such as Poor and terrible. To align with the focal motive that sponsor this research, the research deployed Leximancer 4.5 software to draw up a concept map which display the common topics and thoughts line found in the online reviews collated. Furthermore, the software also generated recurrence of words and co-words. The result of the examination revealed eight themes which are *Hotel, Room, Food, Staff, Location, Recommend, Cleanliness,* and *Check-in*.
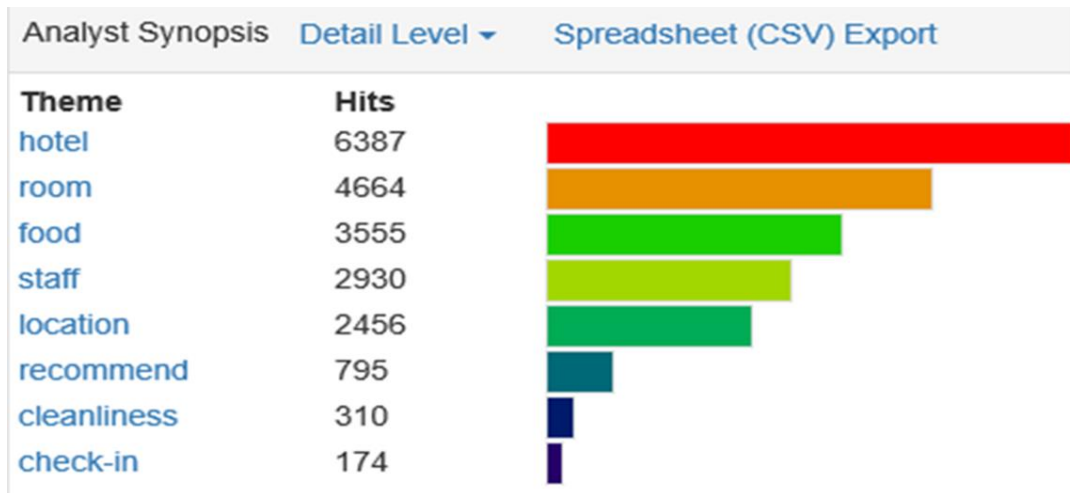
Figure 4.1: Synopsis of Result

Figure 4.1 illustrate the synopsis of the analysis, the synopsis display the theme that are important to guest in hierarchy, ranking them in respect to word hits (word count). The theme with the highest hit represent the most important and the theme with the lowest hit represent the least important.
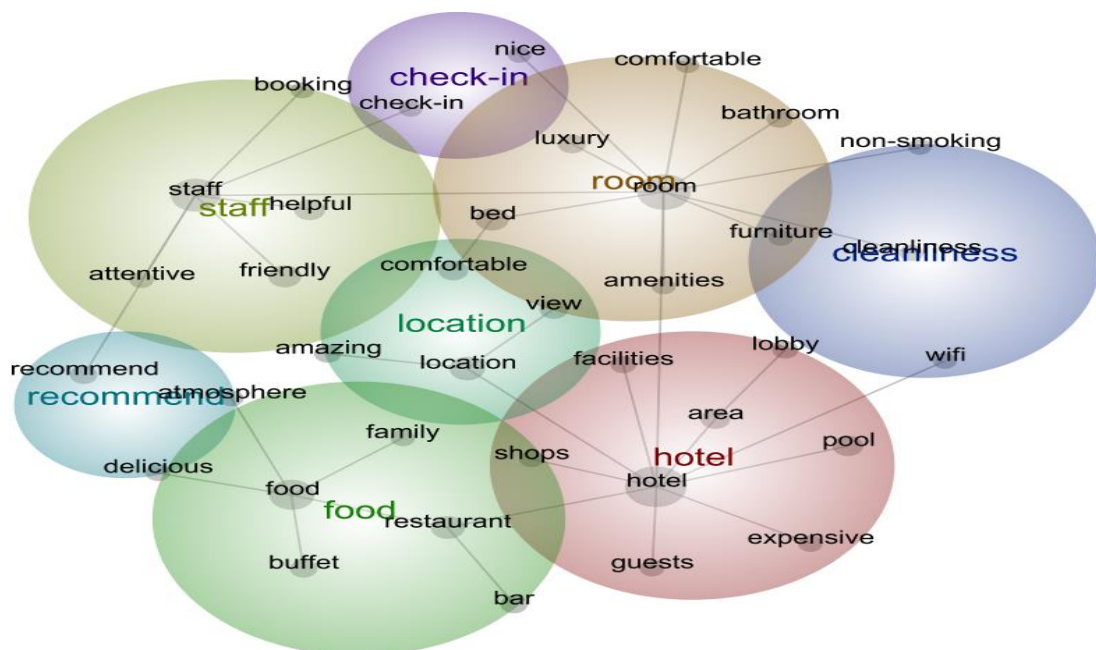

Figure 4.2: Conceptual Map

4.2 Concept Analysis

The study reveal that "Hotel" theme is the largest theme in chain hotel, encompassing concept like *hotel*, hotel *area*, *facilities*, *lobby, expensive* (worth), *guests, pool* and *shops*.

4.2.1 Hotel Theme

The occurrence frequency of concepts under hotel theme in relation to chain hotel are; *Hotel* (Word count = 5,521; word relevance percentage = 100 percent), *Pool* (Word count = 845; word relevance percentage = 15 percent), *Area* (Word count = 647; word relevance percentage = 12 percent), *Lobby* (Word count = 346; word relevance percentage = 6 percent), *Facilities* (Word count = 242; word relevance percentage = 4 percent), *Expensive* (Word count = 217; word relevance percentage = 4 percent), and *Shops* (Word count = 125; word relevance percentage = 2 percent).

Comment representing this theme include:

> *"What a pity! High level hotel quite new (1 year old). Design of the rooms as well as the public areas including amenities (such as restaurants, swimming pool, SPA, lobby.....) in line with Fairmont nice and beautiful style. The staff appears well trained in answering and supporting the customers. We had also access to the loyalty program members lounge on the top floor, that was huge and nice as well as the breakfast available there. But, but, but I am obliged to emphasize the very poor application of the theory. The staff seems not at all or poorly managed. In particular walls, internal side of the windows, doors, tables in the swimming pool restaurant and in the lounge or in the lobby are dirty, plenty of fingerprints. Everything seems already lazy managed despite the huge number of people involved. In the Sauna and in the Steam room there are already rusty parts, on the floor and on the seats of the lounge we found hairs, bit of breads, sign of previously put cups..... I hope that this comment could be useful in order to push the management towards a different approach because it is really a pity to see all these things in such a nice building! Some pictures here I hope can give you a better idea of what I meant!"*

> *"Was really happy to visit the pool area with some friends and we were served by Ahmad Alomosh and he really made our afternoon worth it. Service was amazing in the hotel and very excited to come again. Thank you,"*

"hotel with good handling, sterilization, wherever you go, the cleanliness is very excellent, and the staff cooperated in all areas, the most beautiful thing is to receive the car and park it in the place and bring it in front of the hotel gate whenever you want and quickly, especially in mentioning andthanking the employee" Mohamed Ezz"" doorman always fun and elegant Always the best this hotel without hesitation is easy to access the site and it is located in a slightly crowded place, although you can reach more than one place and its proximity to many options of hotels, but it is better for me in the capital Amman Thank you"

4.2.2 Room Theme

The second biggest concept is the room theme include concepts like; room, comfortable, bed, luxury, bathroom, furniture, and amenities. The occurrence frequency of concepts under room theme in relation to chain hotel are; *Room* (Word count = 4,068; word relevance percentage = 74 percent), *Comfortable* (Word count = 564; word relevance percentage = 10 percent), *Bed* (Word count = 647; word relevance percentage = 9 percent), *Bathroom* (Word count = 417; word relevance percentage = 8 percent), *Furniture* (Word count = 139; word relevance percentage = 3 percent), and *Amenities* (Word count = 137; word relevance percentage = 2 percent).

A typical example of reviews in this theme include:

> *"Our room was clean and comfortable, though there was not much of a view. Almost always **Marriott** properties are stingy with such amenities as robes and slippers and this time was no exception (one robe for two persons as usual)."*
>
> *"..Spacious rooms with comfortable beds and all needed amenities, the ironing board is a very practical plus, very clean. The gym, indoor and outdoor pools are an excellent way to relax and boost your energy."*
>
> *"We were upgraded to an executive suite. The room was spacious, clean with all amenities one might need. No great view from the room, but that did not bother us."*
>
> *"Room on 1st floor overlooking pool looked as if it had been recently decorated and was very comfortable with all the usual facilities, bathroom likewise."*
>
> *"**Bathroom** did not work properly, water leaked after every shower, leaving the bathroom totally flooded. The room was fine, some nice design features but call me old fashioned i'd rather have a normal room with standard amenities*

that are functional so here goes: no shampoo in the bathroom - only found this out once i got in the shower and had wet hair, cold shower - i left the shower on for ages to get hot water but none came, no magnifying mirror - always useful for makeup, no plug in front of a mirror to dry. Hair - ended up with it plugged in the other side of the desk/bar stretching across"

4.2.3 Food Theme

The Food theme consist of concepts like; food, restaurant, bar, buffet, and family. The statistical count of concept under the theme food in relation to chain hotel are; *Food* (Word count = 2,611; word relevance percentage = 47 percent), *Restaurant* (Word count = 1,110; word relevance percentage = 20 percent), *Bar* (Word count = 463; word relevance percentage = 8 percent), *Buffet* (Word count = 409; word relevance percentage = 7 percent), and *Family* (Word count = 190; word relevance percentage = 3 percent).

A typical example of reviews in this theme include:

> *"An amazing decorated restaurant complemented with a delicious four seated brunch menu along with perfect hosts and staff... **Special** thanks to our attentive host **Ibrahim Odat**. The ambiance and the music were just right and delightful."*

> *"The rooftop with the restaurant/ bar was nice too - a bit pricy. The hotel has no own beach but they offer a shuttle for an extra charge to a beach club in 15 mins."*

> *"The things that were fair: The breakfast selection was ok although not very inspiring. The lunch buffet was varied and offered alternative choices to those who desired. The bar has a nice menu also and a good local beer to sample."*

> *"Fantastic atmosphere and food Thank you chef odai Great BBQ Night at Nassim Wonderful service thank you Wael and Majed Amazing food and service greatest night…"*

> *"To be honest. It's the best Costumer service ever. Fareed, Areej and sadeem were the the supervisors Majde, Rami and Fareed. Best People ever. THE food and the buffet were soo excellent with a super atmosphere. Thanks soo much."*

4.2.4 Staff Theme

The Staff theme consist of concepts like; Staff, friendly, helpful, attentive, and booking. The statistical count of concept under the theme Staff in relation to chain hotel are; *Staff* (Word count = 2,808; word relevance percentage = 51 percent), *Friendly* (Word count = 832; word relevance percentage = 15 percent), *Helpful* (Word count = 677; word relevance percentage = 12 percent), *Attentive* (Word count = 145; word relevance percentage = 3 percent), and *Booking* (Word count = 131; word relevance percentage = 2 percent).

A typical example of reviews in this theme include:

> ”The hospitality of the staff is excellent, especially Ahmed Jebsh, who I need to express my thanks for his great hospitality and work the food is also good: they have an excellent breakfast, especially the fresh”

> ”My stay was exceptional, the hospitality and the food, the staff were so generous and polite as well as very helpful. The variety of the food is excellent and it was so fresh and authentic, the arabic coffee served by the old gentleman was amazing. The room was very good in size and clean. The daily welcoming and greeting from resturant supervisors Mr. Fareed and Ms. Areej added a value and taste to my stay as I felt home between family and friends. I highly recommend anyone to stay in this hotel and I will do it again.”

> ”We went here to meet a friend and i had the best night in BLACK IRIS with amazing drinks and dj. Great mix music and the crowd is crazy so much fun!! Staff are very attentive and efficient. Thank you so much”

> ”I've travelled a lot whether for business or pleasure and have visited numerous hotels but this was honestly one of most favored hotel experiences. Starting from the initial welcoming at the reception desk, and swift procedures I knew I was in for an experience of a lifetime. The staff are extremely helpful and always welcoming anywhere you go. The food was extremely tasty, well presented and clean (I'm a bit picky). Cleaning service was extraordinarily efficient and room service was quick and very well presented (very tasty too). The rooms are quiet and no noise came from adjacent rooms or the hall which I found extremely relaxing. Personally I felt everyone there aimed at making my stay as comforting as possible and never hesitated to offer assistance at any time. I really loved it and came back bragging about my stay to every member of my family.”

4.2.5 Location Theme

The Location theme contain of **3** concepts which are; location, amazing, and view. The frequency count of concept under the theme location are; *Location* (Word count = 1,331; word relevance percentage = 24 percent), *View* (Word count = 563; word relevance percentage = 10 percent), and *Amazing* (Word count = 396; word relevance percentage = 9 percent).

Examples typifying this theme include:

> *"Met and stayed at this hotel. Very comfortable and good location. Meeting room host Muhanad Salah was excellent."*

> *"Great ambiance, amazing view and good food, as well as the staff that are attentive and consistent on their service. Beautiful smiles. Happy hours available from 4pm till 7pm shisha are flavourful. The best of all the hospitality of everyone in this hotel is just perfect."*

> *"Amazing hotel with an amazing staffa (few of them need a communication skills) fantastic breakfast, great view, the location is good, I would like to thank bashar (front desk) & ruba and hannah (spa)."*

> *"The corner suite we stayed in had amazing views across central and west Amman and was beautifully designed. Coupled with a lovely pool area, along with excellent food (especially Enzo) and a great all-inclusive weekend brunch, it was the ideal location for a short staycation. Great tunes in the evening too. We'll be back, for sure"*

4.2.6 Recommend Theme

The theme encompass **3** concepts which are explain the concept; Recommend, delicious, and atmosphere. The frequency count of concept under the theme location are; *Recommend* (Word count = 561; word relevance percentage = 10 percent), *Delicious* (Word count = 177; word relevance percentage = 3 percent), and *Atmosphere* (Word count = 96; word relevance percentage = 2 percent).

Examples of reviews that represent theme include:

> *"**Food** is delicious, I recommend to taste om ali desert and try hommos and fool (traditional plates, the hotel is colorful, wide variety of food. **Special** thanks to **Mayar**, tabuzi, khaled for the excellent customer service. I recommend to visit Jordan in June"*

> *"Very nice hotel amazing design, nice view and very delicious food, i want to share my visit to the pool with you, At first I didn t like that there's no place for me cause the pool was full until ahmad zyadeh make my day he's really amazing he found a very good spot for me even I didn't except to get it even if there's a place really good job and very high skill employee in solving problems., and there was a distance between sunbeds , also ahmad was sanitize after every customer that was really good and make me feel safe and happy after i see him doing that **Thank** you W amman for the great visit you've given to me"*

> *"However, for a hotel in this price category, you would expect a little more (e.g., breakfast is ok but not great). This hotel clearly is a place where tourists only spend a short time to visit **Petra**, and for this purpose, I would recommend it"*

4.2.7 Cleanliness Theme

The Cleanliness theme contain concepts such as; Cleanliness, Wi-Fi, and Non-smoking. The frequency count of concept under the theme Cleanliness are; *Cleanliness* (Word count = 917; word relevance percentage = 17 percent), *Wi-Fi* (Word count = 101; word relevance percentage = 2 percent), and *Non-smoking* (Word count = 86; word relevance percentage = 2 percent).

Examples of comments that represent theme include:

> *"Here are many things to appreciate starting from the friendliness of the staff and the urgency to assist, the food selection to suit all family members, the space and cleanliness of the rooms...."*

> *"A very nice and clean hotel in the heart of Amman. Very contemporary and the staff are exceptional. Rooms are very specious and well put together. Had breakfast buffet with lots of food options. WiFi was excellent."*

> *"The only downside of this bar/restaurant is the 'non-smoking' section is right next to the smoking section so no real divide. As a European this is quite alien to us nowadays but again have come to find this as the norm in Jordan. Not a huge issue except when eating if you don't like smoke - but this is the same everywhere."*

4.2.8 Check-In Theme

The Check-In theme comprise of **2** concepts which are; Check-In, and Nice. The frequency count of concept under the theme location are; *Check-In* (Word count = 91; word relevance percentage = 2 percent), and *Nice* (Word count = 86; word relevance percentage = 2 percent).

Example of reviews that represent theme include:

> *"To start with, the female staff at the front desk when I checked in on Sunday was downright rude. Each question I asked she sighed so audibly that even other guests at the check in desk were turning their heads to see what was going on. I was put on the sixth floor, which I suspect is one of floors with less good rooms - perhaps one for corporate clients who pay a slighlty lower price."*

> *"I have booked 8 rooms for guests coming to attend a wedding at the hotel. The check in in procedure was below expectations 2 rooms were not available until 4:30. It was noisy due to some renovations in some rooms no one informed me of this."*

4.3 Value for Money Analysis

A second objective for this research was to examine how visitors evaluate their experience at chain hotels in Jordan using 1 to 5 rating system. The results of this examination reveal that visitors who allocate 4 ("Very good") or 5 ("Excellent") rating to their service experience share review in relation around the concepts such as Food, Staff recommend and location. An evaluation of concepts within this rating group are Delicious (89% likelihood of co-occurrence), Amazing (84% likelihood of co-occurrence), Atmosphere (82% likelihood of co-occurrence), attentive (73% likelihood of co-occurrence), Comfortable (67% likelihood of co-occurrence), recommend (65% likelihood of co-occurrence), friendly (64% likelihood of co-occurrence), View (59% likelihood of co-occurrence), Amenities (58% likelihood of co-occurrence), Nice (58% likelihood of co-occurrence), Shops (58% likelihood of co-occurrence), Staff (55% likelihood of co-occurrence), Luxury (54% likelihood of co-

occurrence), Location (54% likelihood of co-occurrence), Restaurant (53% likelihood of co-occurrence) and Buffet (53% likelihood of co-occurrence).

A Classic remarks from this rating class includes:

> *"We are a family of 3 adults and stayed here in February 2020 just before Covid lockdown. We loved the amazing view over Petra especially at sunset. The staff were so friendly and helpful, nothing was too much trouble. The rooms were spotless and we loved the location. We ate dinner at the restaurant every night and the food was delicious and the prices good. Highly recommend and we hope to return one day."*

> *"The hotel lobby offers great views of Wadi Mosa. The rooms are clean and comfortable. The staff is extremely helpful. At the Lebanese restaurant, which did not offer any vegetarian entree, they quickly cooked a delicious vegetarian meal to our group of 4. The largely the food is outstanding."*

> *"the hotel is very clean, and the beds are quite comfortable. We stayed on the 3rd floor and had a wonderful view of the mountains and the sun set!! The food here is REALLY good, as is the service! I will especially recognize FOUAD and Quais and the girl (sorry don't know her name) servers! They went above and beyond for us! I also would like to tip my hat off to the chef! The burgers are chargrilled and the croissants are delicious and flaky! The dinner buffet changes each night and is delicious/- lots to choose from! While here order a pot of Bedouin tea!! I loved mine with fresh mint!! They have a small Jewelry/souvenir shop here with a very reasonable prices. The man that works there is very nice and very knowledgeable of his stones. The front desk staff was really nice as was the manager."*
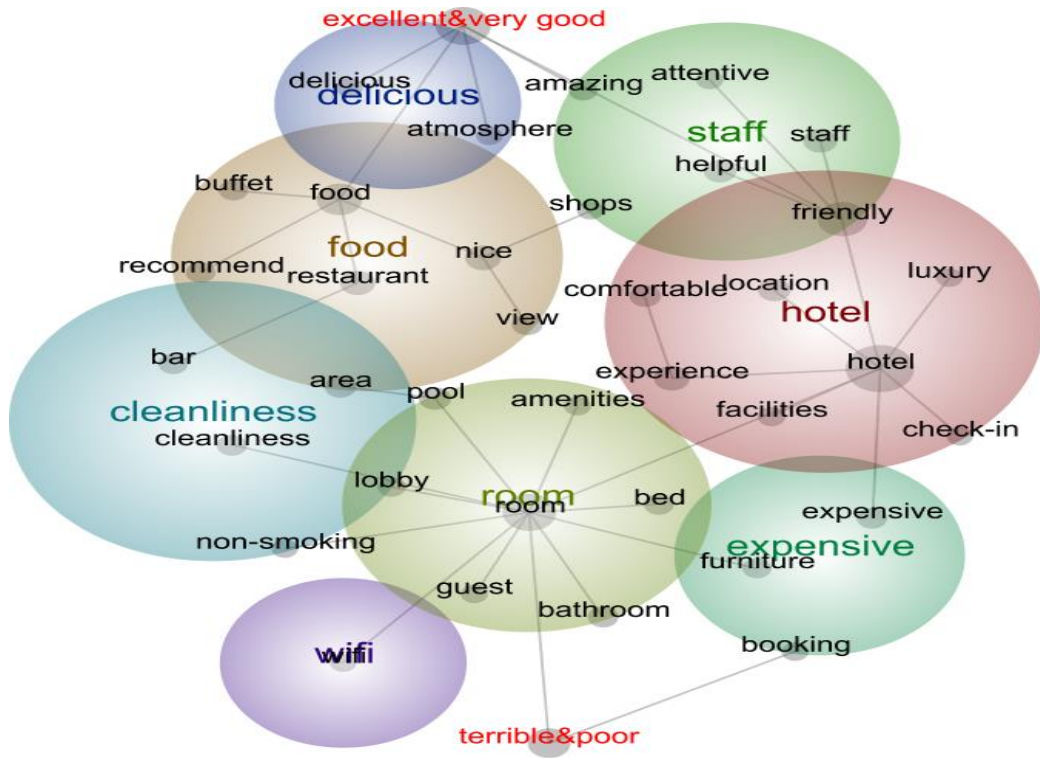
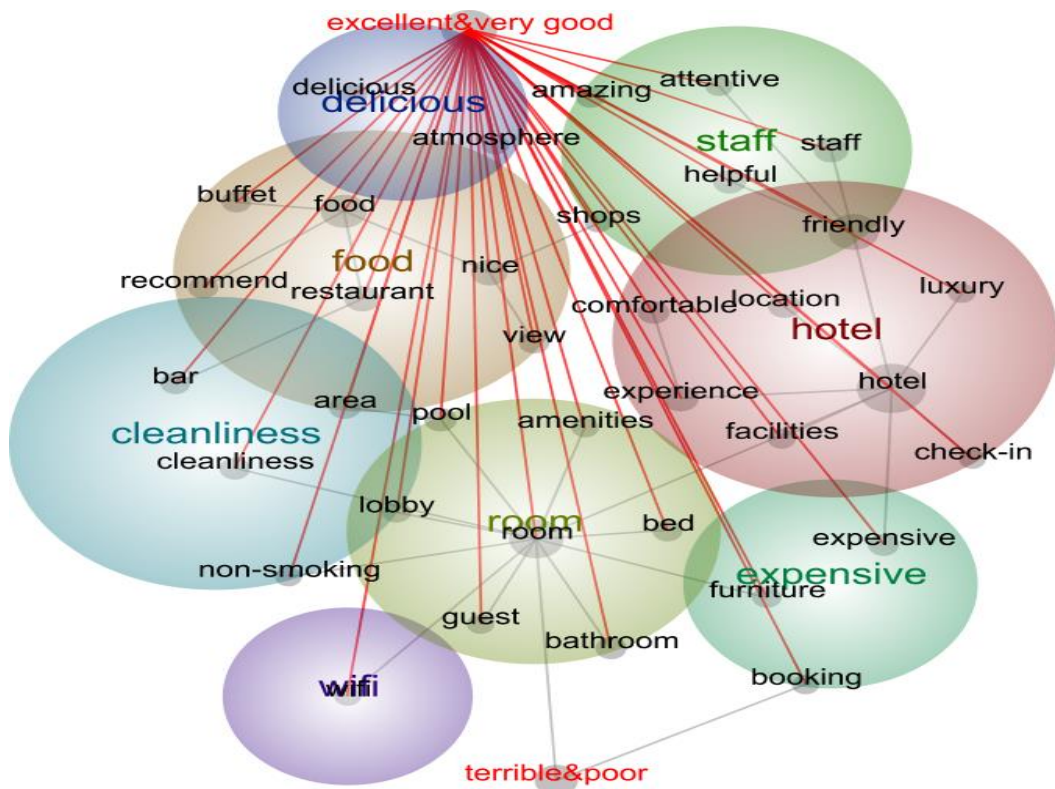Figure 4.3: Value for Money Analysis Concept Map

Figure 4.4: Concept Map

An assessment of the perceptions associated to this 2 ("Poor") or 1 ("Terrible") group review are highly regularly repeated in relation to concepts such as Booking (61% likelihood of co-occurrence), guest (55% likelihood of co-occurrence), non-smoking (53% likelihood of co-occurrence), Furniture (45% likelihood of co-occurrence), Wi-Fi (45% likelihood of co-occurrence), Bathroom (44% likelihood of co-occurrence), Price (44% likelihood of co-occurrence), Experience (39% likelihood of co-occurrence), Room (38% likelihood of co-occurrence), Bed (38% likelihood of co-occurrence), Lobby (34% likelihood of co-occurrence), Check-in (30% likelihood of co-occurrence), Bar (29% likelihood of co-occurrence), Pool (27% likelihood of co-occurrence) and Facilities (26% likelihood of co-occurrence).
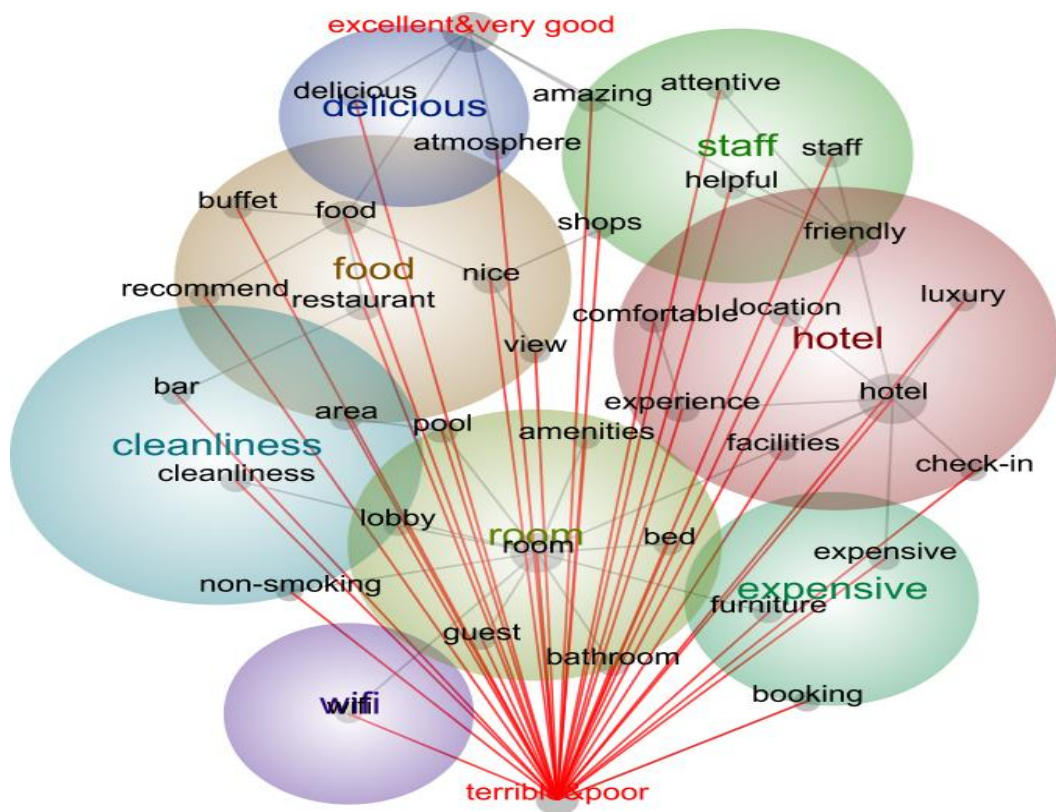

Figure 4.5: Concept Map

Instances of the use of this undesirable review as regards chain hotels are express in comment like:

> "Room 661 is very outdated and dirty with used toiletries. Our tour company helped us booked the room for our honeymoon trip. At check in, we were advised that all the king size rooms were booked and if we were okay with staying at a two queen size room instead. Since we were only staying for one night so we were okay with that. Upon arriving to the room, it was only two double beds. The concierge also sent us to the wrong room Rm 861 first and we had to go back to lobby to sort it out. The beds, pillows, blankets are comfortable. But this is not a 5* quality hotel. Pick your room wisely, and don't let them switch you out of what you booked and paid for."

> "We booked a room for 3 adults; we got a normal room in which they rolled an additional bed, making the room very cramped. Our room was at groundlevel, tucked behind the swimming pool, no view. The lock on the sliding door opening to the pool was broken, which clearly was a serious security risk - we asked several times to get it fixed, but when we left after 3 days, it still was not. There were 2 telephones in the room, but we were unable to ring out - we had to walk up to the lobby for all questions or requests. We reported this several times and were made to feel like idiots who could not work out a simple phone. Only on the second day did they take our complaints serious and fixed the connection."

Chapter 5

DISCUSSION AND CONCLUSION

This thesis was developed to highlight the predictors of customer delights in the era of digital globalization. That is, the advent of mobile technology and its impact on customer's interaction with both the production and consumption of service product has opened both opportunities and challenges for service organizations. Thus, the study using the aid of scientometric analysis engaged with the comments of actual customers of chained hotels and gauge their interest and displeasure with the service experience through the use of their social media platforms.

5.1 Conclusion

As reported in the previous chapter, our result showed that 8 themes were generated from the reviews of the guest. More specifically, *Hotel, Room, Food, Staff, Location, Recommend, Cleanliness,* and *Check-in*, were generated. This findings is in accordance with the existing views in literature that suggest that the amenities and or infrastructures of hotels are significant determinant of guest experience. Therefore, our finding that shows that guest values physical amenities such as *Pool, Expensive, Guests, Shops, Location, Facilities, Amenities, Lobby, Area,* and *Wifi* are consistent with the extant literature (Brochado et al., 2019, Brochado, Rodrigues, & Troilo, 2020, Cheng & Jin, 2019, Çakar, Karataş & Seyitoğlu, 2020).

Furthermore, rooms are found as another significant determinant of guest experience. Study findings shows that room was linked with the words *Comfortable, Bathroom,*

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Non-smoking, Furniture, Amenities, Cleanliness, Bed, Staff, Luxury, and *Nice*, are consistent with the extant literature (Li & Ryan, 2020; Brochado, Rodrigues, & Troilo, 2020; Cheng & Jin, 2019; Oliveira-Brochado, Rodrigues, & Troilo, 2019).

Overall, staff is one of the significant determinants of guest experience. In this study, staff is strongly linked with the concepts of characteristics such as *Friendly, Attentive, Helpful,* and *Booking*, which is consistent with previous literature (Li & Ryan, 2020; Brochado et al., 2019, Brochado et al., 2019, Cheng & Jin, 2019, Çakar, Karataş & Seyitoğlu, 2020).

Results showed that location is another important determinant that guests pay attention to during their experience because of its physical or and emotional amenities such as *Amazing, Hotel,* and *View* are (Cheng & Jin, 2019, Tseng, Morrison, Zhang, & Chen, 2015). Guests pay attention to the location of the hotel they are sitting in during their stay, whether it could be reached easily, strategic location, for example, near shops and various restaurant, or even if it's in a quiet place or in the center of the city.

In addition, food was recorded in the results to be an important determinants in the experience since the guests' values physical and or emotional amenities such as *Atmosphere, Delicious, Buffet, Restaurant, Bar, Recommend* and *Family*. For instance, guests used the words, delicious and recommend in describing the food they tried, family and atmosphere in describing their experience with the restaurant in the hotel and mentioning that this place is a good one for family (Cheng and Jin, 2019). Moreover, recommend is a considerable determinant experience. Therefore, the findings of the study agree with extent literature in the concept of recommend linked with words like atmosphere, hotel, and delicious. As mentioned previously the word

recommend is linked with atmosphere and delicious since guests write in their review that they are recommending the food because they found it delicious and they enjoyed the atmosphere in the restaurant and or the hotel (Brochado et al., 2019; Hsiung & Singh, 2016; Cassar, Caruana, & Konietzny, 2020, Stergiou, 2018, Çakar, Karataş, & Seyitoğlu,, 2020, Li & Ryan, 2020).

Check-in also is an important determinant due to the value that guests give to emotional and physical amenities and strongly linked with words like nice and check-in.

One more significant determinants during guest experience is cleanliness. According to the findings, guests pay attention to cleanliness in terms of in terms of physical and or emotional amenities like cleanliness of the room and non-smoking rooms (Seyitoğlu, Çakar, and Karataş, 2020).

5.2 Implications of the Study

By investigating the predictors of customer delights using customer's views and opinions, this thesis offers some interesting contribution to practice. For instance, although the findings of this study buttress the view in extant literature, this study also offer unique and novel approach to understanding customer's need and the necessary triggers for their satisfaction.

Furthermore, when hospitality organization takes into account the actual feedback of customers in form of reviews, it represents a customer-centric approach to management which emphasized customers as the most important element of service environment. Thus, such organization will have the need tacit knowledge base that is needed to ensure or guarantee customer satisfaction and delight. Contrarily, when

feedbacks come in form of complaints, it provides opportunity for organization to evolve and become better in dealing with customers need.

5.3 Limitation and Future Research Directions

This study has some limitations and recommendations that could be beneficial for future studies. First of all, the reviews can be categorized and written by guests who travelled either for business purposes or for leisure or sightseeing. It would be interesting to investigate whether the level of satisfaction differ according to different travel purposes. Also, this study focused on English written reviews. It would be interesting to examine reviews written in different languages.

Second, this study limited by its focus only on one platform, TripAdvisor, and didn't compare ratings for same hotels on different booking and social media platforms, like booking.com, Facebook, Instagram or Twitter, in order to assess the consistency with the findings of the present study. Moreover, the findings of this study may not reflect the views of a wide segment of international tourists of Jordan. Therefore, a wider range of samples may allow future researches to test if there are differences in the association between value for money assessments and key themes of each hotel, as well as facilitate comparing between hotel market positioning.

Third, this study didn't take into considerations guests' profiles such as gender, age, ethnicity, or business and economic classes, and whether the main themes of the overall experiences varies according to their profile, which can provide further insights in hotel experiences and hospitality sector. Also, this research didn't prove that online reviews influence potential guests or that these reviews are perceived as more reliable than traditional marketing resources. Other qualitative methods may also be used in

future researches for further understanding and more depth to the reported findings on guests' perceptions.

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