

## ABSTRACT

The UN World Tourism Organization points out that the contribution of the tourism sector is one of the largest sectors in foreign exchange acquisitions. In this era, there are many challenges that must be faced by tourism businesses in the field of hospitality. The customer experience is an important factor in creating a hotel's reputation because customers can provide feedback online. With the online booking system appeared several websites that provide online review features on the hospitality business. The presence of online reviews from various websites can evaluate the hospitality business. Agoda. is a company that provides an online booking system with online review features including reviews from visitors of Hotel Golden Flower Bandung. Golden Flower Hotel Bandung can use reviews done by visitors online as a source to analyze and understand consumer perceptions about the company, so that the company can immediately handle the conditions that occur.

This study aims to identify frequently discussed topics related to the visitor experience at Golden Flower Hotel Bandung and identify marketing tactics that must be done by the hotel. Sampling techniques using nonprobability sampling with purposive sampling method. Secondary data is obtained by doing web scrapping using Parsehub application. The data sources used are all Golden Flower Hotel Bandung visitor reviews available on Agoda's site with attributes such as usernames, user reviews, and user date reviews.

LDA-based Topic Modeling is used to determine the topics in the document, all data that has been processed as much as 2,072 data. This is explained through the results of topics such as the hotel is in a strategic location in Bandung, is a clean and comfortable hotel, has good rooms with friendly and kind staff, through the Agoda website visitors feel checked in with pleasure, child visitors feel happy and comfortable, have good facilities and good food, are near new markets, shopping Bandung. However, there are facilities that must be fixed by the hotel management with respect to hotels that have fewer bathrooms, water, dirty, damaged, and smelly.

This research shows that the topics covered in the overall visitor review on Agoda's website are expressions of satisfaction with hotel services and facilities. Advice to Hotel Golden Flower Bandung to be able to maintain the quality of services and facilities that get many expressions of visitor satisfaction and improve services and facilities that get many expressions of disappointment from the visitor experience and offer a new strategy that is more responsible and conduct customer-centered marketing.

**Keywords:** *Online Review of Stay Experience, Topic Modeling, Hotel, Enterprise Business Development Insights*