

## ABSTRACT

*The potential for tourism development in Indonesia is quite large. This phenomenon is in line with the level of travel and domestic travel expenditure which continues to increase from year to year, one of them is the city of Bandung, which is in West Java Province. The large number of tourism potentials in the city of Bandung makes the hotel industry as one of the industries that is synergized with tourism to have a high growth rate and intense competition between business people.*

*This study aims to see which factors can be improved and what factors are considered by consumers from negative reviews and positive reviews, the ranking of attributes given by consumers to each hotel so that their satisfaction ratings can be seen, and to find out the attributes most favored by the three most popular five star hotels in Bandung.*

*The subject of this research is the Traveloka website with the research object The Trans Luxury Hotel, G.H. Universal Hotel, and Padma Hotel Bandung. The data obtained by the Traveloka website has a total of 16,228 reviews. A total of 16,228 reviews were obtained from 5,676 consumer reviews regarding The Trans Luxury Hotel, 5,433 consumer reviews regarding G.H. Universal Hotel, and 5,119 consumer reviews regarding Padma Hotel Bandung.*

*This study collected consumer review data through the Traveloka website using scraping techniques with Parsehub 54.0.1 software and using text analytics sentiment analysis methods with RapidMiner Studio version 9.5 software to analyze reviews and ratings given by consumers to The Trans Luxury Hotel, G.H. Universal Hotel, and Padma Hotel Bandung at Traveloka. The results revealed that the cleanliness attribute was the most superior attribute by The Trans Luxury Hotel and the location attribute was the most superior attribute by G.H. Universal Hotel and Padma Hotel Bandung. The results of the research are expected to provide insight to hotel developers to improve hotel services.*

*Keywords: Hotel Attribute, Hotel, Rating, Sentiment Analysis, Traveloka*