

ABSTRACT

This study aims to identify and analyze online reviews on TripAdvisor on budget hotels in Bandung, and what factors most influence TripAdvisor guest satisfaction on budget hotels in Bandung. This study uses a qualitative method, namely Content Analysis, which uses observations of guests' reviews of budget hotels in Bandung. Based on the research results, Based on the results of the Content Analysis, it can be seen that the 1st rating was obtained from media consumers with a total of 59 reviews with a percentage of 54.1%. Furthermore, it is proposed to rank 2, namely Corporate Services with a total of 50 reviews with a percentage of 45.9%. Based on the results of Content Analysis, the highest and lowest ranking order of factors that determine guest satisfaction with budget hotels are feelings of pleasure or disappointment (42.02%), product quality (24.83%), service quality (15.64%), Service Process (9.51%), Price (4.02%), and Expected Performance Results (3.98%).

Keywords: Budget Hotel, Online Reviews, TripAdvisor, Guest Satisfaction.