

## DAFTAR PUSTAKA

- Abdusaidovich, R. H. (2021). The Role And Importance Of Hotel Industry In The Development Of The National Economy Of Uzbekistan. *The American Journal of Management and Economics Innovations*, 562(5), 30–35.  
<https://doi.org/10.37547/TAJMEI/VOLUME03ISSUE04-06>
- Agostini, L., Galati, F., & Gastaldi, L. (2020). The digitalization of the innovation process: Challenges and opportunities from a management perspective. *European Journal of Innovation Management*, 23(1), 1–12.  
<https://doi.org/10.1108/EJIM-11-2019-0330>
- Alamsyah, A., Ditya, I. P. W., & Widarmanti, T. (2021). Tourist Movement Analysis using Social Media Data in Indonesia. *2021 International Conference Advancement in Data Science, E-Learning and Information Systems, ICADEIS 2021*.  
<https://doi.org/10.1109/ICADEIS52521.2021.9701947>
- Alamsyah, A., & Friscintia, P. B. A. (2019). Artificial neural network for Indonesian tourism demand forecasting. *2019 7th International Conference on Information and Communication Technology, ICoICT 2019*, 1–7.  
<https://doi.org/10.1109/ICoICT.2019.8835382>
- Alamsyah, A., Shafira, S., & Yudhistira, M. A. (2017). Summarizing Online Conversation of Indonesia Tourism Industry using Network Text Analysis. *ArXiv:2102.12350, November 2015*, 1–6.  
<https://doi.org/10.48550/arXiv.2102.12350>
- Aldunate, Á., Maldonado, S., Vairetti, C., & Armelini, G. (2022). Understanding customer satisfaction via deep learning and natural language processing. *Expert Systems with Applications*, 209(October 2021), 118309.  
<https://doi.org/10.1016/j.eswa.2022.118309>
- Ambolkar, R., Bhagat, A., Buga, B., & Gharat, S. (2022). Hotel Recommendation System using advanced efficiency and accuracy with modified BERT technique. *2022 Second International Conference on Artificial Intelligence and Smart Energy (ICAIS)*, 1747–1752.  
<https://doi.org/10.1109/ICAIS53314.2022.9742849>.
- Awotunde, J. B., Adeniyi, E. A., Kolawole, P. O., & Ogundokun, R. O. (2022). Application of big data in COVID-19 epidemic. *Data Science for COVID-19*, 141–165. <https://doi.org/10.1016/B978-0-323-90769-9.00023-2>
- Badan Pusat Statistik. (2021a). Perkembangan Pariwisata dan Transportasi Nasional Desember 2021.  
<Https://Www.Bps.Go.Id/Pressrelease/2020/02/03/1711/Jumlah-Kunjungan-Wisman-Ke-Indonesia-Desember-2019-Mencapai-1-38-Juta-Kunjungan-.Html>, 13, 25. <https://www.bps.go.id/pressrelease/2020/02/03/1711/jumlah-kunjungan-wisman-ke-indonesia-desember-2019-mencapai-1-38-juta-kunjungan-.html>

kunjungan-wisman-ke-indonesia-desember-2019-mencapai-1-38-juta-kunjungan-.html

Badan Pusat Statistik. (2021b). *Statistik Hotel Dan Akomodasi Lainnya Di Indonesia 2021*. 4(1), 88–100.

Badan Pusat Statistik. (2022a). *Banyaknya Wisatawan Mancanegara Bulanan ke Bali Menurut Pintu Masuk (Orang)*, 2022. Badan Pusat Statistik.  
<https://bali.bps.go.id/indicator/16/106/1/banyaknya-wisatawan-mancanegara-bulanan-ke-bali-menurut-pintu-masuk.html>

Badan Pusat Statistik. (2022b). *Tingkat Penghunian Kamar (TPK) Hotel Bintang Menurut Kelas di Provinsi Bali (Persen)*, 2022. Badan Pusat Statistik.  
<https://bali.bps.go.id/indicator/16/230/1/tingkat-penghunian-kamar-tpk-hotel-bintang-menurut-kelas-di-provinsi-bali.html>

Barbierato, E., Bernetti, I., & Capecchi, I. (2022). Analyzing TripAdvisor reviews of wine tours: an approach based on text mining and sentiment analysis. *International Journal of Wine Business Research*, 34(2), 212–236.  
<https://doi.org/10.1108/IJWBR-04-2021-0025>

Behera, R. K., Gunasekaran, A., Gupta, S., Kamboj, S., & Bala, P. K. (2020). Personalized digital marketing recommender engine. *Journal of Retailing and Consumer Services*, 53(March 2019), 101799.  
<https://doi.org/10.1016/j.jretconser.2019.03.026>

Bhandari, A. (2020). *Everything you Should Know about Confusion Matrix for Machine Learning*. Analytics Vidhya.  
<https://www.analyticsvidhya.com/blog/2020/04/confusion-matrix-machine-learning/#:~:text=A Confusion matrix is an,by the machine learning model.>

Bormida, M. Da. (2021). *The Big Data World: Benefits, Threats and Ethical Challenges*. 71–91. <https://doi.org/10.1108/s2398-601820210000008007>

Capurro, R., Fiorentino, R., Garzella, S., & Giudici, A. (2021). Big data analytics in innovation processes: which forms of dynamic capabilities should be developed and how to embrace digitization? *European Journal of Innovation Management*, 25(6), 273–294. <https://doi.org/10.1108/EJIM-05-2021-0256>

Choi, H. Y., & Park, J. (2022). Do data-driven CSR initiatives improve CSR performance? The importance of big data analytics capability. *Technological Forecasting and Social Change*, 182(July 2021), 121802.  
<https://doi.org/10.1016/j.techfore.2022.121802>

Darsana, I. M., & Sudjana, I. M. (2022). A Literature Study of Indonesian Tourism Human Resources Development in the Era of Society 5.0. *AL-ISHLAH: Jurnal Pendidikan*, 14(3), 2691–2700.  
<https://doi.org/10.35445/alishlah.v14i3.2014>

Davenport, T. H. (2014). Big Data @ Work. In *Big Data @ Work*.  
<https://doi.org/10.15358/9783800648153>

- Engati. (2021). *What Is Cosine Similarity*.  
<https://www.engati.com/glossary/cosine-similarity>
- Fahrozi, M. (2022). Customer Satisfaction. In *Consumer Behaviour* (pp. 137–148).
- Gangwar, H. (2020). Big Data Analytics Usage and Business Performance: Integrating the Technology Acceptance Model (TAM) and Task Technology Fit (TTF) Model. *Electronic Journal of Information Systems Evaluation*, 23(1), 45–64. <https://doi.org/10.34190/ejise.20.23.1.004>
- Geeksforgeeks. (2020). *Explanation of BERT Model – NLP*. Geeksforgeeks.  
<https://www.geeksforgeeks.org/explanation-of-bert-model-nlp/>
- Glaveli, N., Manolitzas, P., Palamas, S., Grigoroudis, E., & Zopounidis, C. (2023). Developing effective strategic decision-making in the areas of hotel quality management and customer satisfaction from online ratings. *Current Issues in Tourism*, 26(6), 1003–1021.  
<https://doi.org/10.1080/13683500.2022.2048805>
- Huang, W.-J., Chen, C., & Lai, Y. M. (2018). Five-star quality at three-star prices? Opaque booking and hotel service expectations. *Journal of Hospitality Marketing & Management*, 27(7), 833–854.  
<https://doi.org/10.1080/19368623.2018.1448315>
- Karki, M. B., Bhatt, M. B., & Ghosal, I. (2022). Analysis of Customer'S Satisfaction Towards Service Quality of Hotel Industry in Nepal. *International Journal on Recent Trends in Business and Tourism*, 06(01), 15–25. <https://doi.org/10.31674/ijrtbt.2022.v06i01.002>
- Keboola.com. (2022). *5 Stats That Show How Data-Driven Organizations Outperform Their Competition*. <https://www.keboola.com/blog/5-stats-that-show-how-data-driven-organizations-outperform-their-competition>
- Kenton, M. C., Kristina, L., & Devlin, J. (2019). *BERT: Pre-training of Deep Bidirectional Transformers for Language Understanding*. Mlm.
- Kim, J. K., Choi, I. Y., & Li, Q. (2021). Customer satisfaction of recommender system: Examining accuracy and diversity in several types of recommendation approaches. *Sustainability (Switzerland)*, 13(11). <https://doi.org/10.3390/su13116165>
- Kim, T., Hwang, S., & Kim, M. (2022). Text analysis of online customer reviews for products in the FCB quadrants: Procedure, outcomes, and implications. *Journal of Business Research*, 150(December 2020), 676–689.  
<https://doi.org/10.1016/j.jbusres.2022.05.077>
- Kotler, P., & Keller, K. L. (2016). Marketing-Management. In *Marketing-Management*. <https://doi.org/10.1515/9783486801125>
- Li, H., Liu, Y., Tan, C. W., & Hu, F. (2020). Comprehending customer

- satisfaction with hotels: Data analysis of consumer-generated reviews. *International Journal of Contemporary Hospitality Management*, 32(5), 1713–1735. <https://doi.org/10.1108/IJCHM-06-2019-0581>
- Macanovic, A. (2022). Text mining for social science – The state and the future of computational text analysis in sociology. *Social Science Research*, 108(August), 102784. <https://doi.org/10.1016/j.ssresearch.2022.102784>
- Macri, C. (2023). *The Impact of Big Data on Businesses*. <https://business-review.eu/tech/the-impact-of-big-data-on-businesses-244662>
- Malekpour, M., Yazdani, M., & Rezvani, H. (2022). Investigating the relationship between intrinsic and extrinsic product attributes with customer satisfaction: implications for food products. *British Food Journal*, 124(13), 578–598. <https://doi.org/10.1108/BFJ-02-2022-0097>
- Mao, Z., Yang, Y., & Wang, M. (2018). Sleepless nights in hotels? Understanding factors that influence hotel sleep quality. *International Journal of Hospitality Management*, 74(March), 189–201. <https://doi.org/10.1016/j.ijhm.2018.05.002>
- Mun'im, A. (2022). Penyempurnaan Pengukuran Kontribusi Pariwisata: Alternatif Percepatan Pertumbuhan Ekonomi Indonesia. *Jurnal Kepariwisataan Indonesia: Jurnal Penelitian Dan Pengembangan Kepariwisataan Indonesia*, 16(1), 1–14. <http://ejournal.kemenparekraf.go.id/index.php/jki/article/view/229>
- Mutia A., C. (2022). *Kunjungan Wisatawan Asing ke Indonesia Naik Lagi pada Agustus 2022*. Databoks. <https://databoks.katadata.co.id/datapublish/2022/10/04/kunjungan-wisatawan-asing-ke-indonesia-naik-lagi-pada-agustus-2022>
- Pahlevi P., A. (2022). E-Consumer and E-WOM. In *Consumer Behaviour* (pp. 151–162).
- Rahman, M., & Islam, R. (2018). Importance-performance analysis of service quality dimensions for the Bangladeshi hotel industry. *International Journal of Business and Systems Research*, 12(4), 365–390. <https://doi.org/10.1504/IJBSR.2018.095065>
- Rasika, G., & Pooja, B. (2019). Business Guests Accommodation Selection: A Gender-Based Study on Factors Affecting the Selection of Star Category Business Hotels in Mumbai City. *Atithya: A Journal of Hospitality*, 6(2), 122–134.
- Ray, B., Garain, A., & Sarkar, R. (2021). An ensemble-based hotel recommender system using sentiment analysis and aspect categorization of hotel reviews. *Applied Soft Computing*, 98(XXXX), 106935. <https://doi.org/10.1016/j.asoc.2020.106935>
- Rizvi, M. S. Z. (2019). *Demystifying BERT: A Comprehensive Guide to the*

- Groundbreaking NLP Framework.* Analytics Vidhya.  
<https://www.analyticsvidhya.com/blog/2019/09/demystifying-bert-groundbreaking-nlp-framework/>
- Rusyn, B., Pohreliuk, L., Kapshii, O., Varetskyy, J., Demchuk, A., Karpov, I., Gozhyj, A., Gozhyj, V., & Kalinina, I. (2020). An intelligent system for commercial of information products distribution based SEO and sitecore CMS. *CEUR Workshop Proceedings*, 2604, 760–777.
- Saputra, M. A. A., Alamsyah, A., & Fatihan, F. I. (2020). Hotel preference rank based on online customer review. *ArXiv:2110.06133*, 83, 7661–7667.  
<https://doi.org/10.48550/arXiv.2110.06133>
- Sekaran, U., & Bougie, R. (2016). *Research Method for Business*.
- Setyo N., K. (2019). *Confusion Matrix untuk Evaluasi Model pada Supervised Learning*. Medium. <https://ksnugroho.medium.com/confusion-matrix-untuk-evaluasi-model-pada-unsupervised-machine-learning-bc4b1ae9ae3f>
- Shetty, B. (2019). *An In-Depth Guide to How Recommender Systems Work*.  
<https://builtin.com/data-science/recommender-systems>
- Shi, W., F, M., Batty, M., Kwan, M.-P., & Zhang, A. (2021). *Urban Informatics*.  
<https://doi.org/10.1007/978-981-15-8983-6>
- Shin, H., Perdue, R. R., & Pandelaere, M. (2019). Managing Customer Reviews for Value Co-creation: An Empowerment Theory Perspective. *Journal of Travel Research*, 59(5), 792–810.  
<https://doi.org/10.1177/0047287519867138>
- Singla, L. (2021). *What is a Product Recommendation Engine (And How it Helps Boost Sales)*. <https://www.netsolutions.com/insights/building-recommendation-engine/>
- Statista. (2021a). Travel and tourism in Indonesia. *Statista, September*.  
<https://www.statista.com/study/63534/travel-and-tourism-in-indonesia/>
- Statista. (2021b). *Travel and tourism in Indonesia*.
- Statista. (2022a). *Number of internet users worldwide from 2005 to 2021*. Statista.  
<https://www.statista.com/statistics/273018/number-of-internet-users-worldwide/>
- Statista. (2022b). *Total number of user reviews and opinions on Tripadvisor worldwide from 2014 to 2021*.  
<https://www.statista.com/statistics/684862/tripadvisor-number-of-reviews/>
- Syahputra, I. E., Tulus, T., & Efendi, S. (2020). Indonesian Text Dataset for Determining Sentiment Classification Using Machine Learning Approach. *Journal of Informatics and Telecommunication Engineering*, 3(2), 192–201.  
<https://doi.org/10.31289/jite.v3i2.3153>

- Times, I., Inflation, O., Matter, P., & Than, M. (2023). The Re-Imagined Value Proposition Of A Modern-Day GPO: *Hotel Management White Paper*.
- Toedt, M. (2022). Personalization in the Hotel Industry. *Hotel Industry White Paper*.
- Tyagi, P. (2022). *Analyzing Semantic Equivalence of Sentences Using BERT*. Analytics Vidhya.  
<https://www.analyticsvidhya.com/blog/2022/02/analyzing-semantic-equivalence-of-sentences-using-bert/>
- Volkmar, G., Fischer, P. M., & Reinecke, S. (2022). Artificial Intelligence and Machine Learning: Exploring drivers, barriers, and future developments in marketing management. *Journal of Business Research*, 149(March), 599–614. <https://doi.org/10.1016/j.jbusres.2022.04.007>
- Wahyu P., S. (2022). Konsep Dasar Metode Riset Kuantitatif. In *METODOLOGI PENELITIAN KUANTITATIF, KUALITATIF, DAN KOMBINASI*.
- Wang, J., Zhao, Z., Liu, Y., & Guo, Y. (2021). Research on the role of influencing factors on hotel customer satisfaction based on bp neural network and text mining. *Information (Switzerland)*, 12(3), 1–19.  
<https://doi.org/10.3390/info12030099>
- Wang, Y. (2022). Big Data Mining Method of Marketing Management Based on Deep Trust Network Model. *International Journal of Circuits, Systems and Signal Processing*, 16, 578–584. <https://doi.org/10.46300/9106.2022.16.72>
- Warudkar, H. (2020). *What Is A Recommender System? A Primer*.  
<https://www.expressanalytics.com/blog/recommender-system/>
- Wattana, N., & Tantong, D. P. (2019). Modelling the Effect of Website Quality and Perceived Information Value on Tourist Satisfaction: A Survey of Hotels in Phuket, Thailand. *The Journal of Social Sciences Research*, 5(57), 1150–1160. <https://doi.org/10.32861/jssr.57.1150.1160>
- Xia, T., Wang, Y., Tian, Y., & Chang, Y. (2022). *FastClass: A Time-Efficient Approach to Weakly-Supervised Text Classification*.  
<http://arxiv.org/abs/2212.05506>
- Xie, Q., Zhou, X., Wang, J., Gao, X., Chen, X., & Chun, L. (2019). Matching Real-World Facilities to Building Information Modeling Data Using Natural Language Processing. *IEEE Access*, 7, 119465–119475.  
<https://doi.org/10.1109/ACCESS.2019.2937219>
- Yi, G. (2020). Why are some recommendation systems preferred? *Foresight and STI Governance*, 14(2), 76–86. <https://doi.org/10.17323/2500-2597.2020.2.76.86>
- Zhang, L. (2021). Optimization of the Marketing Management System Based on Cloud Computing and Big Data. *Complexity*, 2021.

<https://doi.org/10.1155/2021/9924302>

Zhang, X., Xu, J., Soh, C., & Chen, L. (2022). LA-HCN: Label-based Attention for Hierarchical Multi-label Text Classification Neural Network. *Expert Systems with Applications*, 187(May 2021), 115922.  
<https://doi.org/10.1016/j.eswa.2021.115922>

Zhao, F., Li, X., Gao, Y., Li, Y., Feng, Z., & Zhang, C. (2022). Multi-layer features ablation of BERT model and its application in stock trend prediction. *Expert Systems with Applications*, 207(June), 117958.  
<https://doi.org/10.1016/j.eswa.2022.117958>

Zhao, K., Zhang, P., & Lee, H. M. (2022). Understanding the impacts of user- and marketer-generated content on free digital content consumption. *Decision Support Systems*, 154(October 2021), 113684.  
<https://doi.org/10.1016/j.dss.2021.113684>

Zhao, Y., Xu, X., & Wang, M. (2019). Predicting overall customer satisfaction: Big data evidence from hotel online textual reviews. *International Journal of Hospitality Management*, 76(December 2017), 111–121.  
<https://doi.org/10.1016/j.ijhm.2018.03.017>

Zheng, S., Jin, X., & Zheng, W. (2022). Big Data Usage in Marketing Research. *Frontiers in Business, Economics and Management*, 5(3), 242–248.  
<https://doi.org/10.54097/fbem.v5i3.2029>

Zhou, C., Leng, M., Liu, Z., Cui, X., & Yu, J. (2022). The impact of recommender systems and pricing strategies on brand competition and consumer search. *Electronic Commerce Research and Applications*, 53(March), 101144.  
<https://doi.org/10.1016/j.elerap.2022.101144>

Zhuang, Y., & Kim, J. (2021). A bert-based multi-criteria recommender system for hotel promotion management. *Sustainability (Switzerland)*, 13(14).  
<https://doi.org/10.3390/su13148039>