

## DAFTAR GAMBAR

Gambar 1. 1 Logo The Trans Luxury Hotel.....	1
Gambar 1. 2 Logo GH Universal Hotel .....	2
Gambar 1. 3 Logo Padma Hotel Bandung .....	2
Gambar 1. 4 Logo The Papandayan Hotel .....	3
Gambar 1. 5 Logo InterContinental Bandung Dago Pakar .....	3
Gambar 1. 6 Logo Grand Hotel Preanger .....	4
Gambar 1. 7 Logo Aryaduta Hotel Bandung .....	4
Gambar 1. 8 Logo Grand Mercure Bandung Setiabudi .....	5
Gambar 1. 9 Logo Hilton Bandung.....	6
Gambar 1. 10 Logo Sheraton Bandung Hotel & Towers .....	6
Gambar 1. 11 Logo The Gaia Hotel Bandung.....	7
Gambar 1. 12 Logo Pullman Bandung Grand Central .....	8
Gambar 1. 13 OTA Paling Banyak Digunakan di Indonesia.....	9
Gambar 1. 13 Ulasan Negatif Hotel Bintang Lima Kota Bandung.....	11
Gambar 2. 1 Kerangka Penelitian .....	33
Gambar 3. 1 Tahapan Penelitian .....	40
Gambar 3. 3 Tampilan Hasil <i>Scrapping</i> Menggunakan <i>Web Scraper Extension</i> ..	43
Gambar 3. 4 Tahap <i>Preprocessing Data</i> .....	42
Gambar 4. 1 Perbandingan <i>Raw Data</i> dengan Data Bersih .....	56
Gambar 4. 2 Proporsi Sentimen Positif.....	57
Gambar 4. 3 Proporsi Sentimen Negatif .....	58
Gambar 4. 4 <i>Word Clouds</i> Dimensi <i>Assurance</i> Berdasarkan Sentimen Positif ....	62
Gambar 4. 5 <i>Word Clouds</i> Dimensi <i>Responsiveness</i> .....	63
Gambar 4. 6 <i>Word Clouds</i> Dimensi <i>Reliability</i> .....	64
Gambar 4. 7 <i>Word Clouds</i> Dimensi <i>Tangible</i> Berdasarkan Sentimen Negatif.....	65
Gambar 4. 8 <i>Word Clouds</i> Dimensi <i>Empathy</i> Berdasarkan Sentimen Negatif.....	66