Hotel Review Platform Comparison: A Case Study of the 25hours Hotel at MuseumsQuartier in Vienna

Bachelor Thesis for Obtaining the Degree

Bachelor of Business Administration in

Tourism, Hotel Management and Operations

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Vienna, 23rd May 2018

Abstract

In today's society, consumers frequently like to consult reviews before making purchase decisions. Thus, there is a growing need for analyzing reviews and discovering the different insights they can give hotel managers to run and improve their business. Review characteristics may vary across the different platforms and thus it is vital to uncover the different attributes of the online reviews on the assorted sites.

The objective of this thesis is to compare and contrast the reviews of the 25hours hotel at the Museumsquartier in Vienna published on four different hotel review platforms: tripadvisor.com, yelp.com, booking.com and expedia.com. The main research question can be defined as the following: On which platform are consumers most satisfied?

The problem the author is faced with is finding out on which review platform consumers are the most satisfied with their stay and why. Customer satisfaction is expressed in star rating. The main hypothesis can be outlined as the following:

There is a significant relationship between customer satisfaction and the review platform.

The research question is then answered by analyzing and extracting variables from reviews published on the four different platforms and using the statistical analysis program SPSS to draw conclusions from the data. The results show that there are no significant differences in customer satisfaction between the four different review platforms. However, significant differences between platforms could be found in character length, number of helpfulness responses, and number of management responses. The factors of a guest's experience that turned out to have a significant positive relationship with

customer satisfaction are the comfort, perceived service quality of staff, room cleanliness, food and drinks quality, and value for money. Management should thus pay great attention to improving these factors if their aim is to satisfy guests and improve online ratings.