

Luxury Beach Resort Brand Personality. A Long-Term Online Reviews Dataset 2008 – 2020.

Arissetyanto Nugroho¹

¹(*Management, Faculty Economics & Business/ Universitas Mercu Buana, Indonesia*)

Abstract: *There are lack of research related to the brand personality of the luxury resort using the online reviews in the TripAdvisor. This research conducted with data collection of online reviews from a resort in Bali from the period of 2008 to 2020. After the data extracted, further data cleansing conducted. The exploratory factor analysis conducted with the provalis research with the brand personality dictionary. The findings show that sincerity as the dimension of brand personality play an important dimension in the dataset. The second major dimension is sophistication which means consumers perceive the brand as a person who has a class, glamour which relevant with the personality of the luxury resort.*

Keywords–*TripAdvisor. Online Reviews, Long Term, Brand Personality, Luxury Beach Resort*

Date of Submission: 28-07-2021

Date of Acceptance: 12-08-2021

I. Introduction

A long-term brand personality is based on the consumer perceive related to experience and variety of touch point related to the brand [1]. This experience extracted from the consumer online reviews in the platform of the social media. In the context of hospitality, the consumer online reviews in the TripAdvisor are relevant to construct a long-term brand personality of the entity, based on a long period of online reviews of data set available in the platform.

A long-term observation is feasible to conduct as they're enabled by the platform of technology, acting as the store of online reviews delivered from the consumer. All of this experience is written in the online reviews, using English as the global language, and all the online reviews can be extracted from everywhere and anywhere. Nowadays, the research is feasible to conduct for the longer horizontal years of dataset, since the data is available from the platform, therefore the research conducted use a long-term observation from 2008 - 2020[2][3, 4].

The online reviews are based on the experience and also the preference of the consumers written in the platform. Therefore, it is not a structured data sets that have the same unit of information for every sample, but it consists of variety of unit of information based on each of the sample. In the simple way, an unstructured data set is not a predefined questionnaire[5]. The online reviews in the TripAdvisor also have many units of information, complaints are the information of dissatisfaction for the services of the product or services. There is also a good sentiment, that show the satisfaction related to the services of the entity. Therefore the information in the TripAdvisor is beneficial for the management related to the performance of the entity[6].

The online reviews dataset is rich in information, nevertheless there is the lack of research utilizing the online reviews for sensemaking the consumer behaviour. Since the character of the information is different with the information from the questionnaire, therefore the treatment to utilize the data is also different. The approach and also the process for sense making shall be started to improve the field of consumer behaviour[7].

Since there is a transformation from the traditional market to the digital ecosystem, from the brick and mortar to the market space. Furthermore, the Covid 19 pandemic accelerated the application off technology every touch point of the process consuming products and services. Therefore, this utilization of the unstructured dataset is essential, especially in the hospitality that are highly correlated with the experience of the consumers [8-10].

II. Literature Review

There are some of the previous researches utilizing online reviews conducted in Twitter, Facebook that provide a statement and online reviews related to the product and services. This is also an unstructured text, the same with the online reviews from the TripAdvisor[5][11-13]. The character of dataset is the variety of unit data point, therefore the technique to utilize and sense making the dataset is categorizing the information we within the dataset. Nevertheless, there is a problem since there are variety of dataset, therefore the process for sense making all the data set manually will takes a long time, therefore performing the analysis using a software is necessary[14].

A product and services have a character, and the character reflect the entity. In the concept of brand personality, there are five dimension which are SSECR(Sincerity, Sophistication, Excitement, Competence, and Ruggedness), which dominate the character reflected by the product or services[15][16][17][18].

Sincerity is the characteristic that demonstrates the performance of the services to the consumer. Excitement is a dimension related to the novelty of the event. The sophisticated dimension is related to the resort's exceptional experience. The competence component is concerned with service performance. Ruggedness is a quality that connects to the natural experience [16].

III. Research Method

The first process is the data collection of the online reviews that are going to be explored with the assistance of the software Provalis. The sampling of the data that collected is within the period of observation 2008 until 2020. The online reviews is user generated content, the sample of this data set that going to process further[15][16][17]. After the process of data extraction, the data cleaned, and choose the valid data for further process. After the process, further exploratory factor analysis based on the brand personality dictionary conducted. In brief the process will look at the exact words within the context of the reviews that are related for each dimension of brand personality. Finally, after the exploratory factor analysis with the brand personality dictionary, the result show the brand personality of the entity observed[17].

Table 1. Research Method

Research Methodology	Exploratory study
Type of sampling	Nonstatistical sampling
Sample	2008– 2020dataset
Data collection methods	Extraction from user-generated content
Information sources	TripAdvisor online platform
Key contributors	Luxury Beach Resort online reviews 2008 -2020
Data analysis methods	Brand Personality exploratory factor analysis with Brand Personality Dictionary [18]
Study period	2008 – 2020
Source	Based on [18][19]

IV. Results

4.1 Brand Personality exploratory factor analysis

The summary show that theResort obtained a review category that has the keyword Sincerity in the data of Resort 2008 – 2020, and Sincerity dominates the majority (Table 4). In addition, the second majority of review categories are Sophistication which means consumers perceive the brand as a person who has a class, high position, or glamour.

Table 4. Brand Personality Dimension Frequency

No	Dimension	Dimension Frequency
1	SINCERITY	1709
2	SOPHISTICATION	1690
3	EXCITEMENT	481
4	COMPETENCE	258
5	RUGGEDNESS	248

Sincerity

An example of the case of (1) (TripAdvisor Dec 2020), who gave a review that when staying at the hotel, they enjoyed the beautiful private beach and the accommodation "good" (Table 5). In addition, the case of (5) (TripAdvisor Nov 2020) said that when staying at the hotel, the staff was amicable, "friendly" and light-handed.

Table 5. Sincerity Dimension Keyword In Context

Case number	Pre-Keyword Context	Keyword	Post-Keyword Context
1	This is my first visit to [REDACTED] and they have a wonderful private beach and very	good	accomodation and nice staff. We like the villa which is still surrounded with a lot of big tree and some times we can see a flock of Monkeys during morning and evening time. This very recommended place to be visited especially for family ,promise that We will return back next year 2021.

An example of the case of (1) (TripAdvisor Dec 2020), who gave a review that when staying at the hotel, they enjoyed the beautiful private beach and the accommodation "good". In addition, the case of (5) (TripAdvisor Nov 2020) said that when staying at the hotel, the staff was amicable, "friendly" and light-handed.

Case (7) (TripAdvisor May 2020) also submitted reviews about staff. He said that his personal belongings were helped "kindly" and when they stayed at the hotel, the service was outstanding. In addition, there is a review of case (1) (TripAdvisor Dec 2020), which said that nothing was complicated when staying at the hotel, and the stay was very pleasant.

Another thing was conveyed by the case of (11) (TripAdvisor Mar 2020), who told me that the staff at the hotel were accommodating, "helpful" and friendly because they helped her needs.

In addition, there is also a case example (21) (TripAdvisor Jan 2020) that conveys that the experience of staying at the hotel is pleasant, with the keyword "pleasant". That is because the staff at this place make the stay as comfortable as possible.

Another example is the case of (33) (TripAdvisor Dec 2019), who said that he got excellent service from the staff at this place and was treated politely "courteous", the staff was also accommodating. Furthermore, in the case of (81) (TripAdvisor Nov 2019) also conveyed that the staff of the hotel is very polite, with the keyword "polite" and always smiling.

Sophistication

An example of this dimension is the case of (3) (TripAdvisor Nov 2020), who said that the hotel is far from a crowded location. However, it is a beautiful "beautiful" resort. In addition, there is also the case of (5) (TripAdvisor Nov 2020), who said that the view is fantastic "magnificent" and will come back to this place.

Another was conveyed by the case of (7) (TripAdvisor May 2020), who revealed her villa was amazingly "gorgeous", relieved and providing good privacy. The case of (11) (TripAdvisor Mar 2020) also says that the hotel has an attractive beach "splendid" during the day and also at night.

Another exciting day was the one delivered by the case of (19) (TripAdvisor Jan 2020), using keywords to describe the stunning location as "stunning". However, he also said that overall, it did not match the price presented.

Another negative sentimental review was conveyed by the case (23) who said that the hotel is very expensive", but there is nothing special about the villa. Furthermore, in the case of (27) (TripAdvisor Jan 2020), the story that he described the hotel as a hotel with inclusive luxury, which means luxury "luxurious", yet warm and comfortable.

Excitement

An example of this dimension is the case of (7) (TripAdvisor May 2020). She said that this view was astounding "breathtaking" and they enjoyed breakfast by looking at the ocean in the mare restaurant. In addition, the case of (21) (TripAdvisor Jan 2020) says that the location is amazingly "awesome" and the views are also superb. The case of (81) (TripAdvisor Nov 2019) says that staying here is a luxury, and a cable car trip to the beach is a sensational "thrilling" experience.

Another point was conveyed by the case of (135) (TripAdvisor Sep 2019), who said that the location is unique "unique" with a suitable villa. This uniqueness is also conveyed by the case of (143) (TripAdvisor Sep 2019), who said that the swimming pool near the gorge is impressive and makes them refreshing "refreshing".

Furthermore, the case of (175) (TripAdvisor Aug 2019) conveys that the hotel is a beautiful place to relax with lots of greenery around so that visitors can breathe fresh air "fresh". Another example is the case of (500) (TripAdvisor Sep 2018), who told me that the villas are amazing, the beach club also has a calm atmosphere, with the keyword "cool".

Ruggedness

An example of this dimension is conveyed by the case of (7) (TripAdvisor May 2020), who reviewed that dinner at sunset was excellent. Another thing related to the difficult to achieve location is conveyed by the case (45) (TripAdvisor Dec 2019). However, although it is certainly achieved, the experience is outside the expectations because it has a location near the ravine and overlooks the ocean.

The case delivered a somewhat different review of (67) (TripAdvisor Nov 2019), who said that foraging is a "challenge" on its own because no restaurant is ready to deliver food. It is due to a remote location. However, overall, she reveals she enjoyed a vacation at the hotel.

Another was conveyed by the case of (217) (TripAdvisor Jul 2019), who told me that she enjoyed relaxing in the pool with her son while watching the sunrise. However, there is a negative sentiment from the case of (217) (TripAdvisor Jul 2019), who says if he had an unpleasant experience, "unpleasant" at dinner because of the spiders on the table. It indicates that this place is not observant in paying attention to the cleanliness of the table.

Competence

An example of this dimension is conveyed in the case of (17) (TripAdvisor Feb 2020), which conveys that the beach environment is safe, "safe" and comfortable for children. In addition, there are a case (35) (TripAdvisor Dec 2019) that conveyed that the room is super and the service is fantastic "outstanding".

Furthermore, there is also the case of (47) (TripAdvisor Dec 2019), who said that she was lucky to get a villa with a swimming pool. So, he really "complete" likes privacy when vacationing at the hotel.

(101) (TripAdvisor Oct 2019), said he received a quick and "comprehensive" response to his friend's ethics being strung up on the stairs close to the beach bar. Another point was also conveyed by the case (141) (TripAdvisor Sep 2019), which conveys that the scenery and private beach has an unbeatable view, with the keyword "unbeatable".

Another thing was also conveyed by the case of (249) (TripAdvisor Jun 2019), who said that this place is impressive and they have never experienced "experienced" friendly service and such a beautiful view.

V. Conclusion

A case study of TripAdvisor reviews analysis for the hotel from 2008 to 2020 showed five dimensions of brand personality: Sincerity, Sophistication, Excitement, Ruggedness, and Competence in this study. These results reveal brand personalities based on perceptions expressed by TripAdvisor users about their stay at the hotel.

This finding consists of several stages, where the frequency is obtained from the frequency of the word in the first stage. Then the phrase obtained by the second stage and the categorization of dimensions in the third stage gives a relevant meaning that is the dominant attribute for children.

The research results showed that the hotel is strong in two personalities, namely Sincerity and Sophistication, which occupies the top position for analyzing various reviews of the hotel on TripAdvisor. The first majority was dominated by Sincerity with a frequency of 1709. Then, the second majority is dominated by Sophistication with a frequency of 1690, so we can see that the main thing that the review data conveys is the staff's Sincerity in serving visitors. Furthermore, for the other three dimensions, the third majority is dominated by Excitement with a frequency of 481. The fourth majority is dominated by competence with a 258 frequency, and Ruggedness the fifth majority with a 248 frequency.

References

- [1]. Robertson, J., et al., The brand personality dimensions of business-to-business firms: a content analysis of employer reviews on social media. *Journal of business-to-business marketing*, 2019. **26**(2): p. 109-124.
- [2]. O'connor, P. User-generated content and travel: A case study on Tripadvisor. com. in ENTER. 2008.
- [3]. Vásquez, C., Complaints online: The case of TripAdvisor. *Journal of Pragmatics*, 2011. **43**(6): p. 1707-1717.
- [4]. O'Connor, P., Managing a Hotel's Image on TripAdvisor. *Journal of Hospitality Marketing & Management*, 2010. **19**(7): p. 754-772.
- [5]. Balducci, B. and D. Marinova, Unstructured data in marketing. *Journal of the Academy of Marketing Science*, 2018. **46**(4): p. 557-590.
- [6]. Ho, R.C., M.S. Withanage, and K.W. Khong, Sentiment drivers of hotel customers: a hybrid approach using unstructured data from online reviews. *Asia-Pacific journal of business administration*, 2020. **12**(3/4): p. 237-250.
- [7]. Song, J., T.-M. Jai, and X. Li, Examining green reviews on TripAdvisor: Comparison between resort/luxury hotels and business/economy hotels. *International Journal of Hospitality & Tourism Administration*, 2020. **21**(2): p. 165-187.
- [8]. Paiva Neto, A., et al., Discovering the sustainable hotel brand personality on TripAdvisor. *Journal of Hospitality and Tourism Technology*, 2020. **11**(2): p. 241-254.
- [9]. Lee, J., S. Benjamin, and M. Childs, Unpacking the Emotions behind TripAdvisor Travel Reviews: The Case Study of Gatlinburg, Tennessee. *International Journal of Hospitality & Tourism Administration*, 2020: p. 1-18.
- [10]. Giglio, S., et al., Branding luxury hotels: Evidence from the analysis of consumers' "big" visual data on TripAdvisor. *Journal of business research*, 2020. **119**: p. 495-501.
- [11]. Sihite, J. The Reliability of Tripadvisor Filter Search. A Case Study@ alevavilla Hotel Bali, 2020.
- [12]. Sihite, J. and A. Nugroho, Exploring the Indonesian Tourism Destination via Indonesia. *Travel@ indtravel. 2nd International Conference on Tourism, Gastronomy, and Tourist Destination (ICTGTD 2018)*, Atlantis Press, 2018.
- [13]. Nugroho, A., et al., Is It Traditional or Contemporary Marketing Strategy? A Textual Cluster Analysis@ MercuBuana_Reg. *Mediterranean Journal of Social Sciences*, 2015. **6**(5 S5): p. 26-26.
- [14]. Ahani, A., et al., Market segmentation and travel choice prediction in Spa hotels through TripAdvisor's online reviews. *International Journal of Hospitality Management*, 2019. **80**: p. 52-77.
- [15]. Aaker, J.L., Dimensions of brand personality. *Journal of marketing research*, 1997. **34**(3): p. 347-356.
- [16]. Neto, A.P., et al., Discovering the sustainable hotel brand personality on TripAdvisor. *Journal of Hospitality and Tourism Technology*, 2020.
- [17]. Provalis Research, P.R., Brand personality dictionary. 2019.
- [18]. Opoku, R., R. Abratt, and L. Pitt, Communicating brand personality: Are the websites doing the talking for the top South African Business Schools? *Journal of Brand Management*, 2006. **14**(1/2): p. 20-39.
- [19]. Fuentes-Medina, M.L., E. Hernández-Estárico, and S. Morini-Marrero, Study of the critical success factors of emblematic hotels through the analysis of content of online opinions: The case of the Spanish Tourist Paradors. *European journal of management and business economics*, 2018. **27**(1): p. 42-65.