


# Exploring Customer Feedback on Their Hotel Experiences in Vietnam

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## ABSTRACT

Over the past twenty years, customer experience has attracted the attention of researchers and business executives. For the hotel service industry, understanding customer experience becomes a necessity, as it is one of the top goals for hotel survival. With the development of e-commerce and the globalized hotel industry, customers are easily shared on online booking sites, making hotel managers work harder to design a good customer experience management plan. This chapter proposes an approach to analyzing data from customers' online reviews with their experiences to understand their emotional and psychological states after using Vietnamese hotel services. The Python language is used for statistical analysis of these data, and the Vader library measures customers' positive and negative views after the hotel service experience. The results show that most customers are satisfied with Vietnamese hotel services, and less than 10% are dissatisfied with aspects such as staff, price, check-in, and location.

## KEYWORDS

Customer Experience, Data Analysis, Hotel Service, Online Review, Python, Tripadvisor

## 1. INTRODUCTION

The COVID-19 pandemic dealt a severe blow to Vietnam's tourism industry in 2020, causing losses of approximately 23 billion USD and an 80% drop in international visitors compared to the previous year. As the country moves towards a post-pandemic green economy, it is imperative that businesses in the hotel and tourism service sectors not only ramp up their digital transformation efforts, but also take the lead in enhancing customer experience (CX) through in-experience design. Customer experience is a complex and multi-dimensional concept, with definitions ranging from psychological to marketing and economic perspectives (Akhtar et al., 2017; Rahimian et al., 2021). Effective customer experience management is crucial for businesses, as it involves understanding customer emotions and designing strategies to improve the quality of their experience (Luturlean & Anggadwita, 2016). By utilizing customer feedback, businesses can identify areas for improvement and enhance

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product quality or personal customer care. In the current literature, researchers have confirmed that the difference in prices, products, and services is no longer a sustainable competitive strategy of businesses, but “customer experience” is a new strategy for making a “difference” (Akhtar, Zubair, Kumar, & Ahmad, 2017; Mohamed, 2021). Measuring customer experience has become a critical component of a business’s digital transformation, as outlined in the six main pillars of the Ministry of Information and Communications in Vietnam. Companies must prioritize customer experience management to stay competitive (Luturlean & Anggadwita, 2016; Mohamed, 2021; Paulose & Shakeel, 2022; Rahimian et al., 2021; Sampetua Hariandja & Vincent, 2022).

The hotel industry is flourishing, with growth and development observed (Blomberg-Nygard, & Anderson, 2016). To cater to the diverse needs of consumers, hotels are introducing a wide range of services and business models (Luturlean & Anggadwita, 2016; Rahimian et al., 2021). In today’s hospitality industry, customer experience is a critical factor influencing customer loyalty, reputation, and revenue (Paulose & Shakeel, 2022; Rahimian et al., 2021; Camilleri & Filieri, 2023). As a result, scholars and hotel managers have increasingly focused on researching customer experience in the hotel industry. Customer experience research in the hotel industry evaluates the impact of customer experience on emotions, psychology, perspectives, and customer relationship building, just like in other industries (Sampetua Hariandja & Vincent, 2022).

Online booking sites have revolutionized the tourism and hospitality industries, with data analytics from customer-generated reviews playing a crucial role (Chalupa & Petricek, 2022; Chen et al., 2019). Recent research has shown that big data analysis of these reviews offers valuable insights that enable businesses to adapt to environmental changes and develop effective long-term strategies. By utilizing data analytics, companies can extract meaningful value from vast data, empowering them to make informed, data-driven decisions (Chen et al., 2019; Chen et al., 2020; Godnov & Redek, 2018). However, analyzing customer reviews in text form can be challenging, requiring the identification of keywords and patterns that reflect customer experience (Li et al., 2019). To this end, conducting text analysis of hotel experiences provides valuable insights into the genuine emotions experienced by customers. By leveraging this information, businesses can improve their offerings and increase customer satisfaction (Zhao et al., 2019).

Customer-generated data can prove pivotal to business operation (Chen et al., 2020). However, difficulties still exist. First, data collection can only use manual methods when the number of online reviews is manageable. Secondly, it is challenging to discover many online reviews by manual methods (Barnes et al., 2020; Liu et al., 2017). Many studies have mentioned collecting and mining this data to analyze the emotions of customers experiencing customer satisfaction or dissatisfaction expressed in a positive or negative emotion (Barnes et al., 2020; Roy, 2023; Song et al., 2022; Wu et al., 2023). Some techniques are related to deep learning, natural language processing, or statistical machine learning to mine customer opinions (Akhtar et al., 2017; Adjei Peter & Decui, 2022; Wu et al., 2022; Leal et al., 2019; Alrawadieh & Law, 2019). Although these techniques are modern, the implementation process is complicated, and the techniques and learning models are challenging to understand and apply in practice. On the other hand, those methods mostly use processed data, so they become even more remote upon actual application. Currently, hotel managers want to find suitable and straightforward approaches to solve part of the decision-making problem in their management. Moreover, not all hotels have the conditions to have IT support, so finding a simple data collection and analysis solution becomes the most useful for the job. When hotel managers understand the customer’s experience, changing the management model or improving hotel service quality is more attainable.

To address these limitations, we recognize the importance of establishing a comprehensive data collection process that utilizes simple and suitable analysis tools. In this study, we first show a simple process to analyze online reviews, including two phases: collection data and analysis data. Next, the study uses WebHarvy to gather online reviews from TripAdvisor for hotels in six major cities in Vietnam, namely Hanoi, Ho Chi Minh City, Quy Nhon, Nha Trang, Hue, and Da Nang, resulting in a total of 20,550 reviews. To measure customer satisfaction for Vietnamese hotels, the authors use

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