Predicting Hotel Guest Satisfaction and Hospitality Economic Sustainability Using Tripadvisor Ratings

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Abstract

The economic sustainability of the tourism and hospitality industry is a topic of considerable scientific and professional interest in achieving economic sustainability in this industry. The literature shows that hotel customer satisfaction, understood as fulfilling their expectations, is essential for achieving economic sustainability in hotel businesses. Guest satisfaction has traditionally been studied through the use of surveys. However, in the contemporary landscape of e-WOM communication and digital tourism platforms, reviews obtained directly, free of charge and in real time from these platforms predominates. Studies on guest satisfaction using numerical ratings are considerably limited, which is remarkable considering the relevance and usefulness that consumers and hotel managers assign to them and their properties as indicators for decision-making and research. By implementing the PLS-SEM method, the study shows that hotel attributes directly influence accommodation prices and perceived quality, and that perceived quality is the variable that best predicts guest satisfaction. These findings confirm other studies and, in turn, provide new theoretical and practical implications. These results also benefit consumers, hotel managers, tourism and hospitality managers, and the online platform. TripAdvisor is thus established as a space for convergence, creation, and cooperation in promoting hotel guest satisfaction and achieving economic sustainability in the tourism and hospitality industry.

Keywords: tourism and hospitality; guest satisfaction; perceived quality; room rates; hotel attributes