



Can TripAdvisor Ratings Predict Hotel Customer Satisfaction and Distinguish Between Hotels in Different Tourism Destinations?

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Abstract

Understanding and promoting customer satisfaction is essential for the economic sustainability of the hotel sector, given that satisfaction has a significant impact on consumer booking intentions, hotel selection, loyalty, and the reputation and performance of hotel establishments. Consequently, to facilitate decision-making by hotel managers, they must have reliable and easily accessible information on the variables that affect guest satisfaction. This information is available through reviews and ratings provided by digital platforms such as TripAdvisor. Most of the literature on guest satisfaction is based on reviews provided by TripAdvisor rather than ratings. In contrast to reviews, TripAdvisor ratings are more accurate and easier to use. The study analyses 60 hotels in Cape Verde and 70 in the Azores, applying a descriptive, predictive and discriminating methodology using only ratings. Four key findings are derived. First, the elements assessed on TripAdvisor align with the existing scientific literature on this subject. Secondly, TripAdvisor's ratings are valid and reliable. Thirdly, TripAdvisor ratings can predict guest satisfaction based on the perception of the quality of accommodation services. Fourth, ratings vary significantly depending on the tourist destination selected. These findings are relevant for academics, tourists, and managers of hotels, tourist destinations, and digital platforms.

Keywords: hospitality; satisfaction; perceived quality; room prices; predictive