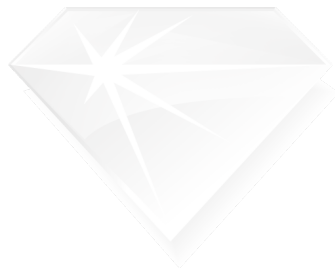


RESPONSE STRATEGY TO NEGATIVE ELECTRONIC WORD-OF-MOUTH: A CASE
STUDY OF MARRIOTT INTERNATIONAL IN CHINA



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STUDY OF MARRIOTT INTERNATIONAL IN CHINA

A Thesis Presented to
The Graduate School of Bangkok University

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In Partial Fulfillment
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Master of Arts in Communication Arts in Global Communication

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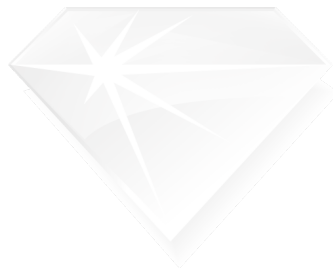
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ABSTRACT

Due to increasing complaints about hotels on the digital platforms, hotels need to respond to those negative eWOM in order to restore their image. This study used Marriott International in China as an example to explore the major nature of negative electronic word-of-mouth (eWOM) posted by hotel customers and which response strategy used frequently by hotels. Quantitative content analysis of 1,448 samples of negative eWOM and 2,169 samples of response strategy were conducted. The frequency distribution and Chi-Square analysis results revealed the major negative eWOM posted by customers of Marriott International in China was Dissatisfied Service and Poor Facilities; and the frequent response strategies used by Marriott International in China was Correction and Apology. Findings provide strategic implications for hotel managers not only to effectively respond to negative eWOM, but also to identify areas for their business improvement.

Keywords: negative electronic word-of-mouth, response strategy, hospitality industry, Marriott international in China, content analysis

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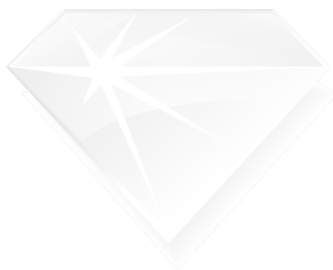
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CHAPTER 1

INTRODUCTION

This chapter describes the background of this research, rationale and problem statements, objectives of the study, scope of study, research questions, significance of the study, and definition of terms.

Background of the Study

The advent of the Internet society has brought an important revolution to word-of-mouth (WOM). More and more individuals can share their thoughts and exchange their opinions about products or services on the Internet easily, and this word-of-mouth (WOM) can be received by every Internet user in the global world (Cheung & Thadani, 2012; Dellarocas, 2003; Gretzel, Yoo, & Purifoy, 2007). In the professional literature, word-of-mouth spreading on the web 2.0 platforms is referred to as electronic word-of-mouth (eWOM), which can include both positive and negative opinions posted by customers on the Internet (Ban & Ancusa, 2016; Cheung & Thadani, 2012). Several prior researchers, for examples, Serra Cantallops and Salvi (2014), Chu and Kim (2011), and Hennig-Thurau, Gwinner, Walsh, and Gremler (2004), studied how electronic word-of-mouth (eWOM) affects consumer, such as consumer motivation, consumer engagement, consumer behavior, etc.

This new form of word-of-mouth (WOM) communication is playing a more and more important role in customers' mind before they make purchase decisions (Bigné, Caplliure, & Miquel, 2016; Cheung & Thadani, 2012; McKinsey, 2015). According to M. Wang, Lu, Chi, and Shi (2015), electronic word-of-mouth (eWOM) affects consumers' purchase decisions significantly. For this reason, more corporates are starting to pay more attention on managing

their digital areas of business in order to attract more customers and get higher profits (Bigné et al., 2016; McKinsey, 2015).

According to Avant (2013), and Gretzel et al. (2007), most guests (96.4%) use the Internet tools when they are planning and booking for their pre-trip. There are several current studies focusing on exploring electronic word-of-mouth (eWOM) in tourism and hospitality industry. Bigné et al. (2016), for example, showed that there is a dynamic change in tourism industry because of two factors: one factor is the shift in online services and the other is the widespread of online reviews. Over 75 percent of people indicated they would read and check the online reviews from other guests of the hotel before booking (Mauri & Minazzi, 2013). In addition, according to the findings from Gretzel et al. (2007), more than 80 percent of the respondents in the research said they were influenced by reading online travel comments posted by other travelers. In the same report, Gretzel et al. (2007) also found that most of the respondents think it is very important for them to read other travelers' comments and then decide the place to stay.

Rationale and Problem Statements

China has a developing hospitality industry because of the rapid growth of economic and increasing number of tourists. Since 1978, Chinese government has encouraged the development of hospitality industry. In 1980, there were only 203 hotels in China which were suitable for foreigners. However, till 2010, 13,991 star hotels had been established in China (Gu, Ryan, & Yu, 2012; He, Li, & Keung Lai, 2011). The hospitality industry development will continue increasing due to the growth of domestic and over-seas inbound tourism in China (Gu et al., 2012), and that is why the study of Chinese hospitality industry has a significant meaning. However, some star hotels in China were still not understanding the importance of electronic

word-of-mouth (eWOM) (Xiao, 2012) on the business success.

Electronic word-of-mouth (eWOM) in hospitality industry uses a new form of “experience goods” which has already changed the process of consumer purchase-decision-making. It means everyone on the Internet can experience the hotel first and then decide to book the hotel or not (Litvin, Goldsmith, & Pan, 2008; S. Y. Park & Allen, 2013). Mauri and Minazzi (2013) found that the online reviews influence expectations and purchasing intentions of hotel potential customers. Mauri and Minazzi (2013) also stated that nowadays, potential customers of hotel want to make clear what particular services can be expected before booking a hotel, so they search for the information all about the hotel and read the experiences shared by other customers before making a decision. Moreover, a research done by M. Wang et al. (2015) noted that hotels’ online sales are less likely to be influenced by higher star rating and lower price if the hotel has more or better online reviews. Customers would even prefer to choose a higher priced hotel when there are a large number of comments of the hotel on booking website or when the hotel rating made by the guests is positive.

Comment affects customer’s booking intention, attitude toward hotel, trust in hotel and perception of the website (Ladhari & Michaud, 2015). The hotel booking numbers would increase significantly due to positive reviews (Ye, Law, & Gu, 2009). Online comments can increase or even reduce a hotel’s funds that got from online bookings. For those potential customers of hotel, the level of expectation will increase when they read positive online reviews of the hotel and decrease when they read negative reviews. In addition, positive and negative reviews significantly affect potential customers’ attitude toward the hotel.

Positive reviews change consumers’ attitude positively while negative reviews change their attitude negatively. However, both positive and negative reviews can enhance hotel awareness and have neutral effect on consideration of the hotel (Vermeulen & Seegers, 2009),

and those consumers who are dissatisfied with the hotel are more likely to share their terrible experiences to other people (Avant, 2013; Black & Kelley, 2009). Similarly, Mauri and Minazzi (2013) noted that consumers usually prefer to complain online instead of talking to the hotel's staff directly.

Consequently, the hotel needs to satisfy its consumers (Mauri & Minazzi, 2013) in order to get higher profits based on the information society. In the hospitality industry, how to respond to the negative reviews has become a new question and challenge. Hotels' methods of responding to online negative reviews are significantly different. Some hotels respond to each single review while others have no responses at all (S. Y. Park & Allen, 2013).

According to Mauri and Minazzi (2013), Xie, Miao, Kuo, and Lee (2011), and Ye, Gu, Chen, and Law (2008), even the hotel's responses to customer's online comments could have a negative influence on customer purchasing intention. Actually, through responding to online customer comments, the hotel managers are rebuilding the marketing potential offered to customers by online websites. It means potential customers can make decisions not only based on the online comments but also on the hotel's recovery (Avant, 2013; Gyung Kim, Wang, & Mattila, 2010; O'Connor, 2010). Hotel needs to avoid replying to a message too defensively and standardly (Y. Chen & Xie, 2008; Mauri & Minazzi, 2013). Hoffman and Chung (1999) found the following responses the hotel most commonly used, listed in descending order of use: correction, no response, substitution, free ancillary, gratis, apology, free upgrade, and discount (Avant, 2013).

The aim of this study is focusing on exploring the response strategies to negative online reviews used in Chinese hospitality industry. In prior studies, most Chinese researchers focused on how electronic word-of-mouth (eWOM) affects customer behavior, intention, room sales, etc. For example, Xiao (2012) found that electronic word-of-mouth (eWOM) is the key factor

which affects customers to make booking decision. Ye et al. (2009) studied how online reviews affect hotel sales. After that, Ye, Law, Gu, and Chen (2011) extended their research, and found that online review affects online sales and positive reviews can lead to more online sales. In addition, Xiong and Guo (2013) analyzed customer's online comments in Chinese hospitality industry, and stated that when consumers write comments, they paid most attention to the overall services, followed by guest room, transportation, convenience, hotel environment, hardware facilities, price, breakfast, location and front. Based on the above rationale and problem statement, it is clear that there is still a research gap regarding the response strategy implemented by the Chinese hospitality industry. Also, response strategy to negative eWOM in hospitality industry was still missed much in communication area, period researches still were refer from crisis communication management. Combined Coombs crisis communication handbook and nature of hospitality's negative electronic word-of-mouth, negative eWOM about service, cleanliness, facilities, food and beverage, billing and price, these belong to "high control", response strategies should include hotels promise to correct the problem and apology to consumers; when the negative eWOM were about location and environment, the problems belong to " low control", response strategies are opened (Abramova, Shavanova, Fuhrer, Krasnova, & Buxmann, 2015; Coombs, 2010; Coombs & Holladay, 2008).

Objectives of the Study

This study aims to achieve the following five objectives:

- 1) To examine what are the most frequent negative eWOM messages sent by Chinese customers to Marriott International in China.
- 2) To examine whether Correction or Apology is the most frequent responses used by Marriott International in China to negative eWOM.

- 3) To examine what are the most frequent responses used by Marriott International to each kind of negative eWOM.
- 4) To examine what are the most frequent negative eWOM messages to Marriott International in China initiated by the Chinese customers.
- 5) To examine what are the most frequent responses used by Marriott International in China.

Scope of the Study

In this study, Marriott International was used as an example to study the response strategy in the hospitality industry. Until the present time, electronic word-of-mouth (eWOM) and response strategy of Marriott International is still missing in current hospitality business research aims, since most researches' objects are focusing on one hotel or randomly selected hotels in the hospitality industry.

Marriott International is a global conglomerate in the global hospitality industry. In 1927, J. Willard Marriott opened a beer stand and it expanded into a chain restaurant brand named Hot Shoppes later. From that time, Mr. Marriott started to supply plane meal to Airlines in Washington D.C. In 1957, the business grew in hospitality industry gradually (DuVall, 2018). Marriott International always plays an important role in researches on market segmentation (Rui, 2002). Till now, Marriott International expanded its belonging brands up to 30 brands, those brands are sorted to five categories by hotel conglomerate which are Luxury, Premium, Select, Longer Stays and Collection. Luxury (it aims to provide bespoke amenities and superb services) includes The Ritz-Carlton, St.Regis, JW Marriott, Ritz-Carlton Reserve, The Luxury Collection, W hotels and Edition; Marriott Hotels, Sheraton, Marriott Vacation Club, Delta Hotels, Le Meridien, Westin, Renaissance Hotels and Gaylord Hotels belong to Premium (it

aims to provide sophisticated amenities and thoughtful services); Select (it aims to provide smart amenities and easy services) involves 8 brands which are Courtyard Hotels, Four Points, SpringHill Suites, Protea Hotels, Fairfield Inn & Suites, AC Hotels, Aloft Hotels, and Moxy Hotels; Marriott also operates 6 Longer Stays' brands (it aims to provide amenities and services like home), there are Marriott Executive Apartments, Residence Inn, TownePlace Suites, element and Homes & Villas by Marriott; and in the last category Collections (it aims to provide uniquely designed and luxurious experiences), it has three brands which are Autograph Collection Hotels, Design Hotels and Tribute Portfolio (Marriott International, 2021).

Marriott International has more than 300 hotels, including 30 brands in China. In addition, the Hotel conglomerate is full of ambition for the Chinese market (DuVall, 2018). According to the summary of the research papers on Marriott International in China, the prior researchers focused on four research directions: Human Resource Management, Marketing strategy Brand Management, Energy Conservation (Bi, 2019; Huang, 2002; Li, 2011; Qiu, 2012). Interestingly, those researchers have not yet related Marriott International in China to the issue of electronic word-of-mouth (eWOM) until 2021.

The secondary data were collected from online texts, which include negative online reviews posted by Marriott International's guests starting from the first of January in 2018 and end on the thirty-first of December in 2019, and Marriott International responses to those negative online reviews, were collected from Ctrip.com (www.ctrip.com). Ctrip.com is one of the biggest Online Travel Agency (OTA). Since it was founded in 1999, it has held the No.1 position in China's Online Travel Booking Industry (Qin & He, 2020). Feng and Jianjia also pointed this website providing all-round integrated tourism services such as Hotel Booking, Air Ticket Booking, Tourism Group, Corporate Travel Management and Tourism Information, and it aims to help tourists find the most valuable products and highest quality information. On

the hotel website of Ctrip.com, the reviews consisted of positive reviews and negative reviews. In this research paper, the focus is only on negative reviews in Ctrip.com and the responses issued by Marriott International, on which means Marriott International in mainland China.

Research Questions

This study aims to identify the response strategies used by Marriott International China to online negative reviews. In order to deal with the prior research gaps, the following five research questions are formulated:

RQ#1: What are most frequent negative eWOM messages sent by Chinese customers to Marriott International in China?

RQ#2: In each category of Marriott International, what are the most frequent negative eWOM messages to Marriott International in China initiated by the Chinese customers?

RQ#3: Are Apology and Correction the most frequent responses used by Marriott International in China to negative eWOM?

RQ#4: What are the most frequent responses used by Marriott International to each kind of negative eWOM?

RQ#5: In each category of Marriott International, what are the most frequent responses used by Marriott International in China?

Significances of the Study

Since reform and opening up in China, the Chinese government has issued a series of policies aimed at promoting the development of tourism industry in China. In December 2009, the government proposed to make tourism industry becoming a strategic pillar industry in China. Later, in August 2014, the government further promoted the reform and development

of the tourism industry (H. X. Wang & Zhang, 2015). The Chinese government pays lots of attention to tourism industry in China. From the World Economic Forum released "Global Tourism Competitiveness", the global competitiveness of China's tourism industry has improved rapidly. In 2007, the global competitiveness of China's tourism industry was ranked only at the 71st level. Since then, it has steadily risen to the 15th rank in 2017 (Xia & Xu, 2018). However, Covid-19 has been affecting China since 2020. At the beginning of 2020, China's Ministry of Culture and Tourism issued an emergency notice to stop tourism industry in China (Niu, Yu, & Zhou, 2020). According to this, exploring negative eWOM and Marriott International response posted during January 2018 and December 2019 should be meaningful and benefit the hospitality industry in China.

This research filled the gap of research on electronic word-of-mouth (eWOM) to Marriott International China and gave research directions to future researchers who want to study Marriott International or electronic word-of-mouth (eWOM) in the star-hotel industry. According to the research results, managers of Marriott International were not only advised to pay more attention on electronic Word-of-Mouth (eWOM), but also strategically selected appropriate responses to such negative eWOM.

Definition of Terms

The operational definition of all the concepts being studied are provided below:

Word-of-Mouth

Word-of-mouth is defined by Harrison-Walker (2001) as "informal, person-to-person communication between a perceived noncommercial communicator and a receiver regarding a brand, a product, an organization, or a service" (p. 63).

Electronic Word-of-Mouth (eWOM)

Electronic word-of-mouth is defined by Hennig-Thurau, Gwinner, Walsh, and Gremler (2004) as a new form of word-of-mouth that spreads on the Internet, a statement to product, service or company post by the consumers, it could be both positive and negative. In this research, the concept of eWOM is the reviews posted on Ctrip.com (www.ctrip.com) by consumers to Marriott International China.

Negative eWOM

Negative eWOM is defined by Avant (2013), Su (2015), Jiang (2020), Shi, Zhang, and Geng (2021) as consumers' negative opinions toward hotel reviews posted on Ctrip.com such as dissatisfied service, poor cleanliness, poor facilities, poor environment, poor food or beverage, poor location, bad security, mismatched price and billing error, failure brand image and others. There are ten types of negative eWOM as described below:

Dissatisfied Service

This concept includes poor service, bad service quality, poor service attitude and low speed of service.

Poor Sanitation

This concept means substandard hygiene and bad smell of hotel.

Poor Facilities

This concept includes antiquated facilities, damaged facilities and facilities are not up to expectations. Both in rooms and public area of hotel.

Poor Environment

This concept means surrounding entertainment is chaotic and noisy. There are no amenities around such as restaurants, stores, ATM.

Poor Food and Beverage

This concept is related to the quality, kind and quantity of the food or beverage are not good in Marriott hotels.

Poor Location

This concept means inconvenient surrounding transportation and the difficulty to reach the hotel.

Bad Security

This concept refers to hotel security risks, such as hotel's facilities fall accidentally, the room was broken into by a stranger, something was stolen.

Mismatched price and Billing Error

This concept refers high price of hotel and billing errors.

Failure Brand Image

This concept means the behavior of hotel damages Marriott International's brand image.

Others

This term refers to other kind of negative electronic word-of-mouth (eWOM) posted by customers, which cannot be included in other categories mentioned above.

Response Strategy

This concept is defined by Avant (2013) and Ma (2018) as various types of responses that the company give to customers' negative comments such as no response, correction, apology, compensation, explanation, denial, ignore reviewers, defensive and others. Response strategy is conceptualized into nine categories as shown below:

No response

This concept means hotel guests complained online, but they received no response from the hotel.

Correction

This concept refers to the fact that the hotel mention in the response that they will correct or they have already corrected the problem.

Apology

This concept refers to sincere apology by the hotel. Apology in a negative tone is not included.

Compensation

This concept includes substitution, free ancillary, discount and gift. It also includes hotel promises to provide promotion when the guest comes next time.

Explanation

This concept means hotel admits the problem that guest complained on line and gives explanation on why the problem has happened.

Denial

This concept refers to hotel denials of the problem which guest complained through eWOM in a positive way.

Ignore Reviewers

This concept involves hotel responds to the eWOM, however the response is not related to the problem at all, ignores the problem.

Defensive

This concept means hotel uses a negative way to respond, denial the problem in bad attitude, even abuses, ironies and curses guest.

Others

Other kind of responses to negative electronic word-of-mouth (eWOM) used by hotel.

In Chapter 2, the author provides a prior literature review of word-of-mouth (WOM),

electronic word-of-mouth (eWOM), negative word-of-mouth, negative electronic word-of-mouth, and response strategy, and then proposes elaborated research questions. Then, Chapter 3 explains the study design, sampling method, research procedure, measurement, and data analysis. Chapter 4 presents research findings. Chapter 5 provides summary and discussions of the findings, limitation of the study, and recommendations for further application and future research.



CHAPTER 2

LITERATURE REVIEW

This chapter provides a review of literature on traditional word-of-mouth, electronic word-of-mouth, negative word-of-mouth, negative electronic word-of-mouth, and response strategies to electronic word-of-mouth in hospitality industry.

Word-of-Mouth Communication

Traditional Word-of-Mouth

The concept of word-of-mouth (WOM) appeared first in marketing journals primarily (Gelb & Johnson, 1995). In 1955, Katz and Lazarsfeld opened the new topic that WOM communication affected consumer's behavior, purchase-choice and decision in academic area (Godes & Mayzlin, 2009). Arndt (1967) defined WOM communication as "oral, person-to-person communication between a receiver and a communicator whom the receiver perceives as noncommercial, regarding a brand, a product or a service" (p. 5). WOM communication is one kind of interpersonal communication that spreads among customers and consumers. In marketing academic area, researchers paid lots of attention to exploring WOM communication (Sundaram, Mitra, & Webster, 1998).

WOM communication can appear in both pre-purchase and post-purchase steps. Before customers make purchase-decision, they can ask or search for the information about a product or service, as input WOM. After buying and trying, consumers can also give a review of their experience, as output WOM (Buttle, 1998). Consumers prefer to engage in WOM communication when they are dissatisfied or satisfied extremely with a product or service (Chu & Kim, 2011; Richins, 1984). WOM can be both positive and negative.

Positive WOM can spread good information of product or service. On the contrary, negative WOM can also disseminate bad messages of product or service (Buttle, 1998). Several researchers also pointed out the motives for traditional WOM communication behavior. The main factors of motives for positive WOM communication are the involvement of product, self, other, and message while the motives for negative WOM communication are reduction of dissonance and anxiety, altruism, advice seeking and vengeance (Hennig-Thurau et al., 2004).

For positive WOM, the motives include the superior performance of product or service and special benefits compared to similar products or services. For negative WOM, the related motives are performance failure of product or service, inconvenience, or the damage of consumer's other product, for example, a mobile phone broken because of the new battery charge. Or consumers think that the product or service is not valuable, and it cannot achieve their expectation (Sundaram et al., 1998).

To explore the reason why WOM can affect customers, researchers find out that audience can be more interested in the vivid information, paid more attention to it, and provoked thinking (Herr, Kardes, & Kim, 1991). As prior literature mentioned, WOM can be both positive and negative. It has an important influence on potential customer purchasing behavior (Chevalier & Mayzlin, 2006). WOM has a major influence on people's consciousness and behavior. It plays an influential role on consumer behavior (Buttle, 1998). It not only informs and encourages customers to make a purchase-decision, but also affects consumer cognition which includes: awareness, expectations, intentions, attitudes and perceptions of the product or service (Buttle, 1998; Gelb & Johnson, 1995).

Compared to the traditional print media, WOM is more influential on judgment because of the information vividness. In addition, Herr et al. (1991) found that WOM strongly affects consumer's attitude toward brands. When a new product or service comes out, both positive

and negative WOM can have an influence on the purchase level (Arndt, 1967).

WOM even has more important influence than advertising in raising awareness and purchase-making on new products or services (Sheth, 1971). Day (1971) stated that WOM was nine times more effective than advertising when it turned neutral or negative attitudes into positive attitudes toward a product or service. Moreover, Mangold (1988) concluded that WOM has more significant influence than other sources when customers make purchase-decision. In prior research, Richins (1984) mentioned that Arndt (1967) studied WOM communication among married women and stated when the group of women got the negative WOM messages, the purchase intention of purchasing coffee was less than the group of women who got positive WOM messages or even less than the group of women who did not get any messages.

In WOM communication research, writers mainly focus on the consumer communicating to potential customers. Actually, solicitation and intervention are also the characteristics of WOM communication. WOM was generated not only from the customers and consumers, but also from someone's words, especially opinion leaders and influencers. The words from them may have a significant influence to public audience. Organizations also need to consider who can be the spokesperson of their product or service. Otherwise, WOM communication may not achieve the organizations' expectation, or even damage the corporate image (Buttle, 1998).

The Internet brings a new revolution to WOM communication. In the past, WOM communication is an interpersonal communication which needs people's face to face interaction (Arndt, 1967; Chu & Kim, 2011), and the transmission range of WOM was not too broad. However, eWOM communication provides opportunities for consumers to share information and opinions about product or service through the Internet to everyone who uses

digital tools and looks for the information around the world, and the message can spread to a group of people through the digital channel (Cheung, Lee, & Rabjohn, 2008; M. K. O. Lee, Cheung, Lim, & Sia, 2006; Ratchford, Talukdar, & Lee, 2001). The Internet also changes the speed of WOM transmission, and a large number of audiences can immediately receive eWOM messages sent by someone in other places (Chu & Kim, 2011; Hennig-Thurau et al., 2004).

Electronic Word-of-Mouth

In the Web 2.0 society, the Internet allows customers to engage in pre-purchase behavior. It becomes much easier for customer to search information for a product or service before making purchase-decision. In other words, organizations also face more opportunities and new challenges in marketing communication like selling, promoting, and advertising their product or service via the new channel in digital media. Particularly, a new form of word-of-mouth (WOM) comes out, which is electronic word-of-mouth (eWOM), spreading through the Internet (Cheung et al., 2008; Chu & Kim, 2011; Goldsmith, 2011).

According to Mauri and Minazzi (2013), there are six elements of eWOM which include: valence, intensity, speed, persistency, importance, and credibility. In general, researchers agreed that valence, volume and variation are three main factors of eWOM. In pre-purchase process, potential customers often pay more attention to these three factors of online reviews (Jang, Prasad, & Ratchford, 2012; Xie, Zhang, & Zhang, 2014).

Similar to traditional WOM, Verhagen, Nauta, and Felberg (2013) state that eWOM can also be both positive and negative. When senders spread positive or negative eWOM, they want to encourage or discourage audience the consumption of product or service. Verhagen et al. (2013) also concluded that negative eWOM is directly driven by sender's negative emotions and there are several reasons for consumers to post negative online reviews.

First of all, they do it to show their dissatisfaction and attract organization's attention

in order to get a solution of the problem. Second, some consumers also want to help other people avoid bad product or terrible experiences. According to the same research, sharing purchasing experience is a social behavior, for those people received useful eWOM messages before, they are more likely to send their own eWOM message to help other audiences. Finally, consumers may want to encourage and help the organization solve the problem structurally in order to avoid making the same mistake again and again. Accordingly, they post negative online reviews openly.

In terms of volume, the online reviews has several factors to influence customer purchase behavior. One of the factors is people's preference to follow other's opinion or idea to conform to their friends or a group, and another factor is the larger quantity of online reviews that illustrate the product or service is very popular (Xie et al., 2014; Zhang, Ye, Law, & Li, 2010; Zhang, Zhang, Wang, Law, & Li, 2013).

Due to recent studies' statement, eWOM, especially negative one, can have a strong impact on consumer behavior. Some organizations even start to build WebCare teams to communicate with the consumers professionally and reduce the speed and range of propagation (Verhagen et al., 2013; Verhagen, van Nes, Feldberg, & van Dolen, 2014). Prior literature also includes eWOM communication in different subjects. Chevalier and Mayzlin (2006) explored online book-sale and then suggested that online review as a new form of communication on the Internet has an extreme impact on consumer behavior. For the notebooks and shampoo products, the sender's credibility level of eWOM affects consumer's attitude toward the brand (P. C. S. Wu & Wang, 2011). Jalilvand, Ebrahimi, and Samiei (2013) concluded that eWOM affects tourists' intention and attitudes to Islamic destinations. However, brand hotel's financial performance is not influenced by eWOM (Raguseo & Vitari, 2017).

According to Cheung et al. (2008), the useful level of eWOM has strong influence on

consumer purchase-decision. The useful level includes source credibility and information quality. Timeliness has no significant influence on the useful level of eWOM. Even the reviews posted long time ago can be useful for potential customers to make decision and also help the organization to build reputation.

The valence of WOM has relationship with product's value rating (M. Wang et al., 2015). Both positive eWOM and negative eWOM affect purchase behavior strongly, and this communication form is similar to advice-giving behavior. No matter the nature of reviews is positive or negative, online reviews can increase the online sale performance (Ladhari & Michaud, 2015). Because even some people will resist negative eWOM when they really like the brand and resist positive eWOM when they really dislike the brand, positive eWOM still affects purchase behavior more strongly than negative eWOM (East, Hammond, & Lomax, 2008).

According to Sparks and Browning (2011), the differences between each of the online reviews not only means the review content, but also the differences between positive reviews and negative reviews. When customers post positive online reviews, they are more likely to describe a vivid experience. However, when customers post negative online reviews, they try to complain and show their dissatisfaction.

Yang and Mai (2010) confirmed that the impact of negative eWOM was more significant than that of the positive eWOM. Audience prefers to think that the motivation of negative reviews is related to the product and, on average, negative eWOM is more useful than positive one (Sen & Lerman, 2007). Due to an increasing proportion of negative online reviews, highly involved customers will be influenced due to the high quality of negative messages. However, for lowly involved customers, the quality of negative message is not that important, since they will follow negative eWOM easily (J. Lee, Park, & Han, 2008). The results from

Bambauer-Sachse and Mangold (2011) confirmed that for online-sale products, negative online reviews would damage the brand equity.

Negative Electronic Word-of-Mouth within Hospitality Industry

When consumer know the quality of products before purchasing it , and they can search on the Internet, compare and decide to buy which one, this is search goods; experience goods are those products that consumer cannot know before buying and using for a period of time (Nakayama, Sutcliffe, & Wan, 2010), hotel is belong to experience goods. There is a significant difference between experience goods and search goods. The influence of negative eWOM on experience goods is much stronger than search goods (C. Park & Lee, 2009). Pan and Chiou (2011) also stated that for experience goods, no matter the eWOM message is positive or negative, the credibility is high. Thus, the negative reviews has important influences in hospitality industry.

According to the results from Ye et al. (2011), consumer's online WOM has a significant influence on sale performance. When the review rating increases by 10 percent, the booking number will increase by 5 percent. Both positive and negative eWOM can increase the awareness of hotel, and positive eWOM will bring positive image and improve the customer's attitude toward the hotel (Vermeulen & Seegers, 2009).

Due to large numbers of potential customers coming to choose online platform for booking hotel, marketers have to be aware that electronic word-of-mouth (eWOM) is now having a profound impact in hospitality industry. eWOM helps people to make a sense of hotel before reservation and reduce their blindness in choosing a hotel (Litvin et al., 2008). Xu (2014) pointed that most Chinese guests will directly point out the problems of the hotel in the negative comments. There are several types of negative electronic word-of-mouth in hospitality industry.

Xie et al. (2014) found hotel's sale performance is related to cleanliness, location,

purchase-value, overall rating, volume and variation of online reviews, and the quantity of hotel's responses. Xiong and Guo (2013) studied the consumer review in Chinese hospitality industry, and indicated that, while consumers posted reviews, they focused on service primarily, followed by environment, hardware facilities, price and location. Su (2015) examined the nature of review posted in Chinese hotel channel, and found nine factors of hotel which are highly concerned by customer: "guest room, auxiliary facilities, health situation, the surrounding environment, service attitude, polite, emergency help, dining and drinking, and secondary space." She also divided these nine factors into three aspects: "the basic product quality, the excitement product quality, and interaction quality" (pp. II - III).

Donthu, Kumar, Pandey, Pandey, and Mishra (2021) made a conclusion of negative eWOM on social media which focused on service and product. Instrumental factors and expressive factors belongs to Two Factory Theory provided by Noe (1987). Instrumental factors focus on product's basic factor, while expressive factor means added value of product.

In hospitality industry, Shi et al. (2021) concluded the Two Factory Theory and the American Customer Satisfaction Index Model, and then analyzed negative eWOM in hospitality industry from six dimensions and classified each of them based on statistics for high-frequency words in samples: 1) dissatisfied service (attitude, quality, professional and enthusiasm are not up to standard); 2) poor food and beverage (quality, kind and quantity of the food or beverage are not good); 3) poor amenities (antiquated facilities, damaged facilities and facilities are not up to expectations); 4) poor surrounding environment (surrounding entertainment is chaotic and noisy); 5) mismatched prices (high price of hotel), and 6) failure brand image (action of hotel damages hotel's brand image). According to statistics for high-frequency words in negative eWOM, those reserchers also identified six dimensions.

W. Chen and Tabari (2017) divided negative eWOM into five types which includes 1)

software factor, 2) facility, 3) employee's attitude, 4) reliability, and 5) availability. Software facility of hotel means cleanliness, food, decorate, and location; facility means hardware facility which includes room and public amenities; employee's attitude reflected in staff's helpfulness, professional, enthusiasm and so on; comparison between hotel image and feelings belongs to reliability; availability shows hotel's extra service such as car rent service.

Jiang (2020) updated the definition of negative electronic word-of-mouth (eWOM). In her research, hotel guests also would be dissatisfied with location (hotel is far away from city center or important transportation and no restaurant around); hotel's extra service price (high price and unreasonable charges).

To sum up, the conceptual framework of negative eWOM in this study is based on three primary level indexes in Linyu's study, and compare several studies to make indicators to each primary level index. Xie et al. (2014) also noted the volume and variation of online reviews; that is, responses from hotel managers can moderate the relationship between ratings and hotel sale performance. However, hotel's response can also damage hotel performance. One reason might be hotel's immediate response to the negative eWOM, and that may lead to the consumers' willingness to control and manage their review more strongly. If the manager's response cannot solve the problem which was stated in negative eWOM message, however, the response may be considered negative and reduce potential customer's purchase intention.

Response Strategies to Negative Electronic Word-of-Mouth in Hospitality Industry

In communication research field, the existing studies of response strategy to negative eWOM still had many research gap. Most researchers relied on the theories or studies from crisis communication, service failure and recovery management (Abramova et al., 2015).

Crisis management was defined as a series actions to combat and solve crisis and reduce

the damages. Communication is the core point of crisis management, information is necessary to be collected and shared while crisis has been happened. In crisis management, no response is not a good way, because then the crisis speaker would lead the crisis information. Researchers believe that it is necessary to make response strategies as soon as possible when a crisis occurs, so as to seize the opportunity of public opinion. To ensure the credibility of information, to take responsibility and promise the correction can avoid customers' trust losing. In crisis research handbook, strategic crisis response includes 3 elements: crisis denial, crisis reduce and image rebuild, crisis denial means companys deny or defense with the crisis problems; crisis reduce means that companys use strategic response such as problem correction to reduce the seriousness of crisis or explain the problem to reduce the responsibility of company; using apologize and compensation is a useful way to rebuild the image and credibility, especially in preventable crisis (Coombs, 2010).

Coombs (2010) also listed the recommendation for crisis response in crisis management handbook: when company's attribution of crisis responsibility is low, only using problem correction and explanation is ok; when company's attribution of crisis responsibility is strong, adding apology is necessary, it means that company should apology for the situation, then promise the correction to prevent future crisis for forgiveness (Coombs & Holladay, 2008); denial only can use for unfact situation.

When service failure has happened, to use Apology response strategy usually can get more consumer satisfaction (Coombs & Holladay, 2008).

Based on research, crisis on high-priced products has bigger impact on consumer attitudes (Ruiter, 2015).

In hospitality industry, those hotels that respond to online reviews are frequently considered to be honest in consumer's mind. On the contrary, for those hotels that have no

response, the consumers may consider the reviews only as positive or negative. Most hotels understand that the response to eWOM is also an important corporate communication; however, only few hotels use consumer review as an approach of communication strategy. Similar with crisis response, hotel managers also need to decide which approach they should use to respond. They can choose for defense, and it may cause the negative situation to become worse, or they can use strategic approach to solve the problem, and improve themselves and bring more benefits to the hotel (S. Y. Park & Allen, 2013). X. Liu, Schuckert, and Law (2015) found high star hotels are more likely to do response management.

Managers need to have a more positive attitude and behavior when there are a large number of negative online reviews. If only a few people were dissatisfied with the product or service, they do not need to respond. When the number of positive reviews and negative reviews is balanced, apology and guaranteeing the problem would not happen again is the most useful approach. While the negative reviews are much more frequent than positive reviews, expected apology and promise, and offer redress are necessary (Dens, De Pelsmacker, & Purnawirawan, 2015). Sparks and Bradley (2017) studied the hotel response strategy in TripAdvisor, and found that most responses include acknowledgement and explanation.

There are several kinds of responses commonly used by a hotel to offline complaints: correction (hotel mentions in the response that they will correct or they have already corrected the problem), no response (hotel's guest complained online, however received no response from hotel); apology (hotel's sincere apology); compensation (substitution, free ancillary, gratis, free upgrade, and discount); ignore reviewers (hotel responds to the eWOM. However, the response is not related to the problem at all, (ignores the problem)); denial (hotel's denials of the problem which guest complained through eWOM in a positive way); defensive (hotel uses a negative way to respond, denial of the problem in bad attitude, even abuses, ironies and

cursing guest) (Avant, 2013).

According to Y. L. Lee and Song (2010), organization's response to online negative eWOM is different from traditional offline complaints. They found useful response strategy can change consumer's attitude to become positive toward negative eWOM. Defensive response always lead to the worse situation, since consumers may recognize the organization's fault. The consequence of defensive response is much worse than "no response" strategy. They suggested the company can simply use "no response" strategy rather than use other strategies. Consumers care about hotel's apology and problem solving process when the negative eWOM is posted (F. Y. Liu & Deng, 2016), therefore, accommodative strategy is considered as a useful response strategy. As for the problem solving and strategic approach, problem solving is for the hotel to correct mistakes online, while strategic approach is a hotel using response to improve hotel image (Avant, 2013).

Ma (2018) also researched the hotel managers always respond to negative online comments within two categories in Chinese context: relationship maintenance and denial of negative comments. Relationship maintenance includes apology, solving problem, explanation (hotel admits the problem that guest complained on line and gives explanation on why the problem has happened); denying negative comments means fact statement, mission and vision statement.

To sum up, response strategy is divided into three primary level index: 1) no response, 2) accommodative response, and 3) negative response. There are five indicators belonging to the accommodative response: 1) correction, 2) apology, 3) explanation, 4) compensation and 5) denial in positive way. Some hotels ignored reviewers, and they did not answer the issue mentioned in negative eWOM. This situation belongs to negative responses (Avant, 2013), and defensive responses are also considered as negative responses.

Researchers also divided the negative eWOM into two different contexts. First is “high control” which means host can control the subject of complaints, such as service, cleanliness, food and beverage, etc. In this context, apology, confession, or even denial is an effective strategy. Another is “low control”, the host cannot control the subject of complaints, such as Location, hence denying the problem is not useful anymore, host should use positive response strategies such as correction and apology to increase credibility (Abramova et al., 2015).

Also, based on the theories of crisis communication mentioned above, the negative online reviews also can divided into two situations. When the attribution of hotel’s responsibility is strong, negative eWOM are about Dissatisfied Service, Poor Sanitation, Poor Facilities, Poor Food and Beverage, Bad Security, Mismatched Price and Billing Error, in those situations, using both Correction and Apology response strategies are matched the response strategy; when attribution of hotel’s responsibility is low, negative eWOM are about Poor Environment and Poor Location, positive response strategies all can be used, such as Correction, Apology, Compensation, Explanation and so on.

Conceptual Model

According to the previous researches above, the negative eWOM to hotel was divided into two context “ high control” and “ low control”. The “ high control context” includes Dissatisfied Service, Poor Sanitation, Poor Facilities, Poor Food and Beverage, Bad Security, Mismatched Price and Billing Error, Failure Brand Image; “ low control context” includes “Poor Environment” and “Poor Location”. In this research, response strategy was conceptualized into three primary level index: no response, accommodative response (correction, apology, explanation, compensation and denial in positive way), and negative response (ignoring reviews and defensive).

Based on the review of literature and the conceptual framework presented above, this study attempts to answer the following five research questions.

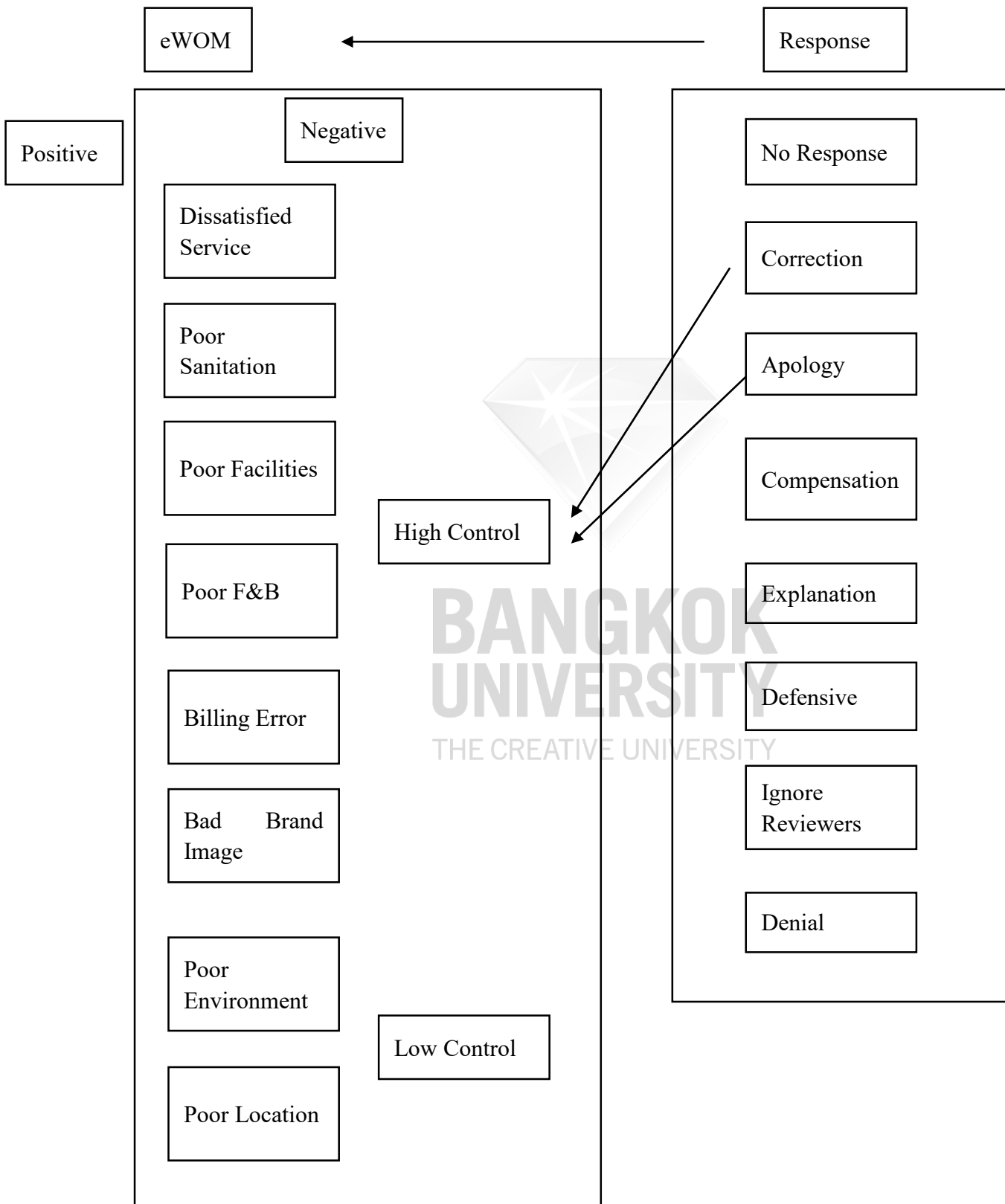
RQ#1: What are most frequent negative eWOM messages sent by Chinese customers to Marriott International in China?

RQ#2: In each category of Marriott International, what are the most frequent negative eWOM messages to Marriott International in China used by the Chinese customers?

RQ#3: Are Correction and Apology the most frequent responses used by Marriott International in China to negative eWOM ?

RQ#4: What are the most frequent responses used by Marriott International to each kind of negative eWOM ?

RQ#5: In each category of Marriott International, what are the most frequent responses used by Marriott International in China?



CHAPTER 3

METHODOLOGY

In Chapter 2, the literature about negative electronic word-of-mouth (eWOM) and response strategy to negative eWOM was concluded structurally, and research questions of this study were also proposed. Research design, population and sample selection, research procedure, data analysis, and validity and reliability of the study were discussed in this chapter.

As mentioned before, current research mostly studied the impact of eWOM in the hospitality industry, while few of research explored the types of negative electronic word-of-mouth (eWOM) and the response strategy to negative eWOM used by hotel. Marriott International is the world's largest hotel group and has a growing share of the Chinese hospitality market (DuVall, 2018), it is also increasingly popular among Chinese travelers through its membership program (Jiajun, 2020). However, to study negative electronic word-of-mouth and hotel response strategy was ignored in the tourism academic research, most researchers focus on marketing topic. There still was a research gap which needs to be studied. This study focuses on exploring research questions posted in Chapter 2.

Research Design

In this study, quantitative research was performed using content analysis in order to answer the proposed research questions. Holsti (1969) defined 'content analysis' as "any technique for making inferences by objectively and systematically identifying specified characteristics of messages" (p. 14). Content analysis helps a researcher to describe large numbers of content systematically (Stemler, 2001). The negative eWOM posted by consumers to Marriott International in China, and Marriott International's response are two secondary data

sampled for this research, and the data are in form of text on the Internet. In order to analyze data, the sampled data were coded based on the coding sheets on which the definition of each variable was given in Chapter 1.

Population and Sample Selection

In this section, the document sample collection platform, criteria of sample selection, and sample selection approach were described below.

Document Sample Collection Platform

In this research, document samples were collected on Ctrip.com (www.ctrip.com), which is an online travel agency (OTA). As an important carrier of tourism e-commerce transactions, online travel agency (OTA) provides tourists with information search, destination perception, travel planning and tourism product purchase (Lv & Bai, 2021).

Ctrip.com (www.ctrip.com) was established in 1999 and based in Shanghai, China. It's the largest online travel agency (OTA) in China, which provides tourism service such as hotel booking, air ticket booking, tourism group, corporate travel management and tourism information. It has already completed the construction of branches in 95 domestic cities and 22 overseas cities. According to the updated data in 2020, there were more than 300 million registered members on Ctrip.com and the number keeps growing (Qin & He, 2020).

In hotel booking channel of Ctrip.com, reviews are divided into recommendation (positive review) and negative review. In this study, only negative reviews were collected and analyzed. The responses were collected from Marriott International's official account rather than personal accounts.

Criteria of Sample Selection

Hotels belong to Marriott International conglomerate in mainland China is the object

of this research. Due to the real-time (8 pm, the 16th of August 2021), 334 hotels belonging to Marriott International conglomerate in mainland China registered on Ctrip.com, with 30 brands and 5 categories of hotel (Luxury, Premium, Select, Longer Stays and Collection) were all included. Negative online reviews and responses used by these 334 hotels were collected from Ctrip.com as well. There were also some comments from foreign language reviewers. However, this kind of negative electronic word-of-mouth (eWOM) was not included in this research.

Sample Selection Approach

Samples in the form of negative reviews and responses were systematically selected based on the calendar in each year from 2018 to 2019. As for the sampling selection, the researcher selected negative reviews systematically on Ctrip.com based on the customers' check-in date. During 2018 and 2019, the date on the first day in the first week, the second day in the second week, the third day in the third week, and then followed by the fourth day in the fourth week, the fifth day in the fifth week and so on (check details in Table 3.1). The total sample size is 1,011 pieces of text, from which 943 of them are valid.

Table 3.1 Dates for Sampling Selection

First week	Second week	Third week	Fourth week	Fifth week	Sixth week
2018.1.1	2018.1.7	2018.1.14	2018.1.21	2018.1.28	2018.2.4
2018.1.2	2018.1.8	2018.1.15	2018.1.22	2018.1.29	2018.2.5
2018.1.3	2018.1.9	2018.1.16	2018.1.23	2018.1.30	2018.2.6
2018.1.4	2018.1.10	2018.1.17	2018.1.24	2018.1.31	2018.2.7
2018.1.5	2018.1.11	2018.1.18	2018.1.25	2018.2.1	2018.2.8
2018.1.6	2018.1.12	2018.1.19	2018.1.26	2018.2.2	2018.2.9
	2018.1.13	2018.1.20	2018.1.27	2018.2.3	2018.2.10

Research Procedure

At first, the data samples were selected among 335 hotels belonging to Marriott International conglomerate by using the sample selection method mentioned in the population

and sample selection. And then, eligible data samples were collected into the Excel. Based on ten different types of negative eWOM and nine kinds of response defined in the definition of terms in Chapter 1, each data sample was coded into coding sheet A (Table 3.2), coding sheet B (Table 3.3), coding sheet C (Table 3.4), coding sheet D (Table 3.5) and coding sheet E (Table 3.6). Calculating each coding in terms of frequency and percentage was done after all the data samples were coded into the coding sheets. After that, Chi-square was performed to test statistical significance. In the end, the findings can be shown after data analysis, and five research questions provided in chapter 2 were answered.

Research Instrument

In this study, coding sheets were used as a research instrument to analyze the negative eWOM sampled from the website, Ctrip.com, and the related responses implemented by the Marriott International. The coding sheets were created according to the definition of each term presented in Chapter 1. Table 3.2 illustrates the coding sheet A which was designed for analyzing types of negative eWOM posted by consumers. Table 3.3 shows the coding sheet B which was designed for analyzing types of responses to negative eWOM implemented by Marriott International. Table 3.4 – 3.6 illustrate the coding sheets C, D, and E which were designed for analyzing responses implemented by Marriott International to each type of negative eWOM posted by Chinese consumers.

Table 3.5 Coding Sheet D for Analyzing Types of Negative eWOM Posted by Consumers in each category of Marriott International (Frequency and Percentage)

Category										
Sample ID	Types of Negative eWOM									
	1	2	3	4	5	6	7	8	9	10
1										
2										
3										
4										

Table 3.6 Coding Sheet E for Analyzing Types of Responses Implemented by each category of Marriott International (Frequency and Percentage)

Category									
Sample ID	Types of Responses								
	A	B	C	D	E	F	G	H	I
1									
2									
3									
4									
5									

Data Analysis Approach

The secondary data in form of negative eWOM were collected from Ctrip.com (www.ctrip.com) during January 1st 2018 to December 31st 2019. The negative reviews posted by customer and responses to negative reviews implemented by Marriott International were coded based on the categories indicated in the coding sheets.

Descriptive statistics were used in data analysis process. Answers to the research questions were showed in terms of frequency and percentage, while chi-square test (χ^2) was used to investigate whether the findings are significantly related to the population values or not.

Validity and Reliability of the Study

Potter and Levine-Donnerstein (1999) proposed that there are two steps for building validity of the research. First, making a coding sheet to guide the researcher's content analysis. Coding sheet in this research was constructed based on the theory proposed by Su (2015) and

the research by Avant (2013). Thus, the coding sheet is considered valid. The second step involves the researcher's careful decision to use the coding sheet strictly during the coding process.

In terms of reliability, inter-coder reliability is important for content analysis, each coder evaluates the characteristic of message independently and get the same result (Lombard, Snyder-Duch, & Bracken, 2002). In this study, two coders were native Chinese language speakers and graduate student majored in communication at Bangkok University. The first coder coded the total number of document samples while the second coder coded 30 percent of the total samples independently by categorizing the negative reviews and responses according to the categories listed in the coding sheets. After that, the numerical results calculated by each coder were compared. Holsti (1969) proposed a variation on the percent agreement index.

After the pretest of 50 document samples coded by both coders, the reliability level is 93%, the major investigator checked the code book, explained to another coder, and test reliability again in the actual study.

CHAPTER 4

FINDINGS

In Chapter 3, research design, document sample collection, research procedure, data analysis approach, and validity and reliability of the study were systematically described. In this chapter, results from this research will be presented and analyzed. There are six parts included: the results of sample collection, data and analysis of negative comments posted by Marriott International customers, data and conclusion of hotel's responses, hotel's responses to each type of negative electronic word-of-mouth (eWOM), and the difference of negative eWOM and hotel responses in each different hotel category under Marriott International group.

Result of Sample Collection

After collecting data by using methods posted in Chapter 3, the valid samples were 229 out of 335 hotels. There were 1,448 valid samples of negative electronic word-of-mouth and 2,169 valid samples of response strategy (Table 4.1).

Table 4.1 Sample Collection Conclusion

Sample Types	Number
Hotel (Marriott International)	229
Negative Electronic Word-of-Mouth	1,448
Hotel Response	2,169

Negative Electronic Word-of Mouth

In this part, data of negative eWOM posted by Marriott International guests were presented and analyzed, Chi-Square was used to test data's significance.

Out of the negative electronic word-of-mouth samples, the negative eWOM mostly

posted by Marriott International guests was Dissatisfied Service (35.98%), followed by Poor Facilities (26.59%) and Poor Sanitation (13.12%). While some negative eWOM were Poor Food and Beverage (7.60%) and Poor Environment (5.32%). 4.97 percent negative comments were Mismatched Price and Billing Error, Bad Security is 1.03 percent. Lastly, Failure Brand Image (0.83%) and Poor Location (0.07%) was the fewest. Others was 4.49 percentage of negative eWOM. The Chi-Square test ($X^2 = 130.64$, $p < 0.05$) revealed the significant finding that the most frequent negative eWOM used by customers to Marriott International in China was Dissatisfied Service (35.98%) (Table 4.2).

Table 4.2 Negative eWOM Posted by Consumers

Code	Types of Negative eWOM	Frequency	Percentage
1	Dissatisfied Service	521	35.98%
2	Poor Sanitation	190	13.12%
3	Poor Facilities	385	26.59%
4	Poor Environment	77	5.32%
5	Poor Food and Beverage	110	7.60%
6	Poor Location	1	0.07%
7	Bad Security	15	1.03%
8	Mismatched Price and Billing Error	72	4.97%
9	Failure Brand Image	12	0.83%
10	Others	65	4.49%
Total		1448	100.00%
X^2			130.64*

Note: * = Significant at 0.05

Negative eWOM to Each Category Hotel of Marriott International

Marriott International are selected to 5 categories by hotel conglomerate which are Luxury, Premium, Select, Longer Stays and Collection. In this part, data of negative electronic word-of-mouth to each category were discussed. However, due to the size of sample is too small (check details in Table 4.3), Longer Stays and Collection were included.

Table 4.3 Sample Collection of Each Category

Category	Sample Size of Hotel	Sample Size of Negative eWOM
Luxury	32	176
Premium	159	1,127
Select	33	140
Longer Stays	4	4
Collection	1	1

Negative eWOM to Luxury Hotel of Marriott International

Out of the samples of negative eWOM to Luxury Hotel of Marriott International, the frequently negative eWOM was Dissatisfied Service (37.50%), followed by Poor Facilities (22.73%). Poor Sanitation was 12.5 percent. Some was Mismatched Price and Billing Error (8.52%), 6.25 percent was Poor Food and Beverage and 5.68 percent was Poor Environment. Bad security (1.14%) and Failure Brand Image (1.14%) had same frequency. Lastly, Others (no specific dissatisfaction was mentioned in the negative reviews) was 4.54 percent, Poor Location was not found in those samples. The Chi-Square test ($X^2 = 124.63$, $p < 0.05$) revealed the significant finding that the most frequent negative eWOM used by customers to Luxury Hotel of Marriott International in China was Dissatisfied Service (37.50%) (Table 4.4).

Table 4.4 Negative eWOM to Luxury Hotel of Marriott International

Code	Types of Negative eWOM	Frequency	Percentage
1	Dissatisfied Service	66	37.50%
2	Poor Sanitation	22	12.5%
3	Poor Facilities	40	22.73%
4	Poor Environment	10	5.68%
5	Poor Food and Beverage	11	6.25%
6	Poor Location	0	0.00%
7	Bad Security	2	1.14%
8	Mismatched Price and Billing Error	15	8.52%
9	Failure Brand Image	2	1.14%
10	Others	8	4.54%
Total		176	100.00%
X^2			124.63*

Note: * = Significant at 0.05

Negative eWOM to Premium Hotel of Marriott International

Out of the samples of negative eWOM to Premium Hotel of Marriott International, the frequently negative eWOM was Dissatisfied Service (35.31%), followed by Poor Facilities (27.42%). Poor Sanitation was 13.93 percent. Some was Poor Food and Beverage (7.72%), Poor Environment (5.15%) and Mismatched Price and Billing Error (4.53%). While 1.06 percent was Bad security and 0.79 percent was Failure Brand Image. The fewest was Poor Location (0.09%). Lastly, Others (no specific dissatisfaction was mentioned in the negative reviews) was 4.00 percent. The Chi-Square test ($X^2 = 131.71$, $P < 0.05$) revealed the significant finding that the most frequent negative eWOM used by customers to Premium Hotel of Marriott International in China was Dissatisfied Service (35.31%) (Table 4.5).

Table 4.5 Negative eWOM to Premium Hotel of Marriott International

Code	Types of Negative eWOM	Frequency	Percentage
1	Dissatisfied Service	398	35.31%
2	Poor Sanitation	157	13.93%
3	Poor Facilities	309	27.42%
4	Poor Environment	58	5.15%
5	Poor Food and Beverage	87	7.72%
6	Poor Location	1	0.09%
7	Bad Security	12	1.06%
8	Mismatched Price and Billing Error	51	4.53%
9	Failure Brand Image	9	0.79%
10	Others	45	4.00%
Total		1127	100.00%
X^2			131.71*

Note: * = Significant at 0.05

Negative eWOM to Select Hotel of Marriott International

Out of the samples of negative eWOM to Select Hotel of Marriott International, the frequently negative eWOM was Dissatisfied Service (40.00%), followed by Poor Facilities (25.00%). Poor Sanitation and Poor Food and Beverage was 7.86 percent. Some was Poor

Environment (6.43%) and Mismatched Price and Billing Error (4.29%), while Bad Security and Failure Brand Image was 0.71 percent. Lastly, Others (no specific dissatisfaction was mentioned in the negative reviews) was 7.14 percent, Poor Location was not found in those samples. The Chi-Square test ($X^2 = 146.03$, $p < 0.05$) revealed the significant finding that the most frequent negative eWOM used by customers to Select Hotel of Marriott International in China was Dissatisfied Service (40.00%) (Table 4.6).

Table 4.6 Negative eWOM to Select Hotels of Marriott International

Code	Types of Negative eWOM	Frequency	Percentage
1	Dissatisfied Service	56	40.00%
2	Poor Sanitation	11	7.86%
3	Poor Facilities	35	25%
4	Poor Environment	9	6.43%
5	Poor Food and Beverage	11	7.86%
6	Poor Location	0	0.00%
7	Bad Security	1	0.71%
8	Mismatched Price and Billing Error	6	4.29%
9	Failure Brand Image	1	0.71%
10	Others	10	7.14%
Total		140	100.00%
X^2			146.03*

Note: * = Significant at 0.05

Response Strategy

Data of response strategy used by Marriott International were presented and analyzed in this part, Chi-Square was also used to test data's significance.

Out of the response strategy samples, the most frequent response strategy used by Marriott International were Correction (39.10%) and Apology (34.44%), followed by Ignore Reviewers (14.06%). Some response strategies were Explanation (6.96%) and No Response (4.61%). Very few of them were Denial (0.37%), Compensation (0.18%), Defensive (0.05%) is the fewest. Others was 0.23 percentage of response strategy. The Chi-Square test ($X^2 =$

168.44, $p < 0.05$) revealed the significant finding that the most frequent response strategy used by Marriott International in China to negative eWOM were Apology (34.44%) and Correction (30.10%) (Table 4.7).

Table 4.7 Response Strategy used by Marriott International

Code	Types of Response Strategy	Frequency	Percentage
A	No response	100	4.61%
B	Correction	848	39.10%
C	Apology	747	34.44%
D	Compensation	4	0.18%
E	Explanation	151	6.96%
F	Denial	8	0.37%
G	Ignore Reviewers	305	14.06%
H	Defensive	1	0.05%
I	Others	5	0.23%
Total		2169	100.00%
X^2			168.44*

Note: * = Significant at 0.05

Response Strategy to Each Kind of Negative eWOM

In this part, data of response strategy used by Marriott International in China to each kind of negative eWOM were presented and analyzed, Chi-Square was also used to test data's significance.

Response Strategy to Dissatisfied Service

Out of the samples of response strategy to dissatisfied service, the frequently response strategy to Dissatisfied Service used by Marriott International was Correction (45.87%) and Apology (40.28%), followed by No Response (5.24%), Ignore Reviewers (4.42%) and Explanation (3.95%). While Compensation (0.12%) and Denial (0.12%) had the same percentage. Defensive to Dissatisfied Service was not found in those samples. The Chi-Square test ($X^2 = 241.05$, $P < 0.05$) revealed the significant finding that the most frequent response strategy used by Marriott International in China to Dissatisfied Service were Correction (45.87%) and Apology (40.28%) (Table 4.8).

Table 4.8 Response Strategy used by Marriott International to Dissatisfied Service

Code	Types of Response Strategy	Frequency	Percentage
A	No response	45	5.24%
B	Correction	394	45.87%
C	Apology	346	40.28%
D	Compensation	1	0.12%
E	Explanation	34	3.95%
F	Denial	1	0.12%
G	Ignore Reviewers	38	4.42%
H	Defensive	0	0.00%
I	Others	0	0.00%
Total		859	100.00%
X^2			241.05*

Note: * = Significant at 0.05

Response Strategy to Poor Sanitation

Out of the samples of response strategy to Poor Sanitation, the frequently response strategy to Poor Sanitation used by Marriott International was Correction (37.96%), followed by Apology (30.29%), 22.63 percent was Ignore Reviews, while some Explanation (5.84%) and No Response (2.92%). Lastly, Denial was 0.36 percent. Compensation and Defensive to Poor Sanitation was not found in those samples. The Chi-Square test ($X^2 = 162.21$, $p < 0.05$) revealed the significant finding that the most frequent response strategy used by Marriott International in China to Poor Sanitation were Correction (37.96%) and Apology (30.29%) (Table 4.9).

Table 4.9 Response Strategy used by Marriott International to Poor Sanitation

Code	Types of Response Strategy	Frequency	Percentage
A	No response	8	2.92%
B	Correction	104	37.96%
C	Apology	83	30.29%
D	Compensation	0	0.00%
E	Explanation	16	5.84%
F	Denial	1	0.36%
G	Ignore Reviewers	62	22.63%
H	Defensive	0	0.00%
I	Others	0	0.00%
Total		274	100.00%
X^2			162.21*

Note: * = Significant at 0.05

Response Strategy to Poor Facilities

Out of the samples of response strategy to Poor Facilities, the frequently response strategy to Poor Facilities used by Marriott International was Correction (36.41%), followed by Apology (30.98%), 19.02 percent was Ignore Reviews, while some Explanation (8.70%). No Response was 3.62 percent. Lastly, Denial was 0.91 percent, Compensation was 0.36 percent. Defensive to Poor Sanitation was not found in those samples. The Chi-Square test ($X^2 = 145.98$, $p < 0.05$) revealed the significant finding that the most frequent response strategy used by Marriott International in China to Poor Facilities were Correction (36.41%) and Apology (30.98%) (Table 4.10).

Table 4.10 Response Strategy used by Marriott International to Poor Facilities

Code	Types of Response Strategy	Frequency	Percentage
A	No response	20	3.62%
B	Correction	201	36.41%
C	Apology	171	30.98%
D	Compensation	2	0.36%
E	Explanation	48	8.70%
F	Denial	5	0.91%
G	Ignore Reviewers	105	19.02%
H	Defensive	0	0.00%
I	Others	0	0.00%
Total		552	100.00%
X^2			145.98*

Note: * = Significant at 0.05

Response Strategy to Poor Environment

Out of the samples of response strategy to Poor Environment, the frequently response strategy to Poor Environment used by Marriott International was Ignore Reviewers (31.58%), followed by Explanation (25.26%) and Apology (20.00%), 13.69 percent was Correction, while some No Response (9.47%). Compensation, Denial and Defensive to Poor Environment was not found in those samples. The Chi-Square test ($X^2 = 108.13$, $p < 0.05$) revealed the significant finding that the most frequent response strategy used by Marriott International in China to Poor Environment was Ignore Reviewers (31.58%) (Table 4.11).

Table 4.11 Response Strategy used by Marriott International to Poor Environment

Code	Types of Response Strategy	Frequency	Percentage
A	No response	9	9.47%
B	Correction	13	13.69%
C	Apology	19	20.00%
D	Compensation	0	0.00%
E	Explanation	24	25.26%
F	Denial	0	0.00%
G	Ignore Reviewers	30	31.58%
H	Defensive	0	0.00%
I	Others	0	0.00%
Total		95	100.00%
X ²			108.13*

Note: * = Significant at 0.05

Response Strategy to Poor Food and Beverage

Out of the samples of response strategy to Poor Food and Beverage, the frequently response strategy to Poor Food and Beverage used by Marriott International were Correction and Ignore Reviewers, both of them was 31.33 percent, followed by Apology (30.00%). 5.34 percent was Explanation, while some No Response (2.00%). Compensation, Denial and Defensive to Poor Food and Beverage was not found in those samples. The Chi-Square test ($X^2 = 160.62$, $p < 0.05$) revealed the significant finding that the most frequent response strategy used by Marriott International in China to Poor Food and Beverage were Correction (31.33%) and Ignore Reviewers (31.33%) (Table 4.12).

Table 4.12 Response Strategy used by Marriott International to Poor Food and Beverage

Code	Types of Response Strategy	Frequency	Percentage
A	No response	3	2.00%
B	Correction	47	31.33%
C	Apology	45	30.00%
D	Compensation	0	0.00%
E	Explanation	8	5.34%
F	Denial	0	0.00%
G	Ignore Reviewers	47	31.33%
H	Defensive	0	0.00%
I	Others	0	0.00%
Total		150	100.00%
X ²			160.62*

Note: * = Significant at 0.05

Response Strategy to Poor Location

Because of the size of data sample is too small (only 1 sample), chi-square analysis is not applicable. So, the response strategy to Poor Location used by Marriott International could not be discussed in this research (Table 4.13).

Table 4.13 Response Strategy used by Marriott International to Poor Location

Code	Types of Response Strategy	Frequency	Percentage
A	No response	1	100%
B	Correction	0	0.00%
C	Apology	0	0.00%
D	Compensation	0	0.00%
E	Explanation	0	0.00%
F	Denial	0	0.00%
G	Ignore Reviewers	0	0.00%
H	Defensive	0	0.00%
I	Others	0	0.00%
Total		1	100.00%

Response Strategy to Bad Security

Out of the samples of response strategy to Bad Security, the frequently response strategy to Bad Security used by Marriott International was Apology (33.33%), followed by Explanation and Ignore Reviewers, both of them was 23.81 percent. 19.05 percent was Correction, while No Response, Compensation, Denial and Defensive to Bad Security was not found in those samples. The Chi-Square test ($X^2 = 139.29$, $p < 0.05$) revealed the significant finding that the most frequent response strategy used by Marriott International in China to Bad Security was Apology (33.33%) (Table 4.14).

Table 4.14 Response Strategy used by Marriott International to Bad Security

Code	Types of Response Strategy	Frequency	Percentage
A	No response	0	0.00%
B	Correction	4	19.05%
C	Apology	7	33.33%
D	Compensation	0	0.00%
E	Explanation	5	23.81%
F	Denial	0	0.00%
G	Ignore Reviewers	5	23.81%
H	Defensive	0	0.00%
I	Others	0	0.00%
Total		21	100.00%
X^2			139.29*

Note: * = Significant at 0.05

Response Strategy to Mismatched Price and Billing Error

Out of the samples of response strategy to Mismatched Price and Billing Error, the frequently response strategy to Mismatched Price and Billing Error used by Marriott International was Correction (33.01%), followed by Apology (29.52%). 14.56 percent was Ignore Reviewers, while 13.59 percent was Explanation. No Response was 5.83 percent, while a little few of Compensation, Denial and Defensive, they all were 0.97 percent. The Chi-Square test ($X^2 = 116.68$, $p < 0.05$) revealed the significant finding that the most frequent response strategy used by Marriott International in China to Mismatched Price and Billing Error were Correction (33.01%) and Apology (29.52%) (Table 4.15).

Response Strategy to Failure Brand Image

Out of the samples of response strategy to Failure Brand Image, the frequently response strategy to Failure Brand Image used by Marriott International was Correction (44.44%), followed by Apology (38.89%). Ignore Reviewers was 11.11 percent and No Response was 11.11 percent, while Compensation, Explanation, Denial and Defensive to Failure Brand Image was not found in those samples. The Chi-Square test ($X^2 = 232.63$, $p < 0.05$) revealed the significant finding that the most frequent response strategy used by Marriott International in

China to Failure Brand Image was Correction (44.44%) (Table 4.16).

Table 4.15 Response Strategy used by Marriott International to Mismatched Price and Billing Error

Code	Types of Response Strategy	Frequency	Percentage
A	No response	6	5.83%
B	Correction	34	33.01%
C	Apology	31	29.52%
D	Compensation	1	0.97%
E	Explanation	14	13.59%
F	Denial	1	0.97%
G	Ignore Reviewers	15	14.56%
H	Defensive	1	0.97%
I	Others	0	0.00%
Total		103	100.00%
X ²			116.68*

Note: * = Significant at 0.05

Table 4.16 Response Strategy used by Marriott International to Failure Brand Image

Code	Types of Response Strategy	Frequency	Percentage
A	No response	1	5.56%
B	Correction	8	44.44%
C	Apology	7	38.89%
D	Compensation	0	0.00%
E	Explanation	0	0.00%
F	Denial	0	0.00%
G	Ignore Reviewers	2	11.11%
H	Defensive	0	0.00%
I	Others	0	0.00%
Total		18	100.00%
X ²			232.63*

Note: * = Significant at 0.05

Response Strategy to Others

Others in this research paper means that customer has no specific dissatisfaction was mentioned in the negative reviews. Out of the samples of response strategy to other kind of negative reviews, the frequently response strategy to other kind of negative reviews used by

Marriott International was Correction (44.79%), followed by Apology (39.58%). Some was No Response (7.29%), while 2.08 percent was Explanation and Ignore Reviewers was 1.04 percent. Compensation, Denial and Defensive to Others was not found in those samples. Lastly, 5.2 percent was other response. The Chi-Square test ($X^2 = 229.31$, $p < 0.05$) revealed the significant finding that the most frequent response strategy used by Marriott International in China to Others were Correction (44.79%) and Apology (39.58%) (Table 4.17).

Table 4.17 Response Strategy used by Marriott International to Others

Code	Types of Response Strategy	Frequency	Percentage
A	No response	7	7.29%
B	Correction	43	44.79%
C	Apology	38	39.58%
D	Compensation	0	0.00%
E	Explanation	2	2.08%
F	Denial	0	0.00%
G	Ignore Reviewers	1	1.04%
H	Defensive	0	0.00%
I	Others	5	5.20%
Total		96	100.00%
X^2			229.31*

Note: * = Significant at 0.05

Response Strategy Used by Each Category's Hotel of Marriott International

In this part, data of response strategy used by each category hotel will be discussed. However, due to the size of sample is too small (check details in Table 4.18), Longer Stays and Collection were not included.

Table 4.18 Sample Collection of Each Category

Category	Sample Size of Hotel	Sample Size of Response Strategy
Luxury	32	267
Premium	159	1,699
Select	33	197
Longer Stays	4	5
Collection	1	1

Response Strategy Used by Luxury Hotel of Marriott International

Out of the samples of response strategy used by Luxury Hotel of Marriott International, the frequently response strategy was Apology (38.95%), followed by Correction (37.08%). Ignore Reviewers was 11.24 percent. Some was No Response (7.49%), 4.87 percent was Explanation and Compensation (0.37%) has the fewest frequency. Denial and Defensive was not found in those samples. The Chi-Square test ($X^2 = 178.87$, $p < 0.05$) revealed the significant finding that the most frequent response strategy used by Luxury Hotel of Marriott International in China to negative eWOM were Apology (38.95%) and Correction (37.08%) (Table 4.19).

Table 4.19 Response Strategy Used by Luxury Hotel of Marriott International

Code	Types of Response Strategy	Frequency	Percentage
A	No response	20	7.49%
B	Correction	99	37.08%
C	Apology	104	38.95%
D	Compensation	1	0.37%
E	Explanation	13	4.87%
F	Denial	0	0.00%
G	Ignore Reviewers	30	11.24%
H	Defensive	0	0.00%
I	Others	0	0.00%
Total		267	100.00%
X^2			178.87*

Note: * = Significant at 0.05

Response Strategy Used by Premium Hotel of Marriott International

Out of the samples of response strategy used by Premium Hotel of Marriott

International, the frequently response strategy was Correction (40.32%), followed by Apology (33.49%). Ignore Reviewers was 14.77 percent. Some was Explanation (7.30%), 3.30 percent was No Response, while Denial was 0.35 percent and Compensation was 0.12 percent. 0.06 percent was Defensive. Lastly, Others (no specific dissatisfaction was mentioned in the negative reviews) was 0.29 percent. The Chi-Square test ($X^2 = 172.70$, $P < 0.05$) revealed the significant finding that the most frequent response strategy used by Premium Hotel of Marriott International in China to negative eWOM were Correction (40.32%) and Apology (33.49%) (Table 4.20).

Table 4.20 Response Strategy Used by Premium Hotel of Marriott International

Code	Types of Response Strategy	Frequency	Percentage
A	No response	56	3.30%
B	Correction	685	40.32%
C	Apology	569	33.49%
D	Compensation	2	0.12%
E	Explanation	124	7.30%
F	Denial	6	0.35%
G	Ignore Reviewers	251	14.77%
H	Defensive	1	0.06%
I	Others	5	0.29%
Total		1699	100.00%
X^2			172.70*

Note: * = Significant at 0.05

Response Strategy Used by Select Hotel of Marriott International

Out of the samples of response strategy used by Premium Hotel of Marriott International, the frequently response strategy was Apology (36.55%), followed by Correction (31.98%). Ignore Reviewers was 12.17 percent and No Response was 10.66 percent. Some was Explanation (7.11%), 1.02 percent was Denial and Compensation (0.51%). Defensive was not found in those samples. The Chi-Square test ($X^2 = 140.51$, $p < 0.05$) revealed the significant finding that the most frequent response strategy used by Premium Hotel of Marriott

International in China to negative eWOM were Apology (36.55%) and Correction (31.98%) (Table 4.21).

In Chapter 4, data of collected samples has been presented and analyzed systematically. The results of the most frequent negative electronic word-of-mouth used by customers to Marriott International in China, the most frequent response strategy to negative reviews used by Marriott International in China and the most frequent response strategy used by Marriott International in China to each kind of negative eWOM have been found. In addition, to each category of Marriott International in China, the most frequent negative reviews and response strategy have also been found. Thus, the discussion of the result will be put in the following chapter 5.

Table 4.21 Response Strategy Used by Select Hotel of Marriott International

Code	Types of Response Strategy	Frequency	Percentage
A	No response	21	10.66%
B	Correction	63	31.98%
C	Apology	72	36.55%
D	Compensation	1	0.51%
E	Explanation	14	7.11%
F	Denial	2	1.02%
G	Ignore Reviewers	24	12.17%
H	Defensive	0	0.00%
I	Others	0	0.00%
Total		197	100.00%
χ^2			140.51*

Note: * = Significant at 0.05

CHAPTER 5

DISCUSSION

In this chapter, conclusion of the research findings presented in Chapter 4 were concluded in a logical way. The findings for each research question were discussed in this Chapter. In addition, limitation of this research study, and recommendations for further application and for further research were also presented.

Conclusion and Discussion of the Findings

Since the rapid development of communication on the online platform, electronic word-of-mouth (eWOM) has attracted the attention of large numbers of researchers in communication and marketing area, because the impact of eWOM on products or brands is profound (Serra-Cantalops, Cardona, & Salvi, 2020), especially on hospitality industry. Nowadays, consumers get used to check the reputation of hotel before making a hotel reservation (W. Chen & Tabari, 2017).

While hotel customers have unpleasant experiences in hotels, part of them chose to write negative reviews on the Internet to express dissatisfaction (Donthu et al., 2021). Based on the research from Xu (2014), most Chinese online reviewers would point the problems of hotel directly. Thus, through collecting and analyzing large numbers data of negative reviews to Marriott International in China, findings of the study intuitively reveal the main problems of hotel and what are the main concerns of hotel customers.

Obviously, hotels still can improve their reputation and increase the purchase rate of potential customers by strategically responding to negative electronic word-of-mouth (eWOM). And if the hotel is able to address the issues pointed by customers very directly through

response, it will also improve the goodwill of potential customers to the hotel (Bore, Rutherford, Glasgow, Taheri, & Antony, 2017). Therefore, response strategy used by hotel is very important.

This research analyzed negative electronic word-of-mouth on Marriott International in China and response strategy used by Marriott International in China. In conclusion, the analyses of the data provide answer for the following research questions.

Discussion of Findings for the First Research Question

To answer research question 1, in general, Dissatisfied Service is the most frequent negative eWOM messages used by customers to Marriott International in China.

Dissatisfied Service was the most frequent negative word-of-mouth sent by Chinese customers to Marriott International in China, the percentage was 35.98. Dissatisfied Service and Poor Facilities accounted for a large proportion of the negative review samples, the total frequency of them was up to 62.57 percent of total.

This result was similar with Xiong and Guo's (2013) founding, in Chinese hospitality industry, consumers' negative reviews focused on hotel service. Similarly, Donthu et al. (2021) found that negative eWOM focused on service and product in international hospitality industry.

Tourism and hospitality industry belongs to service industry (W. Y. Wu, Qomariyah, Sa, & Liao, 2018), in the ever-developing hospitality market, service quality has become the core competitiveness of hotels (Jeong & Oh, 1998). The hotel service is also the core demand of consumers.

The theory of justice was used to explore the relationship between consumer's satisfaction and product/service in communication area. While consumers were using products or feeling service, three dimensions of justice perception would be appeared. First, "distributive justice", it followed with outcome; second, "procedural justice", it concentrated on the process

that related to the outcome; third, “interactional justice”, it focused on the interactive actions during the process. Injustice perception would lead to dissatisfaction (Fu, Ju, & Hsu, 2015). The justice started from expectation.

Hotels of Marriott International focused on service and facilities (DuVall, 2018), it means that consumers would expect hotel’s service and facilities as well. While consumers could not feel good service and facilities as expected, they would have injustice perception, and then, the injustice perception became dissatisfaction. After this situation, consumers would have complaining psychological activities (Israeli, Lee, & Bolden III, 2019).

Israeli et al. (2019) also thought the behavior could be explained by the Theory of Cognitive Dissonance as well, which had found from Festinger in 1962. When consumers encounter services and products that do not match expectations, they will have cognitive dissonance and need to rebalance by complaining and write negative reviews.

The first research finding showed consumers’ complaining focused on service, Marriott International in China should understand why consumers had negative perception and pay more attention on it to improve the consumers’ satisfaction and hotel’s reputation, the recommendation would be provided in Section 5.3.1.

Discussion of Findings for the Second Research Question

To answer research question 2, “Dissatisfied Service” was the most frequent negative electronic word-of-mouth (eWOM) to Luxury, Premium and Select hotels of Marriott International in China, the second one was “Poor Facilities.” Due to the small sample size, Longer Stays and Collection hotels of Marriott International in China were not discussed in this research.

No matter the different levels of hotel, consumers’ main complain to Marriott International is about service and facilities. Different hotel levels also have different quality

standard (Ye, Li, Wang, & Law, 2014). Marriott International segmented the market into five categories: 1) Luxury, 2) Premium, 3) Select, 4) Longer Stays, and 5) Collection. The company group also defined the hotel standard differently. Luxury aimed to give “bespoke and superb amenities and services”; Premium aimed to provide “sophisticated and thoughtful amenities and services”; Select aimed to share “smart and easy amenities and services” (Marriott International, 2021). All hotels of Marriott International have the same hotel core theme: service and facility, the difference is that higher-level hotels will have corresponding higher-level service and facility standards. The difference related to the difference of consumers who chose different hotel levels had different expectation as well. Based on the Justice Theory and Cognitive Dissonance Theory mentioned in Section 5.1.1, we could understand why hotels belong to every category of Marriott International received negative reviews focused on service and facilities.

Nowadays, the difference in facilities in hotels of the same level is not particularly large, therefore, service has become the biggest criterion for judging whether the hotel is successful (Mohsin & Lockyer, 2010). Consumer’s expectation affects satisfaction deeply (Almsalam, 2014). The recommendation would be discussed in Section 5.3.1.

Discussion of Findings for the Third Research Question

To answer research question 3, yes, Correction and Apology were the most frequent responses used by Marriott International in China to negative eWOM.

Correction was the most frequent response strategy used by Marriott International in China to negative eWOM, the percentage was 39.10, and the frequency of Apology was 34.44% of total data, it was similar to that of Correction. The sum of their frequencies reached 73.54 percent of the total.

According to previous literature on crisis management and response strategy to

negative reviews in hospitality industry that mentioned in Chapter 2, when talked about negative eWOM in hospitality industry, the nature of negative reviews were normally “high controlled”, it also means hotel took more responsibility. In this situation, Correction and Apology would be the high matched response strategies (Coombs & Holladay, 2008). These matched response strategies can help Marriott International to meet the emotional needs of customers during the process of responding to negative reviews. More importantly, Marriott International actively stated in the response that they will correct the problems pointed in the negative reviews, and this move cannot only develop customer’s satisfaction, but also improve the hotel’s image in the minds of potential customers.

However, the frequency of Ignoring Reviewers was 14.06% of the total data. Ignoring Reviewers also belongs to negative response, this response method actually gives an invalid response. It not only fails to respond positively to negative reviews and solve customer’s requirement, but it also reduces hotel’s image in the minds of potential customers. hotels of Marriott International in China should pay attention to this situation and try to avoid using this kind of response strategy to respond to negative online reviews posted by customers.

When negative eWOM appeared, hotels can resolve in the response. The Justice Theory can also be used in the resolution. Previous research studied and analyzed the effect of corporate’s resolve action to change consumer’s justice perception, if the company can properly handle consumer’s complaints (such as quick, apology, correct, explain, focus), bad influence will be reduced (Sun, 2017).

Based on Liu and Deng’s (2016) research, correction and apology are the most desirable responses from customers. Nowadays, customers have higher and higher requirements for emotional experience. Apology can directly reflect the attitude and sincerity of hotel, it seems like a kind of emotional compensation, and it can give customers high-quality service remedy.

Customers are also very concerned that hotel can effectively solve the problem which has happened during their stay and hope for the improvement. Thus, Correction and Apology can be the useful response strategy to negative online comments, through collecting and analyzing large numbers data of response strategy used by Marriott International in China, it can be observed whether their responses are valid.

This research found Marriott International used Correction and Apology to respond to negative online reviews. It is considered meaningful as both of them belongs to accommodative response strategies. While hotels used these two strategies, it means hotels had stated that they would take responsibility for the problems raised in negative reviews (Y. L. Lee & Song, 2010).

Marriott International should ignore “Ignore Reviewers”, according to H. X. Lu, Wu, and Su (2014), responding to negative online reviews is not only a communication with review’s writer, but also be a communication with review’s receiver, those hotel’s potential customers. The process that hotel’s potential customers’ perception of reading negative online reviews can be explained by the Attribution Theory, which describes the process that individuals assign reasons to situation. Attribution is the equivalent to the judgment of review’s writer. These judgments lead to potential customer’s behavior, when potential customer attributed the information from reviewers to the real performance or behavior of the product, potential customer would have bad image of the product, if potential customer attributed the information may be caused by other factors. This kind of negative review has less effect on potential customers. Therefore, while there is fake information in negative reviews, such as consumer’s misunderstanding or situations that have been resolved, hotel should explain or deny positively in comments.

Discussion of Findings for the Fourth Research Question

To answer research question 4, Correction and Apology were the most frequent

response strategy used by Marriott International in China to Dissatisfied Service, Poor Sanitation, Poor Facilities, Mismatched Price and Billing Error and Others; “Ignoring Reviewers” was the most frequent response strategy used by Marriott International in China to Poor Environment; “Correction” and “Ignoring Reviewers” were the most frequent response strategy used by Marriott International in China to Poor Food and Beverage; Poor Location, Bad Security, Failure Brand Image had small sample size, especially Poor Location, it only had one sample out of 1448 samples of negative reviews, it means hotels of Marriott International in China always have good locations. Similarly, Bad security had 21 samples, while Failure Brand Image had 18 samples, it seems the security and reputation of Marriott International in China are still ok.

To each different type of negative online comments, Marriott International in China mostly have made a well-done response. In most cases, like Dissatisfied Service, Poor Sanitation, Poor Facilities, Mismatched Price and Billing Error, hotel used “Correction” and “Apology” to restore the hotel image, Correction and Apology were correct and high matched to those types of negative electronic word-of-mouth in hospitality industry, based on crisis communication handbook, when those situation happened, it means hotel’s attribution were strong, Correction and Apology were best response strategies to reduce and rebuild the bad image (Coombs, 2010). It was leaving a good impression on potential hotel customers. Hotel also met the emotional needs of customers by using “Apology” response strategy. “Correction” and “Apology” both can make consumers have justice perception through hotel’s responses (Sun, 2017). Based on F. Y. Liu and Deng (2016), Apology can help consumers feel hotel’s sincere and respect, and then, they will have interactive justice perception. Correction shows that hotel will solve the problem found by consumers, this action also can help consumers have justice perception and make them feel satisfied with hotel. The area that hotels of Marriott

International in China still need to be improved is its response strategy to Poor Environment and Poor Food and Beverage, till now, the main response strategy for the hotel to respond to these two types of negative reviews is “Ignoring Reviewers.” Hotels of Marriott International in China should pay attention to these two types of negative online reviews: Poor Environment and Poor Food and Beverage, try to avoid using “Ignoring Reviewers” to respond to negative eWOM. Poor Food and Beverage also belongs to “high controlled” negative electronic word-of-mouth, thus, the matched response strategies are Correction and Apology. Poor Environment belongs to “low controlled” negative electronic word-of-mouth, hotel’s responsibility is low, those positive response strategies are matched, such as Compensation, Apology, Explanation, however, Ignoring Reviewers should avoid. In addition, same as section 5.1.3, according to the Attribution Theory, if hotel found the situation mentioned in negative reviews were not real, they can explain and deny in a positive way through their response.

Discussion of Findings for the Fifth Research Question

To answer research question 5, “Correction” and “Apology” were the most frequent response strategy used by Luxury, Premium and Select hotels of Marriott International in China.

Luxury, Premium and Select hotels had done a good job of responding to negative online reviews in most situations based on the previous literature. However, the frequency of “Ignoring Reviewers” was still high among these three categories of hotel. “Ignoring Reviewers” has become a common problem in these hotels, it needs much more attention.

Correction and Apology are the most frequent response strategy used by hotels, these are positive ways to respond to customers’ negative reviews and improve hotel’s image in the minds of potential customers (F. Y. Liu & Deng, 2016). Hotels rarely use “Defensive,” it’s a good way to keep hotel’s image and avoid arousing disgust.

Limitations of Study

This study has some limitations. Firstly, all the samples collected from one online platform in China, its findings may be less generalizable to other platforms.

Secondly, positive electronic word-of-mouth was excluded in this study. Therefore, the percentage of negative reviews in the overall online reviews in some issues seem to be too low to analyze validly.

Finally, content analysis as the quantitative research method in this study only reveals what types of response to negative eWOM implemented by Marriott International in China. If the hotel wants to better understand whether the most frequent type of response is the most effective one or not, a qualitative research method should be conducted.

Recommendation for Further Application

Recommendation for Brand Managers

Through the review and analysis of a large number of previous literature, the current situation of Marriott International in electronic word-of-mouth area, and the directions that can be improved are also presented in this article. Managers of Marriott International in China can combine this research's conclusion and suggestion into business improvement.

Hotels of Marriott International in China have to pay more attention to their service and facilities. Chinese customers usually point the problem directly through negative online reviews (Xu, 2014), and the negative reviews can influence the potential consumer's purchase decision directly (Litvin et al., 2008).

Service includes quality, attitude and speed of service, the quality and professionalism of hotel's employees is an important part of hotel soft facilities, and also related to hotel's service. Hotel should have a systematically vocational training to employees, service

awareness and attitude, work operation, corporate culture and so on (Jiang, 2020). When employees truly understand the mission and vision of Marriott International, they can better pass it on to customers.

Facilities include the state of the facility, whether the facility is damaged, expectation of the facility and so on. Some hotels of Marriott International opened earlier, the facilities are quite old, those hotels need regular equipment maintenance, if necessary, they can be renovated during the off-season so as to ensure that customers have a good experience when staying in the hotel and maintain a good image of the hotel.

Marketers of hotel have to realize that their customers are going to use Internet and digital media as platforms to provide suggestion, change experience and make purchase decision in increasing numbers, their marketing is related to electronic word-of-mouth to larger extent and more deeply (Litvin et al., 2008).

Asian consumers pay more attention on hotel service while western consumers care more about hotel facilities (Choi & Chu, 2000). Based on this research finding, the most negative online reviews posted from consumers to hotels of Marriott International was Dissatisfied Service. Marriott International in China should understand the situation and identify how to achieve consumers' satisfaction in a better way. Afriffin and Maghzi (2012) found five dimensions of service in hospitality industry: "personalization," "warm welcoming," "special relationship," "straight from the heart," and "comfort." "Personalization" means additional valued-added service, such as free breakfast, guest room upgrade and so on, it will effectively improve the image of hotel service in consumer's mind; "warm welcoming" was defined as hotel staffs who can provide nice welcome service when customers arrive and treat them like friends, welcome guests to the reception warmly, provide welcome drink or dessert, take the initiative to help guests to carry their luggage; "special relationship" means hotel had

the ability to provide consumer special services, the special service is usually beyond the normal hotel service, it refers to one-to-one customized special service, such as a warmly goodbye from staffs when consumer leaves or when guests have some emergency help requirement, hotel can try their best to help them; “straight from the heart” was defined as sincere and true service, mechanically smiling cannot give consumer a nice service experience; and “comfort” makes a sense of both physical and psychological comfort to guests. In other words, hotel needs to take care of consumer’s emotions as well.

According to C. Lu, Berchoux, Marek, and Chen (2015), luxury hotel always has higher price, high price means that consumers will also have higher expectations for service, facilities, etc. In consumers’ mind, luxury hotel is the leading one in hospitality industry, the service and facilities should be better than other hotels. When consumers find that facts are not consistent with what they expected, they tend to have negative emotions and give negative reviews to hotel.

Correction and Apology are the most frequent response strategy used by hotels, these are positive ways to respond to customers’ negative reviews and improve hotel’s image in the minds of potential customers (F. Y. Liu & Deng, 2016). Hotels rarely use “Defensive” strategy. It is a good way to keep hotel’s image and avoid arousing disgust.

What hotels of Marriott International in China need to improve is avoiding to use “Ignoring Reviewers” as a response strategy. Correction, Apology, Explanation, Denial, Compensation and even No Response are positive response strategies. Hotels can effectively combine these response strategies to tackle negative online reviews. Based on a research from Ma (2018), hotel can respond in a seven-step way: Step#1: apology to the customer; Step#2: appreciate for consumer’s review; Step#3: explain the reason; Step#4: state hotel will correct the problem; Step#5: acknowledge negative reviews and take them seriously; Step#6: pay

attention to the individual requirements of customer, and Step#7: sincerely invite customer to visit next time.

However, when the negative review is against fact, hotel also can deny the reviewer in a positive way by using eight-step way: Step#1: emphasize service and facilities of hotel; Step#2: emphasize hotel's features and style; Step#3: advise customers that they may have missed other services provided by the hotel; Step#4: emphasize hotel's mission and vision; Step#5: state the fact to prove that what the reviewer said is not true; Step#6: emphasize positive comments, and use positive comments to confirm the hotel's facilities and service; Step#7: indicates that the problem mentioned in the comment is a small probability case; and Step#8: show the confidence to hotel.

Reviewing existing problems and correcting them, as well as learning to respond to negative reviews more effectively, Marriott International in China can later win a better reputation in Chinese market.

Recommendation for Government or Policy Makers

With the high spread development of economic, tourism and hospitality industry become more and more important in today's China. The government should provide more standard regulations and safeguards to the industry. For example, government can refer to four steps which provided by S. H. Chen (2010): Step#1: strengthen the awareness of hotel's service standardization; Step#2: clarify the significance of service standardization to the hotel's brand improvement; Step#3: focus on quality standards to promote hotel's brand image; and Step#4: improve the standardized promote system, implement hotel's brand strategy; establish or improve laws and regulations to protect the development of hotel brands. Government not only ensures the overall quality of the hospitality industry, but also facilitates hotels to enhance brand image and popularity, so that tourism and hospitality industry can develop soundly and

drive China's tourism economy.

Recommendation for Future Research

This research fits the research gap of Marriott International in China in communication research area. It is the first one to study negative electronic word-of-mouth to hotels of Marriott International in China and hotels' response strategy based on big data, research findings are all significantly.

Nowadays, studies on response strategies to negative electronic word-of-mouth still refers to crisis communication theories and research findings. Negative reviews' damage was less than crisis, however, researchers can study based on the crisis management. For example, in this research, hospitality was the research area, the characteristic of negative electronic word-of-mouth in hospitality industry is that they are mostly "high controlled" by hotel, in other words, hotels should take more responsibility and use Correction and Apology to response. If researchers study response to negative electronic word-of-mouth in other areas, researchers can study the nature of negative electronic reviews is "high controlled" or "low controlled", and then check the matched response strategy according to crisis response.

Future researchers can do in-depth qualitative research on hotel reviews of Marriott International or other different type of hotel such as boutique hotel.

This research also used the Justice Theory and the Cognitive Dissonance Theory to analyze negative electronic word-of-mouth (eWOM). The Justice Theory and the Attribution Theory were used to understand the useful response strategies, future researchers can do in-depth research based on these.

In the end, researchers or hotel managers in other countries can study negative electronic word-of-mouth and response strategy by using this research's method; certainly,

other World Hotel Group such as Hilton, IHG can also be the research object. Comparative study between hotels in different regions such as Europe and North America may be conducted to examine whether cultural differences affect the application of response strategies differently. In addition to tourism and hospitality industry, some new IT products such as home robots and new energy vehicles can be subject for future study.



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APPENDIX

Appendix A Date Collection

1	2	3	4	5	6	7	8	9	10	11	12	13	14
2018.1.1	2018.1.7	2018.1.14	2018.1.21	2018.1.28	2018.2.4	2018.2.11	2018.2.18	2018.2.25	2018.3.4	2018.3.11	2018.3.18	2018.3.25	2018.4.1
2018.1.2	2018.1.8	2018.1.15	2018.1.22	2018.1.29	2018.2.5	2018.2.12	2018.2.19	2018.2.26	2018.3.5	2018.3.12	2018.3.19	2018.3.26	2018.4.2
2018.1.3	2018.1.9	2018.1.16	2018.1.23	2018.1.30	2018.2.6	2018.2.13	2018.2.20	2018.2.27	2018.3.6	2018.3.13	2018.3.20	2018.3.27	2018.4.3
2018.1.4	2018.1.10	2018.1.17	2018.1.24	2018.1.31	2018.2.7	2018.2.14	2018.2.21	2018.2.28	2018.3.7	2018.3.14	2018.3.21	2018.3.28	2018.4.4
2018.1.5	2018.1.11	2018.1.18	2018.1.25	2018.2.1	2018.2.8	2018.2.15	2018.2.22	2018.3.1	2018.3.8	2018.3.15	2018.3.22	2018.3.29	2018.4.5
2018.1.6	2018.1.12	2018.1.19	2018.1.26	2018.2.2	2018.2.9	2018.2.16	2018.2.23	2018.3.2	2018.3.9	2018.3.16	2018.3.23	2018.3.30	2018.4.6
	2018.1.13	2018.1.20	2018.1.27	2018.2.3	2018.2.10	2018.2.17	2018.2.24	2018.3.3	2018.3.10	2018.3.17	2018.3.24	2018.3.31	2018.4.7
15	16	17	18	19	20	21	22	23	24	25	26	27	28
2018.4.8	2018.4.15	2018.4.22	2018.4.29	2018.5.6	2018.5.13	2018.5.20	2018.5.27	2018.6.3	2018.6.10	2018.6.17	2018.6.24	2018.7.1	2018.7.8
2018.4.9	2018.4.16	2018.4.23	2018.4.30	2018.5.7	2018.5.14	2018.5.21	2018.5.28	2018.6.4	2018.6.11	2018.6.18	2018.6.25	2018.7.2	2018.7.9
2018.4.10	2018.4.17	2018.4.24	2018.5.1	2018.5.8	2018.5.15	2018.5.22	2018.5.29	2018.6.5	2018.6.12	2018.6.19	2018.6.26	2018.7.3	2018.7.10
2018.4.11	2018.4.18	2018.4.25	2018.5.2	2018.5.9	2018.5.16	2018.5.23	2018.5.30	2018.6.6	2018.6.13	2018.6.20	2018.6.27	2018.7.4	2018.7.11
2018.4.12	2018.4.19	2018.4.26	2018.5.3	2018.5.10	2018.5.17	2018.5.24	2018.5.31	2018.6.7	2018.6.14	2018.6.21	2018.6.28	2018.7.5	2018.7.12
2018.4.13	2018.4.20	2018.4.27	2018.5.4	2018.5.11	2018.5.18	2018.5.25	2018.6.1	2018.6.8	2018.6.15	2018.6.22	2018.6.29	2018.7.6	2018.7.13
2018.4.14	2018.4.21	2018.4.28	2018.5.5	2018.5.12	2018.5.19	2018.5.26	2018.6.2	2018.6.9	2018.6.16	2018.6.23	2018.6.30	2018.7.7	2018.7.14
29	30	31	32	33	34	35	36	37	38	39	40	41	42
2018.7.15	2018.7.22	2018.7.29	2018.8.5	2018.8.12	2018.8.19	2018.8.26	2018.9.2	2018.9.9	2018.9.16	2018.9.23	2018.9.30	2018.10.7	2018.10.14
2018.7.16	2018.7.23	2018.7.30	2018.8.6	2018.8.13	2018.8.20	2018.8.27	2018.9.3	2018.9.10	2018.9.17	2018.9.24	2018.10.1	2018.10.8	2018.10.15
2018.7.17	2018.7.24	2018.7.31	2018.8.7	2018.8.14	2018.8.21	2018.8.28	2018.9.4	2018.9.11	2018.9.18	2018.9.25	2018.10.2	2018.10.9	2018.10.16
2018.7.18	2018.7.25	2018.8.1	2018.8.8	2018.8.15	2018.8.22	2018.8.29	2018.9.5	2018.9.12	2018.9.19	2018.9.26	2018.10.3	2018.10.10	2018.10.17
2018.7.19	2018.7.26	2018.8.2	2018.8.9	2018.8.16	2018.8.23	2018.8.30	2018.9.6	2018.9.13	2018.9.20	2018.9.27	2018.10.4	2018.10.11	2018.10.18
2018.7.20	2018.7.27	2018.8.3	2018.8.10	2018.8.17	2018.8.24	2018.8.31	2018.9.7	2018.9.14	2018.9.21	2018.9.28	2018.10.5	2018.10.12	2018.10.19
2018.7.21	2018.7.28	2018.8.4	2018.8.11	2018.8.18	2018.8.25	2018.9.1	2018.9.8	2018.9.15	2018.9.22	2018.9.29	2018.10.6	2018.10.13	2018.10.20

43	44	45	46	47	48	49	50	51	52	53	54	55	56
2018.10.21	2018.10.28	2018.11.4	2018.11.11	2018.11.18	2018.11.25	2018.12.2	2018.12.9	2018.12.16	2018.12.23	2018.12.30	2019.1.6	2019.1.13	2019.1.20
2018.10.22	2018.10.29	2018.11.5	2018.11.12	2018.11.19	2018.11.26	2018.12.3	2018.12.10	2018.12.17	2018.12.24	2018.12.31	2019.1.7	2019.1.14	2019.1.21
2018.10.23	2018.10.30	2018.11.6	2018.11.13	2018.11.20	2018.11.27	2018.12.4	2018.12.11	2018.12.18	2018.12.25	2019.1.1	2019.1.8	2019.1.15	2019.1.22
2018.10.24	2018.10.31	2018.11.7	2018.11.14	2018.11.21	2018.11.28	2018.12.5	2018.12.12	2018.12.19	2018.12.26	2019.1.2	2019.1.9	2019.1.16	2019.1.23
2018.10.25	2018.11.1	2018.11.8	2018.11.15	2018.11.22	2018.11.29	2018.12.6	2018.12.13	2018.12.20	2018.12.27	2019.1.3	2019.1.10	2019.1.17	2019.1.24
2018.10.26	2018.11.2	2018.11.9	2018.11.16	2018.11.23	2018.11.30	2018.12.7	2018.12.14	2018.12.21	2018.12.28	2019.1.4	2019.1.11	2019.1.18	2019.1.25
2018.10.27	2018.11.3	2018.11.10	2018.11.17	2018.11.24	2018.12.1	2018.12.8	2018.12.15	2018.12.22	2018.12.29	2019.1.5	2019.1.12	2019.1.19	2019.1.26

56	57	58	59	60	61	62	63	64	65	66	67	68	69	70
2019.1.20	2019.1.27	2019.2.3	2019.2.10	2019.2.17	2019.2.24	2019.3.3	2019.3.10	2019.3.17	2019.3.24	2019.3.31	2019.4.7	2019.4.14	2019.4.21	2019.4.28
2019.1.21	2019.1.28	2019.2.4	2019.2.11	2019.2.18	2019.2.25	2019.3.4	2019.3.11	2019.3.18	2019.3.25	2019.4.1	2019.4.8	2019.4.15	2019.4.22	2019.4.29
2019.1.22	2019.1.29	2019.2.5	2019.2.12	2019.2.19	2019.2.26	2019.3.5	2019.3.12	2019.3.19	2019.3.26	2019.4.2	2019.4.9	2019.4.16	2019.4.23	2019.4.30
2019.1.23	2019.1.30	2019.2.6	2019.2.13	2019.2.20	2019.2.27	2019.3.6	2019.3.13	2019.3.20	2019.3.27	2019.4.3	2019.4.10	2019.4.17	2019.4.24	2019.5.1
2019.1.24	2019.1.31	2019.2.7	2019.2.14	2019.2.21	2019.2.28	2019.3.7	2019.3.14	2019.3.21	2019.3.28	2019.4.4	2019.4.11	2019.4.18	2019.4.25	2019.5.2
2019.1.25	2019.2.1	2019.2.8	2019.2.15	2019.2.22	2019.3.1	2019.3.8	2019.3.15	2019.3.22	2019.3.29	2019.4.5	2019.4.12	2019.4.19	2019.4.26	2019.5.3
2019.1.26	2019.2.2	2019.2.9	2019.2.16	2019.2.23	2019.3.2	2019.3.9	2019.3.16	2019.3.23	2019.3.30	2019.4.6	2019.4.13	2019.4.20	2019.4.27	2019.5.4

71	72	73	74	75	76	77	78	79	80	81	82	83	84
2019.5.5	2019.5.12	2019.5.19	2019.5.26	2019.6.2	2019.6.9	2019.6.16	2019.6.23	2019.6.30	2019.7.7	2019.7.14	2019.7.21	2019.7.28	2019.8.4
2019.5.6	2019.5.13	2019.5.20	2019.5.27	2019.6.3	2019.6.10	2019.6.17	2019.6.24	2019.7.1	2019.7.8	2019.7.15	2019.7.22	2019.7.29	2019.8.5
2019.5.7	2019.5.14	2019.5.21	2019.5.28	2019.6.4	2019.6.11	2019.6.18	2019.6.25	2019.7.2	2019.7.9	2019.7.16	2019.7.23	2019.7.30	2019.8.6
2019.5.8	2019.5.15	2019.5.22	2019.5.29	2019.6.5	2019.6.12	2019.6.19	2019.6.26	2019.7.3	2019.7.10	2019.7.17	2019.7.24	2019.7.31	2019.8.7
2019.5.9	2019.5.16	2019.5.23	2019.5.30	2019.6.6	2019.6.13	2019.6.20	2019.6.27	2019.7.4	2019.7.11	2019.7.18	2019.7.25	2019.8.1	2019.8.8
2019.5.10	2019.5.17	2019.5.24	2019.5.31	2019.6.7	2019.6.14	2019.6.21	2019.6.28	2019.7.5	2019.7.12	2019.7.19	2019.7.26	2019.8.2	2019.8.9
2019.5.11	2019.5.18	2019.5.25	2019.6.1	2019.6.8	2019.6.15	2019.6.22	2019.6.29	2019.7.6	2019.7.13	2019.7.20	2019.7.27	2019.8.3	2019.8.10

85	86	87	88	89	90	91	92	93	94	95	96	97	98
2019.8.11	2019.8.18	2019.8.25	2019.9.1	2019.9.8	2019.9.15	2019.9.22	2019.9.29	2019.10.6	2019.10.13	2019.10.20	2019.10.27	2019.11.3	2019.11.10
2019.8.12	2019.8.19	2019.8.26	2019.9.2	2019.9.9	2019.9.16	2019.9.23	2019.9.30	2019.10.7	2019.10.14	2019.10.21	2019.10.28	2019.11.4	2019.11.11
2019.8.13	2019.8.20	2019.8.27	2019.9.3	2019.9.10	2019.9.17	2019.9.24	2019.10.1	2019.10.8	2019.10.15	2019.10.22	2019.10.29	2019.11.5	2019.11.12
2019.8.14	2019.8.21	2019.8.28	2019.9.4	2019.9.11	2019.9.18	2019.9.25	2019.10.2	2019.10.9	2019.10.16	2019.10.23	2019.10.30	2019.11.6	2019.11.13
2019.8.15	2019.8.22	2019.8.29	2019.9.5	2019.9.12	2019.9.19	2019.9.26	2019.10.3	2019.10.10	2019.10.17	2019.10.24	2019.10.31	2019.11.7	2019.11.14
2019.8.16	2019.8.23	2019.8.30	2019.9.6	2019.9.13	2019.9.20	2019.9.27	2019.10.4	2019.10.11	2019.10.18	2019.10.25	2019.11.1	2019.11.8	2019.11.15
2019.8.17	2019.8.24	2019.8.31	2019.9.7	2019.9.14	2019.9.21	2019.9.28	2019.10.5	2019.10.12	2019.10.19	2019.10.26	2019.11.2	2019.11.9	2019.11.16

99	100	101	102	103	104	105
2019.11.17	2019.11.24	2019.12.1	2019.12.8	2019.12.15	2019.12.22	2019.12.29
2019.11.18	2019.11.25	2019.12.2	2019.12.9	2019.12.16	2019.12.23	2019.12.30
2019.11.19	2019.11.26	2019.12.3	2019.12.10	2019.12.17	2019.12.24	2019.12.31
2019.11.20	2019.11.27	2019.12.4	2019.12.11	2019.12.18	2019.12.25	
2019.11.21	2019.11.28	2019.12.5	2019.12.12	2019.12.19	2019.12.26	
2019.11.22	2019.11.29	2019.12.6	2019.12.13	2019.12.20	2019.12.27	
2019.11.23	2019.11.30	2019.12.7	2019.12.14	2019.12.21	2019.12.28	

Appendix B Part of Original Samples of Negative Reviews and Hotel Responses

Hotel	City		Negative Review	Response
北京宝格丽酒店	北京	2/5	早餐够烂。除了出现问题后服务人员态度还不错以外，其他都一无是处。房间无论淋浴还是手盆下水都有问题，卫生简直不能评价，用什么或者喝什么之前一定要看好有没有什么东西恶心到你。	
北京宝格丽酒店	北京	1/5	过年期间入住宝格丽三天。本来体验不错，服务不错，送了小礼物给小孩，泳池的小哥哥也很尽职。可是退房后打电话说小茶几的桌角被我们弄坏了，一脸懵逼。我连这个小茶几在哪都不知道。还好入住时拍摄了一些照片，放大看到桌角当时已经有裂缝了，感觉很差，差点被说了的感觉，要是没拍照片真不知道怎么证明，这个酒店教会了我以后入住要检查家具，以免退房被说！在带客户入住前也希望好好检查房间，不要带客户入住具有损坏的房间，大过年的花钱**的感觉。有个说法是好的体验大部分源于最后的时刻的体验，那这个酒店给我最后的体验就是极差的！对于入住北京宝格丽酒店是我噩梦般的体验，真是难以想象之差，与铂钻级五星酒店完全不相符，我是一个向来都比较宽容，不愿意投诉的人，但我实在气愤不过，所以必须如实把自己的遭遇说一下，希望大家不要再上当。我于两天前入住北京宝格丽酒店，按照预订check in时间到达酒店，结果前台告诉我没有房间，需要等，晚上由于其灯的开关设计不合理，我找不到夜灯开关，只能把全部灯关掉，由于太黑，我不小心把小腿碰到床头柜的角上，感觉一阵剧烈疼痛，但是由于太困就睡了，没有查看伤情，结果早晨才发现腿伤得很严重，出了很多血，床头柜的角是玻璃和金属尖角，非常锋利，洗澡时发现，这家酒店的毛巾、浴袍已经十分陈旧，由于反复洗涤多次，已经发黄、僵硬，毛都没有了，用起来非常不舒服，甚至有点不敢多用，怕不卫生，跟小旅馆差不多，早晨去餐厅吃饭被告知没有自助餐，只能按照既定的几个套餐点，结果上来的套餐非常难吃，按照估计成本就十几块钱，不知道该酒店收取将近400元早餐费是多么暴利，我也只能垫一下然后到外面吃，本来网上说可以接送机和3公里免费送，实际等你到要车时，要么没有，要么等半小时以上，让我崩溃，我也只能自己叫车。这样的酒店最低房价也要3418起，我感受到的服务只能与400元左右的宾馆差不多，给我的印象，除了价格贵，就是差，性价比极低，酒店配套非常少，我就好奇，这样的酒店根本达不到五星级标准，真心希望宝格丽的老板认真为客户考虑一下，钱不是这样赚的，希望携程不要再在网上给这家酒店铂钻级的评价，这会误导消费者。	
北京宝格丽酒店	北京	1/5	和上海宝格丽没法比，房间布局不好，餐具不干净且是锈的，送到房间的早餐不新鲜，饮料吧台上的镜子又污又脏，沙发上不知是红酒渍还是什么污渍看起来很难受，床还是塌的，像是被睡坏了一样，不会再来了，酒店总体体验感太差了，但是北京的服务态度比上海宝格丽要好，比上海真诚，但是房间硬件真的太差了，我定的套间都这样，那基础房型真的不敢想象！是我住过的最差的酒店	
北京宝格丽酒店	北京	2/5		
北京富力万丽酒店	北京	2.7/5	很注重早餐，结果去了，餐厅卫生，服务都一般般，相比嘉里差太多了。前台电话很难打通，导致进了房间还得亲自下楼去前台办理。房间隔音效果也很差，隔壁来电话打电话都听的很清楚。下次应该不会选择这里了。	尊敬的客人：十分抱歉未能为您提供一次完美的入住体验。我们已将您所反应的服务质量问题上报给全体酒店管理团队，并将继续努力提升酒店整体水平。衷心期待您和其他客人提供更为优质的服务！北京富力万丽酒店 市场传讯部
北京富力万丽酒店	北京	1/5	很差劲，前台永远跟**一样打不进去电话	尊敬的客人：十分抱歉未能为您提供一次完美的入住体验。我们已将您所反应的服务质量问题上报给全体酒店管理团队，并将继续努力提升酒店整体水平。衷心期待您的理解与支持！北京富力万丽酒店 市场传讯部
北京富力万丽酒店	北京	1/5	服务态度很差，打电话没人接	尊敬的客人：感谢您下榻北京富力万丽酒店！由于我们的管理疏忽，为您带来诸多不便，请接受我们最诚挚的歉意。我们已将您的评价反应至酒店管理团队及相关部门，并将加强员工培训、优化班次安排，力求为您带来24小时在线的优质服务。期待您的支持！北京富力万丽酒店 市场传讯部
北京富力万丽酒店	北京	2.5/5	酒店太差了。第一，空调一点儿都不管用。早上起来特别冷，跟没关窗户一样。第二天接着就得了非常严重的感冒发烧。第二，床品很差，我睡了一晚上，腰部脸部和臀部一大片红，跟过敏了一样，三天还没有消下去。这个价格，建议慎重选择。	尊敬的客人：感谢您下榻北京富力万丽酒店！十分抱歉未能为您提供一次完美的入住体验。我们已将您所反映的空调问题以及房间床品问题上报给全体酒店管理团队，并将继续努力提升服务质量及酒店整体水平。衷心期待您的理解与支持！北京富力万丽酒店 市场传讯部
北京富力万丽酒店	北京	1/5	我在携程网上的酒店人员给我个房间号514房间，这是什么事呀？又加钱才换了个房间，酒店人员素质非常低，我定的房间一会有一会没有啥无语了，	尊敬的宾客：我很遗憾地得知房间的安排没有达到您的预期，我谨代表酒店管理层向您表示诚挚的歉意。十分惭愧，在您入住期间我们未能提供万丽酒店，及万豪集团的一贯服务。客人的反馈永远是我们酒店最为重要的工作指南，我们将根据的反馈立即展开调查和行动，在最短时间内解决服务中的不足，并对相关员工进行处理与培训。在此，再次向您提供的宝贵意见表示感谢，为确保提供我们的客人最好的个性化服务，您的意见是酒店不断进步的动力。期待您的再度光临。北京富力万丽 市场传讯部。

北京富力万丽酒店	北京	2/5	太旧太老太差	您带来愉悦的体验。您所提及的问题和建议已经反馈给相关部门。我们正在进行积极的整改。再次感谢您对北京富力万丽酒店的关注，并期待有机会再次欢迎您的入住，并带给您愉悦、独特、难忘的体验！北京富力万丽市场传讯部
北京富力万丽酒店	北京	1/5	我自己在网上预定的，结果我抵达酒店，说只能用供应商工作人员名字入住，作为一个五星级，态度是这样，你们也就是一个普通的五星级酒店，我住过迪拜帆船酒店七星级，也没有像你们酒店那样对待顾客	
北京富力万丽酒店	北京	1/5	特别特别差	尊敬的宾客，请接受来自北京富力万丽酒店最诚挚的问候！非常感谢您入住北京富力万丽酒店。感谢您抽出宝贵时间给予酒店反馈，很遗憾地得知您不愉快的体验，我谨代表酒店管理层向您表示诚挚的歉意。我们希望能获得您的宝贵意见来提高酒店的长期发展，并提升酒店整体服务质量。期待您的再次入住！北京富力万丽市场传讯部
北京富力万丽酒店	北京	1/5	没有任何性价比	尊敬的宾客，请接受来自北京富力万丽酒店最诚挚的问候！非常感谢您入住北京富力万丽酒店。感谢您抽出宝贵时间给予酒店反馈，很遗憾地得知您不愉快的体验，我谨代表酒店管理层向您表示诚挚的歉意。我们希望能获得您的宝贵意见来提高酒店的长期发展，并提升酒店整体服务质量。期待您的再次入住！北京富力万丽市场传讯部
北京海淀雅乐轩酒店	北京	2/5	若没有什么要求，比七天及汉庭好	
北京海淀雅乐轩酒店	北京	2/5	服务态度不佳	
北京海淀雅乐轩酒店	北京	2.7/5	前台那个瘦子男服务员，态度很垃圾，业务不熟悉，相当冷漠。酒店西边在拆迁，闹的一b，近期最好不要入住，保证你睡不好	
北京海淀雅乐轩酒店	北京	2.2/5	客房服务太差	
北京海淀雅乐轩酒店	北京	2.7/5	住了几次这家酒店，越来越觉得不如以前好了。	
北京海淀雅乐轩酒店	北京	2/5	订房没房，网络奇慢。很郁闷，既然已经是走网络预订模式，为什么后台的工作越简单反而越不稳定？不就是玩电脑吗，为什么还出这些没档次的问题。	尊敬的客人您好！感谢您下榻北京海淀雅乐轩酒店并分享您的入住体验，为宾客创造宾至如归的入住感受是我们不懈的追求，我们非常愿意倾听每一位客人的意见，对于您提出的情况，我们已经相关部门进行反馈，感谢您的评价，这有助于我们改善今后的服务，为您的再次下榻创造更好的体验。期待您的再次光临~北京海淀雅乐轩酒店
北京海淀永泰福朋喜来登酒店	北京	2.7/5	这次体验很差，连着两晚需要充电线，前台的服务人员态度懒散的直接拒绝，想要洗澡一直没有热水	
北京海淀永泰福朋喜来登酒店	北京	1.2/5	设施非常陈旧，然后洗澡的时候，水竟然能溅到整个洗手间，差点被地砖滑倒，做早餐的小哥哥一脸怨气，总之这次的体验非常不好，早餐的总类还非常少	
北京海淀永泰福朋喜来登酒店	北京	1/5	订的双床，给的大床，不仅不能加床，加床被子服务员的脾气都很大，答应是的加床被子，前台像个大爷似的，说谁答应给你被子的，最后又是脏又乱又差的毯子，态度很恶劣，	让礼宾寄茶具到深圳，已经给过邮费，结果给我寄一堆乱七八糟的衣服，无语了，还是到付。电话多次沟通后才把茶具寄过来了，还是到付，也是无语了，五星级酒店里面，最差的了，没有更差，而且服务超级差！！！想订这酒店的，三思而后行呀
北京海航大厦万豪酒店	北京	2.5/5	与同价位同等级的大多数酒店相比，确实体验差了不少！	
北京金茂万丽酒店	北京	1.7/5	【我住过的史上最差万豪集团酒店！二星级的厕所】携程的服务是很好，但是入住的这家酒店真的很差很差！！凌晨入住前台有6个客人两组排队，但是只有一个女生办理入住。里面有一个在值班的人家叫“娜姐”的**娜，在里面睡觉。人家打电话了才不情不愿出来！然后服务很差说没有房了给我们安排个这个房间（希望这个酒店的管理能看到查监控也可以），洗手间竟然没有门！！洗澡的水流了满地！！！！超级滑不卫生！不知道是不是这个什么什么娜善意报复！报复我们打扰她睡觉。还有酒店方也应该整理修整了这种房间才能开放给客人啊，失望失望！！	尊敬的宾客，感谢您的点评。得知您的入住体验如此糟糕，我们深感抱歉！我们高度重视您的反馈意见，责令服务部门强化服务意识并加强员工培训，希望不会再出现类似情况。同时，我们也真诚的邀请您有机会可以再次入住酒店，感受不一样的王府井之旅。酒店管理层
北京金茂万丽酒店	北京	2.5/5	真的强烈不推荐，大家慎重选择此酒店。首先，携程上订比其他渠道订一晚贵了差不多两百元，原因是其他渠道是可以订不含早的行政楼层，但携程没有不含早的，变相提高了价格，实际是不需要订早餐也是可以到行政楼层吃早餐的，此处是一个坑。估计是酒店和携程分利的。第二，酒店的停车是每小时10元，而且是酒店门口的位置，竟然停车下人行行李要收费！订之前已经看见有不少评论说是停车费很贵了，但亲身感受是酒店门口的位置竟然也这样收费！这五星级酒店怕是穷疯了来抢钱的。第三，行政楼层的房间很差，层高估计只有1.9米，天花板就在脑袋上面，非常压抑，房间很小，隔音很差。无力再吐槽了。以后不再订了，也建议大家慎重选择！	尊敬的宾客您好，感谢您选择北京富力万丽酒店并在此留下您宝贵的意见。非常抱歉本次入住让您有不愉快的入住体验。关于您提到的携程比其他渠道价格高，根据万豪集团的要求，酒店所有第三方的价格需要和官网价格保持一致。万豪官网上的价格主頁面上显示的为非含税含服务费价格，最终价格所有渠道是一致的。此外酒店行政楼层默认包含一份早餐包含行政楼层待遇，携程上只是做了注释显示含一份早餐，或许让您产生误解。此外，酒店的停车场非酒店管理，停车费也非酒店收入，停车场由第三方公司管理。酒店由于原始结构，房间确实不是非常高，房间最低处2.2m，最高处为2.5m，未能让您有一个完美的入住体验，我们深表歉意，如果在以后的入住中您有任何问题请及时反映给我们的工作人员，我们会竭尽所能帮您解决，期待您的下次光临。
北京金融街丽思卡尔顿酒店	北京	1.7/5	交保证金的房子，约定时间的房子，房卡办了两个小时。退房开发票，很复杂，还要写抬头税号，都什么年代了，卖菜的都可以扫码开票。这酒店怎么就这么差，早餐也不好没啥吃的。房间淋浴间地板很滑。总之体验很差很差。300块差不多	尊敬的宾客，您好！感谢您选择北京金融街丽思卡尔顿酒店并在此分享您的入住体验。没能让您的入住十分满意，我们感到非常抱歉。优越的地理位置，个性化服务和舒心的环境，使得酒店成为众多商旅客人下榻金融街的首选。您的需求是我们前进的方向，我们的绅士淑女将继续提高我们的服务，期待您的再次光临以看到我们的进步。谢谢！
北京金融街丽思卡尔顿酒店	北京	1/5	服务非常差！	尊敬的客人，您好！感谢您选择北京金融街丽思卡尔顿酒店并在此分享您的入住体验。没能让您的入住十分满意，我们感到非常抱歉。您可以直接与我们联系，将您的意见告诉我们，我们的绅士淑女将努力提高我们的服务与硬件设施，期待您的再次光临，以看到我们的进步。谢谢！
北京金融街丽思卡尔顿酒店	北京	2.5/5	名不副实。	的入住体验。没能让您的入住十分满意，我们感到非常抱歉。优越的地理位置，个性化服务和舒心的环境，使得酒店成为众多商旅客人下榻金融街的首选。希望您可以留下您的联系方式或建议，我们会及时反馈并做出改进。我们的绅士淑女会继续提高我们的服务，期待您的再次光临以看到我们的进步。谢谢！
北京金融街威斯汀大酒店	北京	2.7/5	因为附近是金融街，不是特别方便，不过还可以，需要走一公里这样有地铁，附近有四季民福饭店，酒店的早餐很一般，虽然五折，但是个人感觉一般，可能每个人标准不一样，仅供参考！	尊敬的贵宾：感谢您的点评，非常感谢您选择北京金融街威斯汀大酒店入住，我们非常遗憾得知您对酒店不是非常满意，请接受我们最诚挚的歉意。您反映的早餐问题我们已经上报给领导，领导非常重视，给您造成的不便非常抱歉。期待您的再次光临，希望能改善您的印象。酒店管理层

北京金融街威斯汀大酒店	北京	2/5	重复被扣房款两次，如果不是自己发现，酒店就把这件事带过去了，退款过程十分坎坷，酒店方面一拖再拖，我解释了一遍又一遍过程，每次给出的说法都不同！！这就是你们的服务理念吗？酒店好的名声迟早被这种做法毁掉！	们分享您的入住体验。很遗憾这次的入住体验没能让您满意，请您接受我们真诚的致歉。方便的话您可以私信联系我们，以便我们了解事件的详细情况。我们愿意聆听顾客的声音，帮助我们找到工作当中的不足之处，并加以改正，也希望您再次光临北京金融街威斯汀大酒店，并看到我们的改变。酒店管理团队
北京金融街威斯汀大酒店	北京	2/5	太差了！不值这个价格，500/600还差不多！	尊敬的客人：您好，感谢您入住北京金融街威斯汀大酒店。威斯汀品牌隶属万豪国际集团，在全球近40个国家和地区拥有200多家酒店和度假酒店。本酒店开业十年多来一直寻求通过威斯汀健康体验帮助宾客获得舒畅身心、高效工作、活力运动、营养美味、酣然好梦和妙趣玩乐的体验。酒店地处金融街，毗邻各大金融机构，交通便利。另外，酒店在官网、**以及其他订房渠道会定期推出各种房型的优惠活动，建议您根据可以接受的价格区间选择相应的房型。期待您的再次入住，酒店管理团队。
北京金融街威斯汀大酒店	北京	2.5/5	1、连续两次住这家酒店都住到紧挨电梯间的房间，非常吵，电梯升降的声音太清晰了，根本没法住。2、前台服务员基本是板着脸，服务很生硬。	尊敬的贵宾您好，非常感谢您选择北京金融街威斯汀大酒店入住，并在此留下您的反馈！我们非常遗憾听到您没有达到预期的宾客体验，请接受我们最诚挚的道歉。希望您下次预定或办理入住时跟前台员工要求安排远离电梯的房间，在条件允许的情况下我们会尽全力保障您在旅途中保持舒适的状态。我们十分重视您的意见，同时也及时加强了员工业务培训以不断提高我们的服务质量，为您提供更加完美的威斯汀焕彩服务。谢谢
北京金融街威斯汀大酒店	北京	1.2/5	酒店在装修，比较乱。带小朋友入住的时候，前台说6岁以下儿童早餐免费。但走到早餐厅，第一说我们只有一份早餐，我说不可能。明明定了双早。第二我们坐到位置，一会查了说是2份，只是说是前台和餐厅沟通错了。又说小朋友要收半价。我真不知道这个酒店是怎么管理的。我签了单。。早餐吃了一肚子气。退房时间和前台一个男的说了，他马上打电话给餐厅，把半价单取消。这个月来了三次北京，半岛住了两天，嘉里中心住了三天。这个是体验最差的，服务最乱的。要不是在对面商约了个饭局，不会住这里的。以后再也不会住这个了，一肚子气，上火。	尊敬的贵宾，感谢您选择入住北京金融街威斯汀大酒店的支持。为更好的提供给您高质量的入住体验，酒店预计在2019年6月1日至12月31日期间，将分区分时间段进行升级改造。在此期间对您造成的不便我们深表歉意，期待为您带来全方位个性化的焕新体验。另外，我们非常遗憾听到您对酒店关于早餐收费方面的不快，对于在酒店全日制餐厅用餐的儿童收费标准应是0-3岁免费，4-12岁半价。您的反馈我们已经充分分享给前台和餐厅的管理层，我们十分重视您的意见并加强相关培训，不断提高我们的服务质量！真诚地期待您的再次光临！酒店管理团队
北京金融街威斯汀大酒店	北京	1/5	非常差非常差的酒店，影响威斯汀品牌	尊敬的客人，您好，非常感谢您选择北京金融街威斯汀大酒店入住并在此留下您的反馈！非常遗憾听到您对酒店不是非常满意，请接受我们诚挚的歉意。为了更详细地了解您在酒店的经历以及对我们的意见与建议，我们非常欢迎您联系酒店市场传讯部或回复私信我们您的联系方式。我们将竭诚解答您的疑虑，并将反馈我们分享给酒店管理层进行改进及培训，并不断提高我们的服务质量！真诚地期待您的再次光临！酒店管理团队
北京金融街威斯汀大酒店	北京	2/5	威斯汀能烂成这样我也是醉了。设施很老，位置也不方便。你要不是去证监会的，根本没必要住那里。	尊敬的客人：您好，非常感谢您选择北京金融街威斯汀大酒店入住，并在此留下您的反馈！我们非常遗憾听到您对酒店不是非常满意，请接受我们最诚挚的歉意。酒店十分重视您的意见。为了更详细地了解您在酒店的经历以及对我们的意见与建议，我们非常欢迎您联系酒店市场传讯部，我们将竭诚解答您的疑虑，并不断提高我们的服务质量！为更好的提供给您高质量的入住体验，酒店预计在2019年6月1日至12月31日期间，将分区分时间段进行升级改造。在此期间对您造成的不便我们深表歉意，期待为您带来全方位个性化的焕新体验。真诚地期待您的再次光临！酒店管理团队
北京金融街威斯汀大酒店	北京	2.7/5	旧。不是因为离办事的位置近，是绝对不会再入住的。附近连便利店也没有。	尊敬的客人：非常感谢您选择北京金融街威斯汀大酒店入住，并在此留下您的反馈！我们非常遗憾听到您没有达到预期的宾客体验，请接受我们诚挚的歉意。请相信我们正在有计划地改善酒店的设施设备条件，以给客人带来更完美的入住体验。真诚地期待您的再次入住，我们将一如既往地为您提供威斯汀焕彩服务！
北京金融街威斯汀大酒店	北京	2.5/5	酒店品质下降太多	尊敬的客人，您好，非常感谢您选择北京金融街威斯汀大酒店入住，并在此留下您的反馈！我们非常遗憾听到您没有达到预期的宾客体验，请接受我们诚挚的歉意。在威斯汀，我们所做的一切都是为了让客人在旅途中保持舒适的状态。为了更详细地了解您在酒店的经历以及对我们的意见与建议，我们非常欢迎您联系酒店市场传讯部，我们将竭诚解答您的疑虑，并不断提高我们的服务质量，为您提供更加完美的威斯汀焕彩服务！真诚地期待您的再次光临，祝您旅途愉快！酒店管理团队
北京金隅喜来登大酒店	北京	1.2/5	房间设施简陋，没有五星酒店的感觉，感觉很不好！洗漱用品，甚至没有包装盒，而是简易的小塑料袋。吹风机很脏！浴室门松懈，淋浴时候一直往外漏水！	尊敬的客人：感谢您选择入住北京金隅喜来登大酒店并对我们的服务做出评价！正是因为由您这样真实的客人对我们的支持与关注，我们才更有动力再接再厉努力为您提供更优质的服务，期待未来有更多交流的机会。
北京金隅喜来登大酒店	北京	1/5	住过最差的酒店 打总机电话没人接 好吧容易有人接之后反应问题 就没任何回应咯 再打总机就再也没人接电话咯 各种差	
北京乐多港万豪酒店	北京	2.7/5	硬件不错，温泉小巧精致。服务太差，早餐服务员一个个几乎不知道什么叫笑脸，机械式服务感觉很差。儿童乐园不错，服务也不错。客服卫生太差，红酒杯全是水印。晚上开空调才发现扇页嗡嗡嗡嗡响，懒得换房，响了一晚上。总之入住体验不怎么好	尊敬的宾客，您好！首先感谢您给予我们信任，在众多酒店之中选择了我们，并在百忙中为我们撰写评论。没有给您带来满意的入住体验，我们表示深深抱歉。感谢您对我们温泉及儿童乐园的喜爱，我们感到非常荣幸。关于您提到的卫生和服务等体验不佳，我们非常重视，已经提交相关部门和酒店管理层进行改进和完善。另外，您提到的空调问题，我们也非常重视，不知您是否方便告知房间号，我们好重点检查和维修。您所有的意见和建议，对我们非常重要，帮助我们不断改善和提高。希望您能继续支持我们，真诚期待您的下次莅临和体验。祝您新春愉快，阖家幸福！
北京乐多港万豪酒店	北京	2.5/5	可能是去过的最差的万豪。房间里装修味道非常大，不开窗不行，过敏人群别去了。酒店门口所谓的乐多港奥莱简直就是农村奥莱，里面的品牌基本上是跳蚤市场才有的吧。餐饮更是烂的一塌糊涂，可能就是3层的鱼头泡饼还行，一堆人排队。再说乐多港，去过迪士尼去过环球影城就别来了。排队排的及其不合理一堆人替其他人排队或者排队，里面的项目粗制滥造。乐多港对外宣传适合亲子，其实就是忽悠钱，同样的价格北京其他景区的服务都很好。这没人来是有道理的。	尊敬的宾客，您好！首先非常感谢您选择北京乐多港万豪酒店，并在百忙之中为我们撰写评论。没有给您带来满意的入住体验，我们深感抱歉。我们酒店于2018年8月正式对外开放，通过了政府各项安全监测，客人可以放心入住，同时我们精心为客房准备了空气净化器和加湿器，若有需要可直接拨打服务中心电话，或是预订房间的时候备注即可。我们旁边是乐多港奥莱购物中心和奇幻乐园，若满足不了顾客，也可以到八达岭奥莱，驾车只需要5分钟左右，非常方便。欢迎您的再次莅临和体验！
北京乐多港万豪酒店	北京	1/5	四岁的小朋友在房间地毯上发现一根别人吃剩的干枯的小骨头……着实把我恶心的够呛。汤泉门口的收银员态度极差，完全感受不到五星级的服务。但是汤泉里面的安全员责任心很强，室外的大滑梯旁边站着四五个高大的安全员，时时刻刻提醒小朋友和家長离开滑梯口，特别有耐心，值得点赞。	尊敬的宾客，您好！感谢您入住北京乐多港万豪酒店酒店，没有给您带来完美的体验我们深感抱歉。酒店致力于不断完善每一个细节来提供您完美的入住享受，每一位宾客的反馈及意见都是我们需要提升的地方。感谢您提出的问题，我们已经提交给客房部，将会彻查卫生和大力检查，不断改进。另外感谢您对我们汤泉服务员的肯定，我们感到非常欣慰和荣幸。愿您继续关注和支持我们，见证我们的成长，祝您生活愉快！
北京丽思卡尔顿酒店(华贸中心)	北京	2/5	真是无语，卫生脏乱差，早上起来两只手上都是大片红疹子，坐上车才发现！住过这么多五星级酒店一次都没有！唯独你们家，真的很无语！毛巾上的毛发，在看着镜子背后，刷牙拿个牙刷盒子都让人感到恶心，不是陪着我妈早上有事真想好好问问你们卫生怎么做的？看看我过敏的两个手，真的无语😞	尊敬的贵宾：您好，我们很遗憾的得知未能给您带来完美的体验。我们已将您的反馈告知相关部门，并会作出进一步改进，以期为您和其他客人下次入住提供更为满意的服务。期待与您的再次见面，并希望让您感受到我们的进步。北京丽思卡尔顿的绅士淑女们期待与您的下一次见面。
北京丽思卡尔顿酒店(华贸中心)	北京	2.7/5	早餐内容不丰富	尊敬的贵宾：您好，感谢您抽出宝贵的时间给我们点评。我们很重视您的入住体验，我们已将您的反馈告知相关部门做后续跟进，并会作出进一步改进，以此为您和其他客人下次入住提供更为满意的服务。期待与您的再次见面，并希望让您感受到我们的进步。北京丽思卡尔顿的绅士淑女们期待与您的下一次见面。

北京丽思卡尔顿酒店(华贸中心)	北京	2/5	设施陈旧, 酒店所配日常用品劣质(拖鞋非常不环保)!	们已将您的反馈告知相关部门做后续跟进, 并会作出进一步改进, 以此为您和其他客人下一次入住提供更为满意的服务。期待与您再次见面, 并希望让您感受到我们的进步。北京丽思卡尔顿的绅士淑女们期待与您的下一次见面。
北京瑞吉酒店	北京	1/5	2018年8月26日中午退房, 前台小姐不按规矩办事, 连续两次让排在我们后面的人插队办手续, 态度好点就罢了, 还理直气壮说排在后面的是先来的, 整的极其尴尬, 明明被服务员安排别人插队, 最后搞的好像我们是插队的! 家里还有小baby哭闹着要走! 安排别人插我们队就罢了, 还理直气壮说看见了就是后面的人先来的! 本来这个酒店虽然硬件设施不行, 服务还这样, 这是搞什么呢! 关键规矩是啥, 没人说的清楚! 没有得到一个合理的解释, 让人心理极其不舒服, 严重影响这次出行入住情绪!	2018年8月26日中午退房, 前台小姐不按规矩办事, 连续两次让排在我们后面的人插队办手续, 态度好点就罢了, 还理直气壮说排在后面的是先来的, 整的极其尴尬, 明明被服务员安排别人插队, 最后搞的好像我们是插队的! 家里还有小baby哭闹着要走! 安排别人插我们队就罢了, 还理直气壮说看见了就是后面的人先来的! 本来这个酒店虽然硬件设施不行, 服务还这样, 这是搞什么呢! 关键规矩是啥, 没人说的清楚! 没有得到一个合理的解释, 让人心理极其不舒服, 严重影响这次出行入住情绪!
北京粤财JW万豪酒店	北京	2.7/5	房间和图片不符, 灯光等太暗, 房间还有异味	尊敬的客人, 感谢您入住北京粤财JW万豪酒店并提出宝贵意见与建议。我们对于您所反应的问题, 以及入住期间为您带来的不便感到十分遗憾! 酒店已将您所提到的问题反馈至相关部门, 并将持续监督以提供更舒适的环境。期待您的下次入住!
北京粤财JW万豪酒店	北京	2/5	与图差太多	
北京粤财JW万豪酒店	北京	2.2/5	态度很不好	
北京粤财JW万豪酒店	北京	1/5	酒店挺好买的两晚就是临时变更不给取消一天。	尊敬的客人您好! 首先感谢您选择下榻北京粤财JW万豪酒店并抽出宝贵时间与我们分享了您的入住体验。我们很抱歉给您带来不愉快的入住体验。担保订单是不能更改或取消的, 更改或取消时间在您入住前一天晚上18:00之前。在JW万豪, 为每一位宾客营造舒适自在, 宾至如归的体验是我们的承诺。我们一定会齐心协力, 共同为客人提供美好而难忘的入住体验。期待您的再次光临以期感受到我们的进步!
上海宝格丽酒店	上海	1/5	刚退房, 网上就爆出来那样的新闻, 实在让人恶心, 一个奢侈品牌酒店, 竟然管理成这样, 先不说我们花高价没得到多优质的服务, 最基本的卫生就没达标!	
上海宝格丽酒店	上海	2.5/5	按照规定3点入住 实际入住将近5点 所有计划被打乱。除了对不起 就是对不起 也不会给你解决办法 投诉电话基本属于酒店内部消化 以后也没收到一个电话给你反馈 作为这么大的一个品牌酒店 可能是我住过最烂的 酒店安保势力 人家住店开跑车啪啪屁股上去让人家停地面 而我要求停地面他却和我谈零时停车才可以停 我从3点到我吃晚饭回来 那些零时停车的依旧停在那里 总体感觉服务态度都很不错 但是基本打官腔 不务实 不会再去	
上海宝华万豪酒店	上海	1/5	豪华房预订2000多, 今天定800多还带早餐, 太坑人了	尊敬的宾客, 感谢您入住上海宝华万豪酒店并详实的与我们分享宝贵的入住体验。期待您一如既往的支持并再度获得愉悦的居停体验。 顺祝商祺, 上海宝华万豪酒店
上海宝华万豪酒店	上海	2/5	下午二点以后, 那我问是否有空的房间, 回复是有但还没打扫, 问能否快点打扫, 说清洁工人在开会, 所以不行, 没有商量余地, 没办法这是规矩, 惹不起躲得起, 果断换酒店。	尊敬的客人, 非常抱歉给您带来的不便, 在加强对前台员工服务意识培训的同时, 我们也会尽可能督促客房部员工尽快地为客人提供干净的房间。对于给您带来的不便, 再次表示诚挚歉意。上海宝华万豪酒店
上海宝华万豪酒店	上海	2.5/5	这是我住过最差劲的万豪, 也是我住过最差劲的五星级酒店。印象深刻的是这里无论外场保安还是内场服务生, 态度傲慢, 口气不友善是一致的, 不知道的话我以为来了特权部门。问保安住店的停车库入口往哪开, 回答你的居然是: 自己不会停到外面去吗? 好在没鸟这种**, 开到前面看到停车库入口直接开下去停了。五星级酒店有这种人真是见鬼了。如果你以为只有保安这样, 那绝对是不可能的。入住之后在2楼参加活动结束, 找了个电梯下去1楼。出电梯看到居然不是大堂, 然后电梯口一穿制服的女服务生就开始教训: 你下来这里干什么巴拉巴拉。废话, 你电梯口有提示了吗, 你是提供服务的还是负责训话的👊 如果你开车去, 那也是体验极差。B1有电梯到酒店, B2没有, 但B1只有寥寥不到10个车位在酒店区域, 早满了。你得停到B2然后拿着行李走楼梯到B1	尊敬的宾客, 感谢您选择上海宝华万豪酒店, 并在此分享您的入住体验。您所反应的问题, 我们已经积极处理, 加强酒店的员工培训, 提高待人接物的服务水平; 酒店停车场的车位会应会议活动而有所变化, 但仍有足够的车位供入住宾客停泊。请您相信我们酒店的服务人员是非常愿意帮助解决您的困扰和问题, 有任何问题酒店的大堂经理也能为您提供帮助。感谢您的评论, 我们会积极改进, 营造更好的酒店氛围! 上海宝华万豪酒店
上海宝华万豪酒店	上海	2.5/5	这是我住过最差劲的万豪, 也是我住过最差劲的五星级酒店。印象深刻的是这里无论外场保安还是内场服务生, 态度傲慢, 口气不友善是一致的, 不知道的话我以为来了特权部门。问保安住店的停车库入口往哪开, 回答你的居然是: 自己不会停到外面去吗? 好在没鸟这种**, 开到前面看到停车库入口直接开下去停了。五星级酒店有这种人真是见鬼了。如果你以为只有保安这样, 那绝对是不可能的。入住之后在2楼参加活动结束, 找了个电梯下去1楼。出电梯看到居然不是大堂, 然后电梯口一穿制服的女服务生就开始教训: 你下来这里干什么巴拉巴拉。废话, 你电梯口有提示了吗, 你是提供服务的还是负责训话的👊 如果你开车去, 那也是体验极差。B1有电梯到酒店, B2没有, 但B1只有寥寥不到10个车位在酒店区域, 早满了。你得停到B2然后拿着行李走楼梯到B1	尊敬的宾客, 感谢您选择上海宝华万豪酒店, 并在此分享您的入住体验。您所反应的问题, 我们已经积极处理, 加强酒店的员工培训, 提高待人接物的服务水平; 酒店停车场的车位会应会议活动而有所变化, 但仍有足够的车位供入住宾客停泊。请您相信我们酒店的服务人员是非常愿意帮助解决您的困扰和问题, 有任何问题酒店的大堂经理也能为您提供帮助。感谢您的评论, 我们会积极改进, 营造更好的酒店氛围! 上海宝华万豪酒店
上海宝华万豪酒店	上海	1/5	这么大酒店, 居然让客户压金, 连住了几天, 给我绕来绕去做压金, 最后退房却少退了, 后面找酒店还做假, 把费用做到餐饮费里面, 明明当时买的就包含了餐饮的, 找平台解决, 问题查明了, 酒店也承认是他们弄错了, 承诺要退叫等, 一直等了快一个月, 现在问起又不承认了! 这就是大酒店的作风吗?	尊敬的宾客, 感谢您选择入住上海宝华万豪酒店。我们很抱歉给您造成的不便, 对于您的反馈, 我们会积极跟进并合理妥善地处理此事。若您有任何问题, 请及时联系我们的大堂经理, 我们会非常乐意给予帮助。上海宝华万豪酒店
上海宝华喜来登酒店	上海	1/5	酒店各方面尤其服务方面非常垃圾	的入住期间给您留下了不悦体验, 请相信这并非喜来登的服务标准。我们已将您的反馈分享给了酒店管理, 并进一步督促所有工作人员提高服务质量。酒店诚挚地期盼您再次光临下榻, 让我们有机会为您提供更好的喜来登品牌服务!
上海宝山德尔塔酒店	上海	1/5	没啥可以说的	尊敬的宾客, 您提到关于服务的问题已经提交给相关负责人, 我们必须引起重视, 加强培训并进行整改。 顺祝商祺, 上海宝山德尔塔酒店
上海宝山德尔塔酒店	上海	2.5/5	住了这么多酒店 这家真的是服务差 设施差	敬的宾客, 感谢您入住上海宝山德尔塔酒店并获得您的积极评价, 您所反映的问题我们已向相关部门负责人反映, 并加强对员工的培训。期待您的再度下榻。 顺祝商祺, 上海宝山德尔塔酒店

上海波特曼丽思卡尔顿酒店	上海	1/5	连住三晚 好酒店里最差的 设施陈旧 服务差 停车收费180/天 中国人歧视中国人 可笑	尊敬的宾客，您好！我是酒店的质量经理 Gloria。我很遗憾地得知在您入住上海波特曼丽思卡尔顿酒店时我们无法给您提供一次完美的体验。如方便，希望您能拨打酒店电话联系我以了解更多信息。这样我们可以更好的跟进从而避免在未来有相同的情况发生，因为客人的入住满意度是我们一直努力工作的动力。我谨代表酒店所有绅士淑女期待您的再度光临。
上海波特曼丽思卡尔顿酒店	上海	2.5/5	之前前台说这个房间大小换行政楼层的可以加床，那么就换吧（本来也是按照可以加床的条件选择的房间），后来上去看是双床再加一个床三张床怪怪的，于是说换个大床房加一张小床，可以前台没有事先说要贵一些加钱，我以为是同等级价格换的，结账时候才知道，也就是说起初在携程定的可以加床的房间经过前台搅和加了七百多换个大床加床感觉特别不划算，设施还特别旧，洗漱用品也没有，泊车也是要自费180。相对于其它酒店没有优势	尊敬的宾客，您好！我是酒店的质量经理 Gloria。我很遗憾地得知在您入住上海波特曼丽思卡尔顿酒店时我们无法给您提供一次完美的体验。我谨代表酒店管理层以及酒店所有绅士淑女向您表示诚挚的歉意。为响应上海市文化和旅游局发布的《上海市旅游住宿行业不主动提供酒店客房一次性设施的意見》新规定，我们已调整客房洗浴用品配置，以限制或减少本市旅游住宿业使用一次性日用品。如果您需要任何一次性用品，欢迎在入住前或入住时联系我们，我们将马上为您安排送至房间。感谢您的支持，期待您在不久的将来再次光临上海波特曼丽思卡尔顿酒店。
上海波特曼丽思卡尔顿酒店	上海	1.7/5	可能是住过最差的五星了吧，地理位置确实不错，但是那房间小得可怜，设施太陈旧，很像经济型酒店，电视也是小的可怜，至于早餐.....不说了，比传统早餐店品种还少，出品.....哎，你们看图感受一下吧，不会再来的。	酒店我们的房间设施以及早餐体验没有达到您的期望，我会将您的评论告知酒店管理層，请相信我们将一直不断提升我们的酒店设施并对早餐做出改进。感谢您的支持，期待您在不久的将来再次光临上海波特曼丽思卡尔顿酒店
上海波特曼丽思卡尔顿酒店	上海	2/5	房间异味太重可，都是一股陈旧的味道，还有酒店设备老旧，除了地理位置优越，其他真的不咋地。	尊敬的宾客，您好！感谢您选择入住上海波特曼丽思卡尔顿酒店。很遗憾酒店我们的设施没有达到您的期望，我会将您的评论告知酒店管理層，请相信我们将一直不断提升我们的酒店设施。感谢您的支持，期待您在不久的将来再次光临上海波特曼丽思卡尔顿酒店
上海漕河泾万丽酒店	上海	1.7/5	这笔，重新刷了2900多，结果第二天到银行查账没有收到商户退款申请，打电话到酒店询问忘记申请撤销了！！TMD不是我留意一下直接给酒店坑了2500多块！！！！	感谢您选择入住上海漕河泾万丽酒店，并在此与我们分享您的住客体验。有关您入住期间为您造成的不便，我们深表歉意并已经将您的建议转达给相关部门以做出改进。再次感谢您的反馈，期待您的再次光临！
上海漕河泾万丽酒店	上海	2/5	态度差，交通偏，二楼二厅更差	
上海漕河泾万丽酒店	上海	1/5	一星给服务。 check in时特地叮嘱希望安排安静房型，结果给了靠近工地的； 换房时上来的小姑娘上来给了房卡二话不说扭头就走了，虚情假意假装帮我们搬下不行吗？ 中间过来沟通的值班经理不错。	
上海漕河泾万丽酒店	上海	1/5	超级不满意，6号入住的房间。今天是2020年1月15日，还没有收到押金退款信息，已经重复致电多次并且发邮件，给我答复就是有空会跟我联系，结果到现在还没有任何通知，还说是银行到账问题，那么你也给我提供转账凭证，我不知道为什么这种服务态度能评上五星级	尊敬的客人，感谢您选择入住上海漕河泾万丽酒店，并在此与我们分享您的住客体验。有关您提到的问题，我们深表歉意并已经转达给相关部门以尽快解决。再次感谢您的反馈，期待您的再次光临！
上海漕河泾万丽酒店	上海	2/5	入住两晚房号1304，万豪金卡客户，离开时忘记带走六百多元飞利浦电动牙刷，打了两次电话回去，酒店说没用！诚信度令人失望！	
上海漕河泾万丽酒店	上海	1/5	定的大床，到了只有标间。和前台理论，前台服务态度很差，来个小孩轻说是经理，就像个二流子，一副流氓无赖的样，说不住给你们取消。（已半夜12点35分了）。房间卫生很差，卫生间垃圾桶有垃圾。书桌掉漆厉害，如下图，住过最差劲的5星酒店。	尊敬的客人，衷心感谢您入住上海漕河泾万丽酒店，并与我们分享了您的入住体验。非常遗憾的了解到您在酒店入住时所碰到不愉快的经历。我们对此深表歉意。在渠道上的预订一般只能确定房型，床型的话具体还得看酒店实际入住情况而定，最近仍然是入住高峰期，在您入住期间为能给您安排到您所满意的房间，我们再次表示非常抱歉。通过您的反馈我们看到这次并未为您提供一个十分满意的入住体验，有很多地方有待改进。您的反馈将鞭策我们进一步加强培训及管理，从而提高我们的整体服务质量。非常感谢您对于我们的批评，也将更有助于我们提高服务质量。再次感谢您的入住，也非常期待您的再次光临。
上海漕河泾万丽酒店	上海	1.5/5	二楼自助餐有蟑螂 床单不干净	尊敬的宾客，感谢您就近期入住上海漕河泾万丽酒店并发表了您的入住体验。对于此次及入住未能给你带来好的入住体验，我们非常抱歉。酒店将更严格的执行我们万豪服务于顾客的标准，确保每位尊贵的宾客能够拥有良好舒适的住宿体验。我已将您的反馈反映至相关部门，请相信我们正不断听取客人的反馈并做出积极改进。同时，正是您的宝贵建议和意见，让我们能及时发现问题中存在的疏漏并及时改进，使我们有动力不断提高服务标准。再次向您致以真诚的歉意并期待与您与我们联系。
上海漕河泾万丽酒店	上海	1.5/5	空调大半夜持续发出刺耳的声响，半夜打电话客服没人接电话，自己调弄了近一个小时，无奈又联系客服电话凌晨一点半找人来修，折腾到凌晨两点多换房才得以休息，酒店没有一点说法，一千多的这破酒店也是够够的。	尊敬的客人，首先衷心感谢您入住上海漕河泾万丽酒店，并抽出宝贵时间分享您的意见，因为这些意见将有助提升我们的服务质量。我们非常抱歉在本次入住中，酒店在服务细节及房间设施上并未达到您的期望和要求，由此给您带来了不愉快的经历与不便，我们表示最诚挚的歉意。酒店管理层已将您的意见传达给相关部门并开始作出应对措施，确保同类情况不会再次发生。同时，酒店将加强对员工专业知识和服务技巧的培训，希望在你下次入住时能为您提供更为优质的服务。再次感谢您与我们分享如此真诚的建议，我们衷心期待您的下次莅临。
上海漕河泾万丽酒店	上海	1/5	房间灰很厚，设施老旧，卫生没人打扫	尊敬的客人，衷心感谢您入住上海漕河泾万丽酒店，并与我们分享了您的入住体验。对于您反映的问题我们给予最诚挚的歉意，酒店将更严格的执行我们万豪服务于顾客的标准，确保每位尊贵的宾客能够拥有良好舒适的住宿体验。您的支持及肯定是我们不断进步的动力与方向，非常感谢您对酒店肯定及支持，我们真诚的期待您的再次光临。。。
上海大宁福朋喜来登酒店	上海	1.7/5	大清早我还在睡梦里发现房门被打开大姐走到房间里问我要不要打扫卫生几点来打造**接着呢房间的浴巾和床单绝没洗过吧！！！用后浑身都会痒！！！！！！因为这里距离朋友家最近了他给我推荐的！！！！唉！很差的一次住宿了相当差！！我也很少会去点评！！但是！！我必须把真相告诉更多人！！入住前请你们一定参考一下我的点评在入住！！	尊敬的宾客，您好，我们十分荣幸和感激您能够和我们一起分享您的入住体验，衷心感谢您利用宝贵时间给予我们的意见反馈，对于您提到的不悦经历我们深表遗憾。上海大宁福朋喜来登酒店一直都致力于提高酒店的服务品质。同时我们非常重视您的意见并通知相关部门加强培训以及就此事继续跟进。关于您提到的浴巾和床单，酒店郑重承诺，绝对是天天清洗更换，我们有严格的卫生服务标准，请您放心。上海大宁福朋喜来登酒店利用宝贵的时间，告知我们您的入住体验。我们对于没能带给您一段完美的入住体验感到非常抱歉。对于您提出的设施问题，我们一直致力于不断完善和更新。希望此次不会影响您对我们的喜爱与信心，我们真诚的期待在不久的将来，再次欢迎您的到来，并见证我们的进步！上海大宁福朋喜来登酒店
上海大宁福朋喜来登酒店	上海	2.7/5	不值得这个价格~酒店的毛巾全部都有怪怪的味道.....洗手台居然没有吹风机的插口.....淋雨需要站在浴缸里，不便捷.....捣鼓了半天也没弄好.....房间里一股怪怪的味道，整体装修一看就是好多年前的了.....整体真心失望，不值得这个价格.....	

上海大宁福朋喜来登酒店	上海	1/5	太差太差太差！早餐很普通，一般快捷酒店标准，面包不新鲜，但是算是酒店所有设施中好的了，因为其他的都太差了。带孩子就别了，这酒店跟亲子酒店没啥关系，就能提供个婴儿床，其实啥都没有。停车场跟酒店根本不在一起，大冬天的还要露天走好久。卫生一塌糊涂，空调一开全是灰尘，包你连打三个喷嚏。床睡了浑身痒。这个酒店最牛的是什么呢？是所有工作人员的态度（健身房前台还OK，其他从销售到前台到门童都暴差），一个个都很拽，但是我发现他们对老外都是跪舔，行吧。当服务员当久了，忘了自己姓名了。福朋是万豪旗下最垃圾的品牌，这家是垃圾中的战斗机，千万别去花冤枉钱看人脸色了，让他们都去服务外国爸爸吧	尊敬的客人，您好！很感谢您对我们酒店的评价。您能在出游之时选择入住我们的酒店是我们的荣幸！我们很遗憾在您入住期间给您带来了不便，让您有了不愉快的入住体验。我们会就此事与相关部门进行沟通以提高我们的服务质量。再次为给您带来的不便表示遗憾和抱歉，祝您生活愉快！上海大宁福朋喜来登酒店
上海国际旅游度假区万怡酒店	上海	2.2/5	服务差，价格贵！	
上海国际旅游度假区万怡酒店	上海	1/5	花2000多订的房间，连个窗户都没有，真***坑	尊敬的宾客，感谢选择上海国际旅游度假区万怡酒店，酒店每个房间都拥有窗户并且房间的价格也与您所说的不一致，因此我们希望与您进一步沟通，了解事情细节供我们参考跟进，期待您与我们联系，谢谢！
上海国际旅游度假区万怡酒店	上海	1/5	极度差，坑货	
上海国际旅游度假区万怡酒店	上海	1/5	方便快捷又乾淨	酒店的认可。每一位宾客的反馈意见对我们都非常重要，如果您觉得我们酒店还有需要改善的方面，希望您能留下联系方式，我们渴望与您进一步沟通，以作为为您提供更加优质服务的基础，且成为今后改进和完善的重要依据。希望您下次造访酒店时能不吝寄寓的好评。再次感谢您的惠顾莅临。
上海红塔豪华精选酒店	上海	2.2/5	一个那么大的酒店、宝宝餐椅都没有，还有早餐、差的不行！怀疑东西都是变质的！吃了再疼！真是不怕砸了喜达屋招牌	尊敬的客人，您好。感谢您入住上海红塔豪华精选酒店并对我们做出评价。您的满意是我们最大的满足，也是我们一直以来孜孜不倦的追求。不足之处，我们还将予以跟进及改善。期待您再次光临上海红塔豪华精选酒店。祝您愉快！上海红塔豪华精选酒店
上海红塔豪华精选酒店	上海	2/5	订房代理存在严重问题	尊敬的客人来自上海红塔豪华精选的候 首先，对于您入住期间遇到的问题我感到非常抱歉。关于您提及的预订中间商的问题我已向相关部门的同事反应并及时跟进，希望您下次入住能给您带来更好的体验。非常感谢您的理解谢谢红塔豪华精选酒店管理团队
上海红塔豪华精选酒店	上海	1/5	1、酒店前台态度很差。 2、酒店设施陈旧。 3、客房气味很难闻。 4、客房的体重计是坏的	尊敬的sun 来自上海红塔豪华精选的候 首先，对于您入住期间遇到的问题我感到非常抱歉。关于您提及的服务态度恶劣的问题我已向相关部门的同事反应并及时跟进。酒店将会针对性地对员工做培训确保他们提高服务意识。希望您下次入住能给您带来更好的体验。非常感谢您的理解 谢谢红塔豪华精选酒店管理团队
上海虹口三至喜来登酒店	上海	2.7/5	入住当天中午十二点多就到了酒店，已经有许多人都在办理入住，在办理入住的时候被告知房间还没打扫完，需要等，具体等多长时间不知道，我们就这么等到了下午五点，在一再的催促下才给拿来了房卡，当天还是我的生日，这个生日真是过的难忘，还有早餐，我们当时订的是不带早餐的，最后一天早上想去餐厅吃早餐，本来看到广告是写的是198元两大一小，到了餐厅被告知得提前一天预约才有这个价格，要不就是266一位，我在哪里也没看到过说得提前一天预约，入住的时候也没人提醒，266一位的早餐是吃吃肉吗？无法理解，晚上外面环境也不好，夜里还有施工的，住在20多层都能听见，再也不会选择这家酒店！	尊敬的客人您好，非常感谢您利用宝贵的时间为我们的服务给予点评。对于所有客人的意见反馈，我们酒店都非常重视，因为能最好地指导我们不断完善我们的服务和设施。与此同时对于这次餐厅的用餐体验未能达到您的期望以及入住不愉快的入住过程，还关于市政修路给您带来的不便，很是抱歉敬请谅解。对于您所报告的问题，我们深表歉意。我们将会和部门经理联系，加强对员工的培训以及对餐厅的改善。酒店将严格执行万豪的服务标准，确保您下次入住时有良好舒适的住宿体验。请再次向您表达我们最真诚的歉意及感谢您对上海虹口三至喜来登的支持，祝您生活愉快。
上海虹口三至喜来登酒店	上海	1.7/5	周边吃东西买东西都不方便，位置真的不是很好，主要是前台服务人员态度真的很差，住的非常不开心，！！！！	
上海虹口三至喜来登酒店	上海	1/5	掉了个充电线在酒店 结果说找不到了 太差劲了	尊敬的客人您好，非常感谢您下榻上海虹口三至喜来登酒店据您退房后的情况，酒店的客房服务员在打扫房间时，并未发现您所遗落的物品，之后又由楼层主管和大堂经理也相继再次确认过，确实没有任何发现。对于您不愉快经历，请允许酒店向您致以最诚挚的歉意！
上海虹口三至喜来登酒店	上海	2.7/5	近年底了大家小心，入住此酒店放在房内的现金被盗了。酒店的制度设定的很有问题。房间有客人入住的前提下，住客不在房内服务员竟能随意的进入房间？哪家酒店有此种制度？怪我给我差评了。	
上海虹口三至喜来登酒店	上海	2.5/5	第一印象不好的地方之一，不过也无所谓，本来我也不怎么用酒店的水壶而已，但不足以让我浪费时间评价，最烦的是我把眼镜忘在了房间，退房后3个小时发现给酒店打了电话，问有没有眼镜，前台说还没收拾，等下问问客房部，这一问问到了晚上7点，也没有回复，再打电话就是客房部已经下班了，明天晚上回电。第二天早上确实给了我回电，告诉我找到了，我说晚上来拿，她说直接找前台就可以，结果前台问了一堆信息和我说再确认一下，让我等，现在已经二十分钟了，无聊到我只能给差评消磨时间	尊敬的宾客您好，感谢您下榻上海虹口三至喜来登酒店并留下宝贵点评。由于近期酒店客房率非常高，我们运营部门人手调配。酒店十分重视您的意见反馈，针对您所提到的问题，我们已及时把情况反馈给管理部门，不断增强及提高服务品质同时也希望您能进一步与我们取得联系提供更多细节与建议。
上海虹口三至喜来登酒店	上海	2.5/5	首先，酒店是按五星标准设计的，但服务就是一个很大的缺失！我们叫外卖，从来不让外卖小哥进酒店大门！给前台打电话让帮忙送一下(我已经脱光衣服洗完澡)回答是不送！自己拿！服务真的low!!!!真不知道有多少人是被逼无奈才定的这家酒店。超过1000房价的夜景，还算欣慰。	尊敬的宾客您好，感谢您下榻上海虹口三至喜来登酒店并留下宝贵点评。酒店十分重视您的意见反馈，针对您所提到的问题，请注意根据文版酒店规范特殊行业相关规定，酒店属于特殊行业范畴人员密集型场所均不允许非住店人员自由出入酒店公共以及客房区域，涉及到酒店住店客人集体的公众安全。因外卖人员都是禁止入内的。请在住店之前多了解相关规定。
上海嘉定喜来登酒店	上海	1/5	星期六住了一晚，感觉真的很不好，进房后发现被子有一块湿的，不可想像，和总台反映后给换了房间，第二天退房叫保安叫输出租车，保安竟然拒绝叫！住了这么多年酒店，第一次遇到如此奇葩的五星级酒店！我真心服了！	感谢您的点评，我们对您所造成的不便深感抱歉，已经将您的反馈意见转达到相关部门，我们会进一步改善，以达到喜来登的服务标准，满足客人的需求。期待我们能再次为您服务。
上海嘉定喜来登酒店	上海	1.7/5	到达酒店门口 马上有个穿着制服保安模样的人过来说：车子停车场门口车位一次性50元 停地下停车场15元/小时 本人表示是住酒店的 没有免费停车吗？他说：没有只有这两种 并说50元的比较划算。于是本人把车停在了酒店门口 支付了50停车费进入酒店一问 原来酒店有自己的停车位10元/24小时 其他都不是酒店的停车场。门口那个人也不是酒店人员。立刻有被骗的感觉！这么个大酒店 连个停车场都没有明显标示，任由其他非酒店人员在门口误导客人，酒店不可能不知道，可见是故意为之！大家也不要被骗了！在前台办理入住时 一共两个前台女服务人员 进去的时候 她们正在给两位客人办理入住 也没有其他等候的客人 可是足足等了将近20分钟 这两位客人还没有办理完毕 前台人员依旧动作慢吞吞的 请问如果多个客人等候该怎么办？如果业务不熟练就不要上岗！一旦上岗就请熟练快速的帮客人办理业务！这次入住体验非常不愉快！！	感谢您的点评，我们对您所造成的不便深感抱歉，已经将您的反馈意见转达到相关部门，我们会进一步改善，以达到喜来登的服务标准，满足客人的需求。期待我们能再次为您服务。
上海静安瑞吉酒店	上海	2/5	酒店前台checkin平均20分钟一个人 下午三点来酒店足足耽误了一个小时半才能入住 入住的时候还被工作人员通知房间还没打扫好？	尊敬的宾客，您好！感谢您下榻上海静安瑞吉酒店并给我们反馈，很遗憾得知酒店员工服务和部分设施未能令您满意，由此引起之不便，我们深表歉意。对于您所提情形，我们已与相关部门沟通跟进，会更加注重服务细节，坚决避免类似情况发生。再次感谢您的评论与反馈。真诚期待您的再次光临。
上海静安万枫酒店	上海	2/5	空调制热能力不足，房间冷，晚上娃睡得都受凉了，房间太小，性价比低	尊敬的宾客您好！感谢您提出的宝贵意见，因为空调不热使您孩子受凉了是在是万分抱歉，我们会维修空调设施，尽最大努力使来宾都能满意，感谢您的光临，期待下次与您相遇，谢谢！
上海静安万枫酒店	上海	1.2/5	酒店一般，服务态度也一般，酒店很小	尊敬的宾客您好，万枫酒店是万豪酒店旗下品牌，没有达到您的期望，我们深感歉意，我们会不断坚持努力，期待您的再次入住，并给我们宝贵意见，谢谢！
上海静安万枫酒店	上海	2.5/5	酒店较新，但是隔音太差了，隔壁打呼噜声就跟自己屋子似的	不快，我们深感歉意，我们会在今后的工作中加强维护，避免再次发生同样的问题，不断提高我们酒店的品质感谢您宝贵的意见与建议，祝您生活愉快！

上海静安万枫酒店	上海	2.7/5	<p>1、提前一天预订的房间，次日上午还再次电话确认房间，结果等我前台办好入住手续，交完钱，才被告知，要等到下午5：30以后才能入住且无任何补偿措施，极差评。</p> <p>2、呼叫客房服务提供被子，超过15分钟都没响应，太失望。</p> <p>3、酒店配套餐厅，上菜巨慢，且把没上的菜也算入账单，并为主动告知。</p> <p>4、酒店停车位只有20个左右，不好停车</p>	<p>尊敬的宾客您好！首先感谢您告知我们在您入住本酒店期间所遇到的问题。非常遗憾未能达到您的期望，请允许我们向您表达最诚挚的歉意。我们希望在不久的将来会有机会为您奉上更好的服务，谢谢！</p> <p>。非常遗憾未能达到您的期望，请允许我们向您表达最诚挚的歉意。我们会加强员工在办理入住时和宾客确认入住时间的培训，如果您有多个预订，也希望您能主动告知。我们希望在不久的将来会有机会为您奉上更好的服务，谢谢！</p>
上海静安万枫酒店	上海	2.5/5	酒店经理及工作人员人员极度不专业，几次搞错我的订单，而且没有丝毫歉意，难以想象这是发生在万豪旗下酒店的事情。	<p>尊敬的宾客，感谢您选择入住上海康桥万豪酒店，我们万分荣幸能为您服务。您的意见我们非常重视，对于此次给您造成的不便，我们深感抱歉。酒店是上海第六家万豪酒店，紧邻上海张江高科技园区与上海迪士尼度假区，酒店设有338间宽敞舒适的客房和套房，采用“Marriott Modern”设计美学，所有房间皆配备豪华床品、灵活的工作空间、高速无线网络、独立浴缸与淋浴。同时感谢您的建议，在您下次入住上海康桥万豪酒店时，我们将为您安排周到。期待您的再次光临！</p>
上海康桥万豪酒店	上海	2/5	<p>关于硬件，没有提供手机充线这些设施。酒店服务可以说完全不能跟万豪的品牌挂钩。关于酒店清洁问题，看图说话吧……刚入住，马桶盖竟然没有消毒清洗干净。。早餐丰富，但是服务员培训没有达标，连要一个袋泡茶伯爵茶都傻傻分不清，来回拿了两次还是拿错。</p> <p>相对于洲际的服务，差了一大截</p>	<p>尊敬的宾客，感谢您选择入住上海康桥万豪酒店，我们万分荣幸能为您服务。您的意见我们非常重视，对于此次给您造成的不便，我们深感抱歉。酒店是上海第六家万豪酒店，紧邻上海张江高科技园区与上海迪士尼度假区，酒店设有338间宽敞舒适的客房和套房，采用“Marriott Modern”设计美学，所有房间皆配备豪华床品、灵活的工作空间、高速无线网络、独立浴缸与淋浴。同时感谢您的建议，在您下次入住上海康桥万豪酒店时，我们将为您安排周到。期待您的再次光临！</p>
上海康桥万豪酒店	上海	2/5	住过最差劲的万豪，没有5星水平，服务态度极差，大堂礼宾竟然爱答不理，关键是服务都没有，问一个雨伞竟然无视还摆臭脸给我们看，向酒店投诉之后连个回应都没有无语。	<p>尊敬的宾客，感谢您选择入住上海康桥万豪酒店，我们万分荣幸能为您服务。您的意见我们非常重视，对于此次给您造成的不便，我们深感抱歉。酒店是上海第六家万豪酒店，紧邻上海张江高科技园区与上海迪士尼度假区，酒店设有338间宽敞舒适的客房和套房，采用“Marriott Modern”设计美学，所有房间皆配备豪华床品、灵活的工作空间、高速无线网络、独立浴缸与淋浴。同时感谢您的建议，在您下次入住上海康桥万豪酒店时，我们将为您安排周到。期待您的再次光临！</p>
上海康桥万豪酒店	上海	2.5/5	<p>1、很早九预定的要给朋友过生日，要求房间装扮一下，结果进去什么都没装饰，打电话给前台，说有给装饰被中途换了房间，真不知道你们内部说怎么交接的，这么重要的事情还可以这么马虎！后来让服务员上来装饰就是拿了一块蛋糕形状的浴巾这就是生日装饰！</p> <p>2、可气的是晚上睡觉甲醛味刺鼻，而且空调是打开状态但是关掉灯的同时空调就自动关掉了！</p> <p>3、隔音太差，半夜12点多走廊说话声音很大！外面可能是轨道磁悬浮之类的一直轰隆隆的声响！</p> <p>非常糟糕的体验！</p>	<p>感谢您选择入住上海康桥万豪酒店，非常感谢您的评论，在您近期的入住里我们没有达到您预期的地方，我们深表歉意并恳请您的谅解。您的宝贵意见是我们前进的动力，我们诚挚希望您会再次回到上海康桥万豪酒店，我们将竭诚为您服务！</p>
上海康桥万豪酒店	上海	1/5	酒店自己停车录入登记系统坏了，然后出口保安不给走，让我交停车费56元，我都说了我是住户还不给走，给钱了票根也不给我，垃圾酒店，垃圾服务。宁波，杭州的万豪停车我忘了拿停车券说一下就可以了，服务太垃圾了。	<p>真诚地接受客户的意见，和其他工作人员共同分享，为服务的改善提供帮助。期待您的下次再来。下次使用时，我们会尽力提供您满意的逗留时间。</p>
上海龙之梦万丽酒店	上海	1/5	一个字差，两个字很差	
上海龙之梦万丽酒店	上海	1.7/5	前台服务很差	<p>非常感谢您下榻上海龙之梦万丽酒店。我们十分荣幸您在携程网上分享您的入住体验及评价，对于给您造成的不便，在此我们向您深表歉意！希望您能继续入住我们酒店，体验我们不断完善的服务！</p>
上海龙之梦万丽酒店	上海	2/5	告知停车收费等基本的相关事项（因超高层商业综合体停车、电梯交通等较复杂），客人遇到问题要求解决，说话态度较差，根本没有为客人主动解决问题的诚意和意识。出差常住五星酒店，这次是第一次接受到的“五星礼遇”，也是首次挤时间做点评。	
上海龙之梦万丽酒店	上海	2.5/5	预定的898的双早，结算时是1300多，各种沟通不到位	<p>感谢您入住上海龙之梦万丽酒店。您的宝贵意见是我们前进的动力，对于您所提出的问题，我们已经反馈给了相关部门。真诚的希望您可以再次回来，以便我们有机会对您对我们重新满意。祝您生活愉快，工作顺利！</p>
上海龙之梦万丽酒店	上海	2.5/5	预定的898的双早，结算时是1300多，各种沟通不到位	<p>感谢您入住上海龙之梦万丽酒店。您的宝贵意见是我们前进的动力，对于您所提出的问题，我们已经反馈给了相关部门。真诚的希望您可以再次回来，以便我们有机会对您对我们重新满意。祝您生活愉快，工作顺利！</p>
上海龙之梦万丽酒店	上海	2.2/5	热水忽冷勿热，很差	<p>反馈。对于您所提出的问题，我们已提交给了相关部门。酒店工程部将会及时维修客房设施并做好维护保养工作，确保客人获得愉悦的入住体验。因为您的舒心是我们最大的工作目标。再次感谢您的不愉快经历表示抱歉，并希望您再次支持和选择上海龙之梦万丽酒店。今后如需任何协助，欢迎可以随时联系我们。</p>
上海龙之梦万丽酒店	上海	2.5/5	卫生太一般，灰尘多	<p>感谢您选择入住上海龙之梦万丽酒店！我们注意到您给此次入住的评分，我们完全能理解您的体验和心情。为此，对您入住期间带来的不便，我们深表歉意。作为万豪品牌旗下的万丽的品牌，我们致力于创造一个惬意、地道、独特的体验给我们的客人，无论是住宿还是餐饮。您的舒心是我们最大的工作目标。再次感谢您的反馈，期待您的再次光临！</p>
上海鲁能JW万豪侯爵酒店	上海	1.5/5	<p>非常差！非常差！非常差！上海市区酒店，这个环境跟郊区酒店差不多了！入住上海鲁能JW万豪超五星级酒店就是垃圾，辣鸡。进一楼就有些装修的东西堆放有点乱七八糟（这个想想能理解），到了前台接待人员还蛮多的，但整个合理安排房间非常非常不专业（也略过吧），直到了房间住下来了浴缸确认坏了，隔一个小时打电话到服务中心还有前台让人来修都回复说来了来了，第二天10点才见人上来（好吧辣鸡），淋浴洗澡水冷热不均（太晚了完全没心情了），上海环保规定房间没牙膏牙刷晚上打了电话完全没人送（XXX晚上都没刷牙）第二天9点才送，第二天早餐了真的我+我+，早餐竟然一家人排了半个小时的队才进去餐厅，餐厅也不小，就餐人也并不是非常多，进去观察餐厅的情况，发现酒店管理辣鸡，辣鸡非常不合理（好吧不合理礼貌点），总结：住过最糟糕的酒店竟然是超五星的，JW万豪酒店我勒了个去！</p>	<p>尊敬的宾客，感谢您选择入住上海鲁能JW万豪侯爵酒店。深感歉意没能给您提供一个完美的住宿体验。我们十分重视每一位宾客的住宿体验，因此我们诚挚地希望可以和您取得联系，我们会将您的宝贵意见第一时间反馈给各相关部门负责人进行跟进和整改。期待您的下次光临，我们将竭诚为您服务！</p>
上海鲁能JW万豪侯爵酒店	上海	2.5/5	<p>用了很多年的携程，最差的一次体验，酒店空有华丽德外表，内部设施和服务都很差，房间的桌子还很危险，碰到了我的脚。</p> <p>另外对携程极度失望，有下载app的想法，评分系统有很大漏洞。</p>	<p>能给您提供一个完美的住宿体验。我们十分重视每一位宾客的反馈和意见，因此我们诚挚地希望可以和您取得联系，我们会将您的宝贵意见第一时间反馈给相关部门进行跟进和整改。期待您的下次光临，我们将竭诚为您服务！</p>
上海绿地万豪酒店	上海	2.2/5	酒店位置近江边，但江景很一般，而且前面的码头在施工，很吵。早上很容易就被吵醒了。另外，进房后发现垃圾桶居然扣在桌子上，也太不负责了吧	<p>客人您好，得知您没能收获完美的入住体验我们很抱歉。码头的施工工程即将结束，而垃圾桶的问题我们已经告知管理层并对相关客房部人员进行监督和培训。再次非常抱歉给您有不好的感受。希望您在今后的将来再次下榻感受我们的进步。祝您一切顺利！</p>

上海绿地万豪酒店	上海	1/5	干净整洁服务态度好, 细心周到	
上海绿地万豪酒店	上海	1/5	服务非常差, 前厅办理效率太低! 一堆人排队时候也居然只有一个人上班! 问一个前台东方体育馆远不远! 给我回答一句差不多! 这个差不多是什么概念? 这个万豪也是店大欺客! 再也不会入住这个酒店! 管理非常差! 卫生也不干净!	客人您好, 得知您的入住过程我们马上联系了前厅经理并对员工进行了处理。非常抱歉让您有这样不愉快的体验。管理层很重视前台的服务质量, 并已经开始着手进行培训, 非常感谢您的分享, 希望通过您的建议能不断改善酒店带给客人的入住体验和服务质量。再次感谢您的入住, 也非常期待您的再次光临, 感受我们的进步。
上海绿地万豪酒店	上海	2.2/5	酒店有点老, 床都是破的,	尊敬的客人, 您好! 感谢您选择上海绿地万豪酒店, 并与我们分享您的入住体验。非常遗憾的了解到您在酒店入住时所碰到不愉快的经历, 我们对此深表歉意。我们已将您的意见交予酒店相关部门的同事做进一步检查及改善, 希望通过您的建议能不断改善酒店带给客人的入住体验和服务质量。再次感谢您的入住, 也非常期待您的再次光临!
上海闵行宝龙艾美酒店	上海	2/5	低配版五星级酒店	受我们诚挚的歉意。于您在入住期间发生的任何使您不愉快的事情, 也请在您方便的时候反馈给携程后台负责联系的工作人员, 如果有任何问题, 我们都希望您解决。我们始终相信好的口碑一定是从客人最真诚的满意度推荐出去的, 同时我们也很荣幸能为您提供最优质的服务。期待与您再次相见!
上海闵行宝龙艾美酒店	上海	2.5/5	居然给我个没有窗户的房间, 难道携程客户那么不受待见吗, 热水也不是很热	尊敬的宾客, 感谢您光临上海闵行宝龙艾美酒店, 对于在您入住期间带来的不便, 请接受我们诚挚的歉意。我们真的很希望每一位会员都能得到最高的服务, 希望能够得到您的谅解。针对您提到的问题。我们从酒店各相关部门了解原因, 避免此类事件再次发生。我们始终相信好的口碑一定是从客人最真诚的满意度推荐出去的, 同时我们也能为您提供最优质的服务。如您能够提供相关信息协助我们调查此事, 请在您方便的时候拨打酒店电话转0至总机。期待与您再次相见!

上海闵行宝龙艾美酒店	上海	1/5	睡觉睡觉时间就是	尊敬的宾客, 感谢您下榻闵行宝龙艾美酒店。非常感谢您的反馈, 这是指导我们更快更好进步的方向! 我们会更加注重服务细节。为了提高我们的服务品质, 可否麻烦提供更多信息。敬请联络童先生, 拨打酒店座机转6501谢谢! 同时, 我们真诚期待您的再次光临。
上海明捷万丽酒店	上海	1/5	设施有点旧, 需要改进	体验。但是非常遗憾, 我们的服务没有满足您的需求, 在此我们深表歉意! 我们会继续努力, 为您提供更好的入住体验。真诚地期待您的再次光临!
上海明捷万丽酒店	上海	1/5	这是老 订的大床, 到了说没有房间了, 然后给了一个好像残疾专用的房间 住过那么多五星级酒店这家是最差的, 酒店服务员看到客人个云主动问好, 也没有笑脸, 这点都不及保洁阿姨, 更气人的是我订的是高级豪华双床房, 给我的是高级双床房、房价相差一百多房间又比豪华房小很多, 只有碰到过自动升级的、自动降级你经过我同意吗? 还是退回我差价了? 当客人是**吗? 然后去交涉, 得到的答复是因为我订的豪华双床房没有了, 就给我了我那间双床房, 极不负责任的回答, 我当时就问地你出去住酒店订的九百多的给你八百多的房间你有没有意见? 我坚持要换说没房间要打扫、让我们先带孩子去游泳那就先带孩子游泳去了, 到晚上六点了换了个商务双床房, 进去一看除了楼层高了房间里和刚才的高级双床房一模一样, 而且窗外看下去是建筑工地! 算了没精力再去说, 反正不会再去住第二次了。还有游泳池水温很低! 室内温度也低, 大人孩子都穿着抖、还好有一个小池子水是热的, 只能游五分钟赶紧跳进热水池泡着。整个酒店大堂、餐厅都是空调不足, 早餐还算丰富就是必须穿着羽绒服哦、否则会越吃越冷。	感谢阁下入住上海明捷万丽酒店。感谢您提出的宝贵意见, 对于服务中的不足及由此引起的不便, 我们感到非常抱歉。我们已经对相应部门的员工进行了培训, 以提高服务水平。期望阁下继续支持上海明捷万丽酒店, 并在不久将来恭候阁下再次光临。 上海明捷万丽酒店
上海明捷万丽酒店	上海	2.7/5		感谢阁下入住上海明捷万丽酒店。感谢您提出的宝贵意见, 对于服务中的不足及由此引起的不便, 我们感到非常抱歉。我们已经对相应部门的员工进行了培训, 以提高服务水平。期望阁下继续支持上海明捷万丽酒店, 并在不久将来恭候阁下再次光临。 上海明捷万丽酒店
上海明捷万丽酒店	上海	2.5/5	酒店前台一位名叫Jane的短发服务人员态度傲慢冷淡 感觉这万丽是她开的 不光一句你好了不会说 还全程翻白眼 鼻孔朝天 听不懂人话 不断的反问客人	补充回复: 尊敬的客人, 您好! 我们很希望能够和您取得联系以便进一步沟通解决, 如您方便, 可否提供您的联系方式, 或者您可以致电我们酒店大堂经理, 我们一定给您一个满意的答复! 尊敬的客人, 您好! 感谢您入住上海明捷万丽酒店。并给予我们宝贵意见, 正是像您这样的反馈给予了我们不断进取的动力。对于您提到的员工服务的问题, 我们感到非常抱歉。我们的理念是致力于给客人创造独特的入住体验。我们会展开调查并进行更多的内部培训来改善服务质量, 以提高宾客满意度。在此请再次接受我们诚挚的歉意! 我们将更加努力, 不断提高服务水平, 以赢回您的信任, 真诚期待您的再次光临并见证我们的进步! 上海明捷万丽酒店

上海明捷万丽酒店	上海	1.7/5	客观地谈一些对此酒店的看法。首先, 打开房间一股浓郁的汗臭夹杂着说不清的难闻气味让人作呕。估计酒店明知这房间的问题, 当打电话要求换房时, 他们没有任何歉意, 很快就换了一间。新换房间与上一个房间空气完全不同。试问一个高档酒店明知房间有问题, 不去处理好还以此来试探客人的容忍度, 这是否是一个合格星级酒店的作法。另外, 酒店的设备设施也比较老旧, 卫生间的推拉门笨重难使, 马桶不停地发出滴水声, 消防感应探头有两个发光点, 不停地发出刺眼的贼光, 影响睡眠, 总体感觉此酒店名实不符, 很一般。下次不会选择。	尊敬的宾客, 您好! 非常感谢您入住我们的酒店, 并跟我们分享您的入住体验。但是非常遗憾, 我们的服务没有满足您的需求, 在此我们深表歉意! 有关您指出的以上问题。对此, 我们已经把您的意见反馈给相关的部门负责人跟进, 以便提供更好的服务。我们非常重视您的入住感受, 也非常感谢您给我们提供了那么多的宝贵意见, 请接受我们真挚的谢意! 再次感谢您选择上海明捷万丽酒店, 并期待您的下次光临! 上海明捷万丽酒店
上海明捷万丽酒店	上海	2/5	这酒店太多破烂太脏了! 对不起这1700元的大床房!	感谢阁下入住上海明捷万丽酒店。感谢您提出的宝贵意见, 对于您提出的不满, 我们感到非常遗憾。我们希望能和您取得联系, 重望您对我们酒店的信心, 因为这对我们非常重要。我们非常希望得到您的回复, 并再给我们一次服务您的机会, 谢谢。 上海明捷万丽酒店
上海明捷万丽酒店	上海	1/5	再一次准备入住的时候。因刚下车肚子不舒服着急去洗手间。还没开房。电梯接待ad开头的男接待态度超级恶劣, 立刻离店	感谢您选择上海明捷万丽酒店作为您在上海的下榻之地。对于您在入住过程中遇到的服务问题, 我们已经第一时间向相关部门反馈, 您对我们的建议, 我们会借鉴并采取有效措施, 我们将不断提高和完善服务质量。希望您下次造访上海能再次惠顾我们酒店, 我们将竭诚为您提供舒心满意的入住体验。上海明捷万丽酒店
上海明天广场JW万豪酒店	上海	1/5	店大欺客, 领班态度恶劣, 说话官方生硬, 不懂变通, 下次坚决不会再住了	尊敬的客人, 您好! 感谢您选择下榻上海明天广场JW万豪酒店并与我们分享您的宝贵评论。对于您在酒店入住期间的不愉快经历, 我们深感遗憾。如果方便的话, 我们衷心希望能有机会和您进一步沟通, 以期在将来更好地满足宾客的需求。再次感谢您的分享, 希望您下次下榻时能让我们为您带来更满意、舒适的入住体验。祝您生活愉快!
上海明天广场JW万豪酒店	上海	2.5/5	Average 5 star hotel with a nice pool on sunny days	stay experiences with us at the JW Marriott Hotel Shanghai at Tomorrow Square.

上海浦东福朋喜来登由由酒店	上海	1/5	第二天了预授权还没有给撤销	尊敬的顾客您好！非常感谢您对我们酒店的选择！您所遇到的问题我们已经反馈给相关部门，我们会第一时间内处理您所遇到的问题，感谢您的理解与支持，同时真诚期待您的再次光临！
上海浦东福朋喜来登由由酒店	上海	1.5/5	太差，服务态度差！住你家感觉欠你钱似的，快2点到的要3点才能进房间，还要分别办两次入住，第一次说就不给你房卡，还要再拍一次队领个破房卡，行李只能放大厅，酒店没有自己停车场，车只能停在别人家的停车场，推着行李走别家酒店才能到，大堂地拖在外面翘着，很容易绊倒小孩，水盆下水慢，淋浴温度不稳定，锁门要靠甩的，晚上门的声音太大——太差了	亲爱的宾客，您好！非常感谢您选择入住我们酒店，并为我们留下宝贵意见。非常抱歉此次未能给您带来愉快的入住体验。就您在办理入住过程以及客房入住过程中所遇到的问题深表歉意，我们已经收集意见反馈给了相关部门，我们会不断提高我们的产品及服务品质。期待在不久的将来能有机会为您提供更卓越的入住体验。感谢！期待您的再次光临。
上海浦东福朋喜来登由由酒店	上海	1/5	一般，早餐没吃	我很感激您对近期在我们酒店的体验撰写评论。我很抱歉您在我们酒店有不愉快的经历。我已经同我们的员工重申了这些问题。杰出的宾客体验是我们品牌的基石，您的反馈将帮助我们不断进步。再次感谢您提供意见。
上海浦东福朋喜来登由由酒店	上海	2/5	只能说没有服务吧，正常人住店竟然感觉自己是残疾人，卫生间完全被隔断的，没有玻璃，没有安全感，晚上很吵，应该是玻璃隔音不好	我很感激您对近期在我们酒店的体验撰写评论。我很抱歉您在我们酒店有不愉快的经历。我已经同我们的员工重申了这些问题。杰出的宾客体验是我们品牌的基石，您的反馈将帮助我们不断进步。再次感谢您提供意见。
上海浦东福朋喜来登由由酒店	上海	1/5	带宝宝住酒店，有浴缸好开心	

上海浦东福朋喜来登由由酒店	上海	2/5	热水器没清洗，极脏。	感谢您的反馈，我们很高兴您在来访本地时选择入住上海浦东福朋喜来登由由酒店。同时我很抱歉您对我们热水请的清洁情况不满意。我们已经解决了这一问题，并对保洁和维修部门实施了进一步的培训，以避免此类问题的再次发生。我向您保证，若您再给我们一次机会，您一定会享受到您应当拥有的杰出体验。
上海浦东福朋喜来登由由酒店	上海	2.5/5	早餐太贵了198一个人！房间阴暗潮湿！不推荐	知道客房所展示的形象非常重要。我们十分重视给宾客杰出的体验，同时也很重视您这样的意见，因此我们正在翻新我们的客房。我们希望下一次您到上海来旅行时，能再次入住我们的酒店，并分享我们的新客房带给您的感受。由衷希望您能成为首批亲身体验我们新变化的客人之一。谢谢！
上海浦东丽思卡尔顿酒店	上海	1.2/5	体验最差的酒店，酒店大堂特小，前台爱答不理，一副爱住不住的样子	尊敬的宾客，感谢您选择入住我们酒店。很抱歉我们的服务未能达到您的期望，希望有机会可以与您取得联系，我们重视每一位宾客的反馈和建议并不断积极改进。我们都期待您的下次入住。Debbie Wong，质量部经理，20201888。
上海浦东丽思卡尔顿酒店	上海	2.5/5	入住后电视机没声音，修不好需要换房间修理工说满房，找领导换好房间，新房间装修味道很浓，迫不得已回原房入住，睡觉已到凌晨，以前住觉得都蛮好，这次体验很差	尊敬的宾客，感谢您选择入住我们酒店，您对我们环境和服务的认可是我们不断进步的最大鼓励。对于您所说的关于房间设施及气味的问题我们已经反馈给相关部门。我们必将在日后的经营中加以改进。我们重视每一位宾客的反馈和建议。对于您这次不愉快的入住经历再次感到抱歉。如果您有任何其他问题，欢迎您随时与我们联系。上海浦东丽思卡尔顿酒店的每一位绅士和淑女都期待您的下次光临。
上海浦东丽思卡尔顿酒店	上海	2/5	酒店超级差，根本不值这个价格，像是1000左右的酒店，从来没有住过那么差的星级酒店，充电插口根本插不上，特别松，窗帘纱帘都没有，味道特别难闻	尊敬的宾客，感谢您选择入住我们酒店。对于您所反馈的充电插口以及窗帘的问题我们已经反馈给工程和客房部。我们必将在日后的经营中加以改进。我们重视每一位宾客的反馈和建议。对于您这次不愉快的入住经历再次感到抱歉，如果您有任何其他问题，欢迎您随时与我们联系。上海浦东丽思卡尔顿酒店的每一位绅士和淑女都期待您的下次光临。

上海浦西万怡酒店	上海	2/5	가격이 저렴함 그러나숙조가없고 utilities가 오래됨 지하철역과 다소거리가있음.	Dear Guest,Thank you for taking the time to share your thoughts regarding your stay experience with us. We appreciate you bringing it to our attention. We will share your message appropriately within our management. We very much appreciate your time and feedback. Jessie ZhangGeneral ManagerCourtney by Marriott Shanghai Central
上海浦西万怡酒店	上海	1/5	极其差的一次入住体验！！！！门童的服务态度和酒店大堂经理的服务意识都是极其差的，和国际品牌的管理理念非常不和，品牌投诉部门形同虚设，答应沟通环节说说而已，后续跟进也是一样。酒店的处理投诉机制也是走走流程。差旅十年时间，第一次有这样的经历也是给你们家了！就服你们的管理意识，和你们门童的态度，和强悍的作风！最差酒店就是你们家。	
上海浦西万怡酒店	上海	2/5	酒店前台Loki He服务态度很差	尊敬的荷拉，您好！感谢您下榻上海浦西万怡酒店并参与完成我们的客户满意度调查。首先对您在我们酒店遇到的问题我们深感抱歉，根据您的评论，我们已经得知前台服务的失误之处，再次向您表示歉意，我们会加强对员工服务意识的培训。您的点评是我们前进的动力，我们会以优质的服务让您更加满意。祝生活愉悦，万事顺意！总经理上海浦西万怡酒店
上海浦西万怡酒店	上海	1/5	1、押金乱收费，多出两百多的杂费问其原因不知道是什么，一会儿说是打扫卫生，一会儿说餐费。明明就点了两次餐，收了三次餐费，问其详细不明，就这样的管理？2、晚上打前台服务电话一直无人接听，洗漱用品要打电话才有，这样的管理不敢恭维	尊敬的客人，您好！感谢您下榻上海浦西万怡酒店并参与完成我们的客户满意度调查。首先对您在我们酒店遇到的问题我们深感抱歉，根据您的评论，我们已经得知前台服务的失误之处，再次向您表示歉意，我们会加强对员工服务意识的培训。您的点评是我们前进的动力，我们会以优质的服务让您更加满意。祝生活愉悦，万事顺意！总经理上海浦西万怡酒店
上海浦西万怡酒店	上海	1/5	说了要大床，打了三个电话艺龙，都说协调好，结果还是双床，酒店跟艺龙沟通很差，不晓得哪边问题，打了一个小时电话，结果还是不能如愿！一直在这里预订酒店，用了很多年，这次真的很失望！	

上海浦东喜来登由大酒店	上海	2.2/5	早知道是这样的喜来登，我是绝对不会去的e 9以后我会对所有的喜来登有阴影。房间设施很旧，洗漱用品跟一般的小旅馆一样，房间沙发和床套上有大面积洗不掉的水渍（不知道有没有洗），整个房间黑压压的感觉。房卡开不了门，电梯口电话打总台永远没有人接，上上下下电梯两趟服务员过来总算开了……	我们很抱歉您遇到了客房保洁方面及服务不及时的问题。不干净的客房及不周到的服务在我们酒店绝不正常，我们非常感激您让我们了解到这一情况。我们已经同我们的员工重申了这一问题，并将努力确保我们的客房都达到最高保洁标准。如果将来您再到我们这一地区，请再给我们一次机会为您带去美好的体验。
上海浦东喜来登由大酒店	上海	1/5	是我住过最差的酒店，酒店插头1年前不能用这次住还是不能用，服务员说这转换插头 半个小时人影也没有，最后送来还是没用，厕所一股恶心的臭味，吹风机破了一块也还在继续使用。从来不评价的我对这酒店真心无语了。	
上海浦东喜来登由大酒店	上海	2/5	家庭亲子很不推荐，五星酒店，价格正常，不能说便宜，设施陈旧，卫生间淋浴房水漏不通，洗澡时候水都漫出来了，所谓的大床房竟然是两块席梦思拼起来的，员工服务态度配得上五星吗？前台办理入住人员全程催着险。门童，餐厅服务员态度是好的，反而那些穿着西服的，是少主管吗？拽的跟酒店是他们家开的一样，大呼小叫，态度蛮横，早餐还行比较丰富，靠地铁旁。	感谢您花时间就近期在我们酒店的住宿撰写评论。我们很感激您的反馈，也很抱歉您对客房和前台服务感到不满意，您遇到的情况对我们的酒店和员工而言都不是一贯的正常水平。我们正在完成一项客房翻新计划，并且已经向员工重申了服务态度的问题。如果您再次到本地区旅行，希望我们能再有机会为您服务。
上海浦东喜来登由大酒店	上海	2.5/5	能住到这种酒店真是倒了八辈子血霉，房间各个角落脏的跟什么一样，配称得上是五星级？24号我隔壁房间还有上吊自尽的，出了这种事酒店完全不过问，我去向前台申请换房间还磨磨叽叽不愿意给我更换房间。呵呵。	感谢您选择入住上海浦东喜来登由大酒店及公寓，同时也感谢您坦率地与我们分享您对住宿体验的反馈。我们十分重视宾客的意见，而客房形象是我们酒店一直积极关注的一个方面。我欢迎您与我们进一步分享您的意见与建议，并希望将来您会再次选择我们的酒店。
上海浦东喜来登由大酒店	上海	2.5/5	多定了一间，跟携程和酒店反复沟通就是不能取消，就这样，浪费了一间，多花了700元！	在本地时再次入住我们的酒店，我们将确保为您和您的客人带来完美无瑕的体验。

上海浦西万怡酒店	上海	1/5	价格贵，服务差，欺骗客人，信誉极差！	尊敬的客人，您好！感谢您下榻上海浦西万怡酒店并参与完成我们的客户满意度调查。首先对您在我们酒店遇到的问题我们深感抱歉，由于您没有详细说明情况，我们现在也无法得知我们的失误之处，再次向您表示歉意，希望能得到您的详细说明，我们也可以进行处理与改进。您的点评是我们前进的动力，我们会以优质的服务让您更加满意。感谢您的惠顾，期待下次光临。总经理上海浦西万怡酒店
上海齐鲁万怡大酒店	上海	2.7/5	1、服务很差，办理入住和离店的速度慢得离谱。2、客房打扫的人员偷东西，拿走了放在房间的化妆品。前台经理在处理这件事情上不作为，完全没有诚信。	
上海齐鲁万怡大酒店	上海	2.2/5	设施太旧了，服务人员培训不到位，可能是服务人员人手不够吧。	尊敬的客人，我们非常遗憾您的入住体验没有十分满意。我们会加强各部门的培训，以专业优质的服务迎接每一位客人，期待您有机会再次回来，希望能给您带来不一样的体验。
上海齐鲁万怡大酒店	上海	2/5	前台入住体验极其差，没有帮助旅客解决问题的服务意识	
上海榕港万怡酒店	上海	2.5/5	体验感比较差	尊敬的宾客您好，感谢您选择上海榕港万怡酒店，并与我们分享您的入住体验！此次入住未能达到您的全部期望，我们深感抱歉。希望您可以对酒店的不足之处提出详细的建议，我们重视每一位宾客的体验与感受，将及时处理及改进，期待有机会为您提供更优质的服务！给您带来的不便我们再次表示最真诚的歉意，衷心期待您的下次光临，祝您生活愉快！
上海圣淘沙万怡酒店	上海	2.5/5	房间太潮湿了。房间里看得到的充电口也没有。	尊敬的贵宾，感谢您的评价，提醒您下次入住时，我们的台灯旁边就是充电的插口。另外夏季天气变化比较大，台风多，空气潮湿，房间需要门窗通风，有时候未能及时进行通风，表示歉意。细节追求一直是我们的目标导向，批评是提升我们服务的一种方式，表扬就是对我们最大的鼓励，我们会努力改变做的不足的工作，或者把优质提升更好！！并愿在您下次临时给您带来不一样的舒适及愉快的入住体验啦
上海圣淘沙万怡酒店	上海	2/5	#小失望#虽属于万豪旗下，但是感觉不太理想，现实有差距。房间有些陈旧，发霉的味道挺重的。住的不是太舒服。	的通风，给您带来的不适非常抱歉给您带来的不便，我们会更加努力的做好服务工作，并愿在您下次临时给您带来不一样的舒适及愉快的入住体验啦！
上海圣淘沙万怡酒店	上海	2.7/5	房間床鋪等有奇怪味道， 要求他們更換 所需時間很長	
上海圣淘沙万怡酒店	上海	2.5/5	卫生极好，服务也好	
上海圣淘沙万怡酒店	上海	1/5	一如既往的差，房间霉味重	亲爱的顾客您好，非常感谢您对我们酒店的建议和评价。天气温度高，并且潮湿，通风不便，近期天气比较好，我们会尽量通风，除味。宾客您应该是住的我们基础房型，您住的不是很满意，我有法式豪华客房最新装修的下次可以试试。我们也会尽量维保做的再好一点，争取赢得您的理解和鼓励，我们也会想相关酒店领导汇报，相信未来不久也会进行升级改造。我们会再接再厉，期待您的再次入住。
上海圣淘沙万怡酒店	上海	2.7/5	设施一般，服务人员素质一般，不像是万豪的酒店。解答问题有些不耐烦，客人要是没有必要，也懒得跟你们扯闲淡。你忙并不是不耐烦的理由。总之人员培训欠佳	亲爱的顾客您好，首先给您造成入住不好的体验表示非常抱歉，同是非常感谢您对本次入住做出的评价，近期新员工上岗较多我们会再加强服务培训。我们的服务理念让顾客有很好的入住感受是我们最高追求，希望下次您再来我们酒店会有不一样的变化，欢迎再次入住！！！！
上海世茂皇家艾美酒店	上海	2.7/5	我很疑惑，这酒店为什么会是五星级酒店，首先，位置不好找，我们开车去，兜了很久才找到，其次，房间入住还出现重复入住错误，我们进房间发现里面居然已经有人入住，虽然后面前台说给我们升级房间，但升级的房间和之前的并没有区别。连最基本的热水也是忽冷忽热，洗个澡一会烫死，一会冻死。至于房间设施，柜子关不严实，体重秤是坏的等等细节问题，总体来说，除了位置方便，没有其他优势。	尊敬的宾客您好！欢迎您下榻上海世茂皇家艾美酒店！为宾客提供最满意的服务是我们的责任！酒店地处上海市中心！距离人民广场和南京路步行街只有几步之遥！周围四通八达，出行便利！是您出行入住酒店的不二之选！也很抱歉给您带来不愉快的体验！您的批评引起我们高度重视！我们将第一时间反馈前台和客房部门！增强员工培训并提高员工职业素质！以免类似的问题再度发生！期待您的再次入住！祝您生活愉快！詹杰明 总经理 上海世茂皇家艾美酒店！
上海世茂皇家艾美酒店	上海	1.2/5	这个酒店应该三星最多， 1 环境不好 2 厕所不舒服 3 被单的品质太差 4 空调风直吹头部现在头痛 5 星级和价格不符合这些配置	尊敬的宾客您好！欢迎您下榻上海世茂皇家艾美酒店！为宾客提供最满意的服务是我们的责任！很抱歉给您带来不愉快的体验！您的批评引起我们高度重视！我们将第一时间反馈客房部门！增强员工培训并提高员工服务质量！以免类似的问题再度发生！此外酒店目前正处于设施全面升级阶段！相信下次一定能给您带来全新的体验！期待您的再次入住！祝您生活愉快！詹杰明 总经理 上海世茂皇家艾美酒店
上海世茂皇家艾美酒店	上海	1.7/5	再也不会来艾美了。停好车外部在装修。我们上了L去办入住 那时候十二点多。酒店完全可以说十二点不可以办入住或者说两点再过来都没问题。排了一会儿队伍。到了酒店经理Walims这。一开始把我预授权刷错就算了。然后全程一副装B的脸。真的很可笑。再也不会来了。一番强硬的说辞后。包含。房间里东西万一被我拿走。还有。酒店规定之类的。脸红着说的。我的想法是。你这么牛怎么不打一架。我怕你啊 我和我女朋友想开心跨年。不想与你这种人争论。毕竟狗咬你你怎么可能咬狗呢。我也劝劝各位。这家酒店的服务是我去过最糟糕的。	尊敬的宾客您好！欢迎您下榻上海世茂皇家艾美酒店！为宾客提供最满意的服务是我们的责任！很抱歉给您带来不愉快的体验！您的批评引起我们高度重视！我们将第一时间反馈客房与前台部门！增强员工培训并提高员工职业素质！以免类似的问题再度发生！酒店目前正处于设施全面升级阶段！相信下次一定能给您带来全新的体验！期待您的再次入住！祝您生活愉快！詹杰明 总经理 上海世茂皇家艾美酒店

上海世茂皇家艾美酒店	上海	2.5/5	酒店除了地理位置，其他的真的没有办法表扬。 入住世茂相信品牌，结果从服务到设施没有一处满意。下次不会再选择。	尊敬的宾客您好，感谢您与我们分享您的入住感受！非常抱歉让您感到失望，我们已经在第一时间将您的反馈传达至酒店管理人员，我们非常重视您的反馈。为每一位到店宾客带来满意的入住体验是我们的责任！我们会避免类似的问题再次发生！期待您给予我们改进的机会！希望您下次到店可以感受到我们的进步！欢迎您再次到访！祝您生活愉快！斯考特 酒店经理 上海世茂皇家艾美酒店
上海世茂皇家艾美酒店	上海	1.7/5	很少写点评，但吐槽的心情没法抵挡 1、10.2-4入住两天，不管是否国庆假期，入住两天没人打扫卫生，问都不问，房间门下塞个卡片，☹️处写着因按了“请勿打扰”，自导自演，反正我没按； 2、第一晚入住，发现没牙膏牙刷，叫前台半个小时也没送过来，打了第二次电话才解决；第二天因房间没打扫让送两支水，同样的情况半个小时过去，直到打了第二个电话才送来； 3、早餐一般，7:40去用的餐，服务人员安排好座位问了咖啡，直到用餐结束也没送来，餐碟没洗干净，饭菜水果没了也没及时补上，服务没法用五星标准来衡量； 4、地理位置在人民广场地铁站旁边，除了位置优越没其它可以点赞的地方！	尊敬的宾客您好，感谢您近日常入住上海世茂皇家艾美酒店。我们非常重视您提出的宝贵意见，并将传达至相关部门。针对您提出的意见，我们会积极改进。衷心期待您再次光临上海世茂皇家艾美酒店！斯考特 酒店经理 上海世茂皇家艾美酒店
上海苏宁环球万怡酒店	上海	2/5	第二次坚决不选择的酒店，因为窗户都是密闭的，不能打开，房间空气非常不好，很干燥，要窒息的感觉。劝带孩子去的就别选择了，整个酒店的窗户都是密闭的！	尊敬的客人，您好！非常感谢您下榻上海苏宁环球万怡酒店。您百忙之中抽出时间给我们留下您宝贵的评论。很遗憾您的本次入住没有达到您的预期。由于酒店考虑客人入住安全因素，根据集团标准对于窗户有严格规定，望您理解。如您所需，我们可以安排空气清新装置，尽可能为您提供舒适的入住环境。并会不断努力，为您提供更专业的服务和细节体验，令您的旅途尽善尽美！期待您的再次光临！
上海苏宁环球万怡酒店	上海	2.7/5	早餐一般，早上去check out 竟然只有一个人在前台，叫了几次说其他人在忙，导致好多人在排队，早上大家都要赶时间。没办法，只能加了微信，把发票寄到家里。	尊敬的客人，您好！感谢您百忙之中抽出时间给我们留下您宝贵的评论。我们很遗憾您的本次餐饮体验没有达到您的期望。为了提升酒店的餐饮出品质量和服务质量，我们会根据客户反馈定期调整餐饮出品，并加强培训。期待您的下次到店体验时为您提供更专业周到的服务，祝您生活愉快！
上海苏宁环球万怡酒店	上海	1/5	是我住过的最烂的酒店！服务没有！有事要求解释无经理出面，只让前台员工应付	尊敬的客人，非常感谢您近日常入住上海苏宁环球万怡酒店。我们非常重视您的反馈，并会第一时间将您的反馈传达至相关部门。针对您提出的意见，我们会积极改进。衷心期待您再次光临上海苏宁环球万怡酒店。期待您的再次光临！
上海外高桥喜来登酒店	上海	1.2/5	这里早餐品种丰富有停车位	尊敬的客人，非常感谢您近日常入住上海外高桥喜来登酒店并给我们评价。诚挚邀请您再次光临上海外高桥喜来登酒店！KRystal MA 马余扬 市场传讯部经理
上海外高桥喜来登酒店	上海	2/5	1、对喜来登酒店一次失望透顶。上海海伦路店，到舟山喜来登酒店，再到这个外高桥店等等店。2、每次安排好房间，前台都说给你升级了，给我升级没有把手的卫生间门，给我升级卫生污点遍布的房间.....。3、早步，我估计全国喜来登酒店都没有领位员，早上就像菜市场一样。品质、品种无法形容。4、看个了一部电影要向客人收费86元，比影院还贵，就是诱导客人看，打开电视。其它酒店是介绍消防安全和酒店介绍，喜来登一开机是默认新片速递档，点开后，只是显示是否购买，并没有看到大字幕说要向客人收费。只要一点同意购买，那就立刻进入看影片，无任何提示。我只能呵呵了。5、免费水是冰露，大公司可口可乐授权生产的，呵呵...。6、所以退房一直有老外与前台沟通什么，老外最后都是摊摊手，耸耸肩膀 啦啦啦啦啦。差劲的酒店！！！！！！！！	尊敬的客人，非常感谢您近日常选择入住上海外高桥喜来登酒店并在携程上给予我们评价，也非常抱歉酒店在您上次入住期间没有达到您的期望。我们非常重视您的评价和反馈，这样我们能够采取相应的措施解决并提升我们的服务标准，并为给您入住期间带来的不便再次表示歉意。如果您愿意将更多的入住细节与我们分享，可以随时与我取得联系：krystal.ma@sheraton.com。我已经将您的入住情况反馈给了酒店的相应部门总监，希望能够有再一次的机会选择我们，给您带来一个满意舒适的入住体验。我们始终致力于为所有的客人提供优质的服务和设施，让客人享受一个温暖舒适而又精致典雅的居住环境。期待您的再次选择上海外高桥喜来登酒店。KRystal MA 马余扬 市场传讯部经理
上海外高桥喜来登酒店	上海	2.5/5	The worst night in my life! They change my room 3 times, finally with 2 beds instead of 1 as I paid. Room services almost doesn't exist! I need to ask the toothbrush...	Dear Guest, Thank you very much for sharing with us your stay experience at Sheraton Shanghai Waigaoqiao. I am most concerned to hear that your stay with us was disappointing. We would like to take this opportunity to apologize for all the inconvenience caused as it is certainly not our legendary standards we uphold. Please be assured that your valuable feedback is essential in our continuous efforts to improve our service. We have shared and review your important comment with hotel management team for immediately improvement. Thank you once again for taking your time to share your feedback with us. We sincerely hope you that will give us an opportunity to welcome you back again to rebuild your trust in Sheraton Shanghai Waigaoqiao in the future. Best regards, KRystal MAMarketing Communication Manager
上海外高桥喜来登酒店	上海	2.5/5	Sorry dear Sheraton, but you won't be my first choice anymore. SR	尊敬的客人，非常感谢您近日常选择入住上海外高桥喜来登酒店并在携程上给予我们评价，也非常抱歉酒店在您上次入住期间没有达到您的期望。我们非常重视您的评价和反馈，这样我们能够采取相应的措施解决并提升我们的服务标准，并为给您入住期间带来的不便再次表示歉意。我已经将您的入住情况反馈给了酒店的相应部门总监，希望能够有再一次的机会选择我们，给您带来一个满意舒适的入住体验。我们始终致力于为所有的客人提供优质的服务和设施，让客人享受一个温暖舒适而又精致典雅的居住环境。期待您的再次选择上海外高桥喜来登酒店。KRystal MA 马余扬 市场传讯部经理
上海外高桥喜来登酒店	上海	2.5/5	这家酒店不只一次入住了，卫生越来越差，床上用品根本没换洗！枕头一股浓郁的头皮油味，刚洗台上也油腻腻的，熬了三天，被不是棉的，是绸子的，很不舒服	尊敬的客人，非常感谢您近日常选择入住上海外高桥喜来登酒店。我们非常重视您的反馈，并会第一时间将您的反馈传达至相关部门。针对您提出的意见，我们会积极改进。衷心期待您再次光临上海外高桥喜来登酒店。期待您的再次光临！

Appendix C Part of Coding Sheet

Name	Code	Negative eWOM	A	B	C	D	E	F	G	H	I
深圳博林天瑞喜来登酒店		1			1	1					
深圳博林天瑞喜来登酒店		3				1					
深圳博林天瑞喜来登酒店		2			1						
深圳博林天瑞喜来登酒店		5						1			
深圳博林天瑞喜来登酒店		8								1	
深圳博林天瑞喜来登酒店		1			1						
深圳大中华喜来登酒店		1			1						
深圳大中华喜来登酒店		3			1	1		1			
深圳大中华喜来登酒店		1			1	1					
深圳大中华喜来登酒店		2			1	1					
深圳大中华喜来登酒店		1			1	1					
深圳大中华喜来登酒店		2			1	1					
深圳大中华喜来登酒店		3			1	1					
深圳福朋喜来登酒店		3						1			
深圳福朋喜来登酒店		9			1	1					
深圳福朋喜来登酒店		1			1	1					
深圳欢乐海岸万豪行政公寓		10			1	1					
深圳欢乐海岸万豪行政公寓		1		1							
深圳欢乐海岸万豪行政公寓		3		1							
深圳彭年万丽酒店		1			1						
深圳彭年万丽酒店		4			1						
深圳彭年万丽酒店		1								1	
深圳彭年万丽酒店		3			1						
深圳彭年万丽酒店		4		1							
深圳彭年万丽酒店		3		1							
深圳彭年万丽酒店		1		1							
深圳彭年万丽酒店		4						1			
惠州白鹭湖雅居乐喜来登度假酒店		3								1	
惠州白鹭湖雅居乐喜来登度假酒店		1			1	1					
惠州白鹭湖雅居乐喜来登度假酒店		5			1	1					
惠州白鹭湖雅居乐喜来登度假酒店		3			1	1					
惠州白鹭湖雅居乐喜来登度假酒店		3			1						
惠州白鹭湖雅居乐喜来登度假酒店		1								1	
惠州白鹭湖雅居乐喜来登度假酒店		3								1	
惠州白鹭湖雅居乐喜来登度假酒店		3			1	1					
惠州白鹭湖雅居乐喜来登度假酒店		8			1	1					
惠州白鹭湖雅居乐喜来登度假酒店		1			1	1					
惠州富力万丽酒店		8				1					
惠州富力万丽酒店		3				1					
惠州金海湾喜来登度假酒店		2								1	
惠州金海湾喜来登度假酒店		3								1	
惠州金海湾喜来登度假酒店		3								1	
惠州金海湾喜来登度假酒店		2								1	
惠州金海湾喜来登度假酒店		4								1	
惠州金海湾喜来登度假酒店		3		1							
惠州金海湾喜来登度假酒店		3		1							
惠州金海湾喜来登度假酒店		5		1							
惠州金海湾喜来登度假酒店		1		1							
惠州金海湾喜来登度假酒店		10			1	1					
汕头龙光喜来登酒店		4			1	1					
汕头龙光喜来登酒店		3			1	1					
汕头龙光喜来登酒店		5			1	1					
汕头龙光喜来登酒店		3			1	1					
汕头龙光喜来登酒店		3			1	1					
汕头龙光喜来登酒店		1			1	1					
汕头龙光喜来登酒店		10			1	1					
珠海华发喜来登酒店		1			1						
珠海华发喜来登酒店		8			1	1					
珠海华发喜来登酒店		1			1	1					
珠海华发喜来登酒店		3			1	1					
珠海华发喜来登酒店		1			1	1					
珠海华发喜来登酒店		5			1	1					
珠海华发喜来登酒店		10			1	1					
珠海华发喜来登酒店		1			1	1					
珠海华发喜来登酒店		3			1	1					
珠海新骏景万豪酒店		3								1	
珠海新骏景万豪酒店		1			1	1					
珠海新骏景万豪酒店		10			1	1					
珠海新骏景万豪酒店		1			1	1					
珠海新骏景万豪酒店		3								1	
珠海新骏景万豪酒店		4								1	
珠海新骏景万豪酒店		2								1	
广州W酒店		2			1						
广州W酒店		8			1	1					
广州W酒店		1			1	1					
广州W酒店		2			1						
广州W酒店		3			1	1					
广州W酒店		8			1	1					
广州大学城雅乐轩酒店		2		1							
广州大学城雅乐轩酒店		1		1							
广州大学城雅乐轩酒店		4				1		1			

Appendix D Data Collection

Type	A	B	C	D	E	F	G	H	I	
2169	100	848	747	4	151	8	305	1	5	
1 (859)	45	394	346	1	34	1	38	0	0	
2 (274)	8	104	83	0	16	1	62	0	0	
3 (552)	20	201	171	2	48	5	105	0	0	
4 (95)	9	13	19	0	24	0	30	0	0	
5 (150)	3	47	45	0	8	0	47	0	0	
6 (1)	1									
7 (21)	0	4	7	0	5	0	5	0	0	
8 (103)	6	34	31	1	14	1	15	1	0	
9 (18)	1	8	7	0	0	0	2	0	0	
10 (96)	7	43	38	0	2	0	1	0	5	

Samples	1011 (total)	943 (valid)									
Negative Re (229 hotels)	1	2	3	4	5	6	7	8	9	10	
1448	521	190	385	77	110	1	15	72	12	65	
Luxury (32 hotels)											
176	66	22	40	10	11	0	2	15	2	8	
Premium (159 hotels)											
1127	398	157	309	58	87	1	12	51	9	45	
Select (33 hotels)											
140	56	11	35	9	11	0	1	6	1	10	
Longer Stays (4 hotels)											
4	1	0	1	0	0	0	0	0	0	2	
Collections (1 hotel)											
1	0	0	0	0	1	0	0	0	0	0	

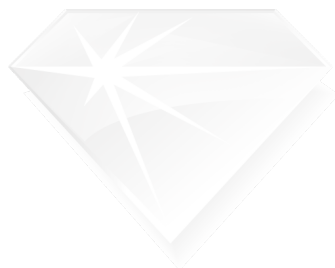
Luxury Response (267)	20	99	104	1	13	0	30	0	0	
Premium Response (1699)	56	685	569	2	124	6	251	1	5	
Select Response (197)	21	63	72	1	14	2	24	0	0	
Longer Stays Response (5)	3	1	1	0	0	0	0	0	0	
Collection Response (1)			1							

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