

Comparative netnographic analysis of sharia hotel visitor reviews between tripadvisor and google review



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Abstract Halal tourism is experiencing rapid development, driven by the demand of Muslim tourists. One of which is in the Sharia hotel industry. Few studies compare reviews of Sharia hotel visitors among review platforms. This study used a netnographic comparative method to identify and obtain comparisons of visitor reviews of Sharia hotels on TripAdvisor and Google Review. Comparison reviews are compiled based on the positive and negative reviews felt by visitors to Sharia hotels in Indonesia. A total of 427 reviews on TripAdvisor and 3076 reviews on Google Review of 9 Sharia hotels in Indonesia were analyzed using grounded theory. Sharia hotel facilities (32.15%) became the most dominant positive review on Google Review. At the same time, TripAdvisor reviews showed different results, which made cleanliness, tidiness, and comfort (25.61%) positive reviews with the highest percentage. However, Google Review (57.40%) and TripAdvisor (53.70%) have similarities in highlighting inadequate facilities as negative reviews. The results of this study are beneficial for the government and Sharia hotel managers in improving quality and competitive strategies. This study is one of the initiators of comparative netnography to compare two review platforms in the Islamic hotel industry.

Keywords: Sharia Hotel, visitor reviews, tripadvisor, Google Review, comparative netnography, Indonesia

1. Introduction

In this modern era, the halal lifestyle has become a trend for world needs and is very influential in people's lives. The growth of the world's Muslim population has led to increased interest in halal tourism (Battour & Ismail, 2016). Indonesia has the largest Muslim population in the world, with the Muslim population increasing significantly every year (Amdar et al., 2016).

Indonesia has good potential for developing an Islamic economy. Indonesia has this opportunity to develop halal tourism (Sayekti, 2019). Indonesia is one of the best tourist destinations in the world because of its potential to attract tourists to travel (Haryanti, 2020). Indonesia has beautiful natural wealth and is an attraction for tourism, including lodging services, hotels, and others (Fafurida, 2017; Rahmat et al., 2020).

The government has made a breakthrough in the Indonesian tourism industry, namely, halal tourism, through the Ministry of Tourism (Rahmanto & Hartini, 2020). Halal tourism is not limited to religious tourism but includes hotel accommodations, travel facilities, and restaurants held by Sharia provisions (Susilawati, 2023). The accommodation sector is one indicator of the development of the tourism industry in Indonesia. Sharia hotels make a fairly positive contribution to the tourism industry in Indonesia (Mujib, 2016). The government should pay more attention to the hotel industry to increase tourist attraction (Purnomo & Adji, 2015). The phenomenon of Sharia hotels in the hospitality sector is a new trend in the tourism industry in Indonesia (A. Alam, Mellinia, et al., 2023; Muthoifin, 2019). Sharia hotels are always associated with the halal tourism sector (A. Alam, Sukmana, et al., 2023; Baharuddin & Hasan, 2018).

Tourists utilize TripAdvisor and Google Review for accommodation liaison. The authors selected TripAdvisor and Google Review because numerous users used them and compared the reviews. TripAdvisor is a tourism app that provides travel information and reviews of popular sites worldwide. TripAdvisor is the largest travel community (Lee et al., 2011).

The advantages of TripAdvisor include that it is easy for users to find information through existing reviews. It can compare the prices of hotels, restaurants, and airline tickets quickly. It can also be used as a reference for recommendations because it contains complete tourist information. It is an international app with local content. In addition to having many



advantages, TripAdvisor also has disadvantages, namely, that it cannot book hotels and flights simultaneously, which requires ordering separately (Hatni, 2019).

Google Review is a feature that has been integrated with Google My Business (GMB) and Google Maps (Waldegrave, 2019). Google Review is a feature in Google Maps provided by Google as a forum for providing ratings and reviews (Haq & Rachmat, 2020). Google Reviews provides many advantages for businesses that use it. Google Review is the platform of choice for qualified review recipients (Oliver, 2022). The application contains reviews from visitors who have previously stayed or visited Sharia hotels so that visitors who will stay at Sharia hotels can obtain various information on facilities and the latest conditions for Sharia hotels. Sharia hotels that apply Sharia principles are an innovation of the hotel industry because they can obtain a new, more competitive market share (Rahardi & Wiliasih, 2016).

According to the results of this study on visitor experience reviews, it is expected that the tourism business will provide accurate services and add to the competitive strategy of Sharia hotels so that they can become more progressive to improve the quality of services and facilities from Sharia hotels (Haq & Rachmat, 2020).

Related to the background that has been described, this study aimed to compare the components that contribute to the experience of Sharia hotel visitors based on online reviews of Sharia hotel travelers and to determine the similarities and differences in the content of Sharia hotel visitor reviews in the TripAdvisor and Google Reviews applications. This study used a comparative netnography method to compare the visitor reviews of Sharia hotels on the tourism travel platforms TripAdvisor and Google Reviews to determine the differences between the two. The results of this study are expected to provide benefits for developing knowledge of Sharia economic law. Improving the quality of sharia hotels can also be helpful for sharia hotel managers. In addition, using the ethnographic method, this research can add scientific insight to readers regarding visitors' experiences with Sharia hotels in Indonesia. This information can serve as a reference for deciding whether to stay at Sharia hotels.

2. Materials and Methods

2.1. Literature Review

Mujib (2016) examined the development of Sharia-based hotel services in the tourism industry in Indonesia to determine Sharia standards in the hospitality industry. Mujib (2016) illustrated the fundamental principles of Sharia-based hotel services. Rahmanto and Hartini (2020) also described the outline of the Islamic hotel concept through brand identity carried out by the largest Sharia hotel in Indonesia.

Meanwhile, Huda et al. (2018) analyzed the characteristics of Sharia hotels and analyzed the preference factors of Muslim consumers in choosing Sharia hotels. One study by Huda et al. (2018) showed that the respondents who choose Sharia hotels are those who choose Sharia hotels because of the services they provide. (Karim et al., 2017) compared the application of Sharia principles to two Sharia hotels in Malaysia and found specific quality differences between the hotels being compared. Karim et al. (2017) disclosed a list of features and attributes of hotels that comply with Sharia. Maghrifani (2018) investigated tourists' motivations and values for choosing and staying at Sharia hotels, namely, new experiences, the principle of benefits, and choosing Sharia as a way of life.

Alandri and Verinita (2019) found that the concept of Sharia hotels and customer value significantly affect customer satisfaction. However, Adirestuty (2019) also emphasized that the presence of characteristic Islamic values in Sharia hotels provides satisfaction for Muslim visitors, and elements of the MCPV model are essential to retaining Muslim customers. Alam et al. (2019) showed that satisfaction has proven to affect the loyalty of Muslim tourists visiting Sharia hotels. Karim et al. (2017) qualitatively reviewed interviews and revealed gaps in the management and conformity of Sharia principles, where aspects of Sharia compliance and attributes became attractive to visitors from Sharia hotel management.

Haetami (2021) analyzed Sharia hotel management from the perspective of *maqashid* Sharia to determine the ideal Islamic *muamalah* in the hotel business labeled Sharia. Sobari et al. (2017) showed that Sharia compliance, product, price, process, and physical evidence significantly affect satisfaction, and satisfaction has been proven to influence the intention of Muslim tourists to revitalize Sharia hotels. A study by Sobari et al. (2017) provided helpful information for policymakers and business managers to formulate appropriate marketing strategies to increase the potential of Sharia hotels in Indonesia.

Jurattanasan and Jaroenwisan (2014) studied the attributes of sharia-compliant hotels in Muslim countries and found that they consisted of 16 of the following attributes: no alcohol, only halal food, conservative television service, majority of staff are Muslim, Al-Quran and prayer rugs are available in every room, separate leisure facilities for men and women, in-room makers pointing toward Mecca, no entertainment such as nightclubs, beds, and toilets may not be placed facing Mecca, art in hotels must not depict the human form, bidets in bathrooms and entertainment accordingly, hotels are financed through Islamic finance arrangements, and hotels should follow the principles of zakat (giving back to society). Widyarini (2013) stated that Sharia hotels are hotels that implement Islamic Sharia in hotel operations, and hotel management emphasizes Sharia hotels through mottos, logos, interior ornaments, room facilities, hotel facilities, and uniforms or clothing worn by hotel employees.

The majority of studies on Sharia hotels used a descriptive qualitative approach to determine the characteristics and satisfaction of Sharia hotel visitors as well as visitor motives in choosing Sharia hotels as a place to stay (Huda et al., 2018; Karim et al., 2017; Rahmanto & Hartini, 2020). Moreover, several studies used a quantitative approach to the concept and compliance with Sharia on customer satisfaction and loyalty of Muslim tourists (Alandri, 2019; Alam et al., 2019; Usman et al., 2020; Winarno, 2019).

Several researchers have used a netnographic approach to discuss reviews, so it was found that the reviews of visitors play a significant and influential role in the progress of managed hotels (Edina & Beykan, 2020; Mkono, 2013; Sthapit, 2018). Several studies have examined the contributions of TripAdvisor to the written reviews of visitor experiences (Lee et al., 2011; Sthapit, 2018). Moreover, a study related to Google Review was conducted by Haq and Rachmat (2020) about the benefits of Google Review as an evaluation tool.

In a previous study related to Sharia hotels, the majority only discussed hotel visitor satisfaction from one point of view. With regard to the approach used, the majority are descriptive qualitative, and there is considerable netnography. Studies that have examined reviews from Sharia hotel visitors are still rare, especially those that compare them, and this is an exciting innovation in the literature.

This study is a comparative study that aims to compare the visitor reviews of Sharia hotels to discover the differences between online reviews on TripAdvisor and Google Review and the advantages and disadvantages of both. This study was expected to provide benefits for Sharia hotel managers to follow up on how to respond to comparisons in Sharia hotel management. The online review system is still limited in general and not as specific as that shown in Google Review, which is still a general description.

This study used a comparative netnography method in which the authors searched for and collected data on reviews of Sharia hotel visitors online on TripAdvisor and Google Reviews and then compared the review content of Sharia hotel visitors to fulfill the study objectives.

The research method is a scientific way to obtain empirical data with specific valid criteria. A netnographic method is a new approach to ethnographic research that combines archives and online interaction and requires observation and observation, digital data collection, analysis, and research representation (Kozinets, 2010). Netnography is a new method that adapts ethnographic research techniques to study emerging cultures and communities through computer-mediated communication (Kozinets, 2002).

This study used a comparative netnography method to determine differences in the reviews of Sharia hotel visitors on the TripAdvisor and Google Review platforms by comparing the content of reviews written by Sharia hotel visitors. The netnographic technique was applied to two online communities serving independent tourists (Dwivedi, 2009). Studies using a netnographic approach can save time and are inexpensive (Wu & Pearce, 2014). Netnography can be used to explore new things that have never been studied.

The netnographic method is beneficial for examining customer experience because ordinary customers write their reviews online, making it possible to interact through uploading text, videos, and images and serving as a rich and very personal source of information (Zhang & Hitchcock, 2017). The netnographic methodology has the advantage of leveraging naturally occurring consumer interactions rather than directly responding to consumers (Dwivedi, 2009). Netnography involves searching for and analyzing relevant computer-generated data to answer identified study questions and using naturally occurring conversations recorded on publicly available digital networks (Frude et al., 2020).

An empirical study shows that all researchers have found netnography to be a powerful method of generating natural and detailed descriptions of general and sensitive activities (Wu & Pearce, 2014). Netnography is a renewal of ethnographic concepts and is a new valuable methodology for obtaining perspectives on certain online phenomena that have been tested in many fields of tourism research (Mkono, 2012; Volo, 2010; Wu & Pearce, 2014).

This study used the comparative netnography method in the form of nonparticipant observation to collect data on the online reviews of Sharia hotel visitors on the TripAdvisor and Google Review platforms. The results on TripAdvisor and Google Review were then compared.

Reviews posted by Sharia hotel visitors contain insight and information about their experiences during their visit (Zhou et al., 2014). They can be a credible source of valuable data (Yoo & Gretzel, 2012). Review data collected from tourism travel platforms or social networking sites are used as a data source and are analyzed thematically (Catterall & Maclaran, 2001).

This study chose TripAdvisor and Google Review as the primary data sources. The authors were interested in TripAdvisor and Google Review because of their simplicity in use and the potential to gain insight and views from Sharia hotel visitors to provide an overview for hotel managers in responding to various reviews. Within the system, TripAdvisor has worked to combat the circulation of fake reviews on the internet and has several procedures to screen all online reviews (Tripadvisor, 2021). Tourists often use Google Review as a reference to obtain more detailed tourist destination information, such as specific hotel reviews and online reviews, which have become a trend and a guide for tourism (Phillips et al., 2017). Google Review was chosen for comparison because many Sharia hotel visitors write reviews of their experiences at Sharia hotels.

2.2. Method

The data were analyzed via thematic analysis and grounded theory (Zhang & Hitchcock, 2017). The context of this study used a grounded theory research design that was used to analyze the collected data (Glaser & Strauss, 2006).

The techniques used in this study were comparative netnography, online ethnography, and digital ethnography, which were subsequently compared. This study also used the grounded theory formulated by Glaser and Strauss (2006) to analyze the collected data.

Ethnography and grounded theory can complement both methods used in a study (Atkinson & Hammersley, 2007). Two ethnographic methodologies and grounded theory are the most appropriate for this study. The merits of each methodology were examined, and it was found that ethnography provides insight and that grounded theory allows comparison of data drawn from several settings, i.e., features grounded theory and a robust system of data collection, analysis, and theory development (Bamkin et al., 2016).

The theory's grounded emphasis on comparative methods leads researchers to compare data from earlier studies, compare data with emerging categories, and demonstrate relationships between concepts and categories. The grounded theory method provides a systematic procedure and helps maintain control over the research process by focusing, organizing, and organizing it (Atkinson et al., 2001).

The steps carried out in a netnographic study regarding visitors' experiences with this Sharia hotel follow what has been provided (Kozinets, 2002). The first step was determining the data source from the relevant online travel platforms, TripAdvisor and Google Review. Sites have many criteria, including relevance, substantial, active, heterogeneous, interactive, and abundant data (Kozinets, 2010).

The second step was collecting data from the data sources. The collection and analysis of data on TripAdvisor were carried out from 2018 to 2022, and those on Google Review were carried out from 2020 to 2022. Nine Sharia hotels were selected based on their rating ratings and the number of online reviews or available reviews.

Visitors perform positive reviews when they meet their expectations, causing positive feelings. Conversely, visitors have negative reviews if they do not have an experience that matches their expectations, causing negative feelings (Smith & Lazarus, 1990). To address significant enough data sources, restrictions were made using several keywords. Irrelevant reviews were omitted from the analysis to ensure analytical depth and research focus on the topic.

In a good review, some keywords reflect the good, pleasant, or memorable experiences felt by Sharia hotel visitors, grouped and investigated, such as sound, comfortable, positive, according to Sharia, excellent, reasonable, and delicious. In addition, in the unfavorable reviews, some keywords describe the negative side of the visiting experience, such as evil, unpleasant, uncomfortable, and not by Sharia, representing a reflection of the negative experiences felt by Sharia hotel visitors.

The third step was to analyze the data that had been collected using a proprietary grounded theory approach (Glaser & Strauss, 2006). The collected data were scanned and categorized and compared to compare two different results between TripAdvisor and Google Review. The last step, referred to Corbin and Strauss (2012), was part of manual interpretation and coding.

3. Results

In this study, coding was carried out on the reviews of Sharia hotel visitors in Indonesia by limiting the criteria to a minimum 3-star hotel rating and a minimum 4-star review rating. The object of our network was 9 Sharia hotels in Indonesia, which we grouped based on our criteria. There are 427 reviews on TripAdvisor and 3076 reviews on Google Review. Then, the authors categorized the reviews into two categories, namely, positive reviews and negative reviews. This classification facilitated researching the experiences of Sharia hotel visitors that they feel.

First, the authors presented positive review data for Sharia hotel visitors, as shown in Table 1. Positive reviews show visitor satisfaction after staying at Sharia hotels. On TripAdvisor, cleanliness, tidiness, comfort, beauty, and coolness had the highest percentages, at 25.61%. A total of 21.77% of the participants had good service, friendliness, and health protocols. Facilities: spacious and excellent room, good facilities, swimming pool and well, Azan and Qur'an speakers, spacious parking, prayer room, nice interior/decoration, mukena, and prayer mats are available at a percentage of 18.74%. The food is varied and delicious, with a percentage of 14.65%. A total of 13.26% of the respondents had strategic locations and beautiful views. The percentage of affordable prices and recommendations was 4.26%. Moreover, the lowest percentage is the Sharia concept, at 1.72%.

On the Google Review, facilities such as spacious and nice rooms, good facilities, a swimming pool, a call to prayer and Qur'an speakers, spacious parking, a prayer room, a nice interior/decoration, mukena (prayer gown), and prayer mats are available, accounting for the greatest percentage (32.15%). The percentages of cleanliness, neatness, comfort, beauty, and coolness were 27.54%. The percentage of good, friendly service and health protocols was 15.18%. Strategic location and beautiful view accounted for 6.88%. The percentage of affordable prices and recommendations was 6.47%. It has a percentage of 6.23% for Sharia, and the lowest percentage is for varied and delicious food, at 5.54%.

The highest percentage on TripAdvisor was coded for cleanliness, neatness, comfort, beauty, and coolness. On the Google Review, there were facilities codes such as spacious & nice rooms, satisfying facilities, swimming pools and examples, calls to prayers and Qur'an speakers, spacious parking, prayer rooms, lovely interiors/decorations, mukena (prayer gown), and prayer rugs. The lowest percentage on TripAdvisor is on sharia-concept codes. However, in Google Review, there are various delicious food codes.

Table 1 Comparative positive reviews from sharia hotel visitors.

Indicative Positive Review	Comparative Percentage	
	TripAdvisor	Google Review
Cleanliness, Neatness, and Comfort, beautiful and cool	25.61%	27.54%
Good service, friendly, health protocol	21.77%	15.18%
Facilities: spacious & excellent room, satisfactory facilities, there is a swimming pool and lovely, call to prayer and Quran speakers, spacious parking, there is a prayer room, nice interior/decoration, prayer gown, and prayer rugs are available	18.74%	32.15%
Food is varied & delicious	14.65%	5.54%
Strategic location and beautiful view	13.26%	6.88%
Affordable and recommended prices	4.26%	6.47%
Sharia concept	1.72%	6.23%

In addition to the positive reviews of Sharia hotel visitors, this study also discussed the negative reviews of Sharia hotel visitors, as shown in Table 2. Unfavorable reviews show visitors' disappointment after staying at the Sharia hotel they visited. On TripAdvisor, inadequate facilities such as no swimming pool, unusable/far away swimming pool, poorly maintained and outdated interior, cramped rooms, inadequate facilities, limited parking, lacking facilities, poor WiFi connection, cramped prayer room, too small bed, no prayer equipment, and cramped hotels account for the greatest percentage (53.70%). Poor service, not according to request, uncomfortable, less sharia service, and long check-in process accounted for 20.37%. A total of 15.43% lack of cleanliness, poor drainage, noise, and a smelly room. The food is not tasty and does not vary, with a percentage of 7.41%. Moreover, the lowest percentage is the least affordable/expensive price, at 3.09%.

According to the Google Review, inadequate facilities such as no swimming pool, an unusable/far away swimming pool, a poorly maintained and outdated interior, cramped rooms, inadequate facilities, limited parking, a lack of facilities, poor WiFi connections, cramped prayer rooms, too many small beds, no prayer equipment, and cramped hotels account for 57.40%. Requests, lousy service, discomfort, less sharia service, and long check-in processes accounted for 13.40%. There was a lack of cleanliness, poor drainage, noise, and a smelling room, accounting for 18.20% of the sample. The food is not tasty and does not vary, with a percentage of 9.48%. Moreover, the lowest percentage is the less affordable/expensive price of 1.52%.

Table 2 Comparative negative reviews from sharia hotel visitors.

Negative Review Code	Comparative Percentage	
	TripAdvisor	Google Review
Unsatisfactory Facilities: no swimming pool, unusable/far away swimming pool, poorly maintained and outdated interior, cramped rooms, inadequate facilities, cramped parking, lacking facilities, poor WiFi connection, cramped prayer room, bed too small, no equipment prayer, narrow hotel.	53.70%	57.40%
Not according to request, lousy service, uncomfortable, less shari'ah service, the long check-in process	20.37%	13.40%
Lack of cleanliness, lousy drainage, noisy, smelly room	15.43%	18.20%
Food is not tasty and not varied	7.41%	9.48%
Prices are less affordable/expensive	3.09%	1.52%

The highest percentage on TripAdvisor was found in unsatisfactory facility codes such as no swimming pool, unusable/distant swimming pool, poorly maintained and worn interior, cramped rooms, inadequate facilities, limited parking, lacking facilities, poor WiFi connection, and cramped prayer room; the bed is too small, there is no prayer equipment, and the hotel is cramped. Likewise, the highest percentage of Google reviews must be improved in facilities. The lowest percentages on TripAdvisor and Google Review have something in common: the less affordable/expensive price code.

4. Discussion



The positive and negative reviews written by visitors on TripAdvisor and Google Review are what they feel while staying at a Sharia hotel. In this study, on TripAdvisor, the cleanliness, tidiness, comfort, beauty, and coolness of Sharia hotels were the most positive reviews highlighted by visitors. Sharia hotels prioritize cleanliness as part of their motto and religious values and teach cleanliness as part of their faith, which is reflected in an Islamic work environment by paying attention to these aspects (Rahmanto & Hartini, 2020). The hotel certainly has housekeeping, which plays a vital role in increasing visitor satisfaction because it is responsible for the cleanliness, comfort, security, and completeness of hotel guest rooms (Wulanto & Hadi, 2014). Cleanliness must be considered for hotels because it relates directly to what is felt by hotel visitors (Tjiptono, 2014). There is an aspect with the lowest percentage, namely, the concept of Sharia, which is not highlighted by Sharia hotel visitors in positive reviews on TripAdvisor. This shows that the Sharia concept is not the main factor for visitors choosing Sharia hotels. This sharia-compliant feature is supposed to be an attraction for tourists, including compliance with halal aspects that have received certification from the Ulama institutional authority (A. Alam et al., 2024; Nafis et al., 2024). However, these Sharia hotels look more at cleanliness, tidiness, comfort, beauty, and coolness. Good service, cleanliness, comfort, and tidiness will satisfy hotel visitors (Wulanto & Hadi, 2014). Therefore, the sharia hotel needs to maintain these things and improve other aspects that are already good to be even better able to satisfy visitors.

On the other hand, on Google Review, good facilities were highlighted by hotel visitors in their positive reviews, including spacious and nice rooms, satisfying facilities, a swimming pool that can be used, a call to prayer speakers, an Al-Qur'an, prayer equipment such as mukena (prayer gown), prayer rugs, sarongs, ample parking, a prayer room and a nice interior/decoration. The better the hotel's facilities are, the greater the number of potential visitors who decide to stay (Lestari & Guritno, 2022). For those already working, the main factor in choosing a Sharia hotel is good facilities and service (Lubis et al., 2022). Thungasal and Siagian (2019) mentioned that visitors believe that hotels should pay attention to the availability of adequate and comfortable facilities so that hotel visitors can feel satisfied. Facilities influence visitor satisfaction (Arianto & Muhammad, 2018). The better the facilities provided are, the greater the satisfaction of overnight (Evanka, 2022). The most critical and most prioritized facility for Sharia hotel visitors is the convenience of prayer facilities, namely, prayer equipment (Rahmanto & Hartini, 2020). Most hotel visitors do not mind the facilities because, for them, the factor of religiosity is the most important so that they can receive the facilities properly. A varied food menu is not the main focus of Sharia hotel visitors, who occupy the lowest percentage of positive reviews on Google Reviews. Managerial ability to improve the image of Sharia hotels, such as the ability of employees to provide the best quality service to visitors, the completeness of Sharia attributes, and the ability to create advertisements or promotions that can attract the attention of potential Sharia hotel visitors, is essential (Auliya, 2019).

In addition to studying positive reviews, this study investigated negative reviews from Sharia hotel visitors. The negative reviews by hotel visitors describe their disappointment with the hotel for the facilities or services that make them dissatisfied and uncomfortable. Negative reviews can have a detrimental effect on visitor trust (Mauri & Minazzi, 2013). The harmful review data we collected and analyzed were ample but slightly more abundant than the positive review data in this study. TripAdvisor and Google Review have similarities in terms of the percentage of negative reviews written about facilities that do not meet the expectations of hotel visitors. If the facilities are inadequate, the guests will not be satisfied. Room facilities positively affect hotel visitors (Andesta & Abrian, 2019). Rahardi and Wiliasih (2016) stated that the greater the number of sharia hotel facilities, the greater the likelihood that consumers will choose sharia hotels. Not only do the facilities complain to hotel visitors, but many things also cause them to feel disappointed with the hotel. Among them are poor service and not Sharia. Service quality has a significant and positive effect on visitor satisfaction. The better the service quality obtained, the greater the visitor satisfaction (Thungasal & Siagian, 2019). Poor employee alertness and unfriendly service are often found in hotel visitor reviews on the TripAdvisor and Google Review platforms. Some problems, such as cleanliness, food that does not vary, high prices, and not being by everything obtained, can also affect visitor satisfaction. Visitor satisfaction and dissatisfaction will affect the following pattern of behavior. Satisfied visitors are more likely to return to stay and are more likely to provide good referrals to others (Wijaya, 2018).

The lowest percentage of negative reviews on TripAdvisor and Google Reviews also has a typical trend: less affordable/expensive prices. Price is often associated with quality (Ismailia, 2018). According to, price has a positive influence on hotel visitor satisfaction (Evanka, 2022) and has a significant influence on consumer loyalty and the decision to stay at a Sharia hotel (Lestari & Guritno, 2022; Pramudita et al., 2022). Reasonable prices that have been set with good quality are satisfactory to visitors because the costs they pay are commensurate with the quality obtained (Thungasal & Siagian, 2019). Although some of these problems are small percentages, they also have to be resolved immediately so that they do not have a prolonged effect and do not impact potential visitors and can maintain the quality of management of the Sharia hotel itself. el managers should monitor hotel visitors' reviews on the web to understand the critical aspects of negative reviews and the services expected by hotel visitors (Mauri & Minazzi, 2013).

5. Final considerations

This study used a comparative netnography method to explore, analyze and compare the reviews of Sharia hotel visitors on TripAdvisor and Google Review. The conclusion of this research study is that two components contribute to the



experience of Sharia hotel visitors, namely, positive experiences and negative experiences. First, this study revealed that positive reviews were the most common reason for the differences between TripAdvisor and Google Review. TripAdvisor showed the highest percentages of cleanliness, tidiness, and comfort. Meanwhile, Google Review showed the facilities provided by Sharia hotels. Second, this study also revealed that TripAdvisor and Google Review had the highest percentages of negative visitor reviews on the facilities in question. Therefore, it is essential for the hotel to pay attention to the quality of the facilities provided; not only that but also other aspects must be considered so that hotel visitors feel comfortable when staying or using the hotel for specific events. The two review platforms also share the lowest percentage of negative reviews regarding unaffordable prices. Moreover, other aspects must also be considered so that hotel visitors feel comfortable while staying at or using the hotel for specific events.

Ethical considerations

Not applicable.

Conflict of interest

The authors declare no conflicts of interest.

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