THE IMPORTANCE OF COMMUNICATION THROUGH SOCIAL MEDIA 
IN BUILDING CLIENTS SATISFACTION FOR HOTEL INSTITUTIONS

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**Purpose.** This study aims to understand how to build a positive relationship between communication via social media and customer satisfaction for classified hotel establishments, with a particular focus on the Marriott International hotel chain. It explores the importance of extracting and analyzing the opinions of customers of the Marriott International hotel chain on social media platforms, identifying the most common positive and negative aspects in the evaluations of the mentioned hotel series.

**Results.** The results indicate that communication via social media has a positive impact on customer satisfaction, which in turn affects the performance of hotel establishments. Additionally, active interaction with customers and monitoring their electronic reviews on social media platforms assists in identifying areas for improvement and contributes to enhancing the hotel’s reputation, offering insights for hotel managers to improve customer service strategies.

**Scientific novelty.** To the best of the researchers’ knowledge and based on their review, the current study presents its novelty by encompassing all the hotels of the Marriott International chain for the year 2023. It demonstrates that most social media platforms utilized by these entities were explored, and user opinions were extracted and analyzed using tools such as Excel 2022 and Google Analytics. Additionally, the study incorporates the Uses and Gratifications Theory. It contributes to the existing literature by providing insights into how to effectively leverage social media to enhance customer experiences in the hospitality sector.

**Practical value.** The practical value of the study lies in highlighting the importance of utilizing and analyzing user reviews and ensuring the effective use of social media, as it serves as a reflective mirror for hotels. It has the potential to direct businesses in the hospitality sector to improve interactions with clients and increase satisfaction, as observed with the Marriott International hotel chain.

**Key words:** communication, social media, client’s satisfaction, the chain Marriott International, uses & gratifications theory.

**Introduction.** Today, in the age of instant gratification and the emergence of online reviews, a large number of travellers read online reviews and ratings and rely on them to plan their trips and make purchasing decisions. The number of active users of social media platforms has exceeded about 4.95 billion people worldwide (Data Reportal, 2022). And as a result, companies have realized the importance of
using social media platforms to reach their target audience and interact with their customers. The rapid advancement of online shopping has also provided consumers with access to a wide range of products and services with just one click (Siregar et al., 2023). In this context, user reviews on social media platforms provide valuable information for comparing product and service quality, which affects purchase decisions (Varga & Albuquerque, 2023). Specifically, surveys indicate that 82% of buyers may abandon their purchase decision after reading multiple negative reviews about the product, while 87% of consumers are likely to enhance their shopping intentions based on positive reviews (Li, Chen, & Zhang, 2020). According to the 2023 annual report of the World Tourism Organization, about 975 million international tourists travelled between January and September 2023, representing an increase of 38% over the same months in 2022, despite a 13% decrease compared to 2019 (UNWTO, 2023).

With regards to the hospitality sector, the sector has undergone a major shift, with the emergence of social media becoming an integral part of its evolution, where customer satisfaction is no longer linked only to luxurious furnishings and ideal service. According to a study conducted by Reputation.com in 2021, 49% of travellers rely on social media reviews to make a decision to book a hotel room (Reputation, 2021). Therefore, it is necessary for classified hotels to continuously monitor comments and ratings and respond to them effectively to ensure guest satisfaction, in addition to analyzing social media as a vital area because consumer reviews reflect service experiences, studying them to gain a better understanding of hospitality problems, and their attitudes towards the hotel, because understanding guests’ expectations and responding to them proactively are essential for ensuring their satisfaction.

Marriott hotels are a prominent player in the hospitality sector, known for their luxurious and high-quality services. Therefore, understanding customer satisfaction and improving communication with them is vital for their success. This study aims to explore the importance of communication through social media in building customer satisfaction in rated hotels, with a specific focus on the Marriott hotel chain. The results of analyzing Marriott guests’ ratings and reviews will also provide important insights into how to improve customer service by listening to the customer’s voice and responding effectively and swiftly to their concerns via social media. Despite previous research on the impact of social media on customer satisfaction, there has been a lack of studies specifically examining the role of social media communication in building customer satisfaction in classified hotel chains (Web of Science, 2024; Google, 2024). This study seeks to address this gap by analyzing Marriott International hotel customers’ ratings and reviews on social media platforms and exploring best practices for responding to these reviews in a manner that enhances customer satisfaction. This information will aid Marriott hotels in enhancing their reputation, elevating their guests’ experience, and building stronger long-term relationships with them.
Review of literature. Communication through various references can be defined as the process of exchanging information, ideas, and messages between individuals or groups using different channels and platforms. It involves the transmission and reception of verbal and non-verbal cues, including language, gestures, body language, and written or visual media. Communication plays a crucial role in establishing understanding, building relationships, and achieving organizational goals. It encompasses various dimensions, such as leadership styles, communication competency, work engagement, social and cultural contexts, and conflict resolution. The studies referenced, including Rabiul et al. (2022), Berko et al. (2020), provide insights into different aspects of communication in various domains, such as the hotel industry, social interactions, career development, cultural focus, interpersonal conflict, and healthcare. These references contribute to understanding the significance of communication in fostering effective interactions, enhancing organizational performance, and improving relationships among individuals and groups.

Social media refers to a collection of internet-based platforms and technologies that enable users to create, share, and exchange information, ideas, and content within virtual communities and networks. These platforms, such as Facebook, Instagram, Twitter, and LinkedIn, have transformed the landscape of communication, revolutionizing how individuals connect and interact with one another (Bossetta & Schmøkel, 2022). It is evident that social media has influenced our way of thinking, speaking, and even our social lives. These platforms facilitate the creation and sharing of user-generated content, which is combined with images, writing, videos, and hyperlinks. This innovative development has led to the enhancement of individuals' digital and communicative skills across various segments of society, enabling them to refine these skills and fostering the formation of virtual communities that allow real-time interaction (Valentini et al., 2023; Troise & Camilleri, 2021). Users can engage in various activities, including posting text, images, and videos, commenting on others’ posts, and networking with like-minded individuals (Bossetta & Schmøkel, 2022). The impact of social media extends to diverse domains, including social, political, and commercial spheres, offering new avenues for engagement and communication (DeAtkine et al., 2023; Golder et al., 2023).

Communication through social media is defined as the exchange and dissemination of information, opinions, and narratives within the context of content creation, sharing, and interaction related to various issues (Eriksson Krutrök & Åkerlund, 2022). In the context of hospitality and tourism, social media serves as a vital platform for customers and service providers to engage in shared experiences, express opinions, and build relationships. It plays a role in facilitating collaboration and influencing subjective norms, ultimately impacting customer satisfaction and loyalty. For more precise insights into the role of communication through social media (Elgarhy & Abou-Shouk, 2022). It also refers to the use of social media
Platforms by employees for work purposes, including communication and collaboration with colleagues, networking, and information exchange (Pekkala & van Zoonen, 2022).

The factors such as website quality, social presence, affective commitment, and e-trust significantly impact the success and profitability of the hotel industry, contributing to customer satisfaction. This can attract new customers and increase revenue (Amin et al., 2021). Furthermore, client satisfaction is closely linked to loyalty, which is essential for maintaining a competitive advantage in the crowded hospitality industry (Cabral & Marques, 2021). Additionally, satisfied clients can act as ambassadors for the hotel, spreading positivity and enhancing the brand reputation (Mekoth et al., 2023). Therefore, hotels should prioritize client satisfaction by providing excellent service, meeting client needs, and continuously seeking feedback and comments for improvement.

Communication plays a vital role in determining client satisfaction. Communication is an integral part of the service experience as it contributes to clients’ perception of service quality and overall satisfaction (Xu et al., 2023). It serves as a bridge between service providers and clients, allowing for information exchange, clarification of expectations, and problem resolution (Osmanova et al., 2023). In a study conducted by Syarif and As (2023), it was found that Strategic Experience Modules (SEMs) incorporating communication helped tourism service providers understand visitors’ needs and preferences and respond to them appropriately and in a timely manner, which led to increased visitor satisfaction levels and their intention to revisit a tourist destination in Java, Indonesia. On the other hand, poor communication can lead to misunderstanding, frustration, and dissatisfaction, which can harm the service provider’s reputation and negatively impact client communication. Therefore, service providers need to develop communication strategies that prioritize client needs and preferences to enhance their satisfaction (Filieri et al., 2021).

Additionally, client satisfaction in the hotel industry is defined as an indicator of success and profitability. Previous research has shown that client satisfaction is positively related to the intention to return and recommend the hotel to others. Moreover, client satisfaction has been found to be positively associated with brand loyalty, which is a key driver of profitability in the hotel industry. Satisfied clients are inclined to spend more and recommend the hotel, enhancing revenue and gaining a competitive advantage. In the hotel industry, user satisfaction is associated with meeting or exceeding client expectations when using a product or service (Gamage et al., 2022). It encompasses the overall satisfaction of clients with their hotel experience (Vo et al., 2020). It provides insights into enhancing service quality and business excellence in the context of the hotel industry (Malik et al., 2020).

The determinants of users’ intentions to book hotels, can be understood as the factors influencing the likelihood or willingness of users to book accommodations through either websites or mobile apps. These factors may include aspects such as
user satisfaction with previous bookings, perceived value for money, and the overall reputation of the hotel. Similar to the reference provided, the intention to book a hotel is a critical measure of user loyalty, which can significantly impact the hotel’s quality, revenue, and profitability. The study likely delves into the various elements shaping users’ intentions when choosing between hotel booking websites and mobile applications, shedding light on the complex interplay of factors influencing user decisions in the digital hospitality landscape (Faizan Ali et al., 2022).

The research focuses on client satisfaction in the hotel industry and analyzes the factors that influence client satisfaction, including service quality, hotel attributes, and client characteristics. It also examines the impact of the quality of electronic services on client satisfaction and consumer behavior towards luxury hotels (Kim et al., 2019). These studies provide valuable insights into the factors that affect user satisfaction and intention to revisit in the hotel industry.

The uses and gratifications theory is a communication theory that explains how individuals actively seek and use media to fulfill their needs and desires. This theory suggests that individuals are active consumers of media and choose to use specific media based on their motivations and personal satisfaction (Katz et al., 1973).

The uses and gratifications theory has been defined as a theoretical framework for understanding how individuals use electronic media (Chavez et al., 2020) to fulfill their needs and desires (Tajeddini et al., 2022), and how these different motivations impact their media usage behavior (Qin, 2020).

This study aims to understand how to build a positive relationship between communication via social media and customer satisfaction for classified hotel establishments, with a particular focus on the Marriott International hotel chain.

**Materials and methods.** In this section, we will present the methodology used in this study, where we describe all the specific methods, procedures, and techniques used to extract and analyze data in order to achieve the research objective.

The study relied on qualitative research, which focuses on obtaining non-numerical data (qualitative data) including field observations, personal interviews, group discussions, document and image analysis, and video analysis. This approach aims to understand the individual or group experience from their own perspective (Scribbr, 2023). Therefore, the use of effective data collection and analysis tools significantly contributes to the success and accuracy of the study. The following are some of the tools used for data collection and analysis in the study.

**Data collection and analysis tools.** To demonstrate the importance of social media communication in building client satisfaction, an analytical study was conducted on user reviews on social media platforms, specifically on the official pages of Marriott International hotel chain (see Table 2 and 3). The following tools were utilized:

- Excel: software for quantitative data analysis and graphical representation to assist users in identifying data trends and finding specific information (Microsoft, 2023).
Google Analytics: a powerful tool that allows the analysis of various information related to website activity (Marketing Management, 2023). It is used by over 10 million websites, accounting for more than 80% of the global market (Google Analytics, 2023).

**Results and discussion.** In this section, we will present the various results obtained through extracting and analyzing the reviews of clients of the Marriott hotel chain on social media platforms and Identify the most common positive and negative aspects in the evaluations of the mentioned hotel chain.

*Marriott International Hotels by Region for 2023.* The Table 1 provides information on the number of Marriott International hotels by region in 2023.

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of Hotels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Americas</td>
<td>4,246</td>
</tr>
<tr>
<td>Europe</td>
<td>1,103</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>1,604</td>
</tr>
<tr>
<td>Middle East &amp; Africa</td>
<td>305</td>
</tr>
<tr>
<td>Greater China</td>
<td>656</td>
</tr>
<tr>
<td>Caribbean &amp; Latin America</td>
<td>388</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>8,302</strong></td>
</tr>
</tbody>
</table>

*Source:* compiled by authors based on Marriott International (2022).

The Americas region has the highest number with 4,246 hotels, followed by Europe with 1,103 hotels, and Asia Pacific with 1,604 hotels. The Middle East & Africa region has the fewest number of hotels with 305, while Greater China has 656 hotels, and the Caribbean & Latin America have 388 hotels. The total number of Marriott International hotels worldwide in 2023 is 8,302.

Figure 1 shows the system structure for analyzing user reviews on social media platforms. To begin, we need to collect and process data based on user reviews (Table 2) about the relevant Marriott Hotel from sources such as TripAdvisor, Booking.com, and other social media platforms (see Table 3). Once the data is obtained, it needs to be preprocessed to ensure its quality, including removing irrelevant information and correcting any errors, as shown in Table 4, in hotel reviews.

Next, the underlying aspects behind the reviews are identified based on review characteristics such as communication effectiveness, client service, room quality, and location. This helps understand the importance of communication on client satisfaction in various aspects of the hotel experience.

Finally, the key findings of a multi-feature analysis service should be provided to assist in data exploration and decision-making. This allows for insights into the main factors affecting client satisfaction in Marriott hotels and provides recommendations for improving communication strategies to enhance overall satisfaction.

The Table 2 demonstrates the growth trend of the total number of social media platform users for the Marriott International hotel chain from 2016 to 2022.
The number of users has consistently increased over the years, starting from 1,200 users in 2016 to 8,000 users in 2022. The growth rates have also picked up in recent years, with an increase of 1,300 users between 2019 and 2020, and another increase of 1,300 users between 2020 and 2022.

This continuous growth in the number of users indicates an increasing demand for the service over time and reflects the company’s success in attracting new users and retaining existing ones. Increased growth rates can be attributed to various factors such as positive word-of-mouth, effective marketing strategies, and improvements in features or services offered.

<table>
<thead>
<tr>
<th>Date</th>
<th>Number of Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>1200</td>
</tr>
<tr>
<td>2017</td>
<td>2000</td>
</tr>
<tr>
<td>2018</td>
<td>3200</td>
</tr>
<tr>
<td>2019</td>
<td>4300</td>
</tr>
<tr>
<td>2020</td>
<td>5500</td>
</tr>
<tr>
<td>2021</td>
<td>6800</td>
</tr>
<tr>
<td>2022</td>
<td>8000</td>
</tr>
</tbody>
</table>

Source: prepared by authors using Excel 2022 and Google analytics.

Analysis of user reviews on Marriott International hotels from 2016 to 2022

<table>
<thead>
<tr>
<th>Platform</th>
<th>Number of Reviews</th>
<th>Platform</th>
<th>Number of Reviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>TripAdvisor</td>
<td>1,302,613</td>
<td>Booking.com</td>
<td>3,587,136</td>
</tr>
<tr>
<td>Glassdoor</td>
<td>81,682</td>
<td>Expedia</td>
<td>1,211,437</td>
</tr>
<tr>
<td>Indeed</td>
<td>12,105</td>
<td>Hotels.com</td>
<td>438,951</td>
</tr>
<tr>
<td>Trustpilot</td>
<td>1,542</td>
<td>Google Reviews</td>
<td>250,821</td>
</tr>
<tr>
<td>Facebook</td>
<td>6,337</td>
<td>Yelp</td>
<td>1,600</td>
</tr>
</tbody>
</table>

Source: prepared by authors using Excel 2022 and Google analytics.
Marriott International is a leading hotel chain known for providing exceptional service and a comfortable stay experience. User review studies across multiple platforms reveal valuable insights into Marriott International’s performance.

The table above shows the number of Marriott International reviews on various social media platforms. These reviews play a crucial role in building long-term client satisfaction for Marriott International. TripAdvisor, Booking.com, and Expedia have the highest number of reviews, with 1,302,613, 358,736, and 121,143 reviews respectively. This highlights the importance of these platforms in the hospitality industry. Marriott International must actively manage its reputation on these platforms by responding to comments and addressing any client issues.

Glassdoor, indeed, Trustpilot, Facebook, Google Reviews, and Yelp also provide valuable feedback from employees, job seekers, and clients. Marriott International should pay attention to these reviews and use them to identify areas for improvement and enhance the overall guest experience. Through user review analysis, Marriott International can identify common topics and concerns raised by clients, such as room cleanliness, staff friendliness, and facilities. Addressing these issues helps build long-term client satisfaction, improve the overall guest experience, and generate positive recommendations.

The Table 4 illustrates client feedback for Marriott International hotels, which can provide valuable insights into building long-term client satisfaction.

<table>
<thead>
<tr>
<th>Hotel</th>
<th>Number of Comments</th>
<th>Number of Praises</th>
<th>Number of Problems</th>
<th>Top Praises</th>
<th>Top Problems</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marriott International</td>
<td>3,371</td>
<td>1,628</td>
<td>1,576</td>
<td>Cleanliness, spacious rooms, well-equipped gym</td>
<td>Slow and often out of order elevators, dated decor, expensive food and drinks</td>
</tr>
<tr>
<td></td>
<td>3,199</td>
<td>1,806</td>
<td>1,289</td>
<td>Friendly staff, good service, food quality and portion sizes</td>
<td>Small bathrooms, expensive parking, noise pollution, executive lounge closed on weekends</td>
</tr>
<tr>
<td>Marriott International</td>
<td>3,558</td>
<td>1,858</td>
<td>1,566</td>
<td>Location, view, breakfast buffet, food served at conferences</td>
<td>Non-adjustable desk chairs, lack of refrigerators and microwaves in rooms, badly placed electrical outlets</td>
</tr>
<tr>
<td></td>
<td>1,928</td>
<td>1,259</td>
<td>1,566</td>
<td>Friendly and helpful staff, spa and gym, warm water and pool view</td>
<td>Expensive spa massage prices, limited pool space, expensive or no free wifi</td>
</tr>
</tbody>
</table>

*Source:* prepared by authors using Excel 2022 and Google analytics.

The number of comments and praises for Marriott International hotels is high, with friendly staff, service quality, and food quality being among the top compliments. However, there are also areas for improvement, with smaller bathroom sizes, expensive parking rates, noise pollution, and executive lounge closure on weekends being the most significant issues.

In the second place of the table, friendly and helpful staff, SPA facilities, fitness center, warm water, and pool view are highlighted. They are contrasted by the
expensive prices for massages in the SPA, limited pool space, and the lack of free or reasonably priced Wi-Fi as notable problems.

The location, view, breakfast buffet, and conference food are ranked third in the table. However, fixed non-adjustable chairs, the lack of refrigerators and microwaves in rooms, and inconveniently placed electrical outlets are highlighted as prominent issues.

To build long-term client satisfaction, Marriott International should address the issues raised by clients in their comments. This includes improving the size of bathrooms, providing reasonable parking rates, and addressing noise pollution. Marriott International should also ensure the executive lounge is open on weekends and provide electrical outlets in convenient locations.

Additionally, the overall guest experience (Table 5) can be improved by providing adjustable office chairs and offering refrigerators and microwaves in rooms. Marriott International should also consider providing free Wi-Fi for guests or offering it at a reasonable price.

Table 5

<table>
<thead>
<tr>
<th>Hotels</th>
<th>Review Source</th>
<th>Rating</th>
<th>Review Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Courtyard by Marriott Siliguri</td>
<td>TripAdvisor</td>
<td>5/5</td>
<td>“Excellent Stay”</td>
</tr>
<tr>
<td>Courtyard by Marriott Siliguri</td>
<td>Marriott.com</td>
<td>5/5</td>
<td>“Wonderful stay at Courtyard by Marriott Siliguri”</td>
</tr>
<tr>
<td>Courtyard by Marriott Siliguri</td>
<td>Marriott.com</td>
<td>4/5</td>
<td>“Great hotel, staff needs more training”</td>
</tr>
<tr>
<td>JW Marriott Jaipur</td>
<td>TripAdvisor</td>
<td>5/5</td>
<td>“Amazing Stay at JW Marriott Jaipur”</td>
</tr>
<tr>
<td>JW Marriott Jaipur</td>
<td>Marriott.com</td>
<td>5/5</td>
<td>“Great Stay with Excellent Service”</td>
</tr>
<tr>
<td>JW Marriott Jaipur</td>
<td>Marriott.com</td>
<td>5/5</td>
<td>“Excellent Experience”</td>
</tr>
<tr>
<td>The Westin Pushkar Resort &amp; Spa</td>
<td>TripAdvisor</td>
<td>5/5</td>
<td>“Perfect Retreat in Pushkar”</td>
</tr>
<tr>
<td>The Westin Pushkar Resort &amp; Spa</td>
<td>Marriott.com</td>
<td>5/5</td>
<td>“Unforgettable Stay”</td>
</tr>
<tr>
<td>The Westin Pushkar Resort &amp; Spa</td>
<td>Marriott.com</td>
<td>4/5</td>
<td>“Great Hotel with Beautiful Scenery”</td>
</tr>
<tr>
<td>JW Marriott Mussoorie Walnut Grove Resort &amp; Spa</td>
<td>TripAdvisor</td>
<td>5/5</td>
<td>“Beautiful and serene location, great hospitality”</td>
</tr>
<tr>
<td>JW Marriott Mussoorie Walnut Grove Resort &amp; Spa</td>
<td>Marriott.com</td>
<td>5/5</td>
<td>“Amazing Stay at JW Marriott Mussoorie”</td>
</tr>
<tr>
<td>JW Marriott Mussoorie Walnut Grove Resort &amp; Spa</td>
<td>Marriott.com</td>
<td>5/5</td>
<td>“Great Stay, Amazing Views”</td>
</tr>
</tbody>
</table>

Source: prepared by authors using Excel 2022 and Google analytics.

The Courtyard by Marriott Siliguri hotel receives highly positive feedback, with guests describing their stay as “excellent” and “wonderful”. However, one guest notes that the staff could benefit from additional training, indicating that Marriott International should focus on providing training and development opportunities to improve client service.

Similarly, the JW Marriott Jaipur hotel also receives excellent ratings, with guests describing their experience as “amazing” and “fantastic”. Guests highlight the excellent service provided by the staff, which is crucial for building client
satisfaction. Marriott International should continue to focus on delivering high-quality service to guests to ensure a positive guest experience.

The Westin Pushkar Resort & Spa also receives high ratings, with guests describing their stay as an “ideal retreat” and “unforgettable”. However, one guest suggests that the hotel could benefit from larger signs to assist with navigating the property. Marriott International should provide larger signage to help guests navigate the property and consider implementing better signage and directions to enhance the guest experience.

Similarly, the JW Marriott Mussoorie Walnut Grove Resort & Spa receives positive ratings, with guests describing the location as “beautiful” and the hospitality as “excellent”. However, one guest suggests that the hotel could benefit from additional amenities in the rooms, such as slippers and robes. Marriott International should consider providing additional amenities in the rooms to enhance the guest experience.

**Conclusions.** The study focuses on the importance of communication through social media platforms in building client satisfaction for classified hotel establishments, with Marriott International being the case study. The study extracted and analyzed feedback and reviews from Marriott International hotels to identify areas for improvement and provide valuable insights to enhance the overall client experience. The study emphasizes the importance of training and development opportunities for employees, delivering high-quality service, providing better signage and directions, and offering additional hotel facilities to build long-term client satisfaction. In general, Marriott International can leverage social media to create a positive image in the highly competitive hospitality industry, and generating positive recommendations that:

- Marriott International is a leading hospitality company that manages many hotels and resorts worldwide. Customer satisfaction is critical to Marriott International’s growth and success. Therefore, analyzing customer feedback can help identify areas for improvement and provide advice to enhance the overall guest experience.

- Marriott International should continue providing friendly and helpful staff, high-quality food, excellent spa and fitness services. By addressing customer comments and improving the overall guest experience, Marriott International can build long-term customer satisfaction.

- Marriott International should leverage positive reviews to attract new customers and retain existing ones. Creating a positive image for the hotel chain by encouraging satisfied guests to share positive comments on social media platforms can generate more business.

- To build long-term customer satisfaction, Marriott International must address issues raised by customers in their feedback, including improving bathroom size, offering reasonable parking fees, and addressing noise pollution. Marriott International should also ensure the executive lounge is open on weekends and
provide power outlets in convenient locations.

**Limitations and future research.** This research is not without limitations, and these constraints must be taken into consideration. The study relies solely on the experience of the Marriott International hotel chain, which may reduce the generalizability of the results to other hotel chains. Consequently, this constitutes a limitation on the comprehensiveness of the analysis of customer reviews and opinions.

Furthermore, the scope of the study is limited to a specific number of hotels within the Marriott International chain, which may impact the inclusiveness of the examination of customer evaluations. Additionally, the study does not address the direct impact of social media communication on customer loyalty and retention. The absence of sentiment analysis in customer reviews diminishes the ability to accurately understand their preferences and opinions. The sample does not fully represent the overall customer evaluations, posing a hindrance to result generalization.

It is also essential to investigate the effectiveness of various social media communication strategies, such as personal responses to customer complaints or proactive engagement with guests through social media. These limitations should be considered in future research, presenting opportunities for expanding understanding in this field.

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