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Exploring Negative Sentiments in Tourist Reviews on Online Travel Agent Platforms at Peraja Coffee And Bungalow Destinations

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Abstract

This study analyzes the characteristics of negative reviews directed at Peraja Coffee and Bungalow, as published on the Online Travel Agent (OTA) platforms TripAdvisor and Booking.com, with the aim of identifying the dominant factors that serve as sources of customer complaints. Employing a descriptive qualitative methodology, the research utilized purposive sampling to select 40 negative reviews published between 2022 and 2025. Data were collected through documentation and analyzed using the interactive model developed by Miles and Huberman, which includes data reduction, data display, and conclusion drawing. The findings reveal that customer complaints are concentrated within four primary categories: facilities (33%), service (28%), location (24%), and cleanliness (15%). The majority of negative reviews originated from international tourists, especially those from the Netherlands and Germany, with couples representing the dominant tourist segment. Common complaints encompassed a lack of facility maintenance, discrepancies between descriptions and actual conditions, limited staff communication abilities, and inconsistent cleanliness. These findings underscore the importance of implementing targeted improvement strategies, such as enhancing service quality, conducting regular facility upkeep, optimizing cleanliness management, and strengthening digital reputation management.

Keywords : management, OTA, tourism, negative reviews

A. Introduction

Tourism has been one of Indonesia's key economic drivers since the 1990s. The sector has made a substantial contribution to national development by generating foreign exchange, creating employment opportunities, and stimulating economic activities in many regions (Rahmad et al., 2018). Beyond its contribution to the national economy, tourism also plays an important role in improving the livelihoods of local communities, particularly in areas with strong tourism potential. One such region is West Nusa Tenggara (NTB), which is widely recognized for its rich natural landscapes, cultural heritage, and diverse tourist attractions that appeal to both domestic and international visitors (Thira et al., 2019).

The success of a tourist destination depends not only on the attractiveness of its attractions but also on the quality of its supporting facilities, particularly accommodation. Hotels, guesthouses, bungalows, and other lodging establishments provide more than just a place to stay. They play a significant role in shaping visitors' overall travel experiences through the services and facilities they offer (Tenda et al., 2022). Comfortable accommodation, professional service, and well-maintained facilities contribute to customer satisfaction and encourage repeat visits. As competition within the hospitality industry continues to intensify, accommodation providers are expected to continuously improve their services and deliver memorable experiences that meet or exceed guest expectations (Rais et al., 2022; Susianto et al., 2022).

Peraja Coffee and Bungalow is one of the local accommodation businesses operating in East Lombok, specifically in Loyok Village, Sikur District. The property is surrounded by rice fields, fresh mountain air, and a peaceful rural landscape, creating an attractive environment for travelers seeking a relaxing nature-based experience. Since its establishment in approximately 2019, Peraja Coffee and Bungalow has gradually expanded its facilities and enhanced its services to better accommodate guest needs. The business offers a unique concept by combining accommodation with a coffee shop, allowing guests to enjoy locally produced Lombok coffee while experiencing the beauty of the surrounding countryside. In addition to bungalow-style accommodation, the property features a swimming pool, restaurant, public bathing facilities, and outdoor activities such as walking through the rice fields. These features create a distinctive experience that combines hospitality, local culture, and the natural environment.

The rapid development of digital technology has significantly changed how travelers search for accommodation before making travel decisions (Rafi'i, 2024). Today, Online Travel Agent (OTA) platforms such as TripAdvisor and Booking.com have become major sources of travel information. These platforms allow previous guests to share their experiences and evaluate accommodation based on various aspects, including service quality, cleanliness, facilities, location, and overall comfort. As a result, online reviews have become an important factor influencing travelers' booking decisions. Among the different types of reviews, negative comments often attract greater attention

because they tend to have a stronger impact on public perception and customer trust (Danurdara et al., 2022).

Like many accommodation providers, Peraja Coffee and Bungalow receives both positive and negative feedback from guests through OTA platforms. Several customers have expressed dissatisfaction with issues related to service quality, facility conditions, cleanliness, and overall comfort during their stay. If these complaints are not managed appropriately, they may weaken the property's reputation, reduce customer confidence, and ultimately affect future booking intentions. Over time, unresolved negative reviews can also influence occupancy rates and reduce the business's competitiveness within the increasingly competitive hospitality market (Kamisa et al., 2022). Therefore, understanding the characteristics and underlying causes of negative reviews is essential for evaluating service performance and identifying areas that require improvement.

Previous studies have explored the influence of online reviews on consumer behavior, particularly in the context of e-commerce platforms and star-rated hotels (Alhamdi, 2023; Prayoga, 2023). However, research focusing specifically on negative reviews of small-scale local accommodation businesses remains limited, despite their important contribution to regional tourism development. Furthermore, only a few studies have examined customer complaints by integrating reviews from both TripAdvisor and Booking.com, particularly in accommodation businesses that also operate as cafés. Considering that these two OTA platforms are among the primary information sources used by travellers before making reservations, further investigation is needed to better understand customer dissatisfaction and its implications for service quality improvement and online reputation management. This gap highlights the need for research that provides practical insights for local accommodation providers operating in competitive tourism destinations.

Based on this background, this study seeks to answer two research questions. First, what are the characteristics of negative reviews posted by guests about Peraja Coffee and Bungalow on TripAdvisor and Booking.com? Second, what factors are most frequently identified as the causes of customer dissatisfaction in these reviews? Accordingly, this study aims to identify the characteristics of negative online reviews and examine the major factors contributing to customer complaints. The findings are expected to provide practical recommendations for improving service quality and strengthening online reputation management while also contributing to the growing body of literature on hospitality and tourism management, particularly in the context of local accommodation businesses.

B. Literature Review

Online Travel Agent (OTA)

Online Travel Agencies (OTAs) are web-based platforms that let travellers search, compare, and book a wide range of travel services—from accommodations and transportation to tour packages. The rise of OTAs

mirrors the broader growth of e-tourism, where digital technology connects tourism businesses and consumers more quickly and seamlessly than ever before (Febriyanti et al., 2024). As El and Phd (2022) point out, advances in information technology and widespread internet access have reshaped the travel industry, giving consumers greater influence and changing the way travel products are marketed, distributed, and purchased.

Beyond just handling bookings, OTAs have also become go-to sources for travel information and destination insights. Reviews, ratings, and feedback left by fellow travelers allow potential visitors to get a real sense of service quality and make more informed decisions before they commit to a booking. One of the key strengths of Online Travel Agents (OTAs) is the level of information transparency they provide. Travelers can easily access accommodation photos, detailed property descriptions, updated prices, and customer reviews in one place. This allows users to compare different options and make more informed booking decisions. Customer reviews are particularly valuable because they offer firsthand insights into the experiences of previous guests. For prospective travelers, these reviews help reduce uncertainty when selecting accommodation. For accommodation providers, they serve as an important source of feedback for identifying service strengths, addressing weaknesses, and improving overall service quality (Iswahyuniarto, 2020).

As digital technology becomes more deeply woven into everyday life, OTAs are playing an ever-growing role in how people plan their trips. Today's travelers rely on these platforms for more than just making reservations—they also turn to them to get a real feel for a destination, drawing on the opinions and recommendations shared by fellow visitors who've been there before (Arisani, 2025).

The Role of OTA in the Tourism Sector

One of the most significant benefits of Online Travel Agents (OTAs) is their ability to provide transparent and comprehensive information to travelers. Users can easily view accommodation photos, detailed descriptions, up to date prices, and reviews from previous guests, all within a single platform. This accessibility enables travelers to compare multiple options and make well informed decisions based on their preferences and needs. Customer reviews play an especially important role because they reflect real experiences shared by past guests. These reviews not only help potential customers evaluate the quality of accommodation before making a reservation but also provide valuable feedback for business owners to assess their performance, identify areas for improvement, and enhance the overall quality of their services (Iswahyuniarto, 2020).

In addition to expanding market access, Online Travel Agents (OTAs) play an important role in helping local tourism businesses remain competitive in an increasingly digital and global marketplace. The review and rating features available on OTA platforms allow small and medium sized tourism businesses to build credibility and gain the trust of potential customers. Businesses that

consistently deliver high quality services and respond constructively to customer feedback are more likely to strengthen their online reputation and attract future bookings. This demonstrates that OTAs function not only as booking platforms but also as strategic tools for reputation management, with a direct influence on occupancy rates and visitor demand (Andrian, 2024).

Furthermore, OTAs have significantly simplified the process of planning and booking travel. Travelers can search for accommodations, compare prices, make reservations, and access various travel related services through a single platform. This convenience reduces the time and effort required to organize a trip while creating a more efficient and seamless travel experience for users (Mayumi, 2021).

Reviews and Ratings on OTA

One of the defining features of Online Travel Agents (OTAs) is their user review system, which has become an essential source of information for travelers. According to Danurdara et al. (2022), online reviews strongly influence travelers' booking decisions because they are generally perceived as authentic and based on actual experiences rather than promotional content. Similarly, Trisnadewi and Darmawan et al. (2022) argue that consumer reviews are considered a credible source of information since they are written by individuals who have personally used the service or visited the destination. As a result, these reviews help reduce uncertainty and increase consumers' confidence when making travel decisions.

Reviews and ratings on platforms such as TripAdvisor and Booking.com represent a form of electronic word of mouth (e-WOM), which has become a powerful factor in shaping consumer behaviour. Through e-WOM, travelers share their experiences with a broad online audience, influencing the perceptions and choices of future visitors. Research by Andono and Yusril (2022) suggests that negative reviews often have a stronger impact than positive ones because potential customers tend to pay closer attention to complaints, service failures, or unfavourable experiences when evaluating travel options. Consequently, effectively managing online reviews has become an important strategy for tourism businesses seeking to maintain a positive reputation and remain competitive in the digital marketplace.

The Impact of Negative Reviews on Reputation

Negative reviews on Online Travel Agent (OTA) platforms can significantly affect a tourism business's reputation if they are not managed effectively. According to Salsabila and Millayani (2023), consumers are more likely to remember negative experiences shared by other travellers than positive ones, making unfavourable reviews particularly influential in shaping public perceptions. As a result, even a small number of negative comments can have lasting consequences for a business's online image and customer trust.

For local tourism businesses such as Peraja Coffee and Bungalow, which depend heavily on OTA platforms for promotion and reservations,

understanding and managing negative customer feedback is essential. Unfavourable reviews not only influence potential guests' booking decisions but can also reduce a property's visibility by affecting its ranking within OTA search results. Lower visibility often leads to fewer bookings and reduced business performance. Therefore, Salsabila and Millayani (2023) emphasize that businesses should respond to customer complaints promptly, professionally, and with appropriate solutions. Timely and constructive responses demonstrate a commitment to service quality, help restore customer confidence, and reduce the long-term impact of negative reviews on the business's online reputation.

Negative Reviews

Negative reviews represent a form of customer feedback that reflects dissatisfaction with a product or service. In the tourism industry, these reviews commonly arise when the quality of services, facilities, or overall travel experiences fails to meet customer expectations. Such feedback often highlights specific aspects of the customer experience that require improvement, making it an important source of information for both potential travellers and tourism businesses.

According to Pratiwi et al. (2021), negative reviews play a significant role in influencing travellers' decision-making because they are often perceived as more credible and realistic than promotional information. Potential customers frequently rely on these reviews to identify possible risks or service shortcomings before making a reservation. Similarly, Ihwandi and Sukmana (2022) found that customer complaints often focus on the physical condition of tourism facilities, including outdated rooms, inadequate amenities, or poorly maintained recreational areas. Although negative reviews may initially appear harmful to a business, they can also provide valuable insights for service improvement. When businesses respond appropriately and address the issues raised, negative feedback can become an opportunity to enhance service quality, strengthen customer satisfaction, and build greater trust among future visitors. For hotel management and tourism business operators, customer feedback provides valuable insights into aspects of their services that require improvement. By carefully evaluating both complaints and suggestions, businesses can identify weaknesses, implement necessary improvements, and continuously enhance the quality of their services. This ongoing process not only improves the overall guest experience but also strengthens customer satisfaction and supports the long-term competitiveness of the business.

Research by Marthasari et al. (2022) indicates that both positive and negative online reviews influence consumers' intentions to book hotel accommodations. While unfavourable reviews may cause some potential guests to reconsider their booking decisions, they also contribute to increasing awareness of a hotel by encouraging travelers to seek additional information before making a final choice.

These findings suggest that negative reviews do not always produce unfavourable outcomes for tourism businesses. Although they may have some

impact on a hotel's reputation, they can also stimulate greater consumer engagement by prompting potential guests to evaluate the property more carefully. Many travellers value balanced information that includes both positive and negative experiences, as it helps them develop realistic expectations and make more informed booking decisions. Consequently, the presence of negative reviews can enhance the credibility of online information rather than simply discouraging potential customers.

The Impact of Negative Reviews on Tourism Businesses

Research by Sarudin et al. (2021) found that even a single negative online review can reduce a potential guest's intention to book. This decline in booking interest can directly affect accommodation revenue. The impact is especially significant for small-scale accommodations, such as local bungalows, because they depend heavily on a strong online reputation to attract guests.

When negative reviews appear, they can undermine prospective customers' confidence and gradually erode the loyalty of returning guests. In addition, negative feedback may lower the property's rating on Online Travel Agent (OTA) platforms. A lower rating often reduces the property's visibility in search results, making it more difficult for potential tourists to discover the accommodation. As a result, negative reviews not only influence consumers' booking decisions but also limit the long-term competitiveness and market reach of small accommodation businesses.

Other research by Adhiatma & Qoiriah (2022) also reinforces this finding. They found that negative reviews from consumers were shown to significantly lower hotel performance—from room occupancy rates to revenue per available room (average daily rate). Business figures that were hard-earned could collapse just because of a handful of harsh comments online. Going deeper, Susanna Saragih (2022) looked into the psychological side. She found that negative reviews on platforms like TripAdvisor and Booking.com heavily influence how potential travelers rate the quality of service and cleanliness of an accommodation. Even when the bad comments aren't dominant, travellers still hesitate and tend to cancel bookings or switch to other places. This shows just how powerful negative testimonials are on purchasing decisions in the tourism sector—not just about the numbers, but also about feelings, trust, and perception.

Strategic Handling of Negative Reviews

Negative reviews should not always be viewed as a threat to a business. When managed appropriately, they can become valuable opportunities to improve service quality and strengthen a business's reputation. Rather than damaging customer relationships, constructive responses to criticism can demonstrate a business's commitment to customer satisfaction and continuous improvement.

According to Dhabitah et al. (2024), an effective response to negative reviews should reflect professionalism, empathy, and a clear commitment to

resolving customer concerns. A respectful and solution-oriented response signals that the business values customer feedback and is willing to take responsibility for improving the customer experience. Such interactions can gradually rebuild public trust and reinforce a positive brand image.

Similarly, Sitepu and Sabrin (2021) argue that timely and personalized responses play a critical role in minimizing the impact of negative reviews. Responding promptly and sincerely reassures both the dissatisfied customer and potential guests who may read the review before making a booking decision. This proactive approach helps reduce uncertainty and increases confidence in the business.

From a broader perspective, Budi Harto et al. (2023) suggest that the way a business handles criticism reflects its social responsibility and organizational integrity. Businesses that acknowledge complaints, communicate transparently, and take corrective action are more likely to gain public respect than those that ignore or dismiss customer concerns. An open and accountable approach demonstrates a genuine commitment to service quality and customer care.

Furthermore, Soekapdjo (2020) highlights that negative reviews provide valuable feedback that can support continuous business improvement. Customer complaints often reveal weaknesses in products or services that may otherwise go unnoticed. By carefully evaluating this feedback and implementing appropriate improvements, accommodation providers can enhance service quality, increase customer satisfaction, and strengthen their long-term competitiveness in the tourism industry.

C. Research Methodology

This study uses a qualitative approach with a descriptive method to deeply understand the meaning contained in customer negative reviews of Peraja Coffee and Bungalow published on TripAdvisor and Booking.com. This approach does not focus on testing hypotheses or statistical analysis, but on exploring customers' experiences, perceptions, and interpretations of the service they received.

Through the descriptive method, this study identifies and groups various patterns, themes, and trends that emerge in negative reviews. The analysis is not only done by noting the number or types of complaints, but also by interpreting the content of each review to understand the reasons behind customer dissatisfaction. In this way, the study can reveal aspects of the service that are considered not meeting tourists' expectations as well as factors affecting their experience during their stay (Pratiwi, 2021).

Besides exploring the forms and meanings of complaints, this study also analyzes how negative reviews contribute to shaping the reputation of Peraja Coffee and Bungalow on digital platforms. The focus of the research isn't to explain cause-and-effect relationships, but rather to understand customers' subjective experiences in the context of using accommodation services. Therefore, each review is seen as a source of information reflecting customers' expectations, perceptions, and evaluations of service quality. This approach

provides a more comprehensive understanding of how negative experiences can affect a business's image and reputation in the digital tourism era.

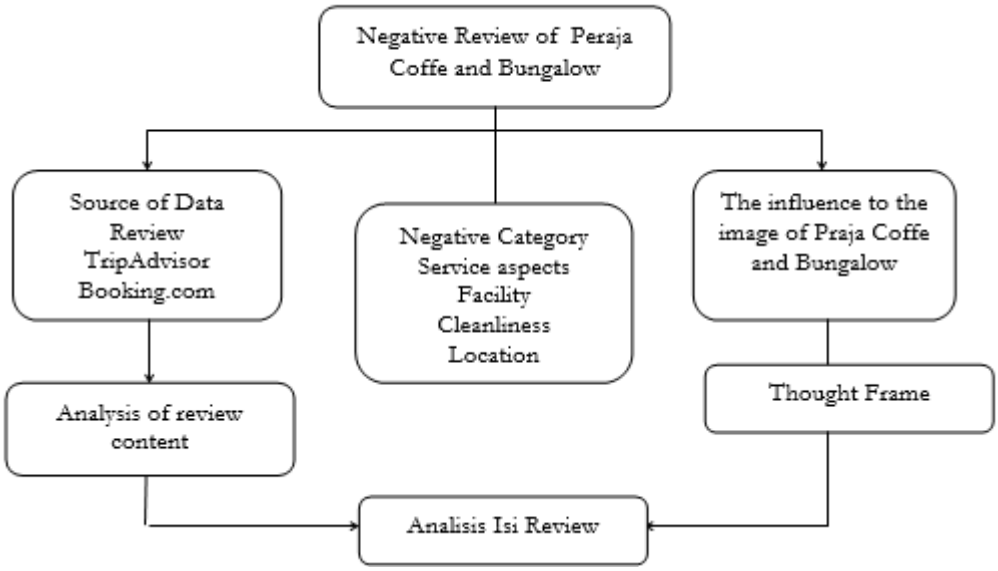


Figure 1. Thought Frame
Source: Researcher (2026)

Participants

An important feature of OTAs is the user review system or user-generated reviews. Danurdara et al. (2022) stated that online reviews have a significant influence on tourists' decision-making processes because they are considered more honest and representative of real experiences. "Online consumer reviews are considered a credible source of information because they reflect direct experiences, which can reduce uncertainty in the decision-making process." (Trisnadewi & Darmawan et al., 2022).

Ratings and reviews on platforms like TripAdvisor and Booking.com are a form of electronic word-of-mouth (e-WOM) that has a huge impact on consumer decisions. In fact, negative reviews are believed to have an even stronger effect than positive ones (Andono & Yusril, 2022). TripAdvisor and Booking.com are two travel agent which have a great influence on the effect for certain destinations. So that population of this research consist of all reviewer taken from two online travel agent.

Table 1. Data Description Based on the Tourist's Country of Origin

No	Origin Country	Number of Review
1	Netherlands	11
2	German	8
3	Swistzerland	3
4	France	3
5	Singapore	2
6	England	2
7	Belgium	2
8	Indonesia	2
9	Australia	2

No	Origin Country	Number of Review
10	Ukraine	1
11	Portugal	1
12	Cambodia	1
13	Spain	1
14	Slovenia	1
Total		40

Source: Data processed by the researcher (2026)

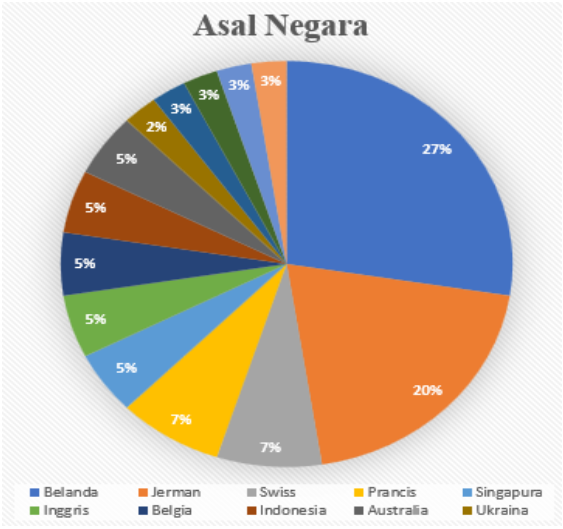


Figure 1. Pie Chart Based on Country of Origin
Source: Data processed by the researcher (2026)

Instruments

The instrument used is a content analysis sheet that serves to classify reviews into the following categories:

Table 2. Negative Review Category Instrument

Code	Category of Review	Issue Indicator
A	Service	Slow service, not professional, unfriendly, unresponsive, rude, unhelpful, indifferent.
B	Facilities	Broken facilities, dirty pool, AC not cooling, no water.
C	Cleanliness	Dirty bathroom, dirty bed, unpleasant smell.
D	Location	Hard to reach, far from downtown, inadequate access, surrounding area is not ideal, disturbances around.

Data Analysis

This study employed a qualitative data analysis technique based on the interactive model developed by Miles and Huberman (1994), which consists of

three main stages: data reduction, data display, and conclusion drawing and verification. The stages are described as follows.

Data Reduction

The first stage involved data reduction, in which negative reviews collected from TripAdvisor and Booking.com through digital document observation were selected, screened, and organized. This process included the following steps: (1) Selecting reviews that contained negative ratings and complaint-related content; (2) Eliminating information that was not relevant to the research focus, including comments unrelated to service quality, facilities, cleanliness, location, or guest comfort; (3) Classifying each review into major complaint themes, such as room cleanliness, inadequate facilities, staff friendliness, sleeping comfort, and other emerging categories. Interview data were also reduced by selecting responses from staff members that were directly relevant to the objectives of the study. This process facilitated thematic analysis and enhanced the credibility of the findings through data triangulation.

Data Display

After the data reduction process, the selected data were systematically organized and presented to facilitate interpretation and further analysis. The findings were displayed in the following:

Table 3. Negative Reviews by Facility Category

No.	Source (OTA)	Review (Summarized)	Reflection
1	Booking.com	Noisy, outdated rooms, unpleasant bathroom odors, a dirty pool, poor food quality, and slow service.	Room facilities and the swimming pool are poorly maintained, which reduces guest comfort.
2	Booking.com	Poor pool facilities, noisy surroundings, delayed service, and unsatisfactory breakfast.	The swimming pool and surrounding facilities did not meet guest expectations.
3	Booking.com	Unstable utilities, construction noise, slow food service, and poor hygiene.	Unstable electricity and water availability reduce guest comfort.
4	Booking.com	Broken facilities, unstable electricity, excessive noise, and unprofessional service.	Broken facilities and unstable electricity made the stay less enjoyable.
5	Booking.com	Unreliable utilities, poor cleanliness, limited pool privacy, and language barriers.	Unstable water and electricity, along with a pool that lacked privacy, reduced overall comfort.
6	Booking.com	Limited food options, inadequate cleaning, and a poorly maintained private pool.	The private pool was poorly maintained and room cleanliness was inadequate.
7	Booking.com	Unreliable WiFi, poor food options, language barriers,	The facilities did not match the price paid.

No.	Source (OTA)	Review (Summarized)	Reflection
		excessive noise, and poor value.	
8	Booking.com	Unprepared rooms, unreliable hot water, stained sheets, noise, and uncomfortable Ramadan conditions.	Unstable hot water and unprepared room facilities reduced comfort.
9	Booking.com	Unavailable hot bath facilities, broken WiFi, and loud morning music.	Facilities did not match the description on the OTA.
10	Booking.com	Limited restaurant options, poor service, and inadequate attention to bungalow facilities.	Facility management focused more on public areas than guest areas.
11	Booking.com	Dirty pool, uncomfortable furniture, limited breakfast options, and unenthusiastic staff.	The pool was dirty and poolside furniture was uncomfortable to use.
12	Booking.com	Frequent water outages, unstable WiFi, and excessive mosque noise caused early departure.	Frequent water outages reduced guest comfort.
13	Booking.com	Mosque noise, limited food and beverage options, and improperly chilled beer.	Drink cooling facilities were inadequate.
14	TripAdvisor	Rooms were cleaned only upon request, despite friendly staff.	Room cleaning policy required special requests rather than being automatic.
15	Booking.com	Limited menu options, excessive outdoor lighting, unclean toilets, and nearby mosque noise.	Outdoor lights disturbed sleep comfort.

Source: Booking.com (2026)

Table 4. Negative Reviews by Service Category

No.	Source (OTA)	Review (Summarized)	Reflection
1	Booking.com	Noisy, outdated rooms, dirty pool, poor food quality, and slow, unhelpful kitchen service.	Kitchen staff were not responsive and breakfast service was very slow.
2	Booking.com	Poor facilities, mosque noise, delayed breakfast, late staff, and low food quality.	Breakfast service was not punctual and staff arrived late.
3	Booking.com	Unstable utilities, construction noise, slow food service, and poor hygiene.	Food service was very slow and lacked hygiene.

No.	Source (OTA)	Review (Summarized)	Reflection
4	Booking.com	Broken facilities, unstable electricity, excessive noise, and slow, unprofessional service.	Overall service was slow and unprofessional.
5	Booking.com	Unreliable utilities, poor cleanliness, limited pool privacy, and staff language barriers.	Staff lacked English fluency, hindering communication.
6	Booking.com	Limited food options, inadequate room cleaning, and poorly maintained private pool.	Room cleaning service was not performed thoroughly.
7	Booking.com	Poor WiFi, limited food options, language barriers, excessive noise, and poor value.	Staff's limited language ability affected communication.
8	Booking.com	Delayed room preparation, unreliable hot water, stained sheets, and disruptive noise.	Room preparation before check-in was slow.
9	Booking.com	Limited restaurant options, poor service, and inadequate attention to bungalow guests.	Restaurant service was not serious and priorities were misplaced.
10	TripAdvisor	Poor food service standards and unfriendly staff.	Staff attitudes were unfriendly and food service didn't meet standards.
11	Booking.com	Communication difficulties due to staff language limitations.	Communication barriers due to staff's limited language skills.
12	Booking.com	Misleading accommodation photos, poor communication, unfriendly management, and average food.	No prior communication from management and unfriendly attitude.
13	Booking.com	WiFi was unavailable throughout the night.	Lack of quick response to WiFi issues.
14	Booking.com	No formal check-in or welcoming service.	Check-in procedures were not conducted formally.
15	Booking.com	Difficult communication with staff.	Staff were difficult to communicate with, possibly due to language barriers.

Source: Booking.com (2026)

Table 5. Negative Reviews by Location Category

No.	Source (OTA)	Review (Summarized)	Reflection
1	Booking.com	Poor facilities, mosque noise, delayed breakfast service, and low food quality.	The surrounding environment was noisy due to mosque sounds.

No.	Source (OTA)	Review (Summarized)	Reflection
2	Booking.com	Poor WiFi, limited food options, language barriers, excessive mosque noise, and poor value.	Noise from mosques disrupted comfort.
3	Booking.com	Restaurant closures and excessive mosque noise during Ramadan.	The location near a mosque caused noise disturbances.
4	Booking.com	Located near a mosque.	The location was too close to the mosque, causing noise.
5	Booking.com	Close proximity to a mosque.	Noise disturbance from the surrounding mosque.
6	Booking.com	Disturbing mosque noise.	Noise from mosque activities.
7	Booking.com	Noise from a nearby mosque.	Sleep disruption due to mosque noise.
8	Booking.com	Uneven access roads and an unrepaired toilet.	The access road to the location was poor.
9	Booking.com	Limited walkable destinations nearby.	The location wasn't strategic for guests wanting to walk.
10	Booking.com	Noise from mosque loudspeakers.	Noise from mosque loudspeakers.
11	Booking.com	Loud morning music from a nearby school.	Noise disturbance from the nearby school.
12	Booking.com	Poor restaurant options and limited mobility without private transportation.	The location didn't support mobility without private transportation.
13	Booking.com	Isolated location surrounded by rice fields.	Remote location far from public facilities.
14	Booking.com	Close proximity to a mosque.	Too close to the mosque, causing noise.
15	Booking.com	Noise from mosque loudspeakers.	Environmental noise reduced comfort.

Source: Booking.com (2026)

Table 6. Negative Reviews by Cleanliness Category

No.	Source (OTA)	Review (Summarized)	Reflection
1	Booking.com	Outdated rooms, bathroom odors, dirty pool, poor food hygiene, and slow service.	Pool and food cleanliness were not maintained.
2	Booking.com	Poor pool facilities, mosque noise, delayed service, and unsatisfactory breakfast.	Breakfast cleanliness did not meet standards.
3	Booking.com	Unstable utilities, construction noise, slow food service, and poor dining hygiene.	Dining area cleanliness was inadequate.

No.	Source (OTA)	Review (Summarized)	Reflection
4	Booking.com	Unreliable utilities, poor room cleanliness, limited pool privacy, and language barriers.	Room cleanliness was not properly maintained.
5	Booking.com	Limited food options, poor room and bathroom cleanliness, incomplete cleaning, and inadequate pool maintenance.	Bathroom and private pool cleanliness were lacking.
6	Booking.com	Poor WiFi, limited food options, language barriers, excessive noise, and poor value.	Facility cleanliness didn't match the price.
7	Booking.com	Irregular room cleaning, insufficient toiletries and towels, and limited food options.	Room cleaning service wasn't done routinely.
8	Booking.com	Dirty pool with green sediment, uncomfortable furniture, limited breakfast, and unenthusiastic staff.	The pool was dirty with algae deposits.
9	Booking.com	Limited menu options, unclean toilets, disruptive outdoor lighting, and nearby mosque noise.	Toilets were not clean enough and cleanliness standards need improvement.
10	TripAdvisor	Room cleaning was provided only upon request, despite friendly staff.	Room cleaning was only done upon guest request.

Source: Booking.com (2026)

Table 7. Comparison of OTA Reviews with Interview Results

Category	Tourist Complaints (OTA)	Owner Interview Results	Staff Interview Results	Triangulation Analysis
Service	Slow, unfriendly, and unprofessional service.	Staff shortages limit service quality.	Heavy workloads reduce service speed and friendliness.	There is alignment between OTA reviews and interviews; internal factors (staff numbers) are the cause.
Facilities	Inadequate room facilities and incomplete equipment.	Guest expectations differ; gradual improvements are underway.	Equipment failures and delayed repairs occur.	OTA reviews are partly accurate, but guest expectations

Category	Tourist Complaints (OTA)	Owner Interview Results	Staff Interview Results	Triangulation Analysis
				also play a role.
Cleanliness	Poor room and bathroom cleanliness, including unclean linens.	Limited staff; additional cleaning supplies are being provided.	Staff shortages hinder cleanliness during peak seasons.	OTA data aligns with interviews; limited human resources are the main cause.
Location	Noise disturbances from nearby mosques and schools.	Acknowledged noise disturbances affecting guest comfort.	Confirmed guest complaints about nearby noise.	Aligned between OTA reviews, owner interviews, and staff interviews; environmental noise is a shared concern.
Response	No official management responses on OTA platforms.	Negative reviews serve as constructive feedback.	Negative reviews encourage service improvements.	Alignment exists: reviews are used for internal evaluation, though not publicly responded to.
Strategy	Guests demand better cleanliness and facilities.	Increasing staff, repairing facilities, and improving cleanliness.	Improving friendliness and responsiveness despite workloads.	Management strategies align with tourist complaints, but are still limited to internal improvements.

Source: Booking.com (2026)

D. Result and Discussion

Result

Negative Reviews Based on Country of Origin

Analyzing negative reviews based on the tourists' country of origin is very important to understand how cultural backgrounds affect perceptions and expectations of an accommodation. Here is the visitor data at Peraja Coffee and Bungalow in Loyok Village.

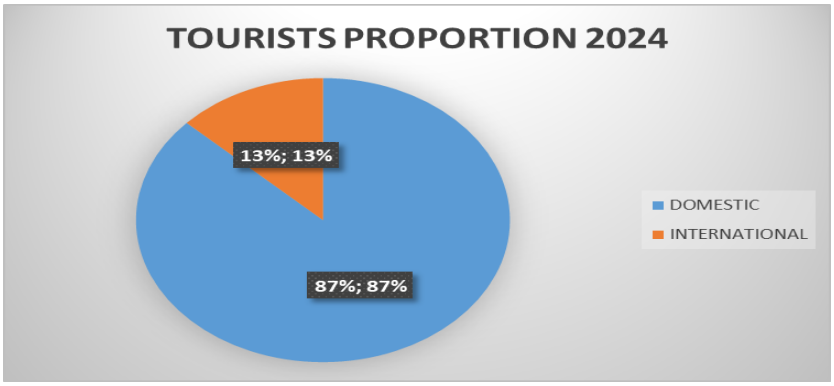


Figure 2. Pie chart of Peraja Coffee and Bungalow visit data
Source: Data processed by the researcher (2026)

Based on the diagram above, it can be concluded that visits to Peraja Coffee and Bungalow exhibit two distinct patterns. International tourists tend to dominate the use of accommodation facilities, while the bathing facilities are more frequently utilized by domestic visitors. The number of domestic tourist visits to the bathing facilities shows an increasing trend each year, whereas international tourist stays at the bungalows remain relatively stable.

In the case of Peraja Coffee and Bungalow, findings from 40 negative reviews indicate that the majority of reviewers came from Western Europe. Countries such as the Netherlands (11 reviews), Germany (8 reviews), as well as Switzerland and France (3 reviews each) ranked at the top. The dominance of tourists from this region suggests that Peraja Coffee and Bungalow holds considerable appeal among the European market—a demographic known for having high expectations regarding service quality, cleanliness, and accommodation facilities.

Tourists from the Netherlands and Germany generally highlighted key aspects such as room cleanliness, staff friendliness and professionalism, and overall facility comfort. Accustomed to strict and professional service standards in their home countries, they tend to express criticism more readily when their experience falls short of expectations at their destination. Moreover, European travelers often compare digital information—such as photos and property descriptions found on online booking sites—with the actual conditions they encounter on the ground. Any mismatch between expectation and reality often leads to disappointment and is perceived as a form of "perceived deception," which in turn drives them to write detailed negative reviews.

Reviews from French, Swiss, British, and Belgian tourists further reinforce this pattern. Their dissatisfaction generally revolves around unresponsive service, poorly maintained facilities, and an accommodation atmosphere that fails to meet expectations. Although the number of reviews from these countries is not as high as those from the Netherlands and Germany, their feedback still provides valuable insight into the weak points perceived by foreign guests. Furthermore, many of them are experienced

travelers who routinely rely on digital reviews as their primary reference when choosing accommodations.

Table 8. Data Description Based on Tourists' Country of Origin No Country of Origin Number of

No	Origin country	Number of review
1	Netherlands	11
2	German	8
3	Swistzerland	3
4	France	3
5	Singapore	2
6	England	2
7	Belgium	2
8	Indonesia	2
9	Australia	2
10	Ukraine	1
11	Portugal	1
12	Cambodia	1
13	Spain	1
14	Slovenia	1
Total		40

Source: Data processed by the researcher (2026)

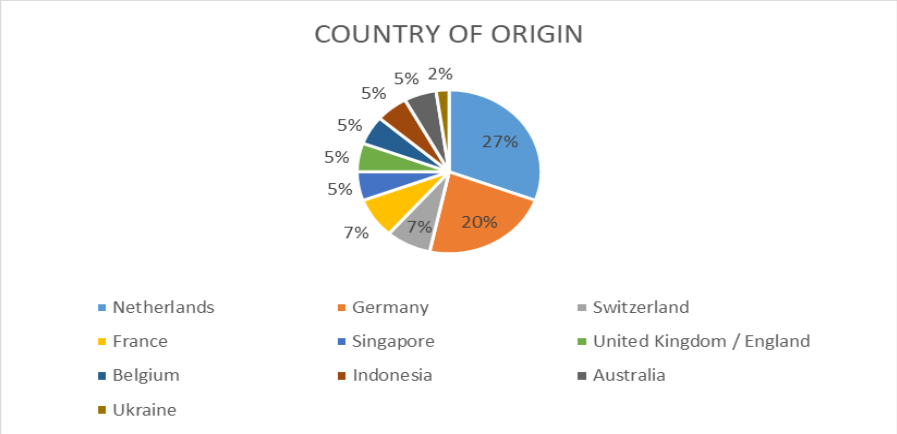


Figure 3. Pie Chart Based on Country of Origin
Source: Data processed by the researcher (2026)

Analysis of Negative Guest Reviews by Traveler Segment

Based on an examination of 40 negative reviews collected from online travel platforms such as TripAdvisor and Booking.com, the most frequent complainants were couples, contributing 27 out of the total reviews. This notable dominance indicates that couples represent the guest segment most sensitive to service quality and the overall ambiance of the accommodation. Couples typically stay with the intention of enjoying a peaceful, romantic, and private getaway. They seek a distinctive experience that fosters memorable

moments together, which naturally leads them to hold elevated expectations regarding both comfort and hospitality.

Table 9. Guest Demographics Based on Traveler Segment

No	Traveler Segment	Number of Reviews
1	Couples	27
2	Families	11
3	Solo Travelers	2
	Total	40

Source: Data processed by the researcher (2026)

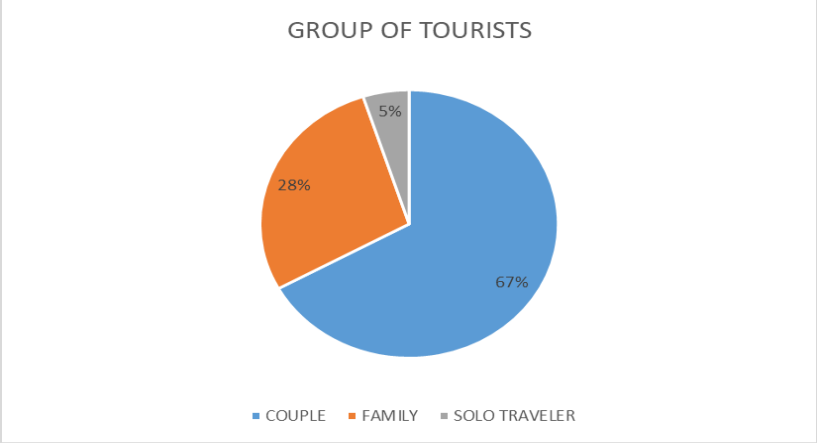


Figure 4. Pie Chart Illustrating Guest Segment Distribution
Source: Data processed by the researcher (2026)

Negative feedback from couples frequently expressed disappointment with several aspects, including insufficient nighttime tranquility, uncomfortable room lighting, and interiors that failed to match the visual expectations set by photographs displayed on OTA platforms. Many couples also voiced dissatisfaction regarding staff interactions. Several guests mentioned that the team appeared unwelcoming, lacked warmth during check-in, or seemed unenthusiastic in providing assistance throughout their stay.

These findings suggest that each traveler group offers distinct insights, which can serve as a valuable foundation for planning service improvements. The couples' segment clearly warrants primary attention, both due to the volume of complaints and the depth of their expressed concerns. Nevertheless, the needs of families and solo travelers should not be overlooked. Management would benefit from adopting a segmented approach—for instance, cultivating a romantic atmosphere for couples, offering child-friendly facilities for families, and streamlining the check-in process for solo guests. Beyond service recovery, such segmentation also supports more targeted marketing strategies, including promotional efforts, product development, and proactive handling of negative reviews. By recognizing guest profiles according to travel segments, Peraja

Coffee and Bungalow can enhance its overall service quality and reinforce its reputation among prospective visitors.

Breakdown of Negative Reviews by Complaint Category

To identify which service aspects are most in need of improvement, the review content was classified into four primary categories: facilities, service, location, and cleanliness. The results reveal that facility-related grievances were the most frequently cited, appearing in 22 reviews. This was closely followed by concerns over service (19 reviews), location (16 reviews), and cleanliness (10 reviews). Facility complaints often revolved around issues such as malfunctioning hot water systems, weak air conditioning, worn-out rooms, and outdated furniture. Meanwhile, service-related critiques centered on staff attitudes perceived as unhelpful, slow, or unresponsive.

Table 10. Distribution of Complaints by Category

No	Complaint Category	Frequency
1	Facilities	22
2	Service	19
3	Location	16
4	Cleanliness	10
	Total	67

Source: Data processed by the researcher (2026)

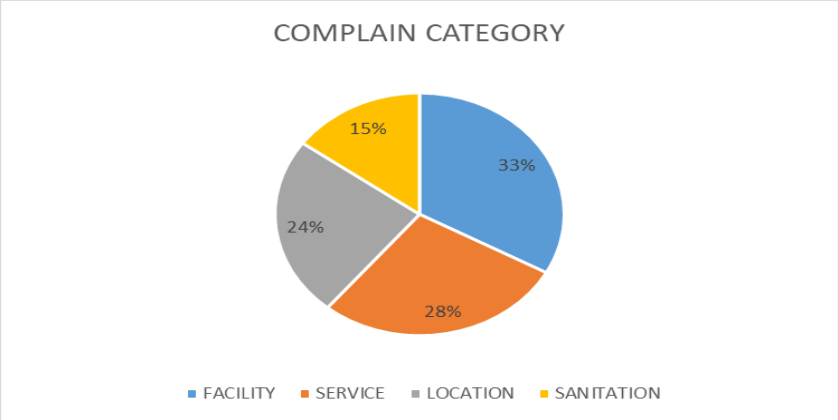


Figure 5. Pie Chart Illustrating Complaint Category Distribution

Discussion

The findings of this study reveal several important patterns regarding negative reviews of Peraja Coffee and Bungalow. The dominance of facility complaints (33%) aligns with the research by Ihwandi & Sukmana (2022), which found that physical facility inadequacies constitute a dominant factor influencing negative assessments of accommodations. The issues identified—such as non-functional hot water and air conditioning, as well as outdated furniture—indicate that the establishment faces challenges in maintaining its physical assets at a standard that meets guest expectations, particularly those of international tourists accustomed to higher quality levels.

The service-related complaints (28%) support the findings of Iswahyuniarto (2020), who noted that online reviews serve as valuable information for understanding service quality. The hospitality industry is fundamentally a service industry, and interpersonal interactions significantly shape guest perceptions. When staff appear unfriendly, slow to respond, or lack professionalism, it creates lasting negative impressions that often overshadow other positive aspects of the stay. This suggests the need for more intensive staff training in service standards, hospitality etiquette, and communication skills.

The location-related complaints (24%) highlight an important tension between the establishment's natural setting and guest expectations. While Peraja Coffee and Bungalow is situated in a scenic rural environment, the remoteness and accessibility issues pose challenges for some guests. This reflects the findings of Mayumi (2021), who noted that while OTA platforms help travelers compare options, negative experiences related to physical access can still affect tourist perceptions and decisions. Providing more accurate location descriptions, including photos of access roads and links to Google Maps, could help manage expectations more effectively.

Cleanliness complaints (15%), though the least frequent, were particularly notable for their source—predominantly Western European tourists who maintain high standards of hygiene. This supports the research of Susanna Saragih (2022), who found that negative reviews on platforms like TripAdvisor and Booking.com influence potential tourists' perceptions of accommodation cleanliness. Even a few such complaints can have disproportionate impact on the establishment's reputation.

The predominance of negative reviews from couples (27 of 40 reviews) suggests that Peraja Coffee and Bungalow appeals primarily to couples seeking romantic getaways. However, their expectations for privacy, romance, and tranquility are apparently not always met. The intimate nature of couple travel means that service failures and facility issues are particularly salient. This finding suggests the need for strategies specifically targeting the couples market, such as creating more private spaces, enhancing the romantic ambiance, and ensuring consistent, high-quality service delivery.

The geographical distribution of negative reviews—dominated by Western European tourists—has important implications. Tourists from the Netherlands and Germany, who contributed nearly half of all negative reviews, tend to have high expectations regarding cleanliness, facility completeness, and service quality. They also appear sensitive to discrepancies between online descriptions and actual conditions. This supports the research by Nabila et al. (2025), who found that negative reviews from tourists can reduce the intention to visit among potential travelers.

An interesting finding from the triangulation of data sources is the contrast between external perceptions (OTA reviews) and internal perspectives (interviews with owner and staff). While management acknowledges some shortcomings, particularly regarding limited staffing and language barriers, there

appears to be a gap between their understanding of service quality and guest expectations. This suggests the need for more systematic monitoring of online reviews and more proactive responses to guest feedback.

The strategic implications of these findings are substantial. For Peraja Coffee and Bungalow to maintain its competitiveness in the tourism market, targeted improvements are needed in four areas: (1) enhancing service quality through staff training, particularly in English communication; (2) regular facility maintenance and upgrading; (3) more transparent and accurate online representation of the property; and (4) implementing systematic cleanliness protocols. Additionally, proactive online reputation management—including responding to negative reviews professionally and promptly—could help mitigate the impact of negative feedback on potential guests' perceptions.

The study also highlights the importance of segment-specific strategies. Understanding that couples form the largest source of negative reviews allows management to prioritize improvements that would most directly address their needs. Similarly, recognizing the varying expectations of guests from different countries could inform more nuanced marketing and service delivery approaches.

E. Conclusion

Based on the analysis of negative reviews of Peraja Coffee and Bungalow on TripAdvisor and Booking.com, several conclusions can be drawn. First, the characteristics of negative reviews are shaped by tourists' country of origin and travel group. Western European tourists, particularly from the Netherlands and Germany, tend to provide detailed and critical reviews focusing on cleanliness, facility completeness, and information accuracy. Couples constitute the dominant group providing negative reviews, with complaints often spanning multiple aspects of their experience.

Second, the primary sources of customer complaints are concentrated in four categories: facilities (33%), service (28%), location (24%), and cleanliness (15%). Facility issues, including non-functional amenities and outdated interiors, represent the most frequent source of dissatisfaction. Service-related complaints about unhelpful or unresponsive staff are the second most common. Location and cleanliness issues, while less frequent, remain significant concerns particularly for international tourists.

Third, the gap between guest expectations—often shaped by online promotions and photos—and actual conditions on the property emerges as a central theme underlying many complaints. This suggests the importance of managing online reputation through accurate representation and proactive responsiveness to feedback.

The findings underscore the necessity for management to implement targeted improvement strategies: regular facility maintenance, staff training in hospitality and communication, enhanced cleanliness protocols, and improved online information accuracy. Active engagement with negative reviews on OTA platforms, including professional responses and demonstrated commitment to

improvement, could help restore trust and maintain competitiveness in the digital tourism marketplace.

F. Conflict of Interest

The authors declare that there are no conflicts of interest associated with this publication. The research was undertaken with academic independence, and the authors' professional or institutional affiliations did not interfere with the examination of tourist reviews or the interpretation of the research findings. All conclusions and recommendations presented in this article are based on the authors' assessment of the research evidence.

G. Declaration of AI Use

During the preparation of this manuscript, ChatGPT (OpenAI) was utilized to assist in organizing and presenting research data in a clear and structured format. Its use was limited to supporting the presentation of data to improve the clarity and readability of the manuscript. The identification and selection of negative reviews, data classification, qualitative analysis, interpretation of findings, and development of conclusions were conducted and verified by the authors. The authors take full responsibility for the accuracy, validity, and integrity of all information presented in this article.

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