

ABSTRACT

This report, titled "*The Customer Reviews and Their Impact on Service Quality at Susuka Hotel Duri-Riau*," aims to analyze customer responses and the influence of their reviews on hotel service quality. The primary issues addressed are guest perceptions of hotel service and the extent to which customer reviews influence service quality improvement efforts. This study used a quantitative approach using a questionnaire based on the SERVQUAL model and sentiment analysis of online reviews on Google and TripAdvisor. Thirty-one respondents completed the questionnaire, and online reviews were analyzed for their content. The results showed that the Responsiveness and Assurance dimensions received excellent ratings, while Reliability and Tangibility experienced varying perceptions due to technical issues such as broken air conditioning or inconsistent room cleanliness. Data comparisons revealed that online reviews revealed service weaknesses, which were also reflected in questionnaire responses. The implications of this study emphasize the importance of hotel management regularly monitoring customer reviews as a basis for evaluating and improving services to increase guest satisfaction and loyalty.

Keywords: Customer review, Service quality, Hotel, SERVQUAL, Customer satisfaction