Articles and essays

# Expectation x Experience: analysis of reviews published on social networks about the quality of hosting services classified by SBClass

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## Abstract

A customer, after seeing a fixed sign at the entrance of a hotel with a certain number of stars, feels safe that the infrastructure and the quality of the services provided were audited and that the enterprise meets the various quality parameters, creating an expectation compatible with the observed category. However, not always the guests' expectations and the total satisfaction of their necessities are overcome. From such a perspective, the main objective of this research is to analyze the guest perception about the quality of hosting services, classified by SBClass in the categories of five and four stars based on reviews published on TripAdvisor and on Booking.com. To this end, we identified which hotels of the Northeast region were classified by SBClass in the categories mentioned, and analyzed, by comparison, the ratings assigned to those enterprises and the comments disclosed on social networks. To meet the goals set, a descriptive research of qualitative approach was conducted. One of the main findings is that no relevant difference was observed among the ratings received by the seven hosting services analyzed. We also noted that the general ratings for the hotel companies on TripAdvisor are higher than the general ratings on Booking.com.
**Keywords:** Quality; Social networks; Hotel business; SBClass.

## Resumo

**Expectativa x experiência: análise de avaliações publicadas em redes sociais sobre a qualidade dos serviços de meios de hospedagem classificados pelo SBClass**

O cliente, ao ver uma placa fixada na entrada de um hotel apresentando determinado número de estrelas, sente-se seguro de que a infraestrutura e a qualidade dos serviços prestados foram auditadas e o empreendimento atende a vários parâmetros de qualidade, gerando uma expectativa compatível com a categoria observada. No entanto, nem sempre a superação dessas expectativas geradas nos hóspedes e a satisfação total de suas necessidades são atingidas. Partindo de tal perspectiva, o objetivo central desta pesquisa consiste em analisar a percepção de hóspedes sobre a qualidade dos serviços de meios de hospedagem, classificados pelo SBClass nas

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categorias de cinco e quatro estrelas a partir de avaliações divulgadas no TripAdvisor e no Booking.com. Para tanto, buscou-se identificar quais hotéis da região Nordeste foram classificados pelo SBClass nas categorias mencionadas, e analisar, de forma comparativa, as notas atribuídas a esses empreendimentos e os comentários divulgados nas referidas redes sociais. Para atender aos objetivos estabelecidos, realizou-se uma pesquisa descritiva de abordagem qualitativa. Dentre as principais constatações, destaca-se que não foi verificada diferença relevante entre as notas recebidas pelos sete meios de hospedagem analisados. Também se observou que as notas gerais do TripAdvisor para as empresas hoteleiras são maiores do que as notas gerais atribuídas pelos clientes do Booking.com.

**Palavras-chave:** Qualidade; Redes sociais; Hotelaria; SBClass.

## Resumen

**Expectativa x experiencia: análisis de evaluaciones publicadas en las redes sociales acerca de la calidad de los servicios de hospedaje clasificados por SBClass**

El cliente, al ver una placa fijada en la entrada de un hotel que ofrece un número de estrellas, siente que la infraestructura y la calidad de los servicios han sido auditadas y el proyecto cumple con diversos parámetros de calidad, generando una expectativa en consonancia con la categoría observada. Sin embargo, ni siempre se puede superar las expectativas generadas en los huéspedes y satisfacer enteramente sus necesidades. Desde esta perspectiva, el objetivo central de esta investigación es analizar la percepción de los clientes sobre la calidad de los servicios de establecimientos hoteleros clasificados por SBClass en las categorías de 5 y 4 estrellas desde los comentarios publicados en TripAdvisor y Booking.com.Con este propósito, hemos tratado de identificar los hoteles en la Región Nordeste del Brasil que fueron clasificados por SBClass y analizar, de manera comparativa, las notas asignadas a estos establecimientos y las comentarios recogidos en las redes sociales. Para cumplir con los objetivos planteados, se realizó una investigación de enfoque cualitativo descriptivo. Entre las principales conclusiones, se destaca que no se observó diferencia significativa entre las notas recibidas por los siete establecimientos hoteleros analizados. También se observó que las notas generales asignadas a los hoteles en TripAdvisor son más altas que las puntuaciones globales concedidas por los clientes en Booking.com.

**Palabras clave:** Calidad; Redes sociales; Hospitalidad; SBClass.

## INTRODUCTION

It is common to associate the quality of a hosting service with the number of stars at its entrance, or even in its publicity materials. However, not always the infrastructure (equipment, facilities) and the services provided meet the expectations of the guests and are consistent with what is disclosed. The *Sistema Brasileiro de Classificação dos Meios de Hospedagem* (SBClass)[1], created by the Ministry of Tourism (MTur) in 2011, aims to establish quality parameters that may be perceived by both national and foreign guests. The hotel companies that opt for certification (voluntary membership) go through inspection and evaluation made by MTur in partnership with the National Institute of

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1.  The Brazilian Classification System. Available at: <http://www.classificacao.turismo.gov.br/MTUR-classificacao/mtur-site/ >. Access on: May 5, 2015.

Meteorology, Quality and Technology (Inmetro), in which they need to meet a number of mandatory and elective requirements related to infrastructure, services and sustainability. Thus, it is understood that a guest, after seeing a fixed sign at the entrance of a hotel with a certain number of stars, feels safe that the infrastructure and the quality of the services provided were audited, and that the enterprise, certified by SBClass, meets the various quality parameters, and thus create high or low expectations according to the number of stars assigned to the hotel. For Kotler (1999, p. 6), the ideal in this situation would be to find "the balance between the customer's expectations and the company's performance." According to the author, the companies need to captivate the customers, promising only what they can offer and, only after, go beyond what they promised. The concept of quality, especially regarding services, is completely subjective. A service can be evaluated based on different dimensions (access, speed, competence, customer service, flexibility, security, costs, communication, cleaning, comfort, and quality of goods and products), and the degree of importance of these variables is associated with the customer's individual needs (CARVALHO; PALADINI, 2012). The perceived quality does not concern the opinion of the entrepreneur regarding his business nor the way of delivering the service with quality, or even the price paid by the consumer. What really counts is the customer's perception. Accordingly, Heckert and Silva (2001, p. 321) stress that "quality assessment depends a lot more on the values assigned by the customer than on the intrinsic characteristics of the product or service." Therefore, it is essential to find out, among the several attributes listed, which are the most important/critical in the consumers' opinion (CASTELLI, 2001). With the introduction and extensive use of social networks, the access to customers' perceptions about the services provided by the organizations became easier and faster. Social networks have become the environment for conversation and exchange of information of diverse age groups. Among varied subjects, there are positive or negative suggestions and opinions about products and services (RECUERO, 2009; SILVA, 2010). In the case of hotel companies, two social networks are worth mentioning: TripAdvisor and Booking.com. Both have been considered great thermometers to identify and certify the services provided to guests. By showing customer reviews and disclosing the experiences during their stays, these social networks became research tools for those wishing to travel. Based on the above, this research seeks to answer the following question: how the hosting services located in the Northeast region, classified by SBClass in the categories five and four stars, have been evaluated on TripAdvisor and on Booking.com? To this end, we identified which hotels of the Northeast region were classified by SBClass in the categories mentioned, and analyzed, by comparison, the ratings assigned to those enterprises and the comments disclosed on TripAdvisor and on Booking.com.

## QUALITY OF HOTEL SERVICES

The search for continuous improvement by organizations is associated with the increase in the customers' level of demand. Seeking uniqueness to

overlap the rivals, in a context surrounded by competitiveness, the organizations began to worry about offering good services, seen as a key factor for success and organizational sustainability. Also in the hotel business, quality is considered essential to the satisfaction of the guest, whose value is paramount, since, if one has a good experience at the hotel where he is staying, not only he might return but possibly make positive comments for friends and family (LAU; AKBAR; FIE, 2005). Nadiri and Hussain (2005) emphasize that hotel enterprises that provide good services have a greater viability on the market and, consequently, an increase in reliability for guests. Thus, hotel managers must seek ways to offer good products and services, outperforming their rivals. To this end, it is necessary to understand and satisfy the needs of the customers and exceed their expectations.

Corrêa and Caon (2006) highlight the direct relationship between the degree of customer satisfaction and customer loyalty and retention and, therefore, the profitability of the organization. Castelli (1994, p. 15-16) emphasizes: "to invest in quality results in fewer defects, better products, better financial position, greater well-being, less employee turnover, less absenteeism, satisfied customers, and a better image."

By satisfaction we understand the "person's feeling of pleasure or disappointment which resulted from comparing a product's perceived performance or outcome against his/ her expectations" (KOTLER, 1998, p. 53). The expectation of the customer is formed based on a number of factors, such as word-of-mouth communication, which always begin with a previous positive or negative experience. This type of advertising can ascend or demolish the reputation of a company. Even though the subjective side is considered in the services, i.e., each person has a distinct idea of what is a good service, potential customers base their opinions on previous experiences of other customers (CARVALHO; PALADINI, 2012; CORRÊA; CAON, 2006; GIANESI; CORRÊA, 1994; GRÖNROOS, 1993; KOTLER, 1998). Beyond word-of-mouth communication, another important factor in expectation is the external communication, composed of various types of communication, from the organization itself or from other organs. Carvalho and Paladini (2012) highlight that "the expectation comes with the customer, but it can be incremented by the company," not being so elevated to the point where it cannot be reached by the service provider or so low to the point of not attracting the customer. The key to satisfaction, in this sense, is the balance between expectations and performance (KOTLER, 1999, p. 6). By expectation we understand the reference used by the customers to evaluate whether the service is good, originated, usually, from a promise, a right or a hope that they have, creating a gap that needs to be filled for their full satisfaction (CARVALHO; PALADINI, 2012; HECKERT; SILVA, 2001). According to Paladini (2000), the service quality can be defined as the degree to which customer expectations are met by their perception of the service provided, based on several evaluation criteria. Evaluation criteria are the aspects that may be used by costumers to measure the service quality of establishments, among which stand out: access, speed, competence, customer service, flexibility, security, costs, communication, cleaning, comfort, and quality of goods and products (CARVALHO; PALADINI, 2012; DOMINGUES, 1999; GARVIN, 2002), whose definitions can be seen in Chart 1.

**Chart 1** – Evaluation criteria for service quality

| Criterion | Definition |
| --- | --- |
| Access | Facility, speed, practicality of arriving at the establishment or at the place where the customer is going to settle. |
| Speed | Speed between the customer arrival to the establishment and the check-in and between the check-in and the delivery of the service. |
| Competence | Technical capacity that all members of the organization have to provide the service. |
| Customer service | The assistance given by the staff to the customers, along with the kindness and courtesy in the treatment. |
| Flexibility | Ability to meet the needs and desires of customers, regardless of how varied they are, offering several service options and means of payment. |
| Security | Feeling of protection on the part of the customer, both personal and regarding their assets. |
| Costs | All the possibilities of expenses that customers can perceive, concerning the prices of services and the cost to get to the establishment. |
| Communication | The proper form for the service provider to communicate with the customer, so that everything is transmitted to clarify the service provided. |
| Cleaning | Hygiene of the establishment, of the facilities and equipment. |
| Comfort | Customer convenience through facilities, seats etc. |
| Quality of goods and products | Quality of the goods of the establishment and of the products and ingredients offered. |

**Source –** Adapted from Carvalho and Paladini (2012, p. 340-341)

Among these criteria, in hotel business, the most used are location, customer service/staff, cost-benefit relation, and cleaning – criteria that were evaluated in the two social networks analyzed in this research.

## SOCIAL NETWORKS AND HOTEL BUSINESS

Daily, internet users post, publish, create, produce and pass on information about various subjects, including their satisfaction or dissatisfaction with the services provided by hosting services. According to Andrade and Ferreira (2012), the internet was one of the greatest innovations of the past century, because besides transforming communication, it also changed the way individuals interact and conduct financial transactions and trade. With this information production and intense interaction, it is complex to control everything that is being said by users on all networks and to manage the organizational image disclosed on the internet. However, the monitoring of such content becomes a necessity, so that organizations and celebrities know what is being said about their brand (SILVA, 2010). In this new era, anyone who has access to the internet can communicate with other people, regardless of where they are from, having access to real-time information and participating in trade operations without moving (ANDRADE; FERREIRA, 2012). In hotel business, two social networks have been standing out: TripAdvisor and Booking.com. In both tools,

tourists can get information and compare prices and quality of hosting services from all over the world. However, each tool has its uniqueness, and, in Chart 2, the comparison between them can be observed. Although they seem very similar, both networks have unique features. Also, both are efficient and can be used as complementary tools. Booking.com and TripAdvisor, increasingly used, have become references in the hotel segment.

**Chart 2** – Main differences between TripAdvisor and Booking.com

| Criterion | TripAdvisor | Booking.com |
|---|---|---|
| Research | More complete: it has information not only about hosting services, but about other establishments and tourist information in general. | More practical and simple: it displays the prices charged and performs reservations in hosting services. |
| Layout | It has many different contents, which can confuse the user less used to the website. | More organized and simple. To enter place and date is enough to see the options of hosting services and book a hotel. |

**Source –** Elaborated by the authors (2015)

TripAdvisor is known worldwide, receives more than 60 million visitors a month and about 50 posts per minute. Based on an internal website search, the traveler reads on average twelve reviews before booking (REVISTA HOTÉIS, 2012). Booking.com, in turn, now has 1,180,081 accommodations registered, from various places in the world and 115,830,000 reviews on its page (BOOK-ING.COM, 2017). Because of the representativeness of the two social networks for the hotel segment, both were selected as study object. In the next section, the methodological procedures used in this survey will be presented.

## METHODOLOGICAL PROCEDURES

Seeking to reach the main objective of this study, which consists of examining the guest perception about the quality of hotel companies classified by SBClass in the categories five and four stars from reviews published on TripAdvisor and on Booking.com, a descriptive research of qualitative approach was conducted. The choice for the qualitative approach was motivated by the need to answer the central question of this research through a process of interpretation. This descriptive study seeks to specify and characterize the perception of a group of people about the object under analysis (DENCKER, 1998; GIL, 2008; HAIR JÚNIOR et al., 2005; SAMPIERI; COLLADO; LUCIO, 1991). As to the context and the subjects of the research, the object was all the hosting services classified by SBClass in the categories of five and four stars in the Northeast region. Therefore, the universe would comprehend nine hotel companies. However, one of them, the União Empreendimentos Turísticos Ltda – Aracajú/SE, was excluded for not having been found on TripAdvisor and on Booking.com, possibly because the legal name does not match the name used by the hotel, which may have prevented its identification and location on social networks. The other hotel excluded was Matriz Salvador, for not being listed on TripAdvisor. Thus, the analysis was restricted to seven hosting

enterprises: four resorts and three hotels. In this research, all of them will be referred to with the abbreviation "HS" (hosting service) followed by a number, as can be observed in Chart 3. The subjects of the research were users of the two networks in analysis who assessed the hosting services in study, rather by commenting or by assigning ratings to them.

Chart 3 – List of the hosting services located in the Northeast region, which were the objects of analysis in this study

| Classification by SBClass | Hosting services | Code |
|---|---|---|
| 5 stars: | Vila Galé Marés – Monte Gordo/BA (resort) | HS 1 |
| | Vila Galé Cumbuco – Caucaia/CE (resort) | HS 2 |
| | Ocean Palace Beach Resorts & Bungalows – Natal/RN (resort) | HS 3 |
| | SERHS Natal Grand Hotel – Natal/RN (resort) | HS 4 |
| 4 stars: | Hotel Vila do Mar – Natal/RN (hotel) | HS 5 |
| | Aquários Praia Hotel – Aracajú/SE (hotel) | HS 6 |
| | Celi Praia Hotel – Aracajú/SE (hotel) | HS 7 |

Source – Elaborated by the authors (2015)

After identifying the hosting services through information on SBClass, disclosed on the website of MTur, the ratings assigned to each of the establishments on Booking.com and TripAdvisor were analyzed, as well as the ratings obtained on the criteria "location," "customer service/staff," "cost-benefit," and "cleaning." Then, we analyzed the last five comments posted both on Booking.com and on TripAdvisor, present in their respective pages on May 12, 2015.

## RESULTS

Table 1 shows the ratings obtained by seven hosting services analyzed on TripAdvisor's website. Knowing that the first four were classified by SBClass with five stars, and the last three with four stars, we can see that no significant difference was found in relation to the reviews observed according to the criteria of TripAdvisor.

Table 1 – Reviews of the hosting services on TripAdvisor

| Hotel/Rating on criteria | HS 1 | HS 2 | HS 3 | HS 4 | HS 5 | HS 6 | HS 7 |
|---|---|---|---|---|---|---|---|
| Location | 9.0 | 8.0 | 9.0 | 9.0 | 8.0 | 9.0 | 9.0 |
| Customer service/staff | 7.0 | 8.0 | 8.0 | 9.0 | 8.0 | 8.0 | 9.0 |
| Cost-benefit | 7.0 | 7.0 | 8.0 | 8.0 | 7.0 | 7.0 | 8.0 |
| Cleaning | 8.0 | 8.0 | 8.0 | 9.0 | 8.0 | 8.0 | 9.0 |

Source – Elaborated by the authors (2015)

Table 1 shows that the ratings obtained in the criterion "location" did not present great variation. On the criterion "customer service/staff," the HS 1, whose classification is five stars, presented the lowest rating, while the HS 7, classified

with four stars, received the rating 9.0. The criterion "cost-benefit" presented the lowest ratings in all the hosting services, ranging between 7.0 and 8.0. On the criterion "cleaning," only two hotel enterprises received the rating 9.0; the rest received 8.0. In Table 2, the ratings obtained by the seven hosting services evaluated on the Booking.com website can be analyzed. It can be observed that the ratings assigned to both five- and four-star hotels do not show significant variation, thus, it is impossible to say, only based on the ratings, if the hotels analyzed are better or worse classified in SBClass.

**Table 2** – Reviews of hosting services on Booking.com

| Hotel/Rating on criteria | HS 1 | HS 2 | HS 3 | HS 4 | HS 5 | HS 6 | HS 7 |
|---|---|---|---|---|---|---|---|
| Location | 8.6 | 8.1 | 8.9 | 9.0 | 8.3 | 9.1 | 9.1 |
| Customer service/staff | 7.3 | 7.8 | 7.9 | 8.8 | 7.6 | 7.7 | 8.8 |
| Cost-benefit | 7.1 | 7.2 | 7.1 | 7.7 | 7.3 | 7.2 | 8.0 |
| Cleaning | 7.5 | 7.8 | 7.9 | 8.6 | 7.7 | 7.9 | 8.8 |

**Source –** Elaborated by the authors (2015)

In several of the criteria highlighted, hosting services classified with four stars received ratings higher than those of enterprises classified with five stars, as in the case of the criterion "location," in which the hosting services 6 and 7 received the best reviews. On the criterion "customer service/staff," a similar situation occurs, in which the best rating is the same for the HS 4 (five stars) and the HS 7 (four stars), while the worst rating is assigned to HS 1 (five stars). On the criterion "cost-benefit," the two lowest ratings were also assigned to hosting services classified with five stars. On the criterion "cleaning," the best rating was given to HS 7, of four stars. Afterwards, the results obtained will be presented through the analysis of the last five guest reviews on TripAdvisor and Booking.com. Chart 4 shows the comments concerning the HS 1.

**Chart 4** – Comparative analysis of the comments on HS 1 (Vila Galé Marés) disclosed on the two social networks

| Positive comments | Negative comments |
|---|---|
| • "Ideal for traveling with kids – good recreation" (TripAdvisor); <br> • "Pleasant environment and wonderful swimming pools" (TripAdvisor); <br> • "The hotel is fantastic and the customer service is spectacular" (Booking.com); <br> • "Everything is wonderful" (Booking.com). | • "Customer service/staff little helpful"; <br> • "It was a disappointment: bad maintenance, old sheets, hot restaurant, bad food"; <br> • "Expensive hotel for what it offers"; <br> • "To receive the name of resort there's still a long way to go" (Booking.com). |

**Source –** Elaborated by the authors (2015)

Then, in Chart 5, the most relevant comments on HS 2 can be seen. The proper customer service and attention from the staff to the guests were mentioned three times as a quality of the hosting service, beyond the bedrooms, the food, and the fact that there are swimming pools, which were also cited three times as positive aspects of the hotel on Booking.com.

**Chart 5** – Comparative analysis of the comments on HS 2 (Vila Galé Cumbuco)
disclosed on the two social networks

| Positive comments | Negative comments |
|---|---|
| • "Abundant food" (TripAdvisor); <br> • Careful animators available (TripAdvisor); <br> • Excellent customer service – "Always ready to assist us" (TripAdvisor); <br> • "Varied and delicious meals" (TripAdvisor); <br> • Caring staff (TripAdvisor); | • Slow Check-in (TripAdvisor); <br> • There is no Wi-Fi in the bedrooms (TripAdvisor); <br> • "It's not a good resort. Kaiser draft beer, Bavaria Beer, lack of variety in meals, lack of courtesy of the front desk staff, no Wi-Fi" (TripAdvisor); <br> • Abusive prices for the photography services inside the hotel (TripAdvisor); <br> • It's necessary to book the restaurants (Booking.com); <br> • "Poor reception, terrible, unbelievable that a structure such as this one does not have an adequate workforce" (Booking.com). |

**Source –** Elaborated by the authors (2015)

On the other hand, in the negative comments we can see that the staff of the reception was considered bad twice, with one customer qualifying the service as "poor, terrible and unbelievable that a structure such as this one does not have an adequate workforce."

Chart 6 shows the comments contained in the reviews on HS 3. The hosting service received several compliments about the customer service, breakfast, location and swimming pools, having been cited for two of the customers as a "wonderful hotel."

**Chart 6** – Comparative analysis of the comments on HS 3 (Ocean Palace Beach
Resort & Bungalows) disclosed on the two social networks

| Positive comments | Negative comments |
|---|---|
| • "Great service, abundant breakfast, many swimming pools, large bedrooms" (TripAdvisor); <br> • "Unforgettable breakfast, excellent service by the entire staff, a pool better than another, all very organized and very clean [...] This place is amazing" (TripAdvisor); <br> • "Great bed" (TripAdvisor); <br> • "Beautiful location." (TripAdvisor); <br> • "Wonderful Hotel" (Booking.com); <br> • "Outstanding" (Booking.com). | • Very expensive meals inside the hotel (TripAdvisor); <br> • Insufficient parking lot (TripAdvisor); <br> • "Impersonal" treatment (Booking.com); <br> • Bad maintenance, expensive beverages (Booking.com); <br> • Expensive restaurants – "unrealistic"; bad maintenance, elevators and shower out or order (Booking.com). |

**Source –** Elaborated by the authors (2015)

Regarding the negative comments on HS 3, we highlight those who were not satisfied with the prices charged at the restaurants of this hosting service, with one of the customers classifying these prices as "unrealistic."

Chart 7 shows a sample of customers' comments on HS 4.

**Chart 7** – Comparative analysis of the comments on HS 4 (SERHS Natal Grand Hotel) disclosed on the two social networks

| Positive comments | Negative comments |
|---|---|
| • Great bedroom, breakfast and service (TripAdvisor);<br>• "The service of the entire staff was very good" (TripAdvisor);<br>• Very good service, bedrooms and recreation (TripAdvisor);<br>• Very good service, breakfast, cleaning of the bedrooms, swimming pools and recreation (TripAdvisor);<br>• "Excellent location, good restaurants and caring staff" (Booking.com);<br>• Caring staff and "exceptional breakfast" (Booking.com). | • "Very expensive food, I suggest going out to eat" (TripAdvisor);<br>• Warm pool didn't work (Booking.com);<br>• Bad pool bar service – few attendants (Booking.com);<br>• Breakfast with a lot of people (Booking.com);<br>• Restaurant without differential and noisy bedroom (Booking.com); |

**Source –** Elaborated by the authors (2015)

As it can be seen in Chart 7, the service was considered excellent by the guests. On the other hand, the booking service received diversified complaints without repetitions, which can represent isolated failures of the hotel, such as in the breakfast, for example, or in the warm pool, which was not in the ideal temperature for the guest.

Chart 8 shows the most relevant comments on HS 5.

**Chart 8** – Comparative analysis of the comments on HS 5 (Hotel Vila do Mar) disclosed on the two social networks

| Positive comments | Negative comments |
|---|---|
| • "Large bedrooms, wonderful pool, very good breakfast" (TripAdvisor);<br>• "Caring treatment, very good cleaning and excellent location" (TripAdvisor);<br>• "Great service, maintenance and bedrooms," "the modernity of the hotel surprised me" (TripAdvisor);<br>• "Comfortable bedrooms and good food" (TripAdvisor). | • "Late check-in" (TripAdvisor);<br>• "No Wi-Fi in the bedrooms and uncomfortable bed (TripAdvisor);<br>• Reception and pools far from the bedrooms (TripAdvisor);<br>• Bad Wi-Fi connection (BOOKING.COM);<br>• Old and noisy air conditioning (Booking.com);<br>• Slow check-in (Booking.com);<br>• Bad air-conditioning (Booking.com). |

**Source –** Elaborated by the authors (2015)

The rooms were cited as great and large by two customers; as a negative aspect, the poor quality of the wireless internet was cited by three customers; in other two comments, the dissatisfaction with the check-in is also cited.

Chart 9 shows the main comments on HS 6.

**Chart 9** – Com parative analysis of the comments on HS 6 (Aquários Praia Hotel) disclosed on the two social networks

| Positive comments | Negative comments |
|---|---|
| • Location was cited four times as a positive aspect of the hotel (TripAdvisor); <br> • Service was cited twice as a positive aspect of the hotel (TripAdvisor); <br> • Location was mentioned three times as a positive aspect of the hotel (Booking.com); <br> • The bed was praised once (Booking.com). | • Curtain in the bathroom box was cited twice as a negative aspect of the hotel (TripAdvisor); <br> • Lack of parking lot was cited three times as a negative aspect of the hotel (TripAdvisor); <br> • "Hotel a bit old" (Booking.com); <br> • Curtain in the bathroom box was cited again as a negative aspect of the hotel (TripAdvisor); <br> • "Dirty bedroom and poorly washed. I was disappointed" (Booking.com). |

**Source –** Elaborated by the authors (2015)

Of the ten comments analyzed, the excellent location was mentioned in seven, which represents a very relevant aspect of this kind of hosting. Among the negative comments, we highlight the use of curtain in the box of the bathrooms and the lack of parking lot, both having been cited twice by the guests.

Chart 10 shows the most relevant comments on HS 7.

**Chart 10** – Comparative analysis of the comments on HS 7 (Celi Praia Hotel) disclosed on the two social networks

| Positive comments | Negative comments |
|---|---|
| • Location was cited three times as a positive aspect of the hotel (TripAdvisor); <br> • Customer service was cited twice as a positive aspect of the hotel (TripAdvisor); <br> • Comfortable bedroom was cited four times as a positive aspect of the hotel (TripAdvisor); <br> • "Prices of the restaurant are fair" (TripAdvisor); <br> • Location was mentioned twice as a positive aspect of the hotel (Booking.com); <br> • Location was mentioned twice as a positive aspect of the hotel (Booking.com); | • Bad Wi-Fi connection (TripAdvisor); <br> • Parking lot was cited twice as a negative aspect of the hotel (TripAdvisor); <br> • "Slow and bureaucratic check-in" (TripAdvisor); <br> • Bad Wi-Fi connection, lack of water and bad air-conditioning (Booking.com); <br> • Elevator with card (Booking.com). |

**Source –** Elaborated by the authors (2015)

Similar to HS 6, the location of HS 7 was also considered several times (five comments) as excellent. The lack of parking lot, however, was cited twice as a negative aspect. The signal of the wireless internet in the hotel was also described as bad twice.

In Table 3, it is possible to observe the general ratings of the seven hosting services studied in this research, both on TripAdvisor and on Booking.com. The average of the ratings were calculated and the highest and lowest ones observed in the comments of each of the sites were highlighted.

Regarding the data of Table 3, the HS 1 received 2.0 from one of its guests, the worst rating observed, while other customers assigned 10 to it. This high variation of rating can be justified by the fact that the hotel is in the sector of service providers.

**Table 3** – Ratings assigned to hosting services on TripAdvisor and on Booking.com

| Hotel/Rating on criteria | HS 1 | HS 2 | HS 3 | HS 4 | HS 5 | HS 6 | HS 7 |
|---|---|---|---|---|---|---|---|
| General rating on TripAdvisor | 8.0 | 8.0 | 9.0 | 9.0 | 8.0 | 8.0 | 9.0 |
| General rating on Booking.com | 7.8 | 7.9 | 8.1 | 8.6 | 7.6 | 7.9 | 8.7 |
| Average of the ratings of five comments – TripAdvisor | 6.4 | 8.0 | 8.4 | 10.0 | 8.4 | 8.0 | 7.2 |
| Average of the ratings of five comments – Booking.com | 8.4 | 7.7 | 8.4 | 8.9 | 8.8 | 7.0 | 8.4 |
| Best rating of comments on Booking.com | 10.0 | 9.5 | 10 | 10.0 | 10.0 | 10.0 | 9.6 |
| Worst rating of comments on Booking.com | 5.4 | 6.7 | 5.8 | 7.1 | 7.9 | 6.0 | 5.8 |
| Best rating of comments on TripAdvisor | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 10.0 | 8.0 |
| Worst rating of comments on TripAdvisor | 2.0 | 6.0 | 6.0 | – | 6.0 | 4.6 | 6.0 |

**Source –** Elaborated by the authors (2015)

Thus, the characteristic of variability is very present and significant, since the services vary both according to the people who provide and to the people who consume. In addition, quality is a complete subjective variable, associated with the individual needs of each person. Another relevant information is that the five comments captured on TripAdvisor regarding HS 4 received the rating 10; therefore, there was no "worst rating" for this hotel. We also noted that the general ratings on TripAdvisor are higher than the general ratings on Booking.com. The fact that, on Booking.com, only customers who actually used the hosting services can post reviews may be a possible explanation for the difference. It is also noteworthy that significant variety was not observed between the ratings received by the first four hosting services, classified by SBClass with five stars, and the last three, classified with four stars. As an example, we can mention the HS 7, with four stars, according to SBClass, but with general ratings better than all the other five-star hotels, both on TripAdvisor and on Booking.com.

## FINAL CONSIDERATIONS

With this study, it became apparent that the term "quality" does not have a unified concept that applies to any segment. On the contrary, several approaches with flexible and adaptable concepts are permitted, by the fact that each individ-

ual develops criteria to form their own idea about the quality level of the object in analysis based on the adequacy of their expectations.

In addition, the degree of customer satisfaction is built from the relation between expectation and experience, understanding the expectation as a reference used by the customer to evaluate if the service is good. This expectation is originated, usually, from a promise, a right or a hope that the customer has, thus creating a gap that needs to be filled for their full satisfaction (CARVALHO; PALADINI, 2012; HECKERT; SILVA, 2001).

In hotel business, one of the elements that influence the creation of customers' expectations is the classification of the hosting services certified by SBClass. The number of stars at the entrance of a hotel creates an expectation on customers about the quality of the services offered, which brought out the interest in this research. Seeking to analyze the guests' perception about the hosting services classified by SBClass in the categories of five and four stars from reviews published on TripAdvisor and on Booking.com, we found that no relevant difference occurred among the ratings received by the four resorts classified by SBClass with five stars and the three hotels classified with four stars.

Thus, by comparing the ratings obtained by the average of ratings for hosting services on the websites TripAdvisor and Booking.com with the categories in which these same enterprises were classified by SBClass, we verified that there is some inconsistency, because, if a customer chooses the hotel in which he will stay through an analysis of ratings obtained on TripAdvisor and on Booking.com, he can opt for a 4-star hotel over a 5-star one, considering that the former received higher ratings. There is a wide variation between the ratings given by the customers in comments posted on TripAdvisor and on Booking.com. The same hotel may receive the rating 10 from a customer, while other might give the rating 2. That is, while a customer says to be amazed at the hotel, another one says to be disappointed and frustrated. Thus, we found that the characteristic of variability of services is very present and significant, because services depend on and vary both according to the people who provide them and to the people who receive them, apart from quality being a complete subjective variable, associated with the individual needs of each person.

This study is an initial effort to understand the quality evaluation process of hosting services, being necessary further research to complement and deepen the theme.

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