

# A Content Analysis on Trip Advisor Reviews of Customer Satisfaction in Sky Ranch Tagaytay City from 2018-2019

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**Abstract:** The study addresses customer satisfaction reviews, engaging with customer feedback, and focusing on Trip Advisor specifically in Sky Ranch Tagaytay City along with tourism customer satisfaction. The study focuses on the lower rates from 2018 to 2019 and determining the reasons for the negative reviews in order to improve the experience for future customers. The researchers' research design is qualitative under exploratory, with 121 Trip Advisor reviews and ratings from 2018 to 2019. The researchers used both manual and automated coding to categorize the data into four categories: corporate image, perceived value, perceived quality and customer satisfaction for all of the gathered feedbacks from Trip Advisor, as well as separating the positive and negative reviews for the sentiments in order to accurately get the feedback of the guests with their experience in sky ranch. In summary, there are a number of issues that must be addressed in order for Sky Ranch Tagaytay to improve their service, including long queues, overcrowding, more attractions so that the customers have a variety of options, and poorly maintained facilities in order to exceed the customer expectation, especially for potential customers, and to provide value for their money. Having solutions to all of the problems would have a positive effect on the whole amusement park. The better the establishment's reputation, the more people are attracted to it.

**Keywords:** Customer Satisfaction, Customer Experience, Amusement Park, Tagaytay City, Trip Advisor.

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## 1. INTRODUCTION

Customer satisfaction is a very important part of a business and the customer must feel that their experience is worth the price, because here it shows you how amusement parks are going to treat the customer right and to give the good service to be able to satisfy them. According to Management Study Guide Customer satisfaction, there would be measures on how amusement parks respond to the needs of the customer for the reason that if the amusement park listens to the customer's feedback and makes some changes the customer is satisfied. Customer Satisfaction has a big role to make the amusement park alive and still operating and also Customers must have an honest review towards the amusement park to make an improvement. Having a good rating on the internet is also important. This would define how good the amusement park is. Most of the Customers would check the ratings first before they plan to go if The amusement park has good ratings and reviews there is a higher chance that they would visit the place. Internet Ratings are also helpful to people who never visited the amusement park.

The study will focus more on lower rates and negative feedback in trip advisors from year 2018-2019. The Researchers gathered the reviews in Trip Advisor to identify the problems of the Sky ranch in their operation "Failure to meet needs and expectations is assumed to result in dissatisfaction with the product or service." (Ilieska 2013) The Researchers aim to identify if the previous guests were satisfied or dissatisfied in being able to figure out the problems of the Sky ranch and to improve their experience while inside the park. Customer Satisfaction is very important to Sky ranch because the guest is most important in any business. Having a high rating on travel review websites is important, especially most people staying in their home most of them are basing on websites whether they would be in Sky ranch for their future travels. "Many review websites have designed peer reviewing systems that allow people to vote on whether they found a review useful in their decision making." (Liu, Z., & Park, S. 2015).

Sky Ranch Tagaytay is an amusement park that is located in Cavite. Tagaytay is known for its cooler temperature. Most of the people love to go in Tagaytay specifically in that said amusement park because it is one of the bucket lists when you go in the south. Best month to visit in Sky Ranch is September to February because of its cooler climate and to witness the Christmas spirit.

The setting of the study is the weekend getaway destination for most residents living in metro manila and nearby provinces like Batangas and Laguna. Tagaytay City is located in Cavite and people enjoy the wide variations of restaurants and Tourist spots that offer the different views of Taal Lake. One of the best tourist spots that offers the beautiful view of Taal Lake is the Sky Ranch Tagaytay. This 5 hectare property is a leisure and entertainment park that offers amazing rides. Dining Restaurants. Horseback riding, food stalls and breathtaking views of Taal volcano. This is a place for kids and adults to spend their weekends. Sky Ranch also offers a gathering called The Venue. The Most Iconic ride in Sky Ranch is the Sky Eye. A 63 meters tall Ferris wheel is the first thing that you would notice when visiting Sky Ranch.

Republic Act No. 7394 which named as “THE CONSUMER ACT OF THE PHILIPPINES” states that “it is the policy of the State to protect the interests of the consumer, promote his general welfare and to establish standards of conduct for business and industry. Towards this end, the State shall implement measures to achieve the following objectives: a) protection against hazards to health and safety; b) protection against deceptive, unfair and unconscionable sales acts and practices; c) provision of information and education to facilitate sound choice and the proper exercise of rights by the consumer; d) provision of adequate rights and means of redress; and e) involvement of consumer representatives in the formulation of social and economic policies.” This study protects the consumers.

Specifically, it would answer the following questions: What are the rating's review of the customers from 2018-2019?; What are the trip advisor reviews on customer satisfaction in Sky Ranch Tagaytay City from 2018-2019 in terms of A. Perceived Quality; B. Perceived Value; C. Customer Satisfaction; D. Corporate Image.

The purpose of this study is to improve the customer satisfaction of Sky Ranch Tagaytay. It would significantly and likely become beneficial to the following.

To the Sky Ranch – This study would benefit the whole amusement park and also to the employees it can help to increase the sales and to uplift the amusement parks name and morale because of the standards set by Sky Ranch Tagaytay.

To the guest - this study would help guests understand the idea of what customer satisfaction is all about and be more knowledgeable on this study. They would also be familiar with what customer satisfaction is in the furniture and other materials.

To the Researchers – This study would also benefit the future Researchers by means of providing up to date information about the study certain to the field of customer satisfaction.

The Researchers objective is to give customers a great experience when they visit Sky Ranch and meet or exceed their satisfaction and to guide the customer on how they would enjoy their visit to Sky Ranch and to reach the customer satisfaction that the guest wants. With perceived quality, perceived value, customer expectation and corporate image would contribute whether a customer would be satisfied with the park's services and rides.

## 2. LITERATURE REVIEW THEORETICAL FRAMEWORK



**Figure 1: Theoretical framework**

The research method that was used is the theoretical framework of Hashed Ahmed Nasser. M, Salniza Bt Md. Salleh, Hamid Mahmood Gelaidan in 2012. This method shows how the customer will be satisfied in the said amusement park. This framework has four sections that makes the customer gain their satisfaction for the amusement park. The four sections are Perceived Quality, Perceived Value, Customer Expectation, and Corporate Image.

The researchers will use the framework by inputting all of the feedback of the customer in the respective area which are the Perceived Quality, Perceived Value, Customer Expectation, and Corporate Image.

According to MBA Skool Team (2019) Perceived Quality is about service and product of the sky ranch. According to Matt Village (2021) Perceived Value is the price of the product and service. According to MBA Skool Team (2018) Customer Expectation it needs to meet or exceed by the customers and According to Brand Equity (2021) Corporate Image the image that holds to their minds when they say a particular place.

According to Younger (2016) having a cheaper or more convenient product will satisfy the customers' experience and also According to Milman (2018) providing a lot of staff in the amusement park will make the customers satisfied. This is the first study that will talk about the satisfaction of the customers in Sky Ranch Tagaytay.

According to Siti Rosyidah Mat Romli, Albattat Ahmad, Arfah Kassim, Razali Ibrahim (2015). Customer satisfaction has three variables are recreational activities, service quality and queue management. In short, an amusement park must have an enjoyment factor and must be suitable for family trips as well. And also in the aspect of safety and security.

According to Eloi Courcoux (2014). In customer satisfaction theme park is giving the chance to the guests to hear their voice, what it means to know, what the factors that they like and dislike in the Amusement Park. This way the amusement park can adjust their marketing & sales and operational strategies. The purpose of this will be a whole and strive for excellence.

According to American Society for Quality (2021) Customer satisfaction it will measure how happy the customer is with the product or service that you offer.

According to Sophia Bernazzani (2019), Customer satisfaction is to measure the degree in which the customer is happy and satisfied with a product, service or experience.

According to Birgit Pikkemaat and Markus Schuckert (2017) Theme parks are important products for the leisure and tourism industry.

### **3. METHODOLOGY**

The Research Design used is Qualitative since the Researchers based on the source that was gathered through a travel review site. Under Qualitative the Researchers chose exploratory form to be used for the reason that it is the first study that will tackle on finding out what are the ways to satisfy the customers' experience in Sky Ranch.

The Researchers' participants are the guests who visited the amusement park in 2018-2019 and posted their reviews in Trip Advisor.

The Researchers data collection would base on a credible travel review website which is a trip advisor that will help the research to make it more legitimate and trusted and researchers choose this one because if the researchers are traveling this is the site that the researchers look first and this is the only site the researcher trusts.

The Researchers gather the data through an online site which is a trip Advisor. The Researchers chose 2018-2019 than 2019-2020 for reasons that a volcanic eruption happened and

The pandemic that led to Sky Ranch Tagaytay temporarily closed. The years 2018-2019 has more relevant reviews which will contribute more to the said study.

Review ratings 2018 – for the year 2018 there 71 reviews in trip advisor. Review Ratings for 2019 – for the year 2019 there are 49 reviews in trip advisor,

Star Ratings from Trip Advisor

Ranges	Star Ratings	Interpretation
4.50-5.00	5 Stars	Excellent
3.50-4.49	4 Stars	Very good
2.50-3.49	3 Stars	Average
1.50-2.49	2 Stars	Poor
1.00 – 1.49	1 Star	Terrible

For the analytical method, the Researchers will base on the reviews of the guests who visited for the year of 2018-2019 in Sky Ranch Tagaytay. For the framework the researchers use the framework of Hashed Ahmed Nasser. M, Salniza Bt Md. Salleh, Hamid Mahmood Gelaidan in 2012.

For the researcher’s ethical consideration, the Researchers did not use any surveys or questionnaires, the Researchers focus more on the reviews of the guests who visited the Sky Ranch Tagaytay from year 2018-2019 in the review website Trip Advisor.

#### 4. RESULTS AND DISCUSSIONS

For the researchers' result and discussion it will focus on the ratings given by the customers who visited Sky Ranch Tagaytay in the year 2018 - 2019

In the year 2018-2019 there are 121 participants that have submitted their reviews that year. And in the year 2018 there are 71 guests who submitted their review and in the year 2019 there 49 guests submitted their review.

Sky Ranch Tagaytay is an amusement park with an amazing view overlooking the Taal Lake however there were a lot of complaints how the amusement park accommodated their guests, most of the guests did not meet their expectations while inside the park.

The researchers based only in Trip Advisor in this study, identifying what are the problems of Sky Ranch Tagaytay and what are the possible effect to their future guests or it may help the guests when it comes to deciding when going to Sky Ranch, The main tool for this study is a trusted review site which is Trip Advisor, the researchers based on the year 2018-2019 due to Taal Eruption and Global Pandemic that affected the year 2020 briefly, there was not enough reviews to gather data for the year 2020.

The Researchers observation towards Sky Ranch for the year 2018 and 2019 show that the Sky Ranch performed ‘‘Very good’’ was the highest but it also shows the poor ratings from the guests who visited the said park. In 2018 it shows here the highest was the ‘‘Very Good’’ but because of the terrible review by the guests it shows the flaws of the Sky Ranch in 2018 on the other hand in 2019 the ‘‘Excellent’’ and ‘‘Very Good’’ ties up in the ratings it show here the ratings were improved for the year 2019 but the terrible reviews were still there. *So, whether or not a review is real or fake, most consumers are persuaded by customer reviews. Additionally, consumers use customer reviews as a guide in determining whether or not to choose a product or service (Bizmap Blog 2020).* It is really important to lessen the negative reviews by listening to their guests and making an improvement to their lacking’s. *The simple truth is that ratings and reviews will always affect consumers. But the choice you need to make, as a business and as a consumer, is to decide how you’re going to make ratings work for you. (Bizmap Blog 2020)*



Figure 2: 2018 Review



**Figure 3: 2019 Review**

Maintaining the safety of the rides are very important to make sure the safeness of the guests and also to avoid future injuries.

*“The Sky eye, needs maintenance. When took the ride I wasn’t scared that it’s high, I was scared because of the sound of the metal that anytime a screw might loose... (yeah scariest feeling ever) I mean people are paying entrance fee and for the rides. And they should be maintained.” (Rhea, 2018).*

According to LeVar (2016) Poor maintenance is one of the most common causes of amusement park and roller coaster accidents. Amusement parks often have several large pieces of machinery that require regular, skilled maintenance work. Rollercoasters are the most obvious examples of this dynamic because of their size, obvious mechanical complexity and the danger they pose to riders when they are not properly maintained.

The researchers observed that the rides were not fun and some rides ask for extra payment if they want to ride a particular ride and also a confusion to the guests saying that it ia a ride all promo but it is not.

*“If you get the ride all promo. don’t expect to be able to ride all. Most fun rides have extra pay” (Tohgy, 2018)*

According to Folk (2019) There are plenty of people that have concerns about the cost of popular rides. Even though there is a lot of demand for these sorts of rides According to Hong Kong Polytechnic University (2016) Visitors are concerned about the theme park ticket price, so they seek value for their money when they visit a theme park.

The researchers observed the queuing and how the park manages the long lines and parking area in their theme park, from their Parking to Restrooms, how they managed a crowd inside their park, in this review shows how the park managed their guests when rush hour or peak season.

*“A lot of queues but no system at all. Parking queue, entrance queue, queue for rides, queue for restrooms. You could not distinguish queue for riding or spectators only. The crowd was considerable but it could not be managed by the administrators.” (Chosa, 2019)*

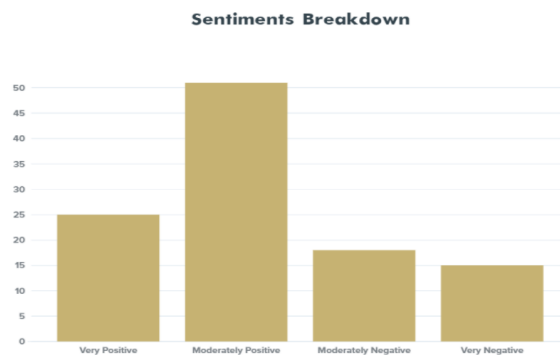
According to Chu, Hung, Lu (2014) Theme parks which consist of massive entertainment facilities thus play a major role for people. It is also frustrating when the number of customers is large enough that one has to wait for a long time to take a favorite ride. The frustration can be significant enough to stop the customer visiting the theme park again. Therefore if queuing can be organized or designed into a mechanism in which people do not repeatedly queue for a ride, satisfaction must be significantly increasing.

The Sky ranch's employees must know how they treat their guests while in the queue and other scenarios. In this review shows how the employee treated their guests while inside the park.

*“Upon entry, you have long disorganized queues and rude attendants who argue about the height limit and accompanying payment for small kids. Paid for all of us just to get in.” (Ernesto, 2018)*

According to Eichenbaum (2018) All parks should have a handbook, given to each new hire and reviewed and signed off on by the new employee and their trainer when introductory training is completed. This review and acknowledgment of your rules and regulations will go far in defending your park in the event of any employee allegation of wrongdoing, as well as being helpful when you are called upon to defend your employees’ alleged wrongdoing.

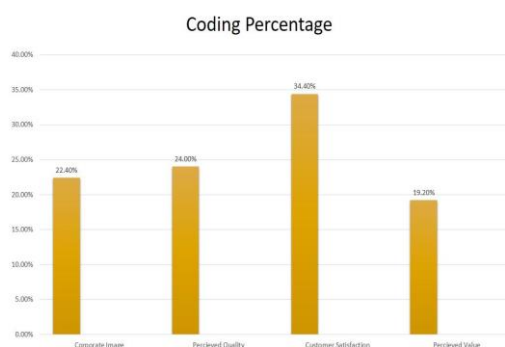
The Researchers reviewed every single ratings to find what is the real experiences of the guests towards to theme park by basing their reviews the Researchers found out that most of the guests who visited the park for the year 2018-2019 were ‘Moderately Positive’ It shows here that most the guests were not fully satisfied by their experience because of the queuing system of the amusement park, the treating of the employees towards to their customer while inside the park, and to their pricing of their rides most the guests thought that it is now worth it to pay for their rides there still ‘Moderately Negative’ and ‘Very negative’ that still affects the future guests for their decision-making whether they will visit the park or not for their future travel. According to Lucjan Kierczak (2021) nowadays when social media play such an important role in making decisions it’s crucial to keep an eye on the quality of customer service you provide. If you don’t care about customers’ satisfaction, don’t expect them to care about your services or products. And also according to Courtney Gupta (2020) Customer service is the act of supporting and advocating for customers in their discovery, use, optimization, and troubleshooting of a product or service. It’s also the processes that support the teams making good customer service happen. The goal of customer service is to foster better customer relationships.



**Figure 4: Sentiments Breakdown**

The Researchers gathered with the use of coding in Trip Advisor’s reviews to conceive Sky Ranch’s performance from 2019-2018, It shows in figure 8 that the ‘Customer Satisfaction’ is the highest with 34.40% this means that the guests posted how satisfied the guests were, but it does not mean that the customer were automatically happy with their trip inside the Sky Ranch, the researchers also coded the sentiments to breakdown the reviews in Trip Advisor whether they are happy or not, there are very negative and moderately positive in the

Findings, this shows that the guests were not satisfied with their trip nevertheless most of the guests were moderately happy with their trip. The lowest in the finding is the Perceived Value only got 19.20% this means that some customers’ base on the price of ticket, rides, or the food price of the amusement park whether they are satisfied with the price or not, this is also important to those guests who are budgeting their money before going to an amusement park. The concept of customer satisfaction has received a great deal of attention in the literature since it strongly influences consumer purchase intentions and customer retention (Solnet, Kandampully, Kralj, 2010), dissatisfied visitors will choose alternative destinations in the future. Thus, revisit intention is an essential factor in determining the future of theme parks. (Kangli Qu, 2017) Sentiments hold an important role because this will know if the guests are really satisfied



**Figure 5: Coding Percentage**



## 5. CONCLUSION

The Researchers' objectives are to give more background to the future guests of an amusement park to maximize their experience while inside the park, explaining the real importance of online reviews in a travel website trip Advisor; most people depends their decision on trip Advisor especially today, people look for a high-rating attraction and they will based on the ratings in travel website. According to Khalid Saleh (2019) 90% of consumers read online reviews before visiting a business. And 88% of consumers trust online reviews as much as personal recommendations. Guests' ratings will also affect the decision making of the future guests by their rating whether they are satisfied or not especially there are ratings that they are disappointed that will may drag the expectations of the future guests. According to Gaetano Dinardi (2021) through social media and customer review sites, customers easily share their best and worst experiences about a brand.

According to Festival Snobs (2018) "Going to amusement parks is fun at any age. The availability of activities feels like they're never-ending and there are lots of things to do with friends and family." The majority of Sky Ranch's customers are families and large groups of adolescents. Consumers will encounter people from all walks of life when visiting an amusement park. It allows them to have a good time while also allowing them to overlook their childhood memories. Sky Ranch's performance was examined by the researchers, and the results were moderately positive. It implies that the amusement park still has a lot of room for improvement. Consumer expectations should reflect what an amusement park has to offer. As stated in Runrun.it Blog by Timothy Ramos (2020) "Feedback is a manager's best tool, but it's only effective when it's delivered properly." Negative consumer feedback cannot be avoided, it can be used to learn how the establishment can do better for future customers, and the best way is to improve their experience, loyalty, and trust, all of which will have a positive impact. In line with Freshdesk.blog by Michael (2018) "Customer trust and loyalty are essential for building a successful business." It may also help to reduce negative feedback in the future.

The main implication obtained from this study relates to satisfaction of the guests in Sky Ranch Tagaytay, making their money worth it and having a memorable experience while inside the park, the main problems of Sky Ranch Tagaytay are overpopulated resulting a long queues in rides, entrance and parking during weekends or holidays. The park is also crowded and some of the facilities are not well maintained. Having crowded places seems to be popular or in demand, the more consumers go to an establishment the more they attract future customers. However, having an over populated consumer can affect the overall experience and can have a bad impact on the amusement park. Having more attraction may reduce overpopulated in an establishment, the consumers can have choices on what activities they prefer According to Adu Milman (2020) "Survey data indicates that perceived crowding has a negative effect on internal access or navigation of the theme-park experience, while perceived popularity has positive effects on internal access, outdoor entertainment, and retail practices aspects of the theme-park overall experiences."The purpose of this study is to improve more of service quality and to give to the future guests what they deserve. According to Khadka, Maharjan (2017) "*The customer plays a crucial role in the market chain process. To make it clearer, satisfied customers are the ones who create the possibility of new customers.*"On this conclusion there are a lot of stakeholders who will benefit from this study not just on other amusement parks but also to other business establishments. Feedbacks are very important. According to Khadka, Maharjan (2017) "*Investment to loyal customers brings advantages to the business such as growing effectiveness and profit of the business.*" It is a way to know the strengths and weaknesses of the business. As shown on the sentiments breakdown there are some moderate / very negative feedbacks. It needs to have a plan to reduce the amount of that feedback. About the services and prices of the rides and products like fixing a queue every ride to avoid long lines and have a ride all you can ticket at an affordable price. The comfort of the guest is important in that way it can reach the customer's satisfaction. According to Khadka, Maharjan (2017) "*At the same time, creating a comfortable environment between customer and company is vital.*"The weaknesses of the study is some of the respondents using dummy accounts and doing some troll comments and having false feedback may affect the establishment. Misinformation, most of the time people always look for the reviews and recommendation before they consume or go to the place. According to Alice berg (2021) "*Once you notice a couple of frustrated customers don't let them think you're sweeping their problems under the rug. Show your empathy to apologize and fix the issue*". Bad reviews can affect future customers and the reputation of the business. They can get insights from previous customers that can confirm or deny their positive and negative thoughts. According to Alice Berg (2021) "*No doubt that customer decision making progress is significantly influenced by customer's review*". In this industry, positive reviews act as a form of defense and negative reviews provide feedback on what they can do to enhance the product or service that they offer to the consumers. All businesses establishment should provide a fair and equal service to positive and negative reviews and help build credibility to trust among customer reviews. This is to ensure that customers will worry less and reduce doubts when it comes to the reviews from their online source.

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