Comparing the Tweet and the Experience. A Case Study @hrhbali 2019

Yuli Harwani[1]   Purwanti Dyah Pramanik[2]   Rina Suprina[2]   Arissetyanto Nugroho[1]
1.Department of Management, Universitas Mercu Buana, Indonesia
2.Department of Hospitality, STP Trisakti, Indonesia

Abstract
Social media tweet is the marketing communication channel targeted to the consumers. The tweet @hrhbali, a luxurious hotel in Bali, analyzed and showed findings related to the dominant attribute proposed. This research was utilizing a mystery shopper to experience staying in the luxurious hotel and compare the attributes findings from the previous study to the experience of staying in the hotel. The results show that there are much detail and rich experiences compare with the previous research findings from the unstructured tweet dataset. This finding indicates that even though there is the right social media and channels of marketing communication, nevertheless, to deliver rich and detail experiences, stories should be written and delivered to netizen to improve the persuasiveness for the consumers to stay in the luxurious hotel.
Keywords: @hrhbali, Experience, Attributes, Comparison, Hospitality
DOI: 10.7176/EJBM/12-2-02
Publication date: January 31st 2020

1. Research Background
The previous research findings for @hrhbali show that twitter delivers the element of promotion, product, and people for the period 2018 (Nugroho, Sihite, & Harwani, 2019). @hrhbali emphasis on posting customer reviews to develop the trust of the netizen for the excellent quality of service and develop a good impression. These findings show that the customer's experience and their willingness to post the tweet is the main content delivered @hrhbali. Nevertheless, the research that explores the @hrhbali unstructured tweet dataset should be further confirmed by conducting Field research and experiencing staying in the hotel.

Being a customer is a term that could improve company competitiveness (Slater & Narver, 1999). The concept of customer-centric originating from the product, sales, marketing philosophies, the focus is essential for improving the relationship between the company and the customer. A good relationship between the company and the customer, build the trustworthiness of the customer and develop a competitive advantage (Algharabat, Zamil, & Vasista, 2015) (Sihite, Assauri, & Halim, 2018). The accumulating knowledge of the customer that earns from the right relationship building will further improve the company's competitiveness.

An organization that committed for the consumers, and planning to develop a customer-centric organization, should make the goal of being a customer a focus as a focal point in every promotion conducted (Goetsch & Davis, 2014). Nevertheless, the research on being customer, experiencing as the customer is scarce. Therefore this research is trying to report the journey as being the guest of the Hard Rock Hotel Bali. The research is the follow-up research conducted @hrhbali. Since the previous research focused on exploring the unstructured tweet dataset, the findings of the research show that there are many reviews and comments delivered from the consumer @hrhbali. Therefore, by being a customer, this research will improve the missing part of the experience related to the reviews and comments of the customer.

2. Theoretical Review
The findings from January to December 2017 research show that there is a combination of party, music, and fun delivered from the @hrhbali social media (Nugroho, 2018). Furthermore, the follow-up study from the period of January to June 2018 (Figure 2) shows that there are elements of promotion, products, and people delivered from @hrhbali (Nugroho et al., 2019). There is the consistency of the product promoted, which is related to the party, music, and fun. These findings extracted from different period dataset, which is some of the data set come from 2017, and some of the data set come from 2018.

The research is a different observation of research utilizing a social media dataset, well known as the big data (Xiang, Schwartz, Gerdes, & Uysal, 2015). Therefore the research to explore the experience @hrhbali by visiting and experiencing Hard Rock Hotel Bali from the mystery shopper perspective is necessary.
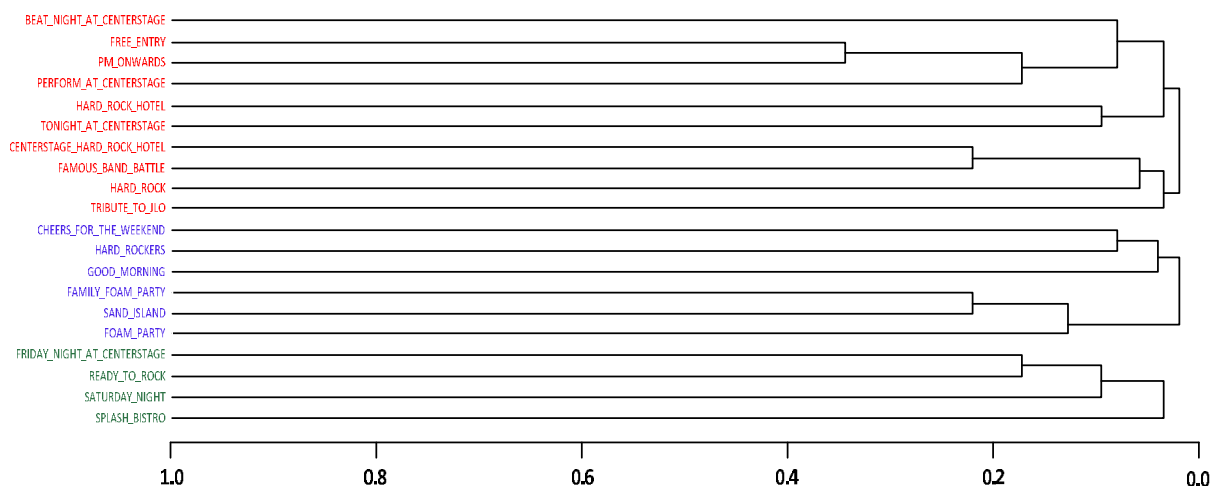
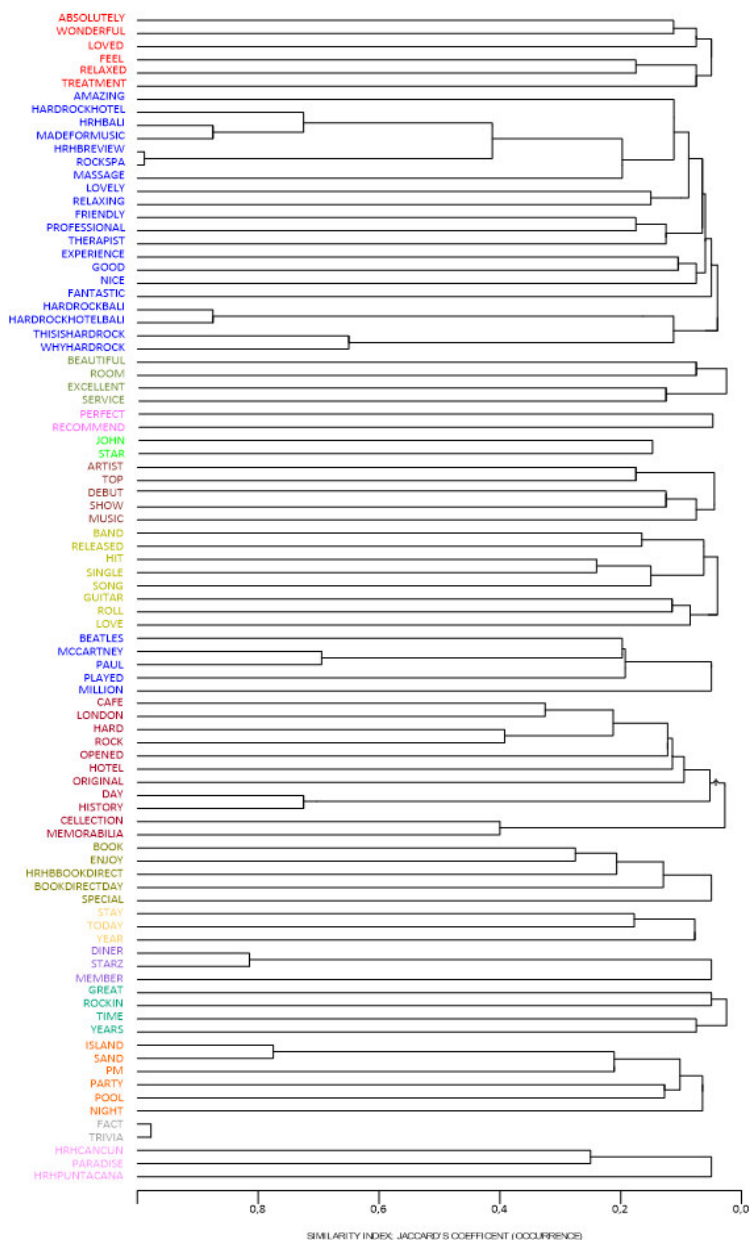**Figure 1**. Dendogram @hrhbali January to December 2017

Figure 2. Dendogram @hrhbali January to June 2018

Mystery shopper

An organization could use the mystery shopping method to measure the quality of the service process. This method considered an excellent method toward the quality of the salesperson and also the quality of the service. Therefore the method conducted regularly (Blessing & Natter, 2019).

MSPA reports that, overall, there are 1.5 million mystery shoppers worldwide (MSPA, 2018). The application of this method conducted to a variety of industries such as leisure, hotel, and hospitality. The mystery shopper is an anonymous, secret shopper that visits the service stores and act as a regular customer. While acting like a typical customer, the mystery shopper observe the process of the services, interacts with the service provider, and recording the observations from every aspect and experience based on the detailed questionnaire (Finn, 2001).

Since the mystery shoppers engage actively in the process of the services, therefore they can evaluate every specific detail of the service process. The research method is different between the mystery shoppers and real shoppers. The mystery shoppers will pay attention to every detail. In contrast, regular customers are not going to recall every particular aspect of the services.

This contribution improves the quality and evaluation of the service process. Moreover, some literature supports the thought that the mystery shoppers program improves service performance (Wiele, Hesselink, & Iwaarden, 2005).

Nevertheless, the academic marketing journal published in terms of the mystery shoppers is still scarce. Wilson is the most cited researcher on mystery shoppers (Wilson, 2001) (Wilson, 1998a) (Wilson, 1998b). Furthermore, the application of the mystery shopping also has some biases related to the storage of information, the encoding of information, the retrieval of information by the mystery shoppers (Morrison, Colman, & Preston, 1997).

Therefore the mystery shopper findings affect the reliability of the results. Some researchers say the mystery shopper method is more cost-effective compared with the customer survey. Nevertheless, it is not sufficient to only using several mystery visits to measure the overall quality of the service process (Finn, 2001) (Finn & Kayandé, 1999).

Since there is a variety of the application in the service interaction between the consumer and the producer, variety of problems, therefore to increase the reliability of the findings we should make more mysterious visits and finally the reliability will improve.

The research conducted (Blessing & Natter, 2019), show that there is a difference between the customer survey and the mystery shopper findings. The findings show that the mystery shopper did not correlate with customer satisfaction.

Some of the reason for these findings difference is because the mystery shoppers is not a real customer. Therefore there are varieties of needs embedded as the customer itself. There is also a limitation of the mystery shopper since there is a bias of information encoding related to the service interaction.

Therefore this difference should be managed to make the mystery shopper an effective and cost-efficient method. Furthermore, it meets the excellent reliability of the method.

Nowadays, the customer could deliver a complaint or refuse it related to the services on the social media platform. For the hospitality and tourism industry, many online travel agents are delivering a question related to the services. The question is a customer survey delivered after experiencing the service process.

The application of reviews and comments data is growing since data is broad in quantity, and also it is based on the experience of the consumers. Therefore, the customer will deliver accurate reviews and comments related to their experience.

Nevertheless, the mystery shopper also has a distinctive aspect of measuring the quality of the services since the mystery shoppers pay attention to every detail. Moreover, the consumers will only respond to the reviews and comments that favor the most. There should be a modified method between the customer survey that have excellent reliability and the mystery shoppers that pay attention to the detail in term of the service experience (Hult, Sharma, Morgeson, & Zhang, 2019).

3. Research Method

The idea of mystery shopping activity is to improve the experience related to customer service. An observation related to the activities, the interaction between the customer and also the customer service staff will enrich the experience of consuming the services (Porter & Heyman, 2018).

(Walter, Edvardsson, & Öström, 2010) stated that the customer experience defined as the customer's direct and indirect experience of the service process, the initiation and the facilities, and how the consumer interacts with the service form and the person that he and the other customer.

The method proposed for the research is experiencing every aspect of consuming hotel services. There is the guest who is the researcher and also becoming the mystery shopper visiting the hotel, making notes and documentation related to the experience concerning services in the hotel.

The method supported by (Johnston & Clark, 2008) stated that customer service is operational and also

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process-oriented and not online based on the customer service experience encounter by the company or organization.

From experience consuming the hotel services from the first pre-visit experiences until post-visit experiences, there will be varieties of features and dimensions that create consumer satisfaction. This finding compared with the attributes of the findings from the previous research conducted from the @hrhbali twitter data set.

4. Results and Discussion

@hrhbali visit in front of the hotel entrance, there is a security/guard who checks the car that will enter the parking area, and there is a parking lot. The parking lot at Hard Rock Hotel Bali is not large enough, and there is no difference in parking between visitors who stay at the hotel or visitors who only come to the hotel, there is no parking lot/basement for the car park area. Then enter the Hotel area in front of the hotel there is a circular guitar ornament that reads Hard Rock Hotel surrounded by a small park. Hotels in Hard Rock are not as high as hotel hotels like Jakarta. Hard Rock hotel only has six floors.

Moreover, after entering the main door to get to the lobby, there is a hotel maid who welcomes and asks guests whether it comes to check-in today. The front office asks the guest to leave luggage or brought luggage to the custodian in front of the main entrance of the hotel. They are counting the number of suitcases carried and handing over the card to collect the luggage. Furthermore, advising guests to check-in at the lobby. After finishing checking in and getting a room key, the bell boy will deliver the guest's luggage to the room.

The main door does not directly lead to the hotel lobby; the hotel lobby is on the left side of the hotel entrance and to the right of the hotel entrance access to the swimming pool. Hard Rock Hotel has a hotel lobby that is not very wide with glass doors and red carpet. The road to the hotel lobby from the main door is not so far with the wall leading to the hotel lobby with ornamental guitars and paintings/statues of famous band artists throughout the world and local band artists. There is three hotel reservation staff who assist the process of checking in and checking out guests with the receptionist who can speak a variety of languages such as English and Chinese language.

For the check-in process for reservations, receptionist staff will ask how many guests will stay, and the receptionist staff requests an ID Card or guest identification is like a KTP / Passport. Then copy the guest ID card and return it to the guest. The policy for Hard Rock Hotel Bali room check-in processes at 3:00 p.m. Guests can get a room key. However, if the previous guest requested a request listed on the hotel voucher for early check-in, the receptionist would help find a room that is ready/available by inviting hotel guests to wait a while.

After the room key received, the reception explains the guest about room number, position/place of the room, and the hotel facilities available. The welcome drink available at the center stage, which is above the bar where the music performance is late afternoon, the center stage location is in front of the main hotel entrance. The receptions also explain the benefits obtained, such as wifi passwords, free towels, free mini theater movies, fitness centers, children playroom storage.

Behind the receptions table, there are world clocks such as Japan, Dubai, Korea clocks, currency exchange rates, and there are two chairs and 1 table for the guest lounge. After checking guests go to luggage storage, and Bell Boy will deliver guests to the hotel room. For rooms in the Hard Rock Hotel, two buildings merge the first building in front of the hotel entrance, namely wings one and other room buildings are in wings two are in the hotel lobby.

Hard Rock Hotel in Bali has several types of rooms offered to a guest to stay (add a room type in Hard Rock Bali). Furthermore, the area of the room only accessed using a room key card; guests presented with the facilities located in the room belongs to a Hard Rock Hotel in Bali.

There are coffee machine with information on how to make coffee, a Bluetooth radio, with one bed, one long sofa, a chair, and a small table, then a bathroom with complete amenities, with design Balinese hotel hard rock nuanced rooms such as pillows and kimono symbolized by a small guitar with a detailed wooden list to muffle the audio. Room window with garden view in the hotel, bathroom with aesthetic design in black nuances, light design, with shower and glass wall, then in the shower wall to sit it functions as a sauna in the bathroom. With a deluxe premium type, the double room renovated. The large television display a welcome sign with the guest's name. A full minibar that is not free, at check-in guests, will be offered to deposit if using a minibar or if not save a deposit when guests use the minibar payment paid at the checkout. On the hotel mattress, there is written / information for guest rules if using tattoos, and the tattoo makes the bed sheet dirty, or influence any hotel room facilities will be subject to a penalty with the number of penalties listed on the hotel information paper.

The exciting part of the experience in the Hard Rock Hotel is the in-room coffee maker. It is a sophisticated coffee maker that the guest of the hotel could experience making coffee. There is an instruction on how to make the coffee, and also two pairs of coffee packs available in the room. Unlike the other hotel that only provides a water heater and also packs of coffee, this hotel provides DeLonghi machine and also stories related to how the authentic Italian espresso come to life.

There are steps to brew a great cup of coffee. There are five steps written in English and the Indonesian

language, the instruction helpful for the guest of the hotel to make their coffee with ease.

The room also provides 2 cups of coffee. One cup for the espresso, and one for the regular coffee. The room provides an experience of relaxing with drinking and espresso inside the room.

Another interesting information provided in the room is related to the variety of activities the guest could experience. There is a Hard Rock Roxity, a kids club. A place for the kids to play that have a hard rock nuance. There is also a boom box, a place for the guest to record karaoke. Rock Spa, Sunset Point, is a place in the hotel to hang out, located on the higher floor where the guest could see the sunset from across the sea. Splash Bistro, a restaurant and barbecue beside the pool, there is also a Jamie's Oliver Italian Kuta beach, An open kitchen located on the higher floor that provides Italian food.

Furthermore, there are Starz deli dining, the shack dining located at the tip of the sand. The Centerstage, a bar-restaurant that could provide guests with a variety of foods. Overall, Hard Rock Hotel Bali provides guests with a variety of places to dine, hang out, and experience a variety of experiences in the hotel.

Some information related to the daily activity schedule also provided for the guest to join the Water Aerobics, Rock Wall Climbing, Water Volleyball, Rockstar Olympics, Beach Volleyball, Water Polo, Movie Night, Water Aerobics, Pillow Fight, Pajama Party, Fun Soccer Beach, Hand Paddy Boat Race, Board Tug of War, Ultimate Foam Party, Golf Putting, Walk on The Water, Kids Show Rehearsal, Roxity Kids Show, and Bingo.

Variety of these games provided to improve the experience of the guest in the hotel. The activity scheduled differently every day, therefore the guests that stay in the hotel for several days will not be going to get bored for the same daily activities. The activity starts from Monday to Sunday.

There is much merchandise provided in the room, such as a good design umbrella, sleeper, the towel, and many more items that are associated with the Hard Rock Hotel Bali. Since all the items are interesting and have a good brand of Hard Rock Hotel, the guest offered a replacement price list if they want to use or to buy the item. A piece of paper related to the information about the prices for each item also provided in the room.

Furthermore, there is also a piece of information related to the question and answers provided in the room; they also provide a medical clinic on-site, 24/7 support for medical needs. Moreover, all the areas are smoke-free that support a healthy environment in the Hard Rock Hotel Bali.

The room has provided many experiences and information related to hospitality and experiences. There is information related to the dining experience, musical experience, and also a technology experience such as the coffee maker, dining menu displayed on the TV, and also a bathroom utilized as the mini sauna.

There are many experiences, just inside the room, in which the guests can enjoy hearing a piece of good music with Bose technology audio speaker and also drinking espresso and experiencing the sound for several minutes of relaxation.

Nevertheless, many of these detail experiences did not occur in the findings of the previous research. Moreover, the experience of being a mystery shopper has provided a rich detail of services provided to the guest.

5. Conclusion

A rich and detail experience related to the variety of offerings from the luxurious hotel will only recognize if we are experiencing staying in the hotel. Nevertheless, to improve the willingness and to persuade the consumer. Therefore the hotel needs to enhance and foster the stories related to the experiences by providing an incentive to write stories. These stories should come from the guest that willing to write and share the stories in social media like Facebook, Twitter, and also Blogs and reviews of the trip adventure. Furthermore, social media has supported this kind of activities, by improving the accessibility and also the response of writing stories and delivering the stories to netizens via social media.

Experiences from the stories are authentic and also a novel and confession from the guest. Therefore these stories related to the satisfaction of the guest. Some of the research state that it is essential to look at the stories as new variables that relate to guest satisfaction (Oh, 1999). Some research findings show that online travel blogs is a search of qualitative data that could explain the like and dislikes related to the consuming experiences (Pan, MacLaurin, & Crotts, 2007).

Furthermore, online customer reviews also could influence consumer behavior and determine the performance in the hospitality and tourism industry (Browning, So, & Sparks, 2013; Sparks & Browning, 2011). Since this is the right way of influencing the consumer, therefore many online travel agencies allowed posting, ratings, and reviews related to the experiences of the hotel properties.

Finally, the research of the luxury hotel should improve the research method by utilizing the blogs, stories, and also a long format comment on Facebook. Further research findings should conducted by utilizing the varieties of social media data set.

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