Online Complaints on Hotel Services in Indonesia: A Comparison Study of Asian and English-Speaking Country Visitors

Agita Risma Nurhikmawati[1], Dhika Puspitasari[2]

[1] Universitas PGRI Madiun, Indonesia; agitarnurhikmawati@unipma.ac.id
[2] Universitas PGRI Madiun, Indonesia; dhikapuspitasari@unipma.ac.id

ARTICLE INFO	ABSTRACT
Keywords: Complaint; Hotel Service; Online Review; Travel Site *Article history:* Received 2023-06-03 Revised 2023-07-22 Accepted 2023-08-16	Communication in the Indonesian hospitality industry impacts on the growth of domestic and foreign tourists' number who visit the country. And one of the communication forms in this business is visitor review on hospitality platforms. This review offers several advantages since, for example, hotels will be able to find out customers' levels of satisfaction, needs, or complaints on hotel services and facilities. And these aspects can be used to evaluate the business' performance in gaining profit. Based on that urgency, this study aims to investigate the complaint structures and strategies written by Asian and English-speaking country visitors on both domestic chain hotels (DCH) and international chain hotels (ICH) in the TripAdvisor page, an international-based travel site. Furthermore, a qualitative descriptive research method is employed along with note-taking as the data collection technique, and the theory used is the complaint speech act strategy presented by Trosborg. The results of this study indicate that the complaint structure consists of several components, namely: title, opening sentence, content (complaint sentence), closing sentence, and parting or valediction. In detail, the structure component that appears the least is parting since it is only found in Asian visitor reviews on ICH. While, the most common complaint strategy used by DCH and ICH visitors is annoyance. It can be concluded that there is no significant difference in the use of complaints strategies between Asian and English-speaking country visitors in both DCH and ICH. It happens due to globalization where the world communities carry out high mobility between cultures even though they have geographical boundaries; thus, they are able to influence each other frequently.

Corresponding Author:
Agita Risma Nurhikmawati
Universitas PGRI Madiun, Indonesia; agitarnurhikmawati@unipma.ac.id

1. INTRODUCTION

Identity is how a person defines himself; and the process of identifying is influenced by various factors that surround the person, namely: religion, family, social environment, and culture (Widodo, 2019). Specifically, the identity of one human being will be diverse from another due to the above factor distinction. However, identity can also be seen broadly, for instance: the identity of Asians will be different from Europeans. This identity difference becomes the concern of institutions' public relation division especially in the hotel industry in today's borderless era. This industry must accept and be aware that the flow of information is now fast-paced so that they will be attended by potential customers who come from different cultures. They are not only required to provide employees who provide good service, but also who are able to adapt and be considerate to various identities of visitors (M & Effendi, 2020).

In Indonesia, the hotel industry is a prominent sector in the tourism business. The value of Indonesia's travel and tourism business have been estimated to increase by 33.8% or approximately 88.5 billion USD by 2022 (15th Food & Hotel Indonesia to Promote New Form of Hospitality, Culinary Trends | Indonesia Investments, nd). Moreover, this business is claimed to be the country's largest foreign exchange earner which is usually obtained from palm oil in 2019 (Press Release, n.d.). Apart from being a foreign exchange contributor, the tourism sector also absorbs approximately 9% of the national workforce (Indonesian Tourism Industry | Indonesia Investments, n.d.).

Those two significant factors above, the establishment of qualified hotel services and the role of tourism in Indonesia, are the reasons why related research needs to be carried out. Furthermore, the studies on online complaint have been conducted by several previous researchers, as the examples: the online complaint about mainland China hotels and its relation with Chinese and non-Chinese cultures (Au et al., 2014), the complaints which are usually written with the positive reviews and followed by suggestions rather than threats in the US (Vásquez, 2011), and hotel managers' perception on online reviews from 5 different countries (Gössling et al., 2019). On the other hand, there are several research on responding to complaints, namely: how national and international chain hotel management in Indonesia apologizes for visitor complaints (Puspitasari dkk., 2018) comparison on how European hotel managements respond to negative reviews (Cenni & Goethals, 2020), and restaurant owners respond to the online complaints using sociopragmatic approach (Hopkins, 1993).

Therefore, to continue those previous research and be more specific, this study investigates complaints using the linguistics approach by comparing the ones submitted by Asian and English-speaking hotel visitors through a travel website and application platform, the TripAdvisor. The complaints are analyzed using the theory of speech act strategies by Trosborg (1994). These strategies consist of: hints, annoyance, ill consequences, indirect accusations, direct accusations, modified blame, explicit blame of the accused's action, and explicit blame of the accused as a person. Trosborg (1994) described the strategy *hint* shows that the speaker uses clues of the thing he is complaining about. In this case, the complaint is not explained explicitly and briefly in the speech so that the hearer does not feel or realize that the complaint is directed at him. Meanwhile, the *annoyance* strategy depicts that the speaker expresses annoyance by pointing directly at a thing or object that is inappropriate without mentioning that the hearer must be responsible for his complaint. Furthermore, in the third strategy that is *ill consequences*, the speaker expresses the impact caused by the hearer's unpleasant behavior to him. The *indirect accusation* strategy explains that the speaker uses an interrogative sentence related to the matters which are being complained about. This action functions to accuse the hearer of doing certain behavior which then results in negative impacts to the speaker. As the opposite of the indirect accusation, *direct accusation* strategy exhibits where the speaker directly accuses the hearer of inappropriate behavior they have done. The next complaint strategy is *modified blame*; it happens when the speaker expresses his feelings of sadness towards the hearer's actions by changing or providing alternative actions desired by the speaker. Furthermore, in *explicit blame of the accused's action*, the speaker states explicitly that the hearer's actions are bad and unpleasant as well. The last complaint

strategy is blaming people explicitly or *explicit blame of the accused as a person*. This shows the speaker states explicitly in his utterances that the hearer is an irresponsible person.

The results of this research are expected to be able to provide an overview for hotel management on what are visitors' expectations during their stays and how to receive and provide feedback on visitor's complaints so that in the end a policy can be made or improved. This policy can be implemented to assist the relevant divisions or departments to escalate the effectiveness of hotel services. Indirectly, the qualified standard operational procedures will bring the rise of hotels' occupancy and revenue.

2.   METHOD

This study used a descriptive qualitative method. Research in this category is intended to describe language texts naturally based on the corpus of data and then analyze them in order to produce a conclusion or pattern. The descriptive term suggests that the research is carried out solely based on existing facts or phenomena that are empirically alive in the speakers so that the resulting language description is like a portrait or depiction as it is (Ningsih, E. W., Sudaryanto, A., Kep, S., & Setiyawati, 2013). In addition, qualitative research refers to research whose findings are not obtained based on statistical procedures or other quantification tools. It can examine a person's life, story, behavior, or interactional relationship. In this context, this research described and examined online complaints which are written by Asian and English-speaking hotel visitors, and then compared them so that the results portrayed the phenomena on the specific platform used.

The data from this research were taken from the TripAdvisor travel site (www.tripadvisor.com), specifically on the "review" menu on the information page of particular hotels. This menu itself contains two sections; the top section is where customers can write new reviews about their experience staying at the intended hotel, while the bottom section contains reviews that have been written by previous visitors and arranged by the time. Moreover, this American company which established in 2000 was chosen due to several reasons: it is the biggest hotel review platform in the world (*These Are The Best Hotel Review Sites In The World*, n.d.); TripAdvisor has Review Express program to increase review volume (Vishnevsky & Beanlands, 2004) where this review benefits for the hotel; and it has proven by several studies that its online reviews provide impact on hotels' revenue (Xie et al., 2017).

Furthermore, qualitative data can also be modified into quantitative form, but the analysis and interpretation are still described qualitatively; and they are commonly gained through various techniques such as observations, interviews, and documentations (Guba EG & Lincoln YS, 1994). The hotel reviews which were taken as the data in this study must contain complaints and be written by Asians and English-speaking country visitors. Observation and data documentation, especially note-taking techniques, were used to collect reviews containing complaints about the services of several two, three, four, and five-star hotels, which were included in domestic chain hotels (DCH) and international chain hotels (ICH) in Indonesia. The collection was done from March 2015 to April 2020 in order to ensure the variety and completeness of the data. In total, there were 94 complaints found on DCH, consisting of 50 from Asian visitors and 44 from English-speaking country visitors. Meanwhile, on ICH, it found 104 complaints data consisting of 45 from Asian visitors and 59 from English-speaking country visitors.

In analyzing the data, the first procedure was classifying the structures of complaints whether they have title, greeting, opening sentence, content (complaint sentence), closing sentence, and parting or valediction. Next, the content was identified based on its complaint strategies using Trosborg's theories for both delivered by Asian and English-speaking country visitors. Furthermore, the writers compared those results and generated the meanings and then elaborated them by examining the differences between this study and the previous ones. And at last, the conclusion and suggestion for further researchers have been derived.

3.   RESULTS AND DISCUSSION

Complaint Structures of Asian and English-Speaking Country Visitors

In general, the structure of complaints written by Asian and English-speaking country visitors on DCH and ICH consisted of several elements, namely: title, opening sentence, content (complaint sentence), closing sentence, and parting or valediction. All elements are elaborated in this section, except the element of content (complaint sentence) which is explained in the next section. The first element discussed is title; it took form in phrases, including noun phrase (NP), verb phrase (VP), adjective phrase (AP), adverbial phrase (AdvP), and sentences as well. DCH showed more than 54% of the complaint titles were in sentences, either single or compound ones. The example of the title in a single sentence was as *air conditioner not working*, while *good location but the room is very outdated* was an example of a compound. Meanwhile, more than 55% of the data on ICH depicted that both groups of visitors used NPs for titles, for instance: *money worth to spend*. Those two hotel classifications applied AdvP as the least used form. Furthermore, the function of the VPs in the title expressed advice to the hotel management, as in the example *need maintenance*; APs described the nature or character of the service, as can be found in the phrase *not great*. From the title, readers obtain an overview of the contents of the review. The summary of title structures can be seen in table 1; and this table portrayed that there was no greeting found in the data as in emails or letters (Van de Walle, 2008).

Table 1. Structure Of Title

No	Structure	DCH		ICH	
		Asian	English- speaking country	Asian	English- speaking country
1	Noun Phrase (NP)	15	14	4	4
2	Verb Phrase (VP)	4	1	-	3
3	Adjective Phrase (AP)	2	5	7	3
4	Adverbial Phrase (AdvP)	1	-	-	-
5	Sentence (S)	2	4	13	14

The second element of the complaint structure was the opening sentence which appeared before the complaint sentence/ content as an introduction. Theoretically, the opening sentence should be located in a different paragraph from the content. However, based on the data found, reviews both in DCH and ICH brought opening sentences that were attached to the paragraph of the content. This was because not all review writers had language awareness in doing that. In addition, since the nature of this review was informal writing, the writers could express the message in a more relaxed way. There were four kinds of information found in the opening sentence including: (1) the duration visitors stayed at the facility; (2) the time visitors stayed at the facility which could be in the form of date, month, and/or year; (3) the reasons for staying, for instance: had an early morning flight where the airport was close to the facility, recommended by a friend, and stayed for vacation; (4) and/or the brief overview of the writer before getting to review points. Based on the data in table 2 below, most of Asian and English-speaking country visitors of DCH and ICH used duration as the opening sentence of their reviews. It was the easiest information for visitors to remember because they usually write the review down after returning to their hometown. However, it is important to note that the opening sentence was able to contain more than one kind of information.

Table 2. Structure of opening sentence

No	Structure	DCH		ICH	
		Asian	English- speaking country	Asian	English- speaking country
1	*Length of stay*	4	5	3	4
2	*Time of stay*	3	1	2	1
3	*Reasons of stay*	3	3	2	1
4	*Overview of the review*	3	3	9	2

Furthermore, closing sentences functioned to close the review. It is clearly described that not all writers filled this element (see table 3). There were six kinds of information found in closing sentences, namely: (1) other hotels were better in terms of management or service; (2) writers would not return to stay at that hotel in the future; (3) reviewers were surprised or did not expect anything bad to happen at that hotel; (4) reviewers would return to the hotel under certain conditions; (5) reviewers advise readers to look for other hotels; and (6) reviewers advise readers not to stay at the hotel. The variations of the closing sentence in those distinct groups did not show a particular pattern. However, table 3 depicted that information 2 was the most popular among the Asian and English-speaking country visitors of DCH and ICH. In addition, it is important for hotel management to consider what the reviewers wrote down in this element since it has future implications in influencing the perceptions of other potential visitors (García-Pablos dkk., 2016).

Table 3. Structure Of Closing Sentence

No	Structure	DCH		ICH	
		Asian	English-speaking country	Asian	English-speaking country
1	*State other hotels are better*	2	-	-	-
2	*State will not stay in the future*	3	2	-	3
3	*State did not expect the bad*	-	3	1	-
4	*State to go back with several conditions*	1	2	-	-
5	*Suggest audience find other hotels*	-	1	2	1
6	*Suggest audience not to stay*	2	-	1	2

Parting or valediction was the least common component of the complaint structure. It was only found in the Asian visitors' complaints in ICH, and the examples were: *bye* and *thank you*. Therefore, it can be summarized that not all elements appeared in the complaints/ negative reviews. In total, there were five forms of complaint structures which can be seen in table 4. In general, the complaint structures between Asian and English-speaking country visitors on DCH and ICH were similar. The structure which most widely used by those two groups was structure 4 *the title – the content,* and this happened because of several factors. First, the format for submitting complaints on Tripadvisor has been determined by a system where the researchers only focused on two open-ended questions, namely "title of your review" and "your review". This format more or less led visitors to write reviews based on what the system asked. Second, the context of this review was informal so that visitors were not required to complete other sections because they are considered unnecessary. As the examples, greeting and parting should be included in official letters, but they were mostly left out in this context. And the last factor, visitors today had more freedom to criticize the services they obtained even without softening the language (Nghiêm-Phú, 2018).

Table 4. Structure of complaints

No	Structure Types	DCH		ICH		Total
		Asian	English-speaking country	Asian	English-speaking country	
1	Title, opening sentence, complaint sentence, closing sentence	3	6	3	7	19
2	Title, opening sentence, complaint sentence	5	6	9	3	23
3	Title, complaint sentence, closing sentence	4	2	1	1	8
4	Title, complaint sentence	12	10	9	13	43
5	Title, opening sentence, complaint sentence, closing sentence, parting	-	-	2	-	2

Hotel reviews can be positive and/ or negative; and the negative ones, or we can call them complaints, have a greater impact on potential visitors. The classification of complaint strategies contained in the content/ complaint sentence was classified into 3 groups based on their frequencies, namely: strategies that were frequently, moderately, and rarely used. The strategy that obtained more than 30% was identified as *the often used strategy*, while the strategy which reached 14-30% was classified into moderate; and 0-13% was in the rare category. This grouping served to facilitate the identification of the distribution of strategies which were then used to describe meaning (Sumantri dkk., 2020). Based on the data, the hotel visitors did not only apply one strategy in conveying their complaints, but it was common that they also used two to four strategies at once. The complaints strategy of the Asian and English-speaking country visitors on DCH can be seen in table 5 below.

Table 5. Complaint strategies of Asian and English-speaking country visitors on DCH

No	Strategies	Asian		English- speaking country	
		Total	Percentage	Total	Percentage
1	Hints	4	8%	2	4.5%
2	Annoyance	21	42%	20	45.4%
3	Ill consequences	7	14%	11	21.2%
4	Indirect accusation	-	-	-	-
5	Direct accusation	-	-	1	2.3%
6	Modified blame	5	10%	2	4.5%
7	Explicit blame of the accused action	3	6%	3	5.8%
8	Explicit blame of the accused as a person	10	20%	5	11.36%

The complaint strategy delivered by Asian and English-speaking country visitors on DCH which could be classified as frequently used was *annoyance*. By employing this strategy, visitors expressed their dislike of hotel services or facilities without asking the hotel management's responsibility as the opposite speaker. The expressions of annoyance related to the services included: the length of the check-in process, the limited working hours for room-service, no place to relax, and the slow making process of food. Whereas the annoyance for hotel amenities were namely: the leaking rooms, the non-functioning toilet flushes, poor food quality, zilch teapots, out of service elevators, slow-responding Wi-Fi, thin or moldy walls, no plugs, mold in the showers, leaking ACs, noisy and smelly bathrooms,

dusty carpets, and dirty towels. The example of annoyance in the data can be seen below: _Very low room amenities even the hand basin placed inside the room_.

This sentence showed the visitor directly expressed his frustration that the bathroom facilities were incomplete and he was also disturbed by the presence of a sink in the bedroom instead of the bathroom. Furthermore, the complaint strategies categorized as moderately employed by both groups in DCH were _explicit blame of the accused as a person_ and _ill consequences_. The first strategy surely pinpointed who responsible for the arising problems and in this context was the hotel management. Sometimes, the visitors even referred to specific persons, for example: the staff in charge of breakfast, the housekeeping, or front desk staff. In addition, the accused party can also be marked with the pronoun _they_ or _the hotel_. An expression in using of this strategy is depicted in the following form: _Staff knocked on my door, waking me up, even though I had the "Do not disturb" sign on the door_

Based on this example, the speaker blamed the hotel staff for waking him up even though he already put a "do not disturb" sign on his room door. The second strategy classified into moderately used, _ill consequences_, described that the negligence of the hotel management caused unpleasant effects for the visitors. Therefore, this strategy was marked by several key words, namely: _as, since, because, meaning, making, have/had to, made, so,_ and _in order to,_ which basically explained causality between phrases or clauses. Here is the example of _ill consequences_ sentence found: _They put us on the top floor of the hotel meaning we had to drag our extremely heavy cases up 5 flights of stairs and back down again._

The sentence above explained that the visitors ended up dragging their big suitcases one by one since the management gave room on the top floor while the building did not have an elevator. There were four strategies that belonged to the category of rarely used in DCH, and the first was _hint_. It did not explicitly mention bad things, but used significantly subtle, convoluted, or synonymous expressions. The theory states that _hint_ is usually utilized to initiate before the review writers insert a more aggressive strategy (Trosborg, 1994), but the result showed different cases. This strategy was located not always in front but also in the middle, and at the end of the content. One of the examples found was: _3 nights between xmas and new year's was $1400, for that type of money I expected much better_.

That utterance did not mention the specific visitors' loss due to having spent a large amount of money, but he hoped that he should have gotten something more. The term "something" here was not described explicitly in the sentence, therefore the expression was classified as a _hint_.

The next strategy grouped as rarely used by Asian and English-speaking country visitors on DCH was _direct accusation_ where the responsible party was addressed by review writers. In addition, accusation is defined as an expression appearing in a question as the sign of uncertainty or assumption; it could be also translated as the fact which has not been proven (Accusation Noun - Definition, Pictures, Pronunciation and Usage Notes | Oxford Advanced Learner's Dictionary at OxfordLearnersDictionaries.Com, n.d.). To indicate the sign of uncertainty, usually the form of this strategy would be in a question sentence. Thus, by using those interpretations, one example of this strategy can be retracted and seen below: _Guys! one month in advance and you cannot make the beds??_

That utterance showed the visitor's frustration; and he accused _you_, which referred to the hotel staff, of not being able to keep the room order which had been made a month earlier. Furthermore, the third strategy was _modified blame_. The term blame here is when visitors condemn the hotel staff or actions, and they also state alternative solutions so that the problems would not arise in the future. Since this strategy denoted solutions, the keywords usually found were: _should, have to,_ and _need_. The sentence below is a case of modified blame: _Room cleanliness needs to be ensured as this is a premiere hotel._ This expression meant that the hotel should regularly check the cleanliness of the room as the solution to the visitor's frustration regarding the dirty floor and the mold on the walls.

The last strategy classified as rarely used was _explicit blame of the accused's action_. It was almost similar to _explicit blame of the accused as a person_, but this strategy only blamed the attitude or more precisely the behavior of the hotel management. In addition, it could stand by its own in the complaint sentences, but it could also attach to the strategy of _explicit blame of the accused person_ since it was common for visitors to write a complete expression of complaints regarding who was to blame and what attitude made him upset. This is one of the expressions on _explicit blame of the accused action_: _Very_

slow service, one entree forgotten & at one stage couldn't find our bottle of wine. The underlined forms were the negative actions of the hotel staff which bothered the review writer during his stay. The adjectives were almost the same as found in *annoyance*, but in this case, they modified nouns explaining actions. Furthermore, the only strategy not found in the complaints of Asian and English-speaking country visitors on DCH was *indirect accusation*.

The next explanation is the complaint strategies of Asian and English-speaking country visitors on ICH which the summary is presented by table 6 below. The mostly used strategy here was *annoyance*. Based on the data, it was almost similar to what happened on DCH regarding the stuff that visitors complain about, for example: unprofessional security officers, unvaried breakfast menus, problematic water heaters, dirty rooms, poor air circulation in the rooms, and smelly bathrooms. An example of this strategy can be seen in the sample data below: *I was confused upon arrival and very frustrated that the rooms seemed and appeared nothing like the advertisement.* It can be seen that the problem was the hotel room which different from the photos on the TripAdvisor site.

Table 6. Complaint strategies of Asian and English-speaking country visitors on ICH

No	Strategies	Asian		English- speaking country	
		Total	Percentage	Total	Percentage
1	Hints	-	-	-	-
2	Annoyance	17	37.8%	20	33.8%
3	Ill consequences	4	8.8%	8	13.6%
4	Indirect accusation	-	-	1	1.7%
5	Direct accusation	1	2.2%	2	3.4%
6	Modified blame	3	6.7%	2	3.4%
7	Explicit blame of the accused action	7	15.6%	11	18.9%
8	Explicit blame of the accused as a person	13	28.9%	15	25.4%

Furthermore, there were two complaint strategies moderately used by both Asian and English-speaking country visitors on ICH, namely: *explicit blame of the accused as a person and the accused's action*. The former strategy pointed out the parties who should carry responsibility in solving problems, and the hotel reviewers mentioned: *staff, room service, waitresses,* and *receptions*. In addition, there were also several contexts where the parties came from outside the hotel management and it was addressed by using the pronoun *they*. While the latter explicitly showed the unpleasant attitude of the hotel management; in addition, it was found those two strategies always appear together in a sentence as shown in the sample data below. *The staff are cold and unwelcoming*. *The staff* is the person to blame, whereas *cold and unwelcoming* are their attitudes which better not to show to hotel visitors.

Meanwhile, there were four strategies categorized as rarely used by ICH visitors. The first was the expression of *ill consequences* where usually preceded by an explanation of the damaged hotel facilities and then followed by the impact experienced by visitors like in this following example: *The WIFI we managed to connect to but the signal was so incredibly weak that we could not go online to even attempt to log in*. It can be identified that the cause of complaint was poor signal and it led to the effect that the visitors could not browse online.

Furthermore, the second of rarely used strategies was *indirect accusation*; the visitors indirectly accused the hotel management for their unsatisfactory behaviors or facilities. The result reveals that there was only one datum showing this strategy and it was written by an English-speaking country visitor; and the utterance can be seen below. *The area around it is also not cleaned daily.* In that sentence, the visitor implicitly accused the responsible party who should clean the hotel area and surely it must be the hotel staff.

Direct accusation was the third one and marked by the accusing statement to the person who was responsible for visitor complaints, and generally written in the form of interrogative sentences as

shown in the following data. *Have they never been taught manners?* That expression accuses *they* of being in charge of fixing the problems, and it refers to the hotel management. And the last strategy belonging to the rarely used category was *modified blame*. The solutions provided by ICH visitors were generally indicated by the use of the words *advice* and *suggest* as shown in the following data: *Last day I was in the hotel there was a wedding. I woke up at 6 AM!!!!! I suggest to the hotel manager to improve the wedding organization*

That example shows that the visitor was disturbed by the loud noise so he asked the hotel manager to arrange the organized wedding. If in DCH there was no strategy *indirect accusation*, both groups in ICH showed no hint. In general, both groups of DCH and ICH visitors preferred to use *annoyance* as the complaint strategy and it can be seen from the data that there were 42% and 37.8% of Asian, and 45.4% and 33.8% English-speaking country visitors on DCH and ICH respectively who employed it. Moreover, the lowest percentage of *hint* and *indirect accusation* depicted that those two participant groups shared particular things in common. They both tended to be more open and direct in giving negative feedback in these years compared to ten or twenty years ago, especially for Asians (Reisinger and Turner, 1999) where complaints were considered undesirable. It was not only the Asians who portrayed the existence of a large power distance or hierarchy (Samovar et al., 2012) between hospitality providers and visitors, but all consumers basically intended to obtain maximum facilities and services served by hotels. Furthermore, the visitors' satisfaction is one of the success keys to the hotel business development (Ali dkk., 2021; LE dkk., 2020).

Different from Vazquez (2011), this study shows the complaints just simply delivered the visitors' bad experiences; there were neither notable signs of speech acts of warning or threat nor advice or suggestion. In addition, the result of this study is different from the research conducted by (Chen dkk., 2011); fewer strategies were found because their research focused on complaints in general rather than specifically stated as this research did on the hotel business field. Furthermore, this research not only focuses on the complaint strategies but also its structures. The structures exhibit a particular pattern that can be reviewed further especially in the element of closing sentence because this section is closely related to the impression of visitors on the hotel in their future stays.

4. CONCLUSION

Visitors' complaints on services provided by DCH and ICH have a certain structure which consists of several elements, those are: title, greeting, opening sentence, content (complaint sentence), closing sentence, and parting or valediction. There are four DCH visitor complaints structures, namely: a) title, opening sentence, content, and closing sentence; b) title, opening sentence, and content; c) title, body, and closing sentence; and d) title and content. Meanwhile, there are five structures for complaints from ICH visitors including: a) title, opening sentence, content, and closing sentence; b) title, opening sentence, and content; c) title, body, and closing sentence; d) title and content; and e) title, opening sentence, content, closing sentence, and parting. Based on Trosborg (1994), there are eight strategies in delivering complaints namely: *hint, annoyance, ill consequences, indirect and direct accusations, modified blame*, and *explicit blame of the accused's action and the accused as a person*. Most of those strategies are found on the data, but there is no *indirect accusation* in DCH and *hint* in ICH. The differences in structure and strategy between the two groups of visitors and two categories of hotels are not significant. This is certainly influenced by globalization where the citizens of the world carry out high mobility and interaction between cultures even though they have geographical boundaries.

REFERENCES

Ali, B. J., Gardi, B., Othman, B. J., Ahmed, S. A., Ismael, N. B., Hamza, P. A., Aziz, H. M., Sabir, B. Y., Sorguli, S., & Anwar, G. (2021). Hotel Service Quality: The Impact of Service Quality on Customer Satisfaction in Hospitality. *International Journal of Engineering, Business and Management*, *5*(3), 14–28. https://doi.org/10.22161/ijebm.5.3.2

Chen, Y., Chen, C. D., & Chang, M.-H. (2011). American and Chinese Complaints: Strategy Use From a Cross-Cultural Perspective. *Intercultural Pragmatics*, *8*(2). https://doi.org/10.1515/iprg.2011.012

García-Pablos, A., Cuadros, M., & Linaza, M. T. (2016). Automatic Analysis of Textual Hotel Reviews. *Information Technology & Tourism*, *16*(1), 45–69. https://doi.org/10.1007/s40558-015-0047-7

Guba EG, & Lincoln YS. (1994). Competing Paradigms in Qualitative Research. *Handbook of qualitative research*, 163–194.

Hopkins, D. (1993). *A Teacher's Guide to Classroom Research*. Open University Press.

LE, Q. H., Nguyen, T. X. T., & LE, T. T. T. (2020). Customer Satisfaction in Hotel Services: A Case Study of Thanh Hoa Province, Vietnam. *The Journal of Asian Finance, Economics and Business*, *7*(10), 919–927. https://doi.org/10.13106/jafeb.2020.vol7.no10.919

M, M., & Effendi, M. (2020). Strengthening of National Identity Through Personality Development Based on Ethno-Pedagogy at Higher Education. *International Journal of Psychosocial Rehabilitation*, *24*(04), 2548–2559. https://doi.org/10.37200/ijpr/v24i4/pr201362

Nghiêm-Phú, B. (2018). Comment and Comment Response Strategies - an Analysis of Gay Hotel Guests' Comments and Managers' Responses. *Tourism and hospitality management*, *24*(1), 133–149. https://doi.org/10.20867/thm.24.1.10

Ningsih, E. W., Sudaryanto, A., Kep, S., & Setiyawati, W. (2013). *Hubungan Antara Tingkat Pengetahuan Dan Motivasi Perawat Dengan Perilaku Pencegahan Infeksi Nosokomial Di Rumah Sakit Umum Daerah Sukoharjo(Doctoral dissertation, Universitas Muhammadiyah Surakarta)*.

Puspitasari, L., In'am, A., & Syaifuddin, M. (2018). Analysis of Students' Creative Thinking in Solving Arithmetic Problems. *International Electronic Journal of Mathematics Education*, *14*(1). https://doi.org/10.12973/iejme/3962

Sumantri, A., Anggraeni, andrian ari, Rahmawati, A., Wahyudin, A., & Balqis, A. H. B. S. J. D. A. G. F. H. H. W. H. S. R. R. N. U. A. C. Y. P. Z. (2020). Booklet pembelajaran daring. *direktorat jenderal pendidikan tinggi kemendikbud RI*, 1–90.

Van de Walle, J. A. (2008). *Matematika Sekolah Dasar dan Menengah*. Erllangga.

Vishnevsky, T., & Beanlands, H. (2004). Qualitative research. Dalam *Nephrology nursing journal : journal of the American Nephrology Nurses' Association* (Vol. 31, Nomor 2). sage.

Widodo, W. (2019). Pemahaman Identitas Etnik (Ethnic Identity) Untuk Mengembangkan Toleransi Masyarakat Kota Metro Lampung. *Foundasia*, *10*(1). https://doi.org/10.21831/foundasia.v10i1.27309