Journal of Retailing and Consumer Services

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POLITEKNIK PARIWISATA NHI BANDUNG

Herlan Suherlan <hel@stp-bandung.ac.id>

Invitation to review for Journal of Retailing and Consumer Services

1 message

Harry Timmermans <em@editorialmanager.com>   Fri, May 7, 2021 at 10:14 PM
Reply-To: Harry Timmermans <jrcseditor@yahoo.com>
To: Herlan Suherlan <hel@stp-bandung.ac.id>

Manuscript Number: JJRC-D-21-00926

Effect of Customer Involvement on Co-creation of Services: A Moderated Mediation Model

Dear Dr. Suherlan,

I would like to invite you to review the above referenced manuscript , as I believe it falls within your expertise and interest. The abstract for this manuscript is included below.

You should treat this invitation, the manuscript and your review as confidential. You must not share your review or information about the review process with anyone without the agreement of the editors and authors involved, even after publication. This also applies to other reviewers' "comments to author" which are shared with you on decision (and vice versa).

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Kind regards,

Harry Timmermans

Editor-in-Chief

Journal of Retailing and Consumer Services

Abstract:

The study explored the influence of customer involvement on co-creation directly and indirectly through three customer engagement dimensions, namely identification, interaction, and absorption from lens of customer-dominant logic and stimulus-organism-response framework. Data were collected from 211 Chinese service customers in Hong Kong. Results of IBM SPSS PROCESS models showed that customer involvement influenced co-creation directly and indirectly through absorption and interaction, but not identification. Customer involvement was found to exert a greater impact on co-creation of services for those with a high rather than low relation orientation. Implications of the study are given.

*****

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Herlan Suherlan <hel@stp-bandung.ac.id>

Review for Journal of Retailing and Consumer Services - next steps

1 message

Journal of Retailing and Consumer Services <em@editorialmanager.com>   Sat, May 8, 2021 at 8:22 PM
Reply-To: Journal of Retailing and Consumer Services <jrcseditor@yahoo.com>
To: Herlan Suherlan <hel@stp-bandung.ac.id>

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Manuscript Number:⬚ JJRC-D-21-00926
Effect of Customer Involvement on Co-creation of Services: A Moderated Mediation Model

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📄 **Review_Due.ics**
1K

Herlan Suherlan <hel@stp-bandung.ac.id>

Thank you for reviewing for Journal of Retailing and Consumer Services

1 message

Journal of Retailing and Consumer Services <em@editorialmanager.com>   Tue, May 18, 2021 at 7:50 PM
Reply-To: Journal of Retailing and Consumer Services <jrcseditor@yahoo.com>
To: Herlan Suherlan <hel@stp-bandung.ac.id>

Manuscript Number: JJRC-D-21-00926

Effect of Customer Involvement on Co-creation of Services: A Moderated Mediation Model

Dear Dr. Suherlan,

Thank you for reviewing the above referenced manuscript. I greatly appreciate your contribution and time, which not only assisted me in reaching my decision, but also enables the author(s) to disseminate their work at the highest possible quality. Without the dedication of reviewers like you, it would be impossible to manage an efficient peer review process and maintain the high standards necessary for a successful journal.

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Journal of Retailing and Consumer Services

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Herlan Suherlan <hel@stp-bandung.ac.id>

Invitation to review for Journal of Retailing and Consumer Services

1 message

Harry Timmermans <em@editorialmanager.com>   Fri, Nov 4, 2022 at 11:33 AM
Reply-To: Harry Timmermans <jrcseditor@yahoo.com>
To: Herlan Suherlan <hel@stp-bandung.ac.id>

Manuscript Number: JJRC-D-22-02641

What Is the Impact of Wildlife on Hotel Customer Satisfaction? Findings from Big Social Data Using Customers Segmentation of Hotels in Australia

Dear Dr. Suherlan,

I would like to invite you to review the above referenced manuscript , as I believe it falls within your expertise and interest. The abstract for this manuscript is included below.

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Harry Timmermans

Editor-in-Chief

Journal of Retailing and Consumer Services

Abstract:

The popularity of wildlife-interaction tourism is growing all around the world. Tourists' encounters with wildlife have spawned a wildlife tourism business. Although there have been many studies on customer segmentation in e-commerce, this issue is fairly unexplored using big social data in the wildlife tourism business. In addition, there is a lack of studies to investigate the impact of wildlife on hotel customer satisfaction using big social data. Therefore, it is important to provide new segmentation approaches to reveal how wildlife can have an impact on customer satisfaction. This study, therefore, presents a new approach to customer segmentation using big social data to investigate the impact of wildlife on hotel customer satisfaction. The proposed approach is developed using text mining, feature selection, clustering and regression techniques. We use Self-Organizing Map (SOM) for data segmentation from numerical ratings, text mining for the analysis of online
customers' reviews (textual data), and ANFIS (Adaptive Neuro-Fuzzy Inference System) technique for predicting customers' satisfaction with the hotels' service quality. K-Nearest Neighbors algorithm is used for missing values imputation in the collected data. We focus on the data collected from hotels in Australia in social networking sites. Totally, 5227 online customers' reviews in the forms of numerical and textual data are collected and analyzed by the proposed approach. The results revealed that wildlife can significantly impact customers' satisfaction with hotels. Customers with hotels surrounded by wildlife reveal higher satisfaction levels. The results of this study are discussed and research implications are provided for future study.

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Herlan Suherlan <hel@stp-bandung.ac.id>

POLITEKNIK PARIWISATA NHI BANDUNG

Review for Journal of Retailing and Consumer Services - due soon

1 message

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Manuscript Number: JJRC-D-22-02641
 What Is the Impact of Wildlife on Hotel Customer Satisfaction? Findings from Big Social Data Using Customers
Segmentation of Hotels in Australia

Dear Dr. Suherlan,

You kindly agreed to review the above referenced manuscript on Nov 04, 2022. This message is to remind you that
your review is due by Nov 18, 2022.

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Journal of Retailing and Consumer Services

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Review for Journal of Retailing and Consumer Services - manuscript revision decision

1 message

Journal of Retailing and Consumer Services <em@editorialmanager.com>   Wed, Nov 23, 2022 at 3:24 PM
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Manuscript Number: JJRC-D-22-02641
What Is the Impact of Wildlife on Hotel Customer Satisfaction? Findings from Big Social Data Using Customers
Segmentation of Hotels in Australia

Dear Dr. Suherlan,

Thank you for reviewing the above referenced manuscript. With your help, I have reached a revise decision on this
manuscript[OBJ].

The anonymised comments to author, from all reviewers, are included below. You can also access this information by
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Thank you for your contribution and time in reviewing this manuscript, which not only assisted me in reaching my
decision, but also enables the author(s) to disseminate their work at the highest possible quality. Please note you may
be asked to review the revision of this paper in the future.

I am grateful to you for your assistance as a reviewer for Journal of Retailing and Consumer Services.

Kind regards,

Soora Rasouli
Co-Editor
Journal of Retailing and Consumer Services

Comments to author:
Reviewer #1: Generally, the paper is well written and arguments to support the novel approach in customer
segmentation based on big social data is well articulated. Below are areas to be improved:

1. Introduction - To clarify the research problem. Why is there a need to use big social data in customer segmentation?
How will it add value to the customer segmentation literature? Why is there a need to introduce a new methodology?

2. Literature Review - Section 2.3 para 2 need references. Include the limitations of each methodologies. What is the
limitation of theory based, content analysis, sentiment analysis?

3. Methodology - Justify the use of trip advisor as a platform to gather data.

2. Discussion - How is the novel approach better than the current method used? What contribution does it make?
What do you mean by the 3 segments? How are the segments different? Does the new approach allow customer
profiling? This needs to be clarified.

Reviewer #2: The research topic is quite interesting, and the author has shown the state of the art on the topic under
study. The author has described quite clearly the magnitude of the problem and supports the statement with existing
data. This research is also new, so it is hoped that it can make a contribution to the scientific community, especially in

the fields of tourism and hospitality, both in terms of theory and practice. In terms of methodology, this paper has also given a complete approach and method for analyzing data. The results of this study can be used as a reference and starting point for future research on the factors that affect wildlife tourists' satisfaction with their accommodations and their likelihood of coming back. This can be done by addressing the research gaps that were pointed out.

Reviewer #3: Thank you for giving me this opportunity to review this work
An interesting topic was discussed in the paper. However, I have the following concerns about this paper.

I am confused about the title of the study. After reading this study, I understood that the author(s) try to identify factors that determine hotel customer satisfaction. According to the findings of the study (see Table 2 ,3 & 4 as well as Fig 3), there is no specific factor relating to wildlife tourism. Just identified only general factors that influence hotel customers' satisfaction.
Wildlife tourism has not touched in this study.
Suggested to change the Title as
"Factors determine hotel customers satisfaction: Evidence from Big Social Data Using Customers Segmentation of Hotels in Australia"

The way of selecting the sample is not clear. It is needed to clearly explain the sample selection method. For this study the final sample is consisted of 5227 customers. Have they selected these hotels only for wildlife tourism or different purposes? Is it possible to separate the customers who were staying in these hotels for wildlife tourism purposes? What are the techniques used for this? Author(s) has to select the customers who are expecting to stay in the hotel for wildlife tourism purposes only for this study. It is not clear in this study.

What is the time period considered for this study? Is it before the COVID -19 pandemic period or during the COVID-19 period or different one? Add period of data used for this study. If author(s) has used a special time period like COVID- 19 pandemic period, it is not suitable to generalize the findings of the study.
Explain Self-Organizing Map (SOM) approach in a simple manner to improve the readability of this study.
Maintain consistency throughout the research. Use abbreviation at the first instance within bracket.
See before literature review and sub heading 2.4 (examples only). Recommended to revisit whole paper carefully.
Table numbering is confusing (see Within the text and appendix). Re-arrange table numbers.
It is not clear how these six factors in Table 2 have been selected, are they from literature?
I suggest the author(s) try identifying each factor, explain what it means conceptually, if possible, provide the empirical studies and then provide an indication how this study will approach the factor.
For example, it is not clear what "location" means in this study
Hence, it will be helpful if in the process of explaining the factors, author(s) indicate how they conceptualize and measure them.

Reviewer #4: Dear Authors,

I appreciate the AI enabled techniques that have been used in the study, however the title ' What Is the Impact of Wildlife on Hotel Customer Satisfaction? Findings from Big
Social Data Using Customers Segmentation of Hotels in Australia" suggests that the study is trying to assess the impact of wild life in some form on Hotel Customer Satisfaction, whereas the parameters for the study include convention hotel quality parameters (Location, Value, Service Sleep Quality, Rooms, Cleanliness only in wildlife locations) which raises the question on the conceptualization of the topic itself. Even as a context why wildlife and what specific characteristics of wildlife are taken are not mentioned at all.

The paper fails to conceptualise wildlife and its impact on hotel customer satisfaction as unique and is therefore not accepted.

Thanks

Reviewer #5: Overall
* When reviewing a paper an important criterium for me is whether the paper fits the journal. In this case I cannot give a simple answer to that question. On the one hand, it fits the idea of an interdisciplinary approach (marketing and data science) and is also related to the marketing/consumption of services. On the other hand, the paper is probably too technical to be able to effectively establish a bridge between theory and practice.

* Also, I believe that a more balanced view is needed. That is, consider the pros and cons of the different approaches including the one you propose. Now it seems that you address more attention to the cons of other approaches and only see merits in your own approach.

* Moreover, pay attention to the structure of your story. Make sure everything is in line throughout the entire

manuscript. For example, in its current form the introduction and back end of the paper suffer from a lack of fit.

* Overall, I see potential value in this paper but in order to be suitable for publication in this particular journal a very substantial repositioning and rewriting is necessary in my view.

Below I provide more detailed feedback on your manuscript. This feedback was written with the intention to help you improve your work. Hopefully, you find these comments helpful.

Contributions
What a paper tries to achieve should be very clear from the start. For this paper I am wondering what the intended contributions are. Hence, I strongly advice the authors to explicitly and concisely stated the contributions in the introduction of the paper.

Focus
Relatedly, please critically consider the role of the context ("wildlife tourism") in your paper. Is it merely a context in which you apply your approach- and thus should not receive too much attention - or is indeed a vital part of your research? It now seems that your paper lacks a clear focus as it contains relatively much information on wildlife tourism, but in the application of your method it plays only a very limited role (any other context could have been used).

Customer satisfaction measurement
Customer satisfaction is indeed an important outcome measure and there are indeed several methods to assess customers' satisfaction. In Table 1 you list several of these methods. What I miss in this Table is an overview of the pros and cons of each method. In the text you mention several cons of the various methods, but neglect the pros. The same holds for your own approach. Please list the pros and cons. Also compare and contrast your method to the existing ones to demonstrate its contribution.

Methodology
Technically, the methodology seems fine and I have no direct comments on the technical details for each separate part of the methodology. However, two major issues stand out. First, you make choices (e.g., for SOM) but a motivation for this particular choice is lacking. There are numerous other approaches for segmentation, what exactly makes you pick SOM out this whole set. Second, I think the large majority of the journal's audience will put your paper aside because they do not understand the technicalities. You can see this as an opportunity to present your work in a much more accessible manner. The problem that you address is relevant and readers are undoubtably interested in your solution, but it will only become relevant if you present it in a understandable way. (FYI: My highest cited papers are the ones I which I make complex econometric stuff understandable to researchers with an average background in methodology).
One way to make this more understandable is to mix your technical description with examples from the context at hand (i.e., wildlife tourism).
Reconsider the order in which you present your approach. Wouldn't it be more logical to start with the missing value imputation? (This now comes in para 2.3 after SOM and ANFIS). This comment holds for the entire structure of your methodology.
Also, critically evaluate whether each step in your approach is indeed necessary. Based on the findings your report I get the feeling that you do more of the same but from a different angle. This boils down to the following issue: are all these analyses really necessary because they yield rather similar results? If there are indeed redundant elements you should slim down your approach. That is not a bad thing as people are usually in favor of models that are a simple as possible.

Data collection
A clear objective of what you are trying to demonstrate is lacking. Also, the link between wildlife tourism and the data on hotels is unclear. Also provide detailed information on the data collection process (e.g., timespan, selection criteria).

Data Analysis
Here the same comment applies as stated above under "methodology": carefully consider the structure of your story, motivate your choices and present your message in a way that caters to the need of this journal's readers. See also the detailed comments listed below.

Detailed comments related to specific parts of the text:
* Section 1 "In most service….. increasingly important". The importance of satisfaction has been acknowledge for decades. Stating that it is now becoming more important is a bit exaggerating.
* Section 1 "Most of this … from friends". Which information are you referring to?
* Section 1 "The methods developed…old-style methodologies". More effective in terms of what exactly?
* Paragraph 2.2 "Tourist satisfaction…on a destination's marketing". I am not sure whether the logic here is correct (or maybe I just did get the message correctly). I agree that satisfaction is an antecedent of loyalty. But is it reasonable to assume for wildlife tourism that satisfaction leads to revisiting the same place? Moreover, does customer satisfaction influence marketing? If so, how do you see the mechanism underlying this relationship?

* Paragraph 2.2 "In comparison to…. Extensive and sophisticated.". Why is this the case? Please elaborate.

* Paragraph 2.3 (part on IPA) "The extracted components….decision-making". I find the words "extracted components" very strange here. The components (quality/satisfaction dimensions) are known on beforehand and are not extracted from the data like for instance a factor analysis.

* Paragraph 2.3 (part on IPA) "Second, the lack of validity…numerous researchers". Please substantiate this claim using the literature.

* Paragraph 2.3 (part on IPA) "Third, because different…..problem's complexity". I think this holds for all approaches (including yours). There are always multiple alternative to execute an approach and it is unlikely that there is one single best method that always stands out. Put differently, acknowledge these differences, take into account their pros/cons and provide guidance to help make the right decision regarding with approach to pursue.

* Paragraph 2.3 (just above Table 1) "They came to … machines learning ones". Again, in terms of what exactly is the performance better?

* Paragraph 2.3 (just below Table 1). I find this particular paragraph a bit out of place. How does relate to the various methods discussed? It more seems like a description of the context.

* You accidently assigned the same number (2) to two different sections (literature review and methodology).

* Paragraph 4.1: how did you decide on the formation of three segments?

* Figure 2: What do these plots tell me? No additional information concerning its contents or interpretation is provided in the text.

* Paragraph 4.1 and 4.2 You have three segments that all contain mostly people with satisfaction scores 4 and 5 (see Table 4). What valuable info does this provide to decision makers? In a segmentation analysis is it is important to have segments that have intra-segment homogeneity and inter-segment heterogeneity. Relatedly, each segment has a distinct profile/name. Please demonstrate the value and meaning of your segmentation more elaborately. (To some extent you do this in paragraph 4.2 but still it is unclear what makes the segments unique and whether the segments significantly differ in the importance they attach to "value" which is apparently critical to all segments).

* What seems to be lacking is a link with respondent characteristics for each segment. To be practically relevant, a decision-maker must know who is (likely to be) in a particular segment. To this aim easy measurable and identifiable respondent characteristics are used (e.g. gender, age). Can you extend your analysis to include this as well? It would add a great deal of practical relevance to your approach?

* What do the LDA results add to your analysis? I have the feeling that the LDA results almost by definition will replicate your SOM-results if you conduct both approaches to the same database.

* The previous comment also holds for the part on ANFIS. What information does it provide me that I did not know after reading the outcomes of the SOM.

* Your validation is in my view to internally oriented. The prediction accuracy is inflated by the fact that use the same database to estimate and validate the model. (At least that seems to be what you are doing). I think your validation procedure should at least rely on some form of blindfolding (i.e., the idea of using separate training and validation samples).

* Building further on the validation part, you could question whether it is of any added value. Now you use it to conclude that your method performs well. Nice, but does it perform significantly better than alternative methods (i.e., the ones you outline in Table 1)? The latter question is what matters.

* The comparison of the different approaches you describe under Figure 7 comes out of the blue. Why compare to SVR? You haven't mentioned this approach earlier and now it pops up. Also, the data in Table 5 is not very informative. Are these differences based on chance or are these differences significant? Is there a pattern?

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Herlan Suherlan <hel@stp-bandung.ac.id>

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1 message

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To: Herlan Suherlan <hel@stp-bandung.ac.id>

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Manuscript Number: JJRC-D-22-02641
What Is the Impact of Wildlife on Hotel Customer Satisfaction? Findings from Big Social Data Using Customers Segmentation of Hotels in Australia

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Herlan Suherlan <hel@stp-bandung.ac.id>

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Manuscript Number: JJRC-D-22-02641

What Is the Impact of Wildlife on Hotel Customer Satisfaction? Findings from Big Social Data Using Customers Segmentation of Hotels in Australia

Dear Dr. Suherlan,

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