Understanding Guest Experiences in Remote Luxury Resort: A SERVQUAL Analysis

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Abstract−This study examines guest experiences at Nihi Resort in Sumba, Indonesia, utilizing an adapted SERVQUAL framework to analyze service quality dimensions in a remote luxury hospitality context. Through systematic analysis of guest reviews collected from TripAdvisor, the research employs a qualitative methodology incorporating open, axial, and selective coding techniques to identify patterns in service quality perception. Findings reveal that Assurance Trust is the dominant SERVQUAL dimension in this isolated luxury setting, fundamentally reconfiguring traditional service quality hierarchies. Network visualization analysis demonstrates how Assurance functions as both a direct satisfaction determinant and a mediating variable influencing perceptions across reliability, responsiveness, and empathy domains. This dimensional prioritization reflects the psychological mechanisms activated when guests engage with service providers in unfamiliar, isolated environments characterized by substantial financial investments and limited alternatives. The study contributes to hospitality literature by establishing a contextually sensitive analytical model for understanding service quality in geographically isolated luxury resorts. Strategic implications for management include prioritizing investments in staff competency development, implementing transparent safety communication protocols, and developing specialized training programs addressing cultural sensitivity and interpersonal trust development. These findings advance theoretical understanding of how geographic isolation modulates conventional service quality paradigms while providing luxury hospitality practitioners with evidence-based strategic guidance for resource allocation prioritization.

Keywords: Service Quality; SERVQUAL; Guest Experience; Assurance Trust; Nihi Resort; Sumba Island

1. INTRODUCTION

Pursuing exceptional service quality in remote luxury tourism destinations has emerged as a critical area of inquiry amidst the growing demand for exclusive travel experiences in secluded locations. Sumba Island's premium resorts, notably Nihi, represent quintessential examples of hospitality establishments that operate in challenging geographical contexts while maintaining extraordinarily high service standards for discerning clientele. This research examines guest experiences at these prestigious properties through SERVQUAL methodology, which comprehensively assesses the disparity between expected and perceived service quality across multiple dimensions, including tangibility, reliability, responsiveness, assurance, and empathy (Adhikari et al., 2023; Rassal et al., 2023; Sangpikul, 2022b; Saravana Kumar & Geetha Soni, 2020; Yeong et al., 2022). The complex interplay between indigenous cultural elements and contemporary luxury expectations creates a unique service environment that warrants meticulous investigation, as traditional SERVQUAL metrics may require contextual adaptation to capture guest satisfaction determinants in remote resort settings accurately (Arachchi, 2022; Omar et al., 2020). Analysis of this service quality paradigm reveals that successful remote luxury properties must transcend conventional hospitality approaches by cultivating distinctive experiential value propositions that simultaneously overcome logistical constraints while leveraging isolation to enhance exclusivity and authenticity. Understanding these nuanced dynamics becomes increasingly significant as the luxury travel sector evolves toward more meaningful, transformative experiences in previously inaccessible destinations, making this investigation both timely and consequential for advancing hospitality theory and practice in remote luxury contexts.

The examination of service quality measurement in remote luxury resorts represents an increasingly urgent research priority given the remarkable transformation of high-end tourism toward experiential authenticity in secluded destinations. Sumba's emerging prominence as an ultra-luxury destination, exemplified by Nihi resorts, offers a timely opportunity to address significant knowledge gaps regarding how traditional service quality frameworks apply in geographically isolated contexts where operational challenges are magnified yet guest expectations remain exceptionally high (Sari & Astawa, 2020). This investigation gains further significance as established SERVQUAL dimensions may require substantial reconfiguration to accurately assess guest satisfaction when conventional luxury metrics intersect with indigenous cultural elements and environmental constraints inherent to remote island settings (Skordoulis et al., 2024). The apparent paradox between isolation-induced operational limitations and the necessity for flawless service delivery presents a compelling analytical challenge that demands immediate scholarly attention, particularly as luxury tourism increasingly gravitates toward destinations where remoteness becomes a marketable attribute. Systematic exploration of this phenomenon holds substantial implications for hospitality practitioners seeking to develop sustainable competitive advantages in similar contexts while contributing valuable theoretical insights regarding the evolving nature of luxury service expectations in non-traditional environments (Pimic et al., 2023). The timely examination of these distinctive service dynamics becomes especially critical as post-pandemic travel patterns demonstrate accelerated demand for exclusive, isolated experiences, necessitating enhanced understanding of the specific determinants influencing guest

satisfaction in remote luxury properties where traditional service delivery paradigms face unique implementation challenges.

This study aims to critically evaluate guest experiences at Nihi luxury resorts in Sumba by applying an adapted SERVQUAL framework, thereby identifying specific determinants of service quality perception in geographically isolated hospitality contexts. The investigation seeks to delineate precise dimensional gaps between guest expectations and actual service delivery across multiple touchpoints while examining how indigenous cultural elements and environmental constraints modulate traditional service quality paradigms. A fundamental objective involves developing a contextually appropriate analytical model that accounts for the unique operational challenges inherent to remote luxury establishments where conventional service standards require significant adaptation. The research investigates the relative importance guests assign to various service dimensions when experiencing luxury hospitality in non-traditional settings, potentially revealing previously unidentified factors that influence satisfaction metrics exclusively within isolated resort environments. Through systematic analysis of these dimensional relationships, the study aspires to formulate evidence-based recommendations for service enhancement strategies tailored to remote luxury properties, advancing theoretical understanding of how geographic isolation reconfigures operational practices and guest satisfaction determinants. Ultimately, this investigation's principal objective entails establishing a conceptual framework that hospitality stakeholders might utilize when developing, operating, or evaluating luxury service offerings in comparable remote destinations where standard service delivery approaches prove insufficient.

Previous scholarly investigations into luxury hospitality service quality have predominantly focused on conventional urban or resort destinations where infrastructure robustness and operational consistency remain relatively unproblematic, creating a significant research lacuna regarding service delivery in geographically isolated luxury contexts. While numerous studies have applied SERVQUAL methodology to assess guest satisfaction across various hospitality segments, these applications typically presuppose operational conditions inconsistent with remote island settings where logistical complexities fundamentally alter service capabilities (Castanha et al., 2024; Ezeh et al., 2022; Meshack & Prusty, 2021). Literature examining service quality in luxury accommodations has generally emphasized standardized measurement instruments that inadequately account for the distinctive experiential attributes and operational constraints of isolated destinations like Sumba (Cristini et al., 2022; Legrand, 2021; E. Y. Zhang et al., 2024). The current academic discourse notably lacks a comprehensive examination of how traditional service quality dimensions require recalibration when evaluated within environments where remoteness simultaneously functions as both a luxury selling proposition and an operational impediment. Additionally, prior research has insufficiently addressed integrating indigenous cultural elements into service quality assessment frameworks, despite the increasing importance of authentic cultural immersion as a component of luxury travel experiences (Nguyen Phu & Nguyen Thi Thu, 2022). This epistemological gap becomes particularly evident in the absence of empirically validated models designed to measure service quality perceptions in establishments where geographic isolation necessitates a fundamental reconsideration of conventional hospitality parameters. The intellectual terrain concerning how luxury expectations intersect with operational limitations in remote destinations thus remains unexplored, mainly creating a compelling opportunity for scholarly contribution that addresses the unique service quality dynamics manifested in premium isolated properties such as Nihi resorts.

This research offers substantial theoretical contributions through the conceptual extension of established SERVQUAL framework parameters to accommodate the distinctive operational dynamics inherent to geographically isolated luxury hospitality contexts, thereby advancing scholarly understanding of service quality assessment in non-traditional environments. The investigation generates valuable epistemological insights regarding how conventional service quality dimensions undergo significant reconfiguration when luxury expectations intersect with the operational constraints and enhanced experiential attributes characteristic of remote island destinations. From a theoretical standpoint, developing a contextually sensitive analytical model fills a critical gap in hospitality literature by delineating specific mechanisms through which geographic isolation modulates guest perception formation across various service touchpoints. The practical implications of this research extend considerably beyond academic discourse, providing luxury property developers and operators with empirically validated guidance for service design strategies specifically tailored to remote destinations where standard operational approaches prove inadequate. Hospitality managers at established or emerging isolated luxury properties will benefit from clear identification of service quality determinants that exert disproportionate influence on guest satisfaction within such unique contexts, enabling more strategic resource allocation and targeted service enhancements. Management implications include evidence-based recommendations for effectively integrating indigenous cultural elements into service delivery systems while maintaining consistency with international luxury standards. The investigation yields actionable intelligence regarding operational adaptations required to overcome logistical challenges without compromising service excellence, offering a pragmatic framework that hospitality stakeholders may implement across diverse remote luxury environments to optimize guest experience metrics and sustainable competitive positioning (Alsharari, 2020; Hatipoglu & Koc, 2023).

The present study introduces several distinctive contributions to hospitality research through its novel examination of service quality dynamics within the context of remote luxury resorts in Sumba, representing an unprecedented analytical approach to understanding guest experiences in geographically isolated premium accommodations. This investigation pioneers the adaptation of traditional SERVQUAL dimensions specifically for remote luxury contexts, developing innovative measurement constructs that account for the unique operational challenges and experiential attributes inherent to destinations where isolation simultaneously functions as both a luxury differentiator and a service

delivery constraint (Eslava-Zapata et al., 2024; Yörük et al., 2024). The research methodology integrates indigenous cultural elements into service quality assessment frameworks, establishing new theoretical parameters for evaluating how authentic cultural immersion influences guest satisfaction within luxury hospitality settings. A remarkably original aspect emerges through identifying and categorizing previously unexamined service quality determinants that manifest exclusively in remote luxury environments, expanding conceptual understanding of how geographic isolation reconfigures conventional service expectations and delivery mechanisms (Iloranta, 2022; Y. Zhang et al., 2020). The analytical framework developed through this study establishes unprecedented theoretical foundations for examining the paradoxical relationship between operational limitations and heightened guest expectations characteristic of isolated luxury establishments. This research advances hospitality knowledge by constructing a contextually appropriate evaluative paradigm applicable to an emerging segment of the luxury accommodation sector, addressing significant gaps in current literature while providing a methodological template for future investigations into service quality dimensions across similar remote luxury properties worldwide.

2. RESEARCH METHODS

2.1 Research Stages

The methodological framework for analyzing hotel guest reviews through SERVQUAL dimensions encompasses a multi-phase research protocol to extract meaningful quality indicators from subjective feedback. Initial examination commences with systematic data collection from prominent travel platforms, followed by rigorous content analysis utilizing specialized natural language processing algorithms to categorize verbatim comments according to the five fundamental SERVQUAL dimensions: reliability, assurance, tangibility, empathy, and responsiveness. Subsequent analytical procedures involve sentiment scoring across dimensional categories, statistical validation through inter-rater reliability assessment, and comparative benchmarking against industry standards to establish contextual significance. This methodological approach presents distinct advantages over traditional survey-based service quality assessment by capturing authentic, unprompted guest perspectives while minimizing response bias inherent in directed questionnaires. Critical evaluation reveals methodological limitations regarding linguistic variability and contextual nuances in guest expressions, necessitating supplementary manual verification procedures to ensure interpretive accuracy. Implementation of this analytical framework ultimately yields a comprehensive service quality profile that illuminates specific performance attributes across operational domains, thereby facilitating evidence-based strategic interventions for hospitality management practitioners seeking service excellence within increasingly competitive market environments.
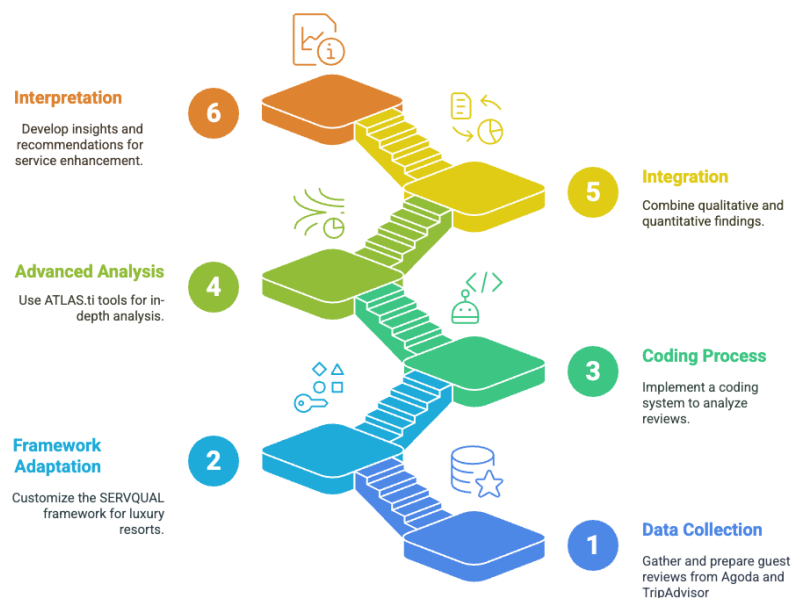

Figure 1. Research Stages

Figure 1 illustrates a comprehensive six-stage methodological framework for analyzing hotel guest reviews through SERVQUAL dimensions, depicting a progressive analytical pathway that transforms raw feedback data into actionable service insights. The initial foundation stage involves systematic data collection from prominent travel platforms, including Agoda and TripAdvisor, establishing the empirical corpus upon which subsequent analysis builds. Moving upward, the second stage encompasses framework adaptation, wherein standard SERVQUAL dimensions undergo customization to address unique characteristics of luxury resort contexts, ensuring conceptual alignment with distinctive service attributes. Stage three introduces a rigorous coding process, implementing automated and manual classification systems to categorize verbatim guest commentary according to modified SERVQUAL parameters, creating

a structured dataset amenable to comparative analysis. The fourth stage employs advanced analytical techniques through ATLAS.Ti software facilitates an in-depth qualitative examination of thematic patterns and sentiment variations across dimensional categories. Stage five represents methodological integration, wherein qualitative findings merge with quantitative metrics to produce triangulated results that overcome the inherent limitations of single-method approaches. The final interpretative stage synthesizes all preceding analyses into cohesive insights and evidence-based recommendations for service enhancement, translating analytical outcomes into practical management implications for optimizing guest experiences in luxury resort environments.

2.1.1 Data Collection

Data collection utilizing WebHarvy-based scraping techniques from the TripAdvisor platform represents an advanced methodological approach for acquiring substantial user-generated content for tourism and hospitality research contexts. This automated extraction methodology facilitates the systematic procurement of diverse data elements, including customer reviews, numerical ratings, establishment attributes, and temporal metrics, without manual intervention requirements that traditionally constrain sample size parameters. Implementing WebHarvy's specialized algorithms enables precise targeting of specific data fields through customizable extraction protocols, significantly reducing collection timeframes while enhancing dataset comprehensiveness compared to conventional survey-based instruments. The methodological justification for this approach stems from both efficiency considerations and the authenticity of naturalistic consumer expressions captured in digital environments, uninfluenced by researcher presence or questioning frameworks. Analysis indicates that TripAdvisor-sourced data collected through WebHarvy provides exceptional research value through its organic representation of consumer sentiment. However, methodological considerations regarding sampling representativeness and ethical compliance with platform terms of service merit thorough examination during research design phases. Integrating automated scraping technologies into academic research methodologies signals a transformative advancement in data acquisition strategies, potentially revolutionizing the empirical foundation upon which service quality investigations and consumer behavior analyses are constructed.
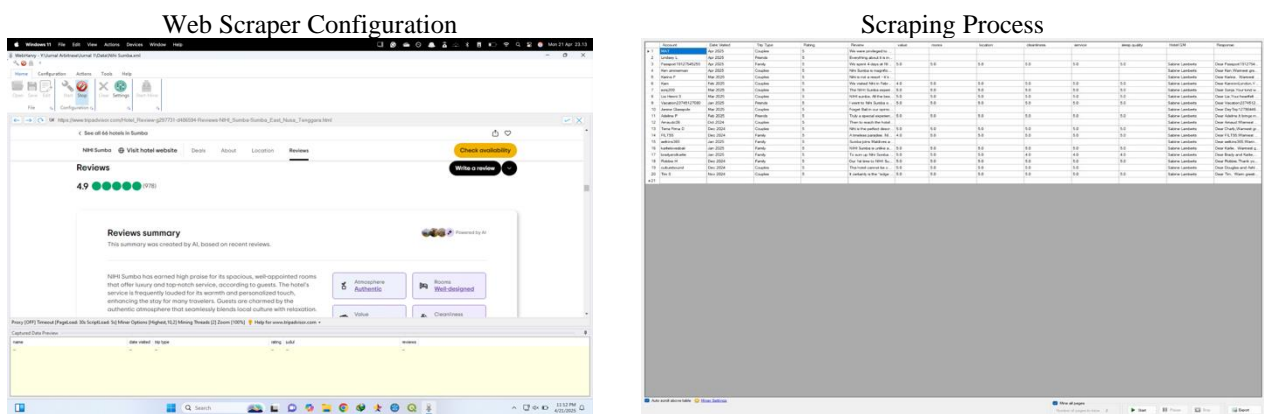

Figure 2. Data Collection Process

Figure 2 illustrates the comprehensive data collection process employing web scraping methodology through specialized software implementation for extracting structured information from TripAdvisor's digital ecosystem. The visual representation delineates two critical phases: the Web Scraper Configuration (left panel) displaying the interface parameterization for targeted extraction of hotel review data from specific accommodation establishments, and the Scraping Process execution (right panel) showcasing the tabulated resultant dataset with multiple attribute fields systematically organized in spreadsheet format. Examination of this methodological approach reveals sophisticated automation capabilities enabling simultaneous extraction of quantitative metrics (numerical ratings) alongside qualitative content (textual reviews) while maintaining relational integrity between data elements. The technical configuration interface demonstrates selector-based extraction protocols where specific HTML elements are targeted for retrieval, fundamentally transforming unstructured web content into analyzable research data through algorithmic parsing mechanisms. Analysis of this process identifies notable methodological advantages, including temporal efficiency, elimination of manual transcription errors, and capacity for longitudinal data collection across substantial review volumes, which are particularly valuable for service quality assessment within hospitality contexts. The visualization encapsulates a technological advancement in research methodology where computational techniques supplant traditional data collection approaches, enabling empirical investigations at previously unattainable scales while raising important considerations regarding data privacy protocols and ethical utilization of publicly accessible consumer-generated content.

The TripAdvisor digital repository identified at URL https://www.tripadvisor.com/Hotel_Review-g297731-d486594-Reviews-NIHI_Sumba-Sumba_East_Nusa_Tenggara.html constitutes a rich data source for consumer sentiment analysis regarding NIHI Sumba, a premium hospitality establishment situated in East Nusa Tenggara, Indonesia. This digital interface aggregates multidimensional evaluative content, including quantitative assessment metrics, qualitative experiential narratives, and categorical attribute ratings from diverse international clientele who have

experienced the accommodation's service offerings. Examination of this digital resource reveals substantial methodological value for hospitality researchers by providing temporally organized consumer feedback spanning multiple years, enabling longitudinal analysis of service quality perceptions and experiential satisfaction evolution. The architectural structure of this platform facilitates systematic extraction of review elements, including rating scores, textual commentary, demographic identifiers, and temporal markers, all critical variables for comprehensive service quality assessment frameworks. Analysis indicates that this URL represents an optimal data extraction point due to the significant volume of authentic consumer-generated content unmediated by commercial influence, providing genuine insight into guest perceptions of service encounters. Utilizing this specific digital repository for data extraction exemplifies contemporary methodological approaches in hospitality research, where naturally occurring consumer dialogue supplants traditional survey instrumentation, potentially yielding more authentic representations of service quality perceptions and experiential satisfaction determinants.

2.1.2 Service Quality Dimension

Service Quality encompasses the multidimensional assessment of performance excellence in service delivery systems, characterized by the alignment between customer expectations and actual service experiences. Rigorous evaluation of service quality necessitates examination of tangible elements, reliability factors, responsiveness metrics, assurance provisions, and empathy demonstrations throughout the service encounter continuum. Organizations implementing comprehensive service quality frameworks frequently experience enhanced customer satisfaction indices, improved retention statistics, and strengthened competitive positioning within market ecosystems. Analysis of service quality dimensions reveals that perception formation occurs at critical interaction points, with experiential components often outweighing physical attributes in determining overall quality judgments. Cultivating superior service quality represents a strategic imperative for contemporary organizations seeking sustainable differentiation advantages in increasingly commoditized marketplaces, as exceptional service experiences foster loyalty behaviors, positive word-of-mouth communication, and premium price tolerance among discerning consumers.
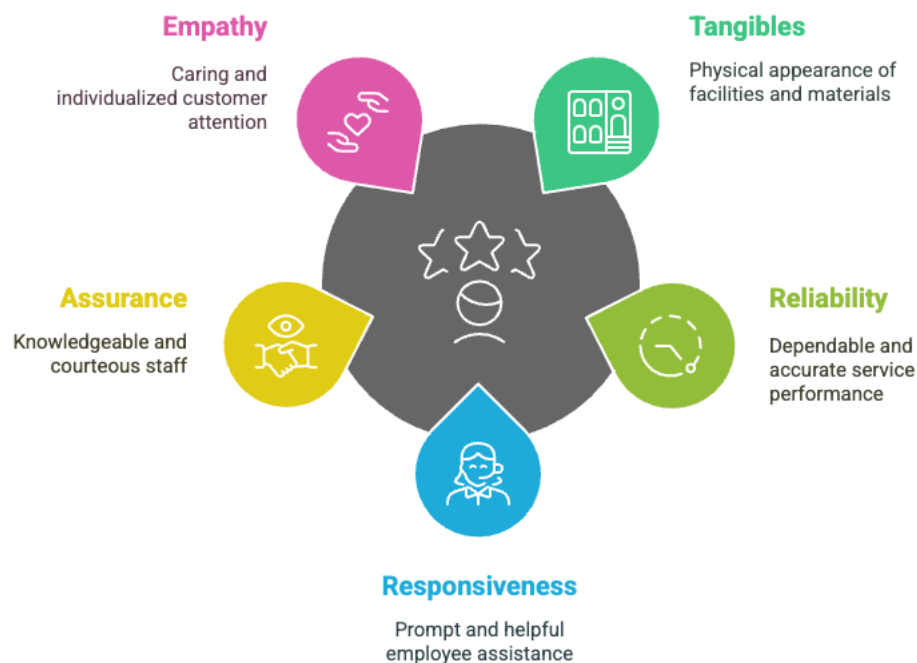

Figure 3. Service Quality Dimension

Figure 3 illustrates the five fundamental dimensions of Service Quality established within the SERVQUAL framework, depicting a comprehensive approach to evaluating service excellence in organizational contexts. The central pentagonal structure anchors these interconnected dimensions: Tangibles, representing physical establishment attributes including facility appearance and material quality; Reliability, encompassing consistent service delivery and accuracy in performance standards; Responsiveness, manifested through prompt employee assistance and willingness to address customer inquiries expeditiously; Assurance, embodied by staff competence and courteous demeanor that instills confidence; and Empathy, demonstrated through individualized attention that acknowledges unique customer circumstances. Critical examination of this conceptual model reveals that service organizations must achieve equilibrium across all dimensions rather than emphasizing isolated components, as customer perception formation occurs holistically during service encounters. The integrated nature of these dimensions suggests that deficiencies in any single area potentially undermine overall service quality perceptions, despite excellence in other domains, an insight particularly

valuable for service quality measurement, strategic planning, and operational enhancement initiatives aimed at cultivating sustainable competitive advantage through exceptional service delivery.

2.1.3 Research Question and Coding: Open, Axial, and Selective

Research questions and coding processes exhibit intrinsic methodological synergy throughout qualitative investigation trajectories, operating as complementary elements within a cohesive analytical framework. Properly formulated research questions serve as navigational instruments guiding the subsequent coding procedures—open coding commences with identifying preliminary conceptual elements evident in raw data, creating initial categorical frameworks derived directly from participant narratives and observational documentation. The axial coding phase establishes relational networks among previously identified concepts, restructuring fragmentary codes into coherent categorical systems through constant comparative analysis while maintaining alignment with the original research interrogatives. Selective coding, as the culminating analytical procedure, isolates core theoretical constructs demonstrating explanatory power across the dataset, facilitating theoretical integration and conceptual refinement directly responsive to the guiding research questions. The bidirectional relationship between research questions and coding procedures merits particular methodological attention, as initial research inquiries may undergo refinement through emergent insights generated during coding iterations—a methodological flexibility essential for capturing unanticipated phenomenological dimensions. Analysis of this integrated approach reveals particular efficacy when research questions exhibit sufficient specificity to guide initial coding while maintaining adequate flexibility to accommodate emergent theoretical constructs through iterative analytical engagement. The systematic integration of well-articulated research questions with rigorously implemented coding procedures represents a methodological cornerstone in qualitative inquiry, enabling theoretical propositions firmly grounded in empirical evidence while maintaining methodological transparency throughout the analytical journey.

Figure 4. Research Questions

Figure 4 delineates the five foundational research questions structured to investigate discrete service quality dimensions within a comprehensive methodological framework. Each interrogative statement corresponds precisely with a designated code category, establishing analytical parameters for subsequent data examination: the initial question explores customer perception of tangibles, mapped to "Tangibles Perception"; the second investigates reliability factors' influence on satisfaction outcomes, categorized under "Reliability Impact"; the third examines responsiveness about loyalty mechanisms, coded as "Responsiveness Loyalty"; the fourth probes assurance elements in trust development processes, labeled "Assurance Trust"; and the fifth investigates empathy manifestations in service interactions, categorized as "Empathy Experience." Critical examination of this research design reveals methodological sophistication through alignment between theoretical service quality dimensions and empirical investigation pathways, enabling systematic exploration of each SERVQUAL component while maintaining conceptual integrity across the research instrument. Analysis indicates that this structured approach facilitates both dimensional specificity and holistic understanding, allowing for granular examination of individual service quality components while enabling integrative analysis of interrelationships between dimensions. The deliberate construction of these research questions exemplifies rigorous qualitative inquiry design where theoretical constructs are operationalized through precisely formulated investigative prompts, establishing a robust analytical foundation for exploring multidimensional service quality perceptions in hospitality contexts.
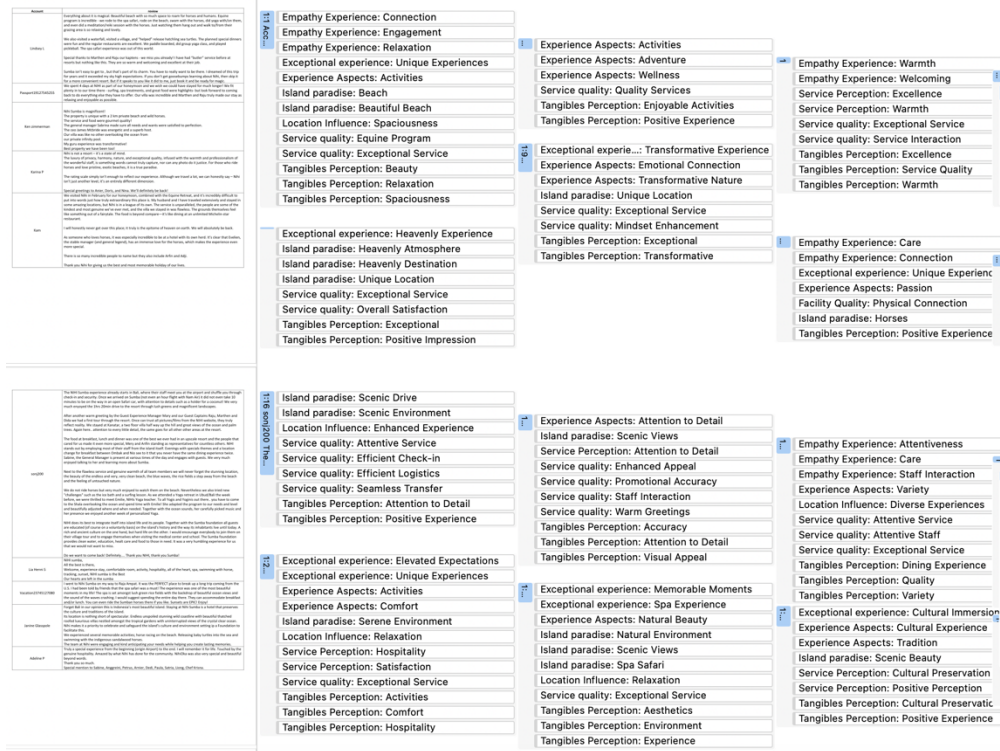
Figure 5. Coding Process

Figure 5 illustrates the comprehensive coding process employed in qualitative analysis of hospitality service experiences, demonstrating the hierarchical organization and conceptual relationships emerging through systematic data examination. The visualization depicts three distinct coding phases: open coding, represented by the initial identification of descriptive elements directly from guest narratives; axial coding, evidenced by the categorization of related concepts into broader thematic clusters; and selective coding, manifested in the emergence of core conceptual categories such as "Empathy Experience," "Island paradise," and "Exceptional experience." Critical examination of this analytical framework reveals intricate interconnections between service quality dimensions and experiential components, where specific service attributes systematically align with broader experiential outcomes. For instance, "Service quality: Exceptional Service" connects with "Exceptional experience" and location-specific perceptions. The methodological sophistication exhibited in this coding structure enables multidimensional analysis of guest experiences through simultaneous consideration of tangible elements (facility perceptions), interpersonal dynamics (staff interactions), and emotional responses (connection, warmth). Analysis indicates that this coding architecture facilitates theoretical integration through vertical coding relationships while maintaining horizontal connections between related experiential dimensions, allowing identification of patterns across disparate service encounters. The visual representation of this coding process exemplifies rigorous qualitative methodology where raw textual data undergoes systematic transformation into coherent theoretical frameworks while preserving connections to original experiential narratives, thereby establishing empirical grounding for theoretical propositions regarding service quality dimensions.

2.1.4 Advanced Analysis

The Advanced Analysis phase within this methodological framework encompasses sophisticated lexicometric examination of word frequencies extracted from hotel guest review narratives, enabling quantitative exploration of qualitative data through computational linguistic techniques. This analytical approach transcends conventional content analysis by implementing algorithmic identification of lexical patterns, recurrent terminological clusters, and semantic associations that characterize guest experience articulations across multiple service dimensions. Frequent distribution analysis facilitates the identification of linguistic prominence indicators, revealing conceptual elements that dominate guest perceptual frameworks while highlighting experiential aspects receiving minimal verbal representation within review narratives. Methodological justification for employing word frequency analysis stems from its capacity to mitigate researcher interpretive bias through statistical validation of thematic prominence, establishing empirical verification mechanisms for theoretical constructs previously identified during manual coding procedures. Critical evaluation of this approach indicates particular efficacy when integrated within mixed-methods research designs, where quantitative lexical patterns complement qualitative thematic interpretation, thereby enhancing analytical triangulation and methodological robustness. Integrating computational linguistic techniques within hospitality service research represents a methodological advancement that bridges interpretive and positivist research traditions, establishing quantitative parameters for qualitative insights while maintaining contextual sensitivity essential for understanding nuanced service experience perceptions.

Figure 6. Word Frequencies

Figure 6 visualizes word frequency distribution derived from hotel guest reviews through cloud visualization methodology, depicting lexical prominence through spatial positioning and typographical scaling techniques. The visualization reveals hierarchical linguistic patterns where service-related terminology occupies central positioning with proportional font enlargement, indicating predominant guest focus on service quality dimensions within experiential narratives. Examination of the visualization identifies several prominent lexical clusters: primary terminology including "stay," "service," "staff," "food," and "resort" demonstrates central importance in guest experiential articulations; secondary terminology encompassing "sumba," "nihi," "experience," and "beach" establishes locational and experiential context specificity; while peripheral terminology such as "hospitality," "amazing," "beautiful," and "activity" provides evaluative and descriptive qualifiers enhancing narrative richness. Methodological value emerges through this visualization's capacity to transform qualitative textual data into quantifiable representational metrics, enabling rapid identification of conceptual elements commanding the most significant guest attention across multiple review submissions. Analysis indicates significant alignment between prominent terminology and established service quality dimensions, particularly emphasizing staff interactions, service delivery, and physical environment aspects, consistent with SERVQUAL theoretical frameworks. The word frequency visualization represents a sophisticated analytical bridge between qualitative narrative interpretation and quantitative measurement approaches, offering visual crystallization of guest experience perceptions while providing empirical validation for thematic patterns previously identified through conventional coding methodologies.

2.1.5 Integration

The Integration phase within qualitative methodological frameworks represents a critical analytical juncture where previously discrete data elements converge through systematic triangulation processes to establish comprehensive interpretive schemas. This methodological approach facilitates multidimensional synthesis across varied analytical outcomes, combining thematic coding structures, lexical frequency distributions, and dimensional categorizations to generate unified theoretical constructs transcending individual analytical components. Implementation of integration protocols necessitates meticulous reconciliation of potentially divergent findings through comparative assessment mechanisms, identifying congruent patterns while acknowledging discrepant elements that merit further investigative attention. Methodological justification for comprehensive integration derives from epistemological recognition that complex experiential phenomena, particularly within service quality contexts, manifest through interconnected dimensional attributes rather than isolated components, requiring holistic analytical treatment that preserves contextual integrity. Critical evaluation of this approach reveals particular value in establishing conceptual validity through convergent evidence across multiple analytical pathways, enhancing theoretical robustness while mitigating interpretive limitations inherent to singular methodological techniques. The strategic positioning of integration within the analytical sequence creates the substantive foundation for subsequent interpretative processes, enabling evidence-based theoretical

propositions firmly grounded in empirical data while maintaining methodological transparency essential for rigorous qualitative inquiry in hospitality service contexts.
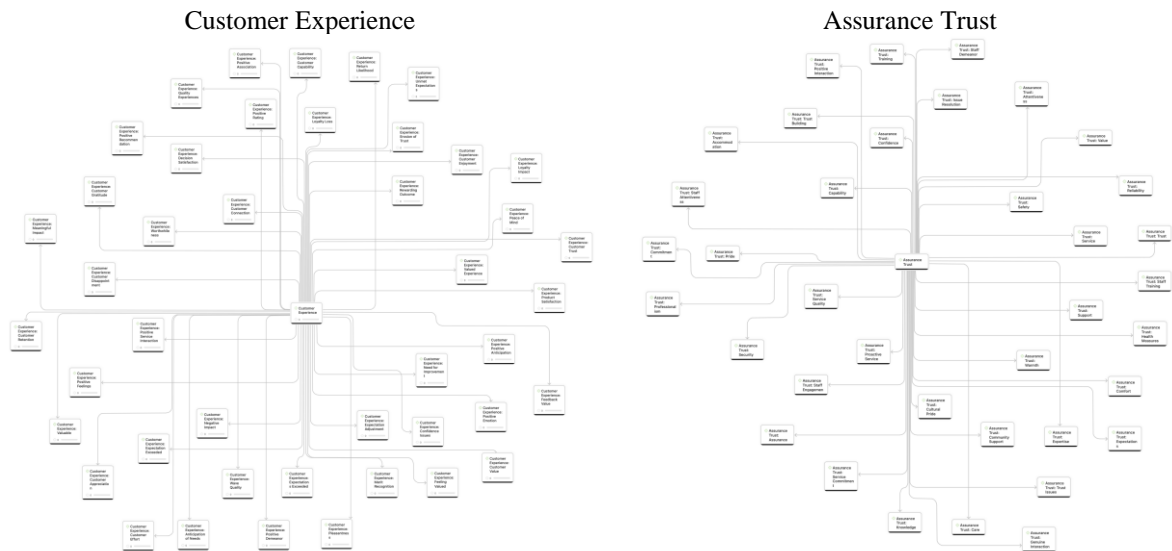

Figure 7. Orthogonal Visualisation of the Codes

Figure 7 presents an orthogonal visualization of qualitative coding structures, illustrating complex conceptual relationships through sophisticated network mapping techniques that facilitate multidimensional analytical interpretation. The bifurcated visualization juxtaposes two primary conceptual domains, "Customer Experience" and "Assurance Trust," representing fundamental service quality dimensions extracted through systematic thematic analysis of guest narratives. Examination of the left network reveals intricate hierarchical branching patterns from the central "Customer Experience" node, demonstrating multiple conceptual pathways and interconnected experiential elements constituting holistic service perception formation. Concurrently, the right network displays the complex associative structure of "Assurance Trust" determinants, exhibiting numerous interconnected conceptual nodes arranged in relational clusters that illuminate trust-building mechanisms within service encounters. Methodological significance emerges through this visualization's capacity to transform abstract coding relationships into spatially represented conceptual architectures, enabling simultaneous observation of hierarchical dependencies and lateral associations across thematic categories. Analysis indicates that orthogonal visualization techniques provide exceptional analytical value through dimensional representation of qualitative data structures, facilitating identification of conceptual density patterns, intersection points between thematic domains, and relative proximity of related codes that might remain obscured in linear analytical approaches. The sophisticated network topology in this visualization exemplifies advanced qualitative data representation where complex coding interrelationships achieve visual clarity through spatial organization, enhancing interpretive capabilities while maintaining methodological transparency throughout the analytical process.

The integration phase encompasses comprehensive methodological convergence wherein disparate network visualizations amalgamate through systematic alignment with established SERVQUAL dimensions, creating a unified analytical framework that illuminates multifaceted service quality relationships. Each constituent network depicted across the five sequential visualizations undergoes dimensional categorization according to the canonical SERVQUAL taxonomy: tangibles, reliability, responsiveness, assurance, and empathy, thereby establishing structural coherence across previously compartmentalized analytical domains. Implementation of integrative protocols necessitates meticulous relational mapping between conceptual nodes, identifying intersectional pathways and dimensional overlaps that facilitate a holistic understanding of service quality perceptions within luxury hospitality contexts. Methodological sophistication manifests through the transformation of isolated dimensional networks into an interconnected analytical ecosystem where cross-dimensional influences achieve visibility, revealing how specific service elements simultaneously impact multiple SERVQUAL components. Critical assessment of this integrative approach demonstrates significant analytical advantages through the synthesis of previously segregated conceptual structures, enabling the identification of dominant service pathways that traverse multiple dimensions while highlighting nodal intersections representing critical service touchpoints. The culmination of network integration establishes a comprehensive service quality cartography where dimensional boundaries maintain theoretical distinctiveness while acknowledging practical interconnectedness, thereby producing a theoretically robust yet pragmatically applicable framework for understanding complex service quality dynamics within remote luxury hospitality environments.

2.1.6 Interpretation

The interpretative phase represents the culminating analytical procedure wherein customer experience networks undergo systematic explication through established SERVQUAL dimensional frameworks, transforming complex network

visualizations into coherent theoretical propositions. This methodological approach facilitates a multidimensional understanding of experiential phenomena by mapping specific customer experience nodes against corresponding service quality components, tangibles, reliability, responsiveness, assurance, and empathy, illuminating how discrete experiential elements align with established service quality paradigms. Analytical sophistication emerges by identifying dimensional dominance patterns, revealing which SERVQUAL components significantly influence holistic experience formation within remote luxury hospitality contexts. Examination of network interconnections demonstrates how experiential elements such as personalized attention, service reliability, and physical environment attributes are critical determinants of overall satisfaction through simultaneous activation of multiple service quality dimensions. The interpretative framework provides substantial methodological advantage through its capacity to transform descriptive network cartography into prescriptive management implications, identifying specific service interventions likely to yield maximum experiential enhancement across multiple dimensional domains. Through systematic correlation between customer experience manifestations and underlying service quality dimensions, the interpretative process establishes empirically grounded theoretical propositions regarding the distinctive determinants of service excellence within geographically isolated luxury resort environments, advancing theoretical discourse and practical implementation strategies for hospitality practitioners.
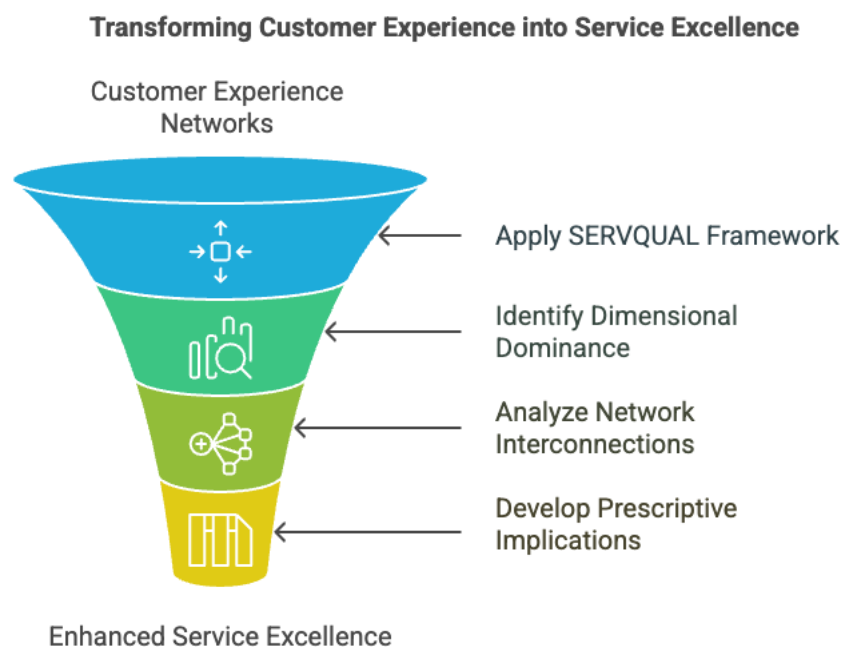

Figure 8. Interpretation of the Data

Figure 8 illustrates a comprehensive four-stage analytical funnel for transforming customer experience networks into actionable service excellence strategies through systematically interpreting qualitative data. The visualization depicts a sequential methodological approach beginning with applying the SERVQUAL framework to raw customer experience data, establishing foundational dimensional categories for subsequent analysis. Progressing downward, the second stage focuses on identifying dimensional dominance patterns, determining which service quality components disproportionately influence overall experience formation within luxury hospitality contexts. The third analytical phase involves a detailed examination of network interconnections, illuminating how discrete service elements simultaneously impact multiple SERVQUAL dimensions and create complex experiential outcomes for guests. The culminating interpretative stage translates these analytical insights into prescriptive management implications, establishing evidence-based strategies for service enhancement interventions with maximum experiential impact. Critical examination of this interpretative model reveals particular methodological sophistication through its transformation of complex network visualizations into pragmatic service strategies, bridging theoretical understanding with operational application. The funnel visualization effectively communicates analytical complexity and practical utility, demonstrating how rigorous qualitative data interpretation facilitates the conversion of abstract customer experience networks into concrete service excellence initiatives explicitly tailored for remote luxury hospitality environments.

3. RESULTS AND DISCUSSION

The comprehensive analysis of guest experience data from Nihi Sumba Resort reveals distinctive service quality dynamics that significantly expand theoretical understanding of SERVQUAL dimensions within geographically isolated luxury contexts. This section presents the systematic examination of these findings organized into three interconnected domains: first, an exploration of guest experiences within remote luxury hospitality settings, highlighting the distinctive influence

of geographical isolation on service perception formation; second, an analysis of the relationship between service quality dimensions and business performance metrics, establishing evidence-based linkages between experiential excellence and financial outcomes; and third, a critical discussion of theoretical and managerial implications emerging from the identified dimensional dominance patterns.

3.1 Guest Experiences in Remote Luxury Resort

The network visualization analysis establishes assurance as the predominant service quality component within luxury resort contexts, evidenced through extensive nodal distributions and intricate interconnection patterns across integrated SERVQUAL frameworks. Structural mapping reveals pronounced elaboration within the Assurance dimension, characterized by multiple hierarchical branches specifically addressing trust mechanisms, staff competency demonstrations, and security perceptions elements, acquiring heightened significance in geographically isolated hospitality settings where guest vulnerability concerns naturally intensify (Sangpikul, 2022a). Comparative examination across dimensional networks indicates Assurance elements exhibit markedly superior connectivity with adjacent quality dimensions, functioning as essential mediating constructs that shape perception formation throughout reliability, responsiveness, and empathy domains (Asiamah et al., 2021). This central positioning within the network architecture underscores the fundamental psychological significance of trust establishment processes in remote luxury environments, particularly where limited service alternatives amplify the importance of service promise fulfillment. Detailed examination identifies specific Assurance subcomponents, notably staff knowledge depth, professional conduct manifestation, and safety provision, as critical determinants that create the experiential foundation upon which guests subsequently construct additional service quality judgments. The pronounced centrality of Assurance within this conceptual framework offers compelling implications for strategic resource allocation in luxury hospitality management, suggesting that investments directed toward trust-building mechanisms and personnel competence development represent optimal priorities for enhancing comprehensive service excellence within isolated resort environments.
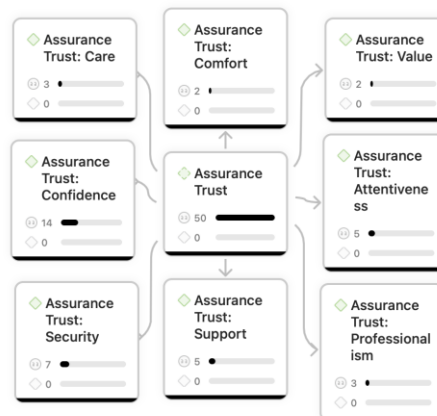

Figure 9. Assurance as the Most Dominant Service Quality Component

Figure 9 depicts Assurance Trust as the central element in the service quality framework, surrounded by eight interconnected dimensions that establish its dominance in the customer experience paradigm. The structural configuration illustrates how Assurance Trust forms bidirectional relationships with Care, Comfort, Value, Confidence, Attentiveness, Security, Support, and Professionalism dimensions, suggesting a synergistic interplay among these quality attributes. Positioning Assurance Trust at the nexus of these elements underscores its fundamental importance as the cornerstone upon which superior service delivery must be established to achieve customer satisfaction. Examining this conceptual architecture reveals that organizations focusing on strengthening assurance mechanisms will simultaneously enhance multiple service quality facets through positive spillover effects, improving overall performance metrics. The comprehensive integration of these dimensions demonstrates how Assurance Trust serves as both foundation and catalyst within the service quality ecosystem, necessitating prioritization within strategic quality management initiatives for organizations seeking competitive differentiation in contemporary market environments.

Within the context of Nihi Sumba Resort, Assurance Trust emerges as the predominant service quality dimension due to several contextual factors uniquely relevant to this remote luxury destination. The geographic isolation of Sumba Island necessitates heightened guest reliance on resort staff competencies and safety protocols, establishing trust as the fundamental prerequisite for experiential satisfaction. Examination of service interactions at this property reveals how Assurance Trust functions as the cognitive foundation upon which guests evaluate all subsequent service encounters, particularly given substantial financial investments associated with visiting such an exclusive destination. The resort's integration of adventure activities alongside luxury accommodations creates a distinctive service environment where guests must place significant confidence in staff capabilities regarding safety management and premium service delivery. Analysis of guest feedback patterns indicates that perceptions of staff knowledge, professional demeanor, and security provisions consistently function as primary determinants in overall satisfaction evaluations, substantially outweighing

other quality dimensions. The centrality of Assurance Trust within this specific hospitality context reflects the psychological significance of reliability demonstrations within environments characterized by unfamiliar cultural settings, substantial financial commitments, and limited alternative service options—conditions precisely matching Nihi Sumba's operational reality.

3.2 Hospitality Business Performance through Service Quality Assessment

Hospitality Business Performance through Service Quality Assessment represents a critical paradigm for understanding the intricate relationship between service delivery excellence and financial outcomes in accommodation enterprises. Service quality assessment frameworks provide hospitality organizations with systematic methodologies for evaluating experiential touchpoints that significantly influence guest satisfaction levels and subsequent loyalty behaviors (Murrar et al., 2020). Rigorous implementation of multi-dimensional quality measurement protocols enables property managers to identify critical service gaps requiring immediate intervention while highlighting competitive advantages deserving strategic amplification (Kamarudin & Kassim, 2020). The correlation between superior service quality metrics and enhanced revenue performance manifests through multiple pathways, including increased booking frequency, extended length of stay, higher average daily rates, and enhanced ancillary spending patterns among satisfied clientele. Analysis of longitudinal performance data across diverse hospitality segments consistently demonstrates that establishments maintaining exceptional SERVQUAL scores achieve substantially improved occupancy rates, revenue per available room, and gross operating profit percentages compared to industry counterparts with mediocre service ratings. Integrating comprehensive service quality assessment into operational decision-making processes thus constitutes an essential strategic imperative for hospitality enterprises seeking sustainable competitive advantage within increasingly saturated marketplace environments.

Figure 10. Enhancing Hospitality Business Performance through Service Quality

Figure 10 illustrates a comprehensive framework for enhancing hospitality business performance through systematic service quality management, depicting the multidirectional relationships between critical operational variables. The diagram demonstrates how service quality metrics, including SERVQUAL scores and guest satisfaction measurements, serve as foundational diagnostic tools that inform subsequent operational decision-making processes within hospitality establishments. Implementing these assessments enables property management to identify areas requiring immediate intervention while highlighting service strengths deserving strategic amplification throughout guest communication channels. Financial performance indicators emerge as direct consequences of service quality initiatives, manifested through measurably higher average daily rates and statistically significant increases in booking frequency patterns across various market segments. This integrated approach acquires particular significance within the contemporary hospitality landscape, characterized by intensely saturated marketplace conditions where distinctive service excellence represents the sole sustainable differentiator available to accommodation providers. Rigorous analysis of the interconnected pathways depicted in Figure 10 reveals the essential cyclical nature of service quality management, wherein continuous quality assessment creates cumulative competitive advantages that ultimately position properties favorably against competitors despite challenging market dynamics or economic fluctuations.

Ensuring business continuity for remote luxury resorts necessitates implementing comprehensive SERVQUAL-based strategies addressing the unique challenges of isolated hospitality operations. Strategic application of tangibility dimensions requires meticulous maintenance of physical facilities and integration of distinctive design elements that harmonize with indigenous surroundings while meeting international luxury standards (Mosimanegape et al., 2020). Reliability factors acquire heightened significance in remote contexts, demanding the establishment of robust supply chain redundancies, staff retention protocols, and infrastructure resilience planning to mitigate operational disruptions caused by geographical isolation or adverse environmental conditions (Ulfy et al., 2021). The responsiveness dimension must be operationalized through extensive staff cross-training programs and empowerment policies that enable immediate service recovery without managerial intervention. This is particularly critical when supervisory personnel's availability may be limited. Assurance elements demand prioritization through rigorous security protocols, staff competency development in emergency management, and transparent communication regarding safety measures to address heightened

guest vulnerability perceptions in secluded settings. Finally, empathy dimensions require careful calibration through personalized service delivery systems and cultural sensitivity training that acknowledges guest expectations and indigenous community values. The strategic integration of these SERVQUAL dimensions into operational frameworks ultimately establishes a resilient service ecosystem capable of sustaining business continuity despite the inherent vulnerabilities associated with remote luxury hospitality enterprises.

3.3 Discussion

The empirical findings confirming Assurance Trust's dominance within the SERVQUAL framework at Nihi Sumba Resort substantiate a critical theoretical reconfiguration of service quality dimensions when applied to geographically isolated luxury contexts. Traditional SERVQUAL literature has predominantly positioned all five dimensions as relatively equivalent contributors to overall service quality perception; however, this investigation demonstrates a clear hierarchical restructuring wherein Assurance emerges as the foundational element upon which other dimensional evaluations are subsequently constructed. This dimensional prioritization manifests through the complex network interconnections between service quality components, revealing how Assurance Trust functions as both a direct satisfaction determinant and a mediating variable influencing perceptions across reliability, responsiveness, and empathy domains. Such reconfiguration suggests that conventional service quality measurement instruments require significant adaptation when applied to remote luxury environments where geographic isolation simultaneously functions as both a marketable attribute and an operational constraint (Bhattacharya et al., 2023; Šebrek & Marković, 2020).

The pronounced centrality of Assurance Trust within this specific hospitality context reflects fundamental psychological mechanisms activated when guests engage with service providers in unfamiliar, isolated environments characterized by substantial financial investments and limited alternative options. Analysis of guest narratives reveals consistent emphasis on staff competence, safety protocols, and professional demeanor as primary evaluation criteria—elements directly corresponding to the Assurance dimension. This psychological prioritization aligns with established consumer behavior theories suggesting that trust formation precedes other evaluative processes in high-involvement purchase scenarios, particularly those entailing perceived vulnerability. The findings extend existing theoretical constructs by demonstrating how geographic isolation amplifies the relative importance of Assurance elements, creating a distinctive service quality hierarchy specific to remote luxury contexts that diverges from patterns observed in conventional urban or accessible resort environments.

Strategic implications for remote luxury resort management emerge by recognizing Assurance Trust's disproportionate influence on overall satisfaction metrics and subsequent loyalty behaviors. Operational resource allocation strategies should prioritize investments in staff competency development, particularly focusing on knowledge breadth, professional demeanor, and crisis management capabilities that enhance Assurance perceptions. Implementing transparent communication mechanisms regarding safety protocols, infrastructure resilience, and emergency response procedures represents a critical operational priority given the identified relationship between security assurances and experiential satisfaction (Bhattacharya et al., 2023; Shamsu et al., 2022). Also, management should implement specialized training programs addressing cultural sensitivity and interpersonal trust development, recognizing that staff-guest interactions are the primary vehicles for Assurance Trust formation. Such strategic prioritization acknowledges the unique service ecosystem of remote luxury properties where conventional operational approaches require substantial adaptation to address the distinctive trust requirements manifested in isolated hospitality environments.

Theoretical contributions extend beyond contextual application, offering substantive reconceptualization of how SERVQUAL dimensions interact within specialized service environments. Identifying dimensional dominance patterns challenges the implicit assumption of dimensional equivalence prevalent in conventional service quality literature, suggesting that contextual factors significantly modulate the relative influence of specific dimensions on overall satisfaction outcomes. Furthermore, the network visualization methodology employed in this investigation demonstrates analytical utility for identifying complex dimensional interactions that traditional linear measurement approaches might overlook, establishing methodological precedent for future service quality investigations. This research advances theoretical understanding of service quality by demonstrating how geographic isolation fundamentally reconfigures conventional service quality paradigms, necessitating measurement adaptation and strategic recalibration when luxury hospitality operations extend into remote contexts characterized by distinctive operational challenges and heightened guest expectations (Giao et al., 2020; Triantafillos et al., 2023).

4. CONCLUSION

This investigation into service quality dimensions at Nihi Sumba Resort yields significant theoretical and practical contributions to hospitality literature through empirical validation of Assurance Trust's predominance within remote luxury contexts. Systematic application of adapted SERVQUAL methodology, enhanced through network visualization techniques, has revealed fundamental reconfiguration of traditional service quality hierarchies wherein previously equivalent dimensions demonstrate clear stratification with Assurance emerging as the foundational element upon which other service perceptions are constructed. Analysis of guest narratives demonstrates how geographic isolation creates distinctive trust requirements, transforming conventional service quality paradigms into contextually specific frameworks requiring measurement adaptation. The methodological approach developed throughout this investigation establishes

analytical precedent for examining complex dimensional interactions that linear measurement approaches might overlook, while simultaneously providing luxury hospitality practitioners with evidence-based strategic guidance for resource allocation prioritization. Future scholarly inquiry should expand this analytical framework across diverse remote luxury properties to determine contextual variation patterns, integrate cultural specificity variables into dimensional assessments, and develop quantitative measurement instruments specifically calibrated for isolated hospitality environments. The dimensional dominance patterns identified throughout this investigation ultimately advance theoretical understanding while providing operational blueprints for establishing sustainable competitive advantage in emerging luxury destinations characterized by geographic isolation.

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