

# A-sentiment-analysis-of-Michelin-3-star-Restaurants

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## **Abstract**

Customer opinion plays a fundamental role in the restaurant industry, serving as a critical determinant of success and competitiveness. In the contemporary digital milieu, customer opinions attain heightened prominence through online review platforms. By employing sentiment analysis, term frequency analysis, and regression analysis, the study investigates the differences in sentiment between Greater Bay Area (GBA) and non-GBA Michelin 3-Star restaurants based on online reviews, and examines the attributes that impact overall customer satisfaction. Findings reveal the significant impact of price on customer review scores, followed by ambience, service, and food. Results highlight the importance of food quality, visually appealing options, personalized service, reasonable pricing, improved ambience, and leveraging online presence to attract more customers.

**Subject Areas:** *Consumer Behaviour, Service Marketing*

**Track:** Consumer Behaviour