



A Sentiment Analysis of Customer Reviews for Michelin-Starred Restaurants in Thailand: Assessing Business Intelligence Framework

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Abstract

Restaurants recognized as Michelin-starred are famous for their exceptional dining experiences. This study determines customer sentiment over a five-year period (2019-2024) focusing on Bangkok, Thailand by analyzing English-language reviews from Tripadvisor for three One Michelin-Starred restaurants in Thailand, namely Saneh Jaan, Le Du, and Nahm. Key aspects such as food quality, ambiance, price, and service were analyzed using Azure Sentiment Analysis for quantitative sentiment analysis and qualitative text analysis. The research aims to identify factors influencing customer satisfaction and dissatisfaction. Furthermore, it explores the impact of dining experience factors and sentiment categories on overall customer satisfaction to provide actionable insights for enhancing satisfaction and developing effective marketing strategies. This study uncovers the underlying reasons behind customer feedback. Regression analysis for hypothesis testing is performed. The findings demonstrate a strong correlation between positive sentiment and higher customer satisfaction. Key factors of the dining experience are pivotal in influencing satisfaction levels. Among the three restaurants, Nahm consistently received positive reviews, indicating that it excels in meeting customer expectations. In contrast, Le Du and Saneh Jaan need improvement in certain aspects. The analysis suggests that Saneh Jaan should focus on enhancing its service quality to boost customer satisfaction, while Le Du should prioritize improvements in food quality. On the other hand, Nahm should maintain its high standards in both food and service to continue receiving positive feedback from customers. Overall, the study provides insightful recommendations for enhancing customer satisfaction, derived from the analysis of sentiment patterns and the underlying factors.

Keywords: *Customer Sentiment, Michelin-starred Restaurants, Tripadvisor Reviews, Dining Experience, Sentiment Analysis, Customer Satisfaction*

1. Introduction

In the highly competitive realm of Michelin-starred restaurants, understanding customer sentiment is a key to achieving success. Nowadays, restaurateurs can look through online reviews from platforms like Tripadvisor, Yelp, and Google Reviews to figure out customer emotions without relying on traditional surveys.

In the past, people relied on word-of-mouth to discover a restaurant's reputation, often choosing places recommended by friends or family. This made restaurant choices heavily influenced by others' opinions. Nowadays, the Internet provides an effortless and affordable way to search for information without visiting or asking someone directly. Consequently, people are mostly influenced by online sources, switching from word-of-mouth to electronic word-of-mouth (eWOM). Litvin et al. (2007) defined eWOM as "all informal communications directed at consumers through Internet-based technology related to the usage or characteristics of particular goods and services, or their sellers." Online reviews on opinion platforms allow everyone to share their personal experiences and recommendations, expressing their emotions without boundaries.

Analyzing customer sentiment offers crucial insights into preferences and satisfaction levels, essential for crafting effective marketing strategies and improving the overall dining experience. Using Natural Language Processing

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(NLP) techniques, reviews can be classified into positive, negative, or neutral sentiments (Lopes et al., 2024). Despite the abundance of customer reviews, it is essential to effectively analyze the data to meet customer needs. By implementing a Business Intelligence (BI) framework, restaurateurs can systematically collect and interpret data, enabling them to make informed decisions to refine their offerings and enhance satisfaction levels.

This study focuses on conducting sentiment analysis of customer reviews for Michelin-starred restaurants in Thailand, leveraging BI tools to create data analysis dashboards. The findings will provide valuable insights into customer preferences, guiding restaurateurs in improving service quality, developing marketing strategies, and boosting overall customer satisfaction. Moreover, "Sentiment Analysis," is also known as "Opinion Mining." It has gained popularity these days. Sentiment analysis determines the polarity of text, classifying it as positive, negative, or neutral (Mimoso, 2020). It leverages advanced technologies like machine learning and AI to analyze and categorize user opinions on various topics, including businesses, people, services, events, and ideas.

TripAdvisor is acknowledged as a one-stop solution for people around the world who check and read reviews before making decisions about whether to visit a place or not, as noted by Low (2024). This digital platform proves useful for both travelers and researchers seeking information on various fields, including restaurants. Laksono et al. (2019) highlighted the significant role of online customer reviews in boosting the popularity of products or services. In another study conducted by Rita et al. (2022), the researcher focused on four key factors such as food, service, ambiance, and price in TripAdvisor restaurant reviews to identify changes after a restaurant is awarded a Michelin Star. They also determined the factors that led to positive online reviews. Additionally, Low (2024) pointed out that customer reviews offer valuable insights for businesses to understand customer preferences, enabling them to tailor their services and improve overall quality. For restaurateurs, these reviews provide a better understanding of customer satisfaction levels, trends, and areas needing improvement.

Nguyen and Dao (2024) employed text mining techniques to develop a dictionary of words across four categories: food, ambiance, price, and service. This allowed them to identify the most frequently used words and understand the sentiment associated with these key dimensions. Analyzing data from various text mining perspectives yielded valuable insights that can enhance both profitability and service quality. When conducting sentiment analysis, researchers face challenges and limitations. Detecting sarcasm and irony is another major challenge, as it requires understanding context and tone. In addition to sarcasm and irony, ambiguity in language can also result in misinterpretation. Therefore, sentiment analysis needs to comprehend the broader context to accurately determine whether it is satisfaction or dissatisfaction.

Previous studies have had limitations in scope and methodology. For example, Durmishi et al. (2024) and Barrera-Barrera (2023) focused only on Spanish Michelin-starred restaurants and lacked restaurant-specific sentiment dictionaries. Low (2024) examined a Thai street food restaurant with one Michelin star and did not analyze negative reviews. Nguyen and Dao (2024) studied Vietnamese Michelin-starred restaurants, with restricted data collection (only 51% of eligible reviews in English and Vietnamese) and no comparison with other restaurant awards.

This research fills these gaps by focusing on Thailand's Michelin-starred restaurants and expanding the analysis to multiple online reviews. It ensures accurate translation and comprehensively examines positive and negative sentiments, providing valuable insights into customer satisfaction and sentiment in the fine dining industry in Thailand.

To enhance brand awareness, it is crucial for Thai restaurateurs to stay connected with the world by keeping up with the latest gadgets and trends. Natural language processing tools decode an author's feelings and the nuances of human language. Pleerux and Nardkulpat (2023) applied natural language processing to clean the extracted data.

This study will focus on conducting sentiment analysis of customer reviews for Michelin-starred restaurants in Thailand. Utilizing a Business Intelligence (BI) framework, this research will create dashboards to analyze the data. The insights gained from this analysis will enable restaurateurs to make informed decisions to improve their services and develop effective marketing strategies. By providing valuable insights into customer preferences, this study will help Michelin-starred restaurants in Thailand enhance service quality, improve marketing strategies, and boost overall customer satisfaction.

2. Objectives

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- (1) To evaluate customer sentiments on dining experience factors such as food quality, ambience, price and service
- (2) To determine factors that influence customer satisfaction and dissatisfaction
- (3) To suggest recommendations for improving customer satisfaction

Proposed Hypothesis (with their alternates) are:

HA: Food quality, ambience, price, and service significantly influence customer satisfaction in the dining experience.

HB: Positive customer reviews have a more significant impact on customer satisfaction than negative or neutral reviews.

3. Materials and Methods

This study uses an exploratory mixed-method design to analyze customer sentiments from online reviews. Natural language processing techniques uncover patterns in food, ambience, price, and service. Descriptive and qualitative analyses reveal relationships and reasons behind sentiments. Step by step research process is discussed below.

Step 1: Data Collection

English-language reviews were collected from TripAdvisor to ensure accuracy and avoiding language barriers.

Step 2: Preprocessing

In the preprocessing phase, cleaning, tokenization, sentiment analysis, and text mining were conducted to categorize reviews into food, ambience, price, and service. Each review could belong to one or more categories, as it may comment on multiple aspects. This comprehensive methodology provides valuable insights for enhancing restaurant services.

Step 3: Sentiment Analysis

This research focuses on three Thai Michelin-starred restaurants in Bangkok: Saneh Jaan, Le Du, and Nahm. Each received one Michelin star in 2021 for their excellence in Thai cuisine, using high-quality fresh ingredients and traditional recipes. Despite their shared recognition, each restaurant offers a unique dining experience. Customer reviews from Tripadvisor were analyzed to understand the sentiment and satisfaction levels.

Various tools and techniques were employed to gather data from Tripadvisor and Tripadvisor Scraper (maintained by Apify), a web crawler, developed by Maximilian Copelli in 2019 and modified in 2024, was used to extract raw data from it. A total of (424) reviews for three restaurants were scraped from Tripadvisor. The data collection spanned from 2019 to 2024, providing a diverse dataset and long-term trends suitable for identifying patterns within the five-year period. Then, sentiment analysis was conducted using Azure sentiment analysis, a feature of Microsoft's Azure's Text Analytics service, is a powerful tool designed to process and evaluate text data by identifying sentiment categories and scores. It employs advanced natural language processing (NLP) algorithms and machine learning techniques to classify sentiments as positive, negative, or neutral based on linguistic patterns and contextual cues. In this study, Azure Sentiment Analysis was applied to (424) English-language customer reviews to extract meaningful insights into dining experiences at Michelin-starred restaurants. This tool provided sentiment output along with a score for each review, ranging from 0 to 1. Scores closer to 1 indicate positive sentiment, closer to 0 indicate negative sentiment, and around 0.5 indicate neutral sentiment. The data visualization was presented to illustrate the impact of key factors on customer dining experience and satisfaction.

Table 1 Sentiment Score Calculation

Positive	If sentiment score	> 0.5
Negative	If sentiment score	< 0.5
Neutral	Otherwise	~ 0.5

In this research, sentiment analysis was used both quantitatively and qualitatively. First, it determined sentiment scores of customer reviews for three restaurants, categorized into four key factors: food, ambience, price, and service.

Step 4: Regression Testing

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Regression analysis examined the relationship between these dining experience factors (independent variables) and customer satisfaction (dependent variable).

Step 5: Text Mining Interpretation

Additionally, qualitative sentiment analysis interpreted the context and nuances of language in customer feedback to understand the reasons behind their sentiments. Thus, sentiment analysis both quantified sentiment and provided qualitative insights into the reviews.

4. Results and Discussion

4.1 Sentiment Analysis Method

To conduct sentiment analysis on (424) customer reviews, the data was first cleaned in Excel by removing duplicates, special characters, stop words, and irrelevant information. The analysis focused on key aspects such as food, ambiance, service, and price, helping to identify predominant sentiments and answer research questions on how sentiments vary across these aspects and within Michelin-starred restaurant reviews. In performing regression analysis, the unit of analysis was individual customer reviews, with $n = 424$ observations included in each regression. This ensured that the relationships between dining experience factors and overall customer satisfaction were robustly tested.

HA: Food quality, ambiance, price, and service significantly influence customer satisfaction in the dining experience.

Table 1 Overall Sentiment Analysis (Positive and Negative Reviews) for Each Restaurant

Name of the Restaurant	Total Positive Reviews	Total Negative Reviews
Saneh Jaan	87%	13%
Le Du	93%	7%
Nahm	86%	14%

All restaurants received more positive than negative reviews for various dining experience factors. Nahm had the highest total reviews, indicating a larger customer base or higher visibility. Le Du had a high number of positive reviews with relatively few negative ones, reflecting strong customer satisfaction. Saneh Jaan had fewer reviews overall but maintained a good ratio of positive to negative reviews.

Table 2 Overall Sentiment Analysis of Different Dining Experience Factors for each restaurant

Name of the Restaurant	Food Positive	Food Negative	Ambience Positive	Ambience Negative	Service Positive	Service Negative	Price Positive	Price Negative
Saneh Jaan	29	2	7	0	0	2	4	2
Le Du	90	7	5	0	2	0	3	0
Nahm	181	29	22	1	3	3	26	6

The table compared reviews for Saneh Jaan, Le Du, and Nahm, categorizing them by food, ambiance, price, and service, and noting whether they were positive or negative. Saneh Jaan and Le Du had more positive food reviews, while Nahm had both the highest number of positive and significant negative food reviews. For ambiance, Saneh Jaan and Le Du had only positive reviews, but Nahm had the highest number of both positive and negative reviews. Saneh Jaan had no positive reviews and a few negative ones for price, Le Du had minimal positive reviews and no negative ones, while Nahm had an equal number of positive and negative reviews. For service, Saneh Jaan had mixed reviews, Le



Du had only positive reviews, and Nahm had the most positive reviews with some negative ones. The table highlighted each restaurant's strengths and weaknesses based on customer reviews.

Sentiment analysis was conducted for Saneh Jaan, Le Du, and Nahm to determine the influence of different dining experience factors on customer satisfaction. The null hypothesis of factor 1 assumed no influence, while the alternative assumed some influence. A multiple regression analysis using SPSS examined the impact of these factors on customer satisfaction. Sentiment analysis categorized reviews as positive, negative, or neutral. The null hypothesis was accepted or rejected based on p-values, with significance determined by p-values less than 0.05. The statistical significance and influence of each factor were evaluated through coefficients, standard errors, t-values, and p-values.

Table 1 Multiple Regression Analysis Results for Saneh Jaan Restaurant

Measure	Coefficient (B)	Standard Error (Std. Error)	t-value	p-value
Food	0.898	0.742	1.210	0.236
Ambience	2.001	1.268	1.579	0.175
Service	6.875	1.464	4.695	0.009
Price	-9.626	-	-	-

Regarding the table, the multiple regression analysis for Saneh Jaan Restaurant evaluated the impact of dining experience factors on customer satisfaction by analyzing coefficients, standard errors, t-values, and p-values. Results showed that food (p-value = 0.236) and ambience (p-value = 0.175) did not significantly influence customer satisfaction. Service (p-value = 0.009) had a significant influence, while the impact of price could not be determined due to lack of data. This suggests that only service significantly influenced customer satisfaction based on the collected data.

Table 2 Multiple Regression Analysis Results for Le Du Restaurant

Measure	Coefficient (B)	Standard Error (Std. Error)	t-value	p-value
Food	4.408	0.572	7.711	<0.001
Ambience	-0.447	2.408	-0.186	0.865
Service	-2.118	5.103	-0.415	0.750
Price	17.548	-	-	-

Table 2 showed the results of the multiple regression analysis for Le Du Restaurant. According to the data, food significantly influenced customer satisfaction (p-value <0.001), while ambience (p-value = 0.865) and service (p-value = 0.750) did not. The significance of price could not be determined due to lack of data. Thus, only food had a significant impact on customer satisfaction based on the collected data.

Table 3 Multiple Regression Analysis Results for Nahm Restaurant

Measure	Coefficient (B)	Standard Error (Std. Error)	t-value	p-value
Food	4.408	0.572	7.711	<0.001



Ambience	-0.447	2.408	-0.186	0.865
Service	-2.118	5.103	-0.415	0.750
Price	17.548	-	-	-

Table 3 presented the multiple regression analysis results of Nahm Restaurant. It showed that food significantly influenced customer satisfaction, as indicated by a p-value less than 0.05, leading to the rejection of the null hypothesis. Ambiance, with a p-value of 0.17, did not significantly influence customer satisfaction, thus the null hypothesis was accepted. Service, with a p-value less than 0.001, significantly influenced customer satisfaction, resulting in the rejection of the null hypothesis. However, price, with a p-value of 0.086, did not significantly influence customer satisfaction, and the null hypothesis was accepted.

HB: Positive customer reviews have a more significant impact on customer satisfaction than negative or neutral reviews.

Table 4 Multiple Regression Testing Results of the impact of Review Sentiment on Customer Satisfaction

Restaurant s	Sentiment Category	Coefficient (B)	Standard Error (Std. Error)	t-value	p-value
Saneh Jaan	Positive	1.792	2.332	0.769	0.498
	Negative	-2.022	2.682	-0.754	0.506
Le Du	Positive	-4.111	-0.326	-0.690	0.528
	Negative	4.420	0.180	0.382	0.722
Nahm	Positive	-0.947	1.099	-0.862	0.394
	Negative	-0.428	1.711	-0.250	0.804

According to Table 4, all three restaurants, Saneh Jaan, Le Du, and Nahm, had received both positive and negative customer reviews that did not significantly influence customer satisfaction, as indicated by p-values greater than 0.05. At Saneh Jaan, the p-values for positive and negative reviews were 0.498 and 0.506, respectively. For Le Du, the p-values were 0.528 for positive and 0.722 for negative reviews. At Nahm, the p-values were 0.394 for positive and 0.804 for negative reviews. Therefore, the null hypothesis was accepted for all three restaurants, indicating that review sentiments did not have a significant impact on customer satisfaction.

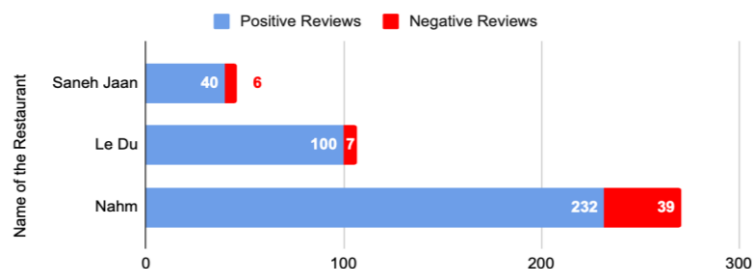


Figure 1 Overall Sentiment Analysis (Positive and Negative Reviews) for Each Restaurant

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Figure 2 Overall Sentiment Analysis of Different Dining Experience Factors for Each Restaurant

Figure 1 indicated that all three restaurants received numerous positive reviews, suggesting a correlation between positive sentiment and higher customer satisfaction. Saneh Jaan had more positive than negative reviews, indicating good satisfaction, though the overall number of reviews was lower compared to Le Du and Nahm. Le Du also had significantly more positive reviews, reflecting positive customer sentiment. Nahm had the highest number of positive reviews, implying it could be a favorite among customers, but it also had a relatively higher number of negative reviews, showing a noticeable fraction of dissatisfied customers.

Figure 2 pointed out how Nahm excelled in providing a well-rounded dining experience, receiving the highest number of positive reviews for food (180) reviews, ambience (40) reviews, and service (30) reviews. On the other hand, Le Du received (100) positive reviews for food and Saneh Jaan received (30) positive reviews for food trailing behind Nahm in customer satisfaction. Negative reviews for food, ambience, and service were minimal across all three Michelin-starred restaurants, and price was not a significant factor in customer satisfaction or dissatisfaction for any of them.

Overall, Nahm consistently received the most positive reviews for all dining experience factors, indicating high customer satisfaction. In contrast, Le Du and Saneh Jaan needed improvement to match Nahm's level of customer satisfaction.

4.2 Text Mining Method

In order to determine which dining experience factor has a significant influence on customer satisfaction, text mining method was conducted on the customer reviews written for each restaurant. Among all, food had the greatest impact on overall sentiment, followed by ambience, service, and price. To understand the deeper meaning and emotions in textual data, the words from written reviews were analyzed by grouping them as positive and negative sentiment.

Saneh Jaan Restaurant had received a total of (46) reviews. The reviewers praised the restaurant's classy ambience and tasty food, highlighting the use of adverbs to enhance positive sentiment. However, they noted large portion sizes and unimpressive desserts. They suggested refining portion sizes and improving the atmosphere. The reviewer was strongly disappointed, using words like "eager," "thoroughly disappointed," and "great mystery." They criticized the food as "plain and devoid of taste," the service as inflexible, and the high prices. The overall sentiment was one of strong dissatisfaction, suggesting avoiding the restaurant. Overall, food was the primary factor affecting sentiment, with both positive and negative emotions expressed regarding Saneh Jaan Restaurant.

Among (107) total customer reviews written for Le Du Restaurant, (100) of them were positive. The positive reviews highlighted the food. They put focus on the six-course tasting menu, described as 'outstanding' and 'interesting'. Service was praised as 'extraordinary'. However, there was a minor complaint about the high cost of 15,000 baht. On the other hand, the reviewer also criticized the rapid service, which made the dining experience less enjoyable, and expressed mixed feelings about the food. Some dishes were praised, but others were described as raw, tough, or unremarkable. The wine tasting was unimpressive, and the overall experience did not justify the high cost.

As for Nahm Restaurant, (232) of (271) reviews were determined as positive customer reviews. The reviewer was excited about dining at Nahm, praising the pleasant atmosphere and overall very good food, with some fantastic



dishes. However, they were frustrated with the service timing and felt overlooked, especially given the high cost of over \$400 USD. Overall, Nahm received mostly positive reviews for food and ambiance, but service issues and high prices negatively impacted some customer experiences.

4.3 Combined Analysis of Quantitative and Qualitative Findings

Combining quantitative and qualitative findings presents a holistic view of customer sentiment and satisfaction for the three restaurants. Quantitative metrics like regression coefficients and p-values provide statistical rigor, identifying key factors influencing satisfaction, while qualitative analysis contextualizes these results with detailed sentiments expressed in reviews. Nahm's strong performance reflects its consistent ability to meet customer expectations across all dining aspects. However, both Le Du and Saneh Jaan highlight the importance of focusing improvements on service and food quality to enhance satisfaction levels.

5. Conclusion

Understanding customer sentiment in the restaurant industry is crucial for improving business performance. This study explores sentiment in Michelin-starred restaurants to uncover the reasons behind customer reviews, focusing on English reviews over a five-year period. The findings show that positive sentiment strongly correlates with higher customer satisfaction. Nahm received more consistent positive reviews across various factors, whereas Le Du and Saneh Jaan need to improve specific aspects.

For Saneh Jaan, the analysis revealed that service significantly influenced customer satisfaction. Therefore, it is essential for Saneh Jaan to focus on enhancing service by training staff to be more attentive, courteous, and responsive. Streamlining service processes to ensure timely and efficient service can also help. Moreover, the chef should revise the dishes when the customer requests or cook the dishes as requested. Although food and ambiance did not show a significant impact on satisfaction, maintaining high standards in these areas is still crucial to avoid potential negative influences in the future.

Le Du can improve customer satisfaction by enhancing the quality of food, as the analysis showed that food significantly influenced customer satisfaction at this restaurant. To achieve this, Le Du can ensure the use of high-quality, fresh ingredients and innovate and refine the menu to offer unique and memorable dishes. Regularly reviewing and updating the menu based on customer feedback and culinary trends can also be beneficial. While service and ambiance did not significantly impact satisfaction, they should not be neglected. Consistently good service and a pleasant ambiance can complement the food experience and contribute to overall customer satisfaction.

For Nahm, both food and service were significant factors for customer satisfaction. Therefore, it is essential for Nahm to maintain high standards in these areas. Continuously training staff to provide exceptional service and regularly reviewing the menu to ensure food quality remains high are crucial steps. Implementing quality control measures to maintain consistency in both food and service can further enhance the customer experience. Although price and ambiance did not show a significant influence, ensuring a pleasant dining environment and offering value for money can contribute positively to the overall experience.

In terms of recommendations, implementing a system for regularly gathering and analyzing customer feedback can help identify areas for improvement and track the effectiveness of changes made. Providing personalized experiences and special touches, such as custom greetings or complimentary items, can enhance customer satisfaction and loyalty. Utilizing digital platforms for reservations, customer interactions, and feedback can improve the overall customer experience and streamline operations.

This study focused only on One Michelin-Starred restaurants in Bangkok, Thailand. Future research can benefit greatly by expanding the focus beyond just One Michelin-Starred restaurants to include Two and Three Michelin-Starred establishments in Thailand. This would provide a comprehensive understanding of the dining landscape at various levels of distinction and help identify patterns and unique characteristics across different tiers of excellence. Additionally, a comparative analysis between One Michelin-Starred restaurants from Thailand and those in other major countries like China, Singapore, or the United States can be valuable. This comparison could highlight unique culinary trends and innovations specific to Thailand and offer insights into regional differences and influences in the culinary world.



Investigating consumer behavior and preferences is another crucial area for future research. Understanding the demographics, spending patterns, and factors influencing restaurant choice among patrons of One Michelin-Starred restaurants can provide valuable insights for restaurateurs aiming to attract and retain customers. Given that this study focuses on sentiment analysis and reviews written on Tripadvisor, future research can further explore the sentiment expressed in online reviews written on other social media platforms of One Michelin-Starred restaurants. Analyzing these reviews and comparing them can provide valuable insights into customer satisfaction, common praises, and areas of improvement. Lastly, qualitative research involving interviews with chefs and staff members can provide an insider's perspective on the challenges and experiences of maintaining a Michelin-starred status. Their insights can offer valuable lessons and inspiration for aspiring restaurateurs and chefs.

6. Acknowledgements

First and foremost, special thanks to the committees and organizers of the RSU International Research Conference 2025 for providing this study with the opportunity to participate in this esteemed event. This study was made possible through the invaluable guidance and support of many individuals and institutions. I would like to express my deepest gratitude to my advisor, Dr. Herison Surbakti, Master of Science in International Digital Business (International Program) at the International College, Rangsit University, Thailand, and all my professors for their unwavering support. Their constructive feedback and constant encouragement throughout the entire process significantly contributed to the development of this study.

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