

SENTIMENT ANALYSIS ON TRIPADVISOR REVIEWS OF CUSTOMER SATISFACTION IN TAGAYTAY CITY FROM 2017- 2021

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(Received 10th July 2022; accepted 14th September 2022)

Abstract. The study addresses customer satisfaction in Bag of Beans Café and Restaurant, Tagaytay City focusing on the online reviews on Trip Advisor from the year 2017-2021. The study aims to come up with recommendations based on results that can be applied to the negative feedback of the customers in Bag of Beans Café and Restaurant Tagaytay City through reviews from TripAdvisor. The researchers utilized Hashed Ahmed Nasser's research framework. Salniza Bt Md, M. Salleh, Hamid Mahmood Gelaidan in 2012. The framework consists of four sections for gaining customer satisfaction. This study utilized qualitative research following a descriptive design. Sentiment analysis of TripAdvisor reviews was applied in its research. The researchers utilized a purposive sampling technique wherein there are qualifications for the reviews to be included in the study. Simple frequency counts on the number of positive and negative comments were performed and are shown for clarity. The online reviews mainly indicated a higher rate of positive impression after dining at Bag of Beans, concluding that most customers are satisfied with the restaurant's performance. That being said, the café and restaurant have implemented procedures and measures in place to ensure that their clients receive high-quality attention. In addition, having online review platforms allows the Hospitality and Restaurant Industry to analyze both positive and negative customer experiences that will help the management to improve and develop the services they offer for the betterment of the café and restaurant.

Keywords: *tripadvisor, restaurant, customer satisfaction, customer review*

Introduction

Customer satisfaction is an essential aspect of the restaurant business for it measures how happy customers are with the company's products and services. Customers and their satisfaction are considered the key elements for an effective operation of businesses. Dotimas (2015) mentioned that it is important for a business to have a high level of customer satisfaction because pleased consumers are more likely to be loyal and to make repeat orders. In addition, it is important for any business to have a positive online rating. The rise of Web, has significantly affected people's travel habits. Many individuals nowadays share their travel or dining experiences on social media sites. Similarly, comments published on numerous social media platforms may help shape and impact potential buyers' thoughts about buying a certain product or service (Maria et al., 2019). This is due to the fact that customers are more inclined to believe evaluations and experiences from other customers than they are to believe the company itself (Hu and Yang, 2020). Food is a basic need for everyone. In food service, it is an industry that deals with the preparation of food items and products. Because of its genre, the food service businesses are in high demand and will always be. These industries include restaurants, fast foods, cafeterias, catering services, food stalls etc. (Saguiguit, 2021). In

the Philippines, the food industry has developed. Because Filipinos love to eat, you'll find a number of restaurants and fast-food chains around the cities.

The food service industry has become more competitive as the number of restaurants has increased. Restaurants offer different ways to provide the customers food, dine in, and take away or delivery at home. Many restaurants become buffet restaurants to attract more customers to dine (Rasel, 2020). Famous buffet restaurants in the Philippines are Vikings, Sambo Kojin etc which are known as foreign brands. The food and beverage industry, where coffee shops are also a part of, wherein many coffee shops businesses have been opened due to rising demand for coffee. A coffee shop, like a bar or a restaurant, might be very similar. Coffee shops offer coffee itself and some light snacks and tea (Suarez et al., 2017). Like Starbucks, it is the largest specialty coffee producer and retailer in the world, as well as one of the most well-known coffee cafes (Dimitrakaki, 2021). Seattle's Best Coffee as well as Coffee Bean Tea and Leaf are some of the famous foreign brands in the Philippines. In the Philippines, Coffee Project, Bo's Coffee and Cafe Agapita are local brands which are famous for serving coffees and light snacks while Buffet Restaurant, the Philippines has local brands such as Cabalen and Balay Dako, both owned by Filipinos.

In this study, its setting is one of the famous café and restaurant in Cavite, the Bag of Beans Café and Restaurant with five branches namely: Bag of Beans Athena, Bag of Beans Main Branch, Bag of Beans Charito, Bag of Beans West Lake, and Bag of Beans Summit Ridge. However, in this study, its setting will only focus on the Bag of Beans Main Branch where it is located at 115 Aguinaldo Highway Mendez Crossing West, Tagaytay City. In Bag of Beans, they offer coffee and pastries as well as buffet and a la carte meals. Bag of Beans began as a small coffee shop along the highway of Tagaytay then started to add breakfast to their menu (Gregorio, 2016). Now, Bag of Beans is one of the famous cafe and restaurant in Tagaytay which tourists around the country visit. The restaurant offers a great selection of pasta and salads, coffee and pastries to complement the cold weather of Tagaytay. The restaurant has a nice view with a great ambiance and relaxed atmosphere. The study aims to assess the customer satisfaction in Bag of Beans Café and Restaurant, Tagaytay City based on sentiment analysis of Tripadvisor reviews from 2017 to 2021. Specifically, the study seeks to answer the question: What are the positive and negative trip advisor reviews on customer satisfaction in Bag of Beans Café and Restaurant in Tagaytay City in terms of a. Perceived Quality; b. Perceived Value; c. Customer Expectation; and d. Corporate Image.

This study is the first study that will analyze the Tripadvisor reviews of Bag of Beans Café and Restaurant in Tagaytay City. Moreover, this is the first study that will assess the four sections of customer satisfaction in the food industry. This study is significant to the: to the management of Bag of Beans Tagaytay-this study would be beneficial to the café and restaurant and also to the employees to help satisfy customers with the great service and their offered products. Also, to increase sales and profit of the said restaurant; To the Hospitality and Restaurant Industry-This study will help the hospitality and restaurant industry to know the area where they need to improve if needed to attain customer satisfaction; and to the future researchers-This study will give the future researchers a reference related to their desired topic. The study could also provide them with reliable information that can help them if they're going to conduct a related study.

Review of literature

The researchers will utilize the research framework of Nasser et al. in 2012 (Figure 1). The framework consists of 4 sections that make the customer gain their satisfaction. Service quality and customer satisfaction has an importance to business. This helps businesses to build profit and increase sales as customer satisfaction is a major determinant. Perceived quality is providing quality of goods/product and service to the needs of the customer for their satisfaction. It appears that there are some similarities between customer satisfaction and service quality. Since customer satisfaction is a broader concept than service quality assessment, consider service quality to be a component of customer satisfaction. Overall quality, perceived reliability, and the amount to which a goods/product and service fits the consumer's needs are all measures of perceived quality. Perceived Value is defined as "the consumer's overall assessment of the usefulness of a product based on perceptions on what is received and what is given." stated by Nasser et al. (2012). Companies are able to increase customer satisfaction by creating customer value through providing customers with the comparative price value of the products together with the kind of services that they offer.

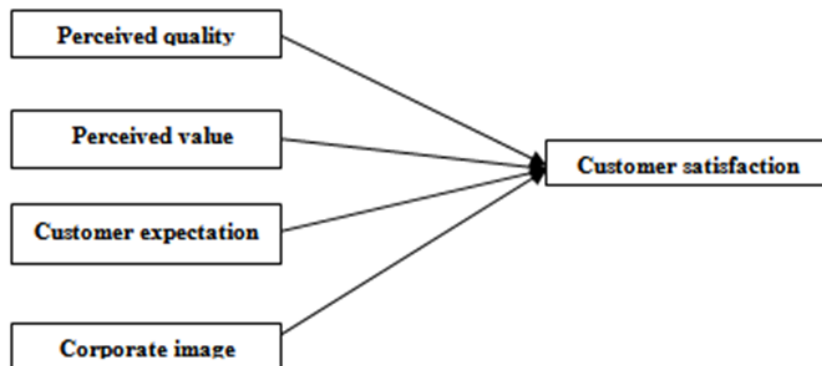


Figure 1. Research framework.

Customer expectations are pretrial beliefs about a product or service (Olson and Dover, 1979). Customers have many sources of information that lead to expectation such as word of mouth, expert opinion, publicity, and communication controlled by the company (e.g., advertising, personal selling, and price), as well as prior exposure to competitive services (Zeithaml et al., 1993). In this study, customer expectation can be defined as the level of customer expectation from the Bag of Beans Café and Restaurant. The service provider must meet or exceed the customer expectations of customers. Gronholdt et al. (2000) indicated that image is an important component of customer satisfaction. For the companies, image is a result of being reliable, professional and inventive, having contributions to society, and adding a good reputation to its customers. Corporate image is defined in this study as the image of the company service provider that influences consumer perception. Every business in this world depends on what the customer's want and need. Business owners must comply with the customer to provide them satisfaction. Customer satisfaction has an impact on the company and its product offered, if the customer is satisfied with the product and service it means more product and greater service. Customers who are dissatisfied with a company's product will never buy it again, thus complying with their needs is necessary (Ali et al., 2021).

Businesses have long worked to understand how to increase the satisfaction of customers and retention. To maintain the customer's satisfaction, is to provide them with available resources to ensure their satisfaction (Bengtsson et al., 2020). According to Espino (2017), he believes that customers are the "life blood" of every business. "Without our dear customers business will not survive". The businesses should give what the customers are looking for their needs and wants. In that way, the trust and loyalty of the consumers will develop into satisfaction and will repeatedly avail or purchase their products and services. According to the study of Salaveria et al. (2017), in every business company there is one main goal which is to satisfy the wants and needs of the customer by giving them the 2 qualities which are; product quality and service quality. In order for them to reach the customer's satisfaction, it measures the ability of a company to know if they satisfy and meet the expectations of the customers in terms of products and services. Customer satisfaction is also a measure for determining the loyalty, dissatisfaction of the customer, reducing the churn and the increase of revenues. They also stated that customer satisfaction plays an important role in order to be part of the successful business in the industry in terms of gaining and increasing from sales and valuing their customers those results in becoming a loyal customer. Being a loyal customer means they will keep on coming back and repurchasing the products or availing the services that your company offered. The loyal customers are also important to a company because they share their experiences by posting it online or word of mouth.

Customer satisfaction is not just based on how the customer looks while eating inside the restaurant most especially if the customer is a first time diner in a specific restaurant. Because of this, the study of Yu et al. (2017), online travel reviews on the internet such as blogs, vlogs, type written reviews in different review sites or applications offers an interaction and opportunities for the restaurant owners to know how their customers feel and what are their feedbacks about the dishes, surroundings, and services. In short, online reviews serve as a good source of recommendation for those who are having a hard time thinking of what restaurant should they go for. According to their research findings, Energy, purchasing, education, and innovation significantly influences the overall satisfaction of the guests in every green hotel that are present in the Tripadvisor online travel agency website. According to Berg (2018), 91% of people trust online consumer reviews from different platforms online such as social media, online shopping applications, and many more. Business owners have to pay a lot of attention to the feedback and read reviews to understand consumers' needs. For example, people frequently express their sympathy leaving positive feedback or give a hint what would make them buy again. In that way they would know what areas of that specific product they need to focus on and to maintain in order to turn a first time buyer into a loyal customer. Another statement from their findings indicates that "Younger adults are less influenced by negative reviews in comparison to older consumers. Young people prefer products with better attributes and with higher average consumer ratings while older ones might be influenced by a single affect-rich negative review." Since we are living in the modern and experiencing pandemic, teenagers are relying more on the online reviews to make sure if they will buy the item or not and by doing this method they could easily persuade other people to read different online reviews before purchasing both online and physical stores.

In contrast with the similarities of different studies about customer satisfaction, dissatisfied customers who feel that a certain business doesn't provide the product or

service that they are expecting to provide makes them feel betrayed by violating the customer-seller relationship's rules and principles. The feedback given by the clients or customers has something to do with the company. It might affect their sales in a positive or negative way. If the customers are not satisfied with the services they will surely share it on the internet that results in having a negative impression and it will also immediately take away their potential customers as well. Dissatisfied clients rarely inform the company or the business owner about her/her dissatisfaction experience with them however they let it all out by using different online applications such as facebook, instagram, and twitter they are sharing the bad experiences and letting the public audience know about it. One of the reasons why the customers are experiencing different types of dissatisfaction is because of the lack of technology strategy, poor customer service, and some of the companies overestimate the quality of what customer service they are providing and this was the conclusion of the Transforming customer service study of Majorel Official Portal (2018). According to FormPlus Official Portal (2020), a certain company monitors the customer dissatisfaction that they received from their previous customers because it can give a negative effect to their business which are: creating a bad reputation in public and leads to loss of loyalty from their customers all throughout the existence of the business. "Customer dissatisfaction gives a negative impact on business owners, they are disappointed in a product or service because of their expectation" added by (Putri et al., 2020).

Materials and Methods

This study employs a qualitative research study, following a descriptive design. This design does not interfere with data gathering as the researchers will only be observers. Moreover, the data required to map consumer satisfaction is already uploaded on the internet in the form of reviews left by the visitors on Tripadvisor. The researchers utilized Tripadvisor to gather data for there are no available data on other online travel agency review sites. Tripadvisor inspects all user-generated content carefully to ensure it is adhering to its content regulations and guidelines. The researchers utilized a purposive sampling technique. The target participants for this research are the guests who visited and dined in the Bag of Beans Cafe and Restaurant located at 115 Aguinaldo Highway Mendez Crossing West, Tagaytay City from 2017-2021, and posted their reviews on Tripadvisor. The reviews must be in English language only. It was determined that a total of 490 reviews were written on Tripadvisor during the time period 2017 until 2021. 225 reviews were made in 2017, 149 reviews in 2018, 99 reviews in 2019, 12 reviews in 2020, and 5 reviews in 2021. The restrictions that were implemented upon restaurants in the country due to the Coronavirus disease in 2020 and 2021 caused a decrease in restaurant visits and, respectively, the number of new reviews on Tripadvisor.

The researchers utilized a Sentiment Analysis method. According to Nasukawa and Yi (2003), "Sentiment analysis is a technique for identifying the ways in which sentiments are expressed in text and for determining whether they represent positive or negative feelings toward a specific product or service". The purpose of sentiment analysis is to determine the writer's attitude, either positive or negative, towards entities expressed in written text. The sentiments discovered in the mode of reviews on Tripadvisor offer the needed data for this study. The researchers collected the data on a credible travel review website, Tripadvisor. Tripadvisor inspects all user-generated

content carefully to ensure it is adhering to its content regulations and guidelines. The reviews from Tripadvisor left by guests who visited and dined in the Bag of Beans Cafe and Restaurant were collected and coded manually in MS Excel (*Table 1*). The reviews were sorted depending on what variable they are, whether perceived quality, perceived value, customer expectation, and corporate image based on the Customer Satisfaction framework by Nasser et al. (2012). Each online review was categorized as Positive or Negative in which each review can be assigned to one or more variables. For ethical consideration, the researchers informed the Bag of Beans Café and Restaurant by emailing them that the restaurant will be the setting of this study. The researchers informed them that the study aims to assess the level of customer satisfaction in Bag of Beans Café and Restaurant, Tagaytay City based on the sentiment analysis coming from Tripadvisor reviews from 2017 to 2021.

Table 1. List of tripadvisor feedbacks reviewed.

Tripadvisor reviews per year	Web link	No. of reviews
Tripadvisor reviews in 2017	https://www.tripadvisor.com.ph/Restaurant_Review-g317121-d1634971-Reviews-or320-Bag_of_Beans_Cafe_and_Restaurant-Tagaytay_Cavite_Province_Calabarzon_Region.html	225
Tripadvisor reviews in 2018	https://www.tripadvisor.com.ph/Restaurant_Review-g317121-d1634971-Reviews-or320-Bag_of_Beans_Cafe_and_Restaurant-Tagaytay_Cavite_Province_Calabarzon_Region.html	149
Tripadvisor reviews in 2019	https://www.tripadvisor.com.ph/Restaurant_Review-g317121-d1634971-Reviews-or320-Bag_of_Beans_Cafe_and_Restaurant-Tagaytay_Cavite_Province_Calabarzon_Region.html	99
Tripadvisor reviews in 2020	https://www.tripadvisor.com.ph/Restaurant_Review-g317121-d1634971-Reviews-or320-Bag_of_Beans_Cafe_and_Restaurant-Tagaytay_Cavite_Province_Calabarzon_Region.html	12
Tripadvisor reviews in 2021	https://www.tripadvisor.com.ph/Restaurant_Review-g317121-d1634971-Reviews-or320-Bag_of_Beans_Cafe_and_Restaurant-Tagaytay_Cavite_Province_Calabarzon_Region.html	5
Total		490

Results and Discussion

225 Tripadvisor reviews from Bag of Beans Cafe and Restaurant in the year 2017 were analysed. The frequency counts, percentages, and total comments per variable are

shown for clarity. The shortened version of the summary of simple frequency counts is listed in *Table 2*. The most common number of comments is the Perceived Quality (212 comments) and thus is the main theme for the opinion of visitors and the reason for visiting the restaurant. Perceived Quality was mentioned in positive reviews more than in negative: positive (79%), and negative (21%). Among those reviews, one of the most mentioned positive factors was good food. For example, reviewers mentioned in their review that “They’ve got good food!”, “Food are fantastic”, and “Delicious food”. Other reviewers mentioned that “The portions were huge!”, and “The serving is good if you are a heavy eater.” With regards to the service, customers that were satisfied with the quality of the service mentioned staff attitude. For example, one reviewer wrote “Friendly guards and parking aides, Pleasant receptionist, and very attentive waitstaff”. Another reviewer mentioned “Staff is prompt, polite, and friendly”. As for negative comments, some mentioned that the food was unsatisfying, an example of such comment said, “I didn’t enjoy the food”, “Coffee and cakes are too sweet”, and “Pasta is not that good”. Complaints about the quality of service were also mentioned in the online reviews. For example, some customer stated that “The servers lack friendliness” and “Staff are mostly slow to respond and do not bother to smile”.

Table 2. Analysis by comments according to variable in year 2017.

Variables	Positive comments		Negative comments		Total comments per variable
	F (N)	P (%)	F (N)	P (%)	
Perceived quality	167	79	45	21	212
Perceived value	44	64	25	36	69
Customer expectation	50	81	12	19	62
Corporate image	112	89	14	11	126

Notes: F=Frequency; P=Percentage.

Perceived Value was brought up in (64%) of the positive comment, compared to (36%) of negative comments. The Perceived Value is not so common topic for leaving the review since it only shows 69 comments. 64% of customers were happy with the prices and believed that the products are valued for money. For example, one user wrote “Serving is Good, Big serving and Value for Money”. However, it should be noted that 36% believed that the prices were too high. One user stated “The food was overpriced for its quality”. Customer Expectation was the least brought up topic in the reviews. However, customer expectation was mentioned by customers in positive reviews by a relatively higher percent - 81% of customer expectation mentions were positive reviews. Customers mentioned that they are satisfied with their overall experience, and some are even planning on going back. For example, a reviewer wrote “We had a great dining experience. I don’t mind going back and I would definitely recommend this place”. As for negative comments, some customers wrote “Over rated place.” and “It was a disappointment galore to say the least. I would never ever recommend this place to anyone at all”. The number of negative comments with customer expectation might be connected to expected service and experienced service. A reviewer commented that “It was as not as I expect reading all good review.” Another mentioned “Overall, I think I just set high expectations for this place, and sadly it was not met.” This is supported by Zeithaml et al. (1996) that it is typical that customer expectations do not meet the outcome, creating a gap and thus lower satisfaction.

Finally, according to the variable of Corporate Image of the place (126 comments), it is obvious that most comments are left positive (89%), which means the image of the

company service provider satisfies most of the visitors. An example of such a positive comment said, “Serene ambiance, has good spaces for parking and secured”. A reviewer also mentioned that the place is “pet friendly”. As for the negative comments, some guests who dined in were not satisfied with the image of the restaurant which influences their consumer perception. Some examples of such comments are “very poor emergency readiness (slip and fall incident)”, “the space is not PWD friendly”, and “there are flies everywhere”.

In this year 2018, Perceived Quality has the most number of positive as well as the negative comments, whereby the outcomes are 121 or 88% of positive comments and 17 or 12% for negative comments (*Table 3*). Positive comments are mostly “Great food” and “Excellent food”. Bag of Beans Main Branch has also “Wide array of drinks” and “Huge selection for breakfast” according to the reviews from Trip Advisor. If you are heavy eater or doesn’t feel full easily, Bag of Beans offer “Big serving” and its “Serving is very large”. They also offer different variant of dishes, “Steak Tagalog was delicious”, as well as “Best Bulalo” and “Fillet Mignon is juicy and tender”. Pasta is also one of their offered meals which is “Delicious” as mentioned by one of the commentors and Lasagna which “Taste Good, Big Serving”. Bag of Beans was first discovered as a small store of coffee shop in Tagaytay, thus their coffee is a must try. Some comments are mentioned “Great coffee” and “Coffee tastes differently good”. Bag of Beans also offer pastries and desserts which some comments mentioned “Cheesecake at its best”, “Pancakes were good” and “Delicious bread”. Perceived Quality also consists of service, thus “Friendly and accommodating staff” were the most common positive comment. One commentor reviewed “Five Star for the service” as well as “Staff is professional” are a big factor for a business. Negative comments for Perceived Quality were consisting of 17 comments or 12%. The majority of the reviews are focused on the service rather than the product. The most common service complaints were "Slow service" and "Disappointing service." Negative reviews also include "Unprofessional waiter" and "Inattentive crew." In terms of the restaurant’s offered products, comments were “Buffet choices are limited”. Some were also “Disappointed with the pasta” and the “Cookies are a no”, which stated by Putri et al. (2020) that customer dissatisfaction gives a negative impact on business owners, they are disappointed in a product or service because of their expectation.

Table 3. Analysis by comments according to variables in year 2018.

Variables	Positive comments		Negative comments		Total comments per variable
	F (N)	P (%)	F (N)	P (%)	
Perceived quality	121	88	17	12	138
Perceived value	16	55	13	45	29
Customer expectation	23	96	1	4	24
Corporate image	93	92	7	7	99

Notes: F=Frequency; P=Percentage.

In Perceived Value, most comments belong to positive with 16 reviews or 55% than the negative with 13 reviews or 45%. Majority of the positive comments in Perceived Value are usually “Reasonably price” with 9 out of the 16 positive reviews. There are comment which are “Very affordable” and “Serving was appropriate for the price”; and comments that are “Pricey but worth it” as well as “Well worth the price”. In the negative comments, all the comments are “Pricey”, “Overpriced” and “Expensive”. And there are also one comments mentioning “Price was outrageous for what you get”.

Customer Expectation consists of more positive comments with 23 reviews or 96% and 1 review or 4% for negative comment. Out of 23 positive comments for customer expectation, 13 reviews stated that they “Will definitely go back” and 6 positive reviews for “Highly recommended” place for others to visit the café and restaurant and 3 stating that Bag of Beans Main Branch is a “Must go to place in Tagaytay”, which stated by Salaveria et al. (2017) that loyal customers are also important to a company because they share their experiences by posting it online or word of mouth. The only negative comment stated that they “Did not meet the expectation for the drink”.

Corporate Image has more positive comments with a total of 93 reviews or 93% and negative comments with 7 reviews or 7%. The most common positive comments for Corporate Image would be “Great ambiance” and “The place is nice and well decorated”. Also, an “Instagram perfect interiors” is also one of the top positive comments. Aside from the overall interior and design of the café and restaurant, there are also comments stating that “The facility is clean” and “the restroom is clean and well-maintained”. The café and restaurant are also a garden setting which are “Relaxing” and “Homey”. The place is also perfect for pet owners as the restaurant is “Pet-friendly” according to the two commentors from Trip Advisor. In the 7 negative reviews for Corporate Image, 5 reviews are mostly complaining about “The limited parking space” and “The parking are small and steep”. One review stated that “Many insects at night” and also a review that she “Hated the decorations”.

Table 4 represents the results from gathered data from January 2019 to December 2019. The first variable which is perceived quality containing 75 positive comments (86%) received the 3rd highest number in the positive comments category. “These two dishes were recommended by the waiter, they're delicious and a generous serving”. Another positive feedback mentioned that “The servers are accommodating”. Those are some of the positive comments collected from TripAdvisor review site and Perceived quality variable focuses on the food and service quality. Therefore, it reflects with the definition given by Nasser et al. (2012) that it appears that there are some similarities between customer satisfaction and service quality. Since customer satisfaction is a broader concept than service quality assessment, consider service quality to be a component of customer satisfaction. Bag of Beans-Main branch is one of the best branches out of 5 available in Tagaytay city. But of course, we also have collected some negative comments that resulted in 14% of the comments, ever since the pandemic arose. Visiting different restaurants is quite hard because the diners are required to present their vaccination cards, need to deal with the social distance even if you’re with your family, etc. This comment, “the quality has been going down since a few years back” resulted in a negative one due to COVID-19 pandemic. Another comment given was “the servers probably did not receive enough training” as we gathered different responses; this comment has been commented twice already.

Table 4. Analysis by comments according to variables in year 2019.

Variables	Positive comments		Negative comments		Total comments per variable
	F (N)	P (%)	F (N)	P (%)	
Perceived quality	75	86	12	14	87
Perceived value	21	84	4	16	25
Customer expectation	39	93	3	7	42
Corporate image	55	92	5	8	60

Notes: F=Frequency; P=Percentage.

Next variable is Perceived Value which basically refers to the value of price on the menu. This variable received 84% of positive feedback which is the lowest percentage among the variables provided. According to one commenter, “The food is also a bit pricey but the good thing is that it has bigger serving so you can share with others”, since Bag of Beans is known for serving big portions of food it's surely worth paying for. That complements what Nasser et al. (2012), “the consumer’s overall assessment of the usefulness of a product based on perceptions on what is received and what is given”. We also gathered 16% of negative comments stated that “Overpriced is too low to say, but super overpriced may do” However, since the negative comments have a small percentage compared to the positive comments, it means that there are diners who believe that the whole menu available in Bag of Beans main branch is worth paying for due to its servings provided for the customers. This comment contradicts with what Nasser et al. (2012) stated that the definition of Perceived Value which is “Companies are able to increase customer satisfaction by creating customer value through providing customers with the comparative price value of the products together with the kind of services that they offer”.

The third variable is the Customer Expectation, as shown on the table, this variable resulted in 93% positive comments; it is also the highest percentage among the variables provided. There’s a comment mentioned, “It is a never ending surprise. different themes in every corner” since the main branch of bag of beans has a lot of different themes per dining area, the indoor dining area has mixed and match floor tiles, a lot of vintage style paintings and table set ups, they also have an outdoor dining area which has a cute set up of front facade of houses in different colours. Another positive response for this variable is “I went there to get away from the noise of a big city”, a lot of the reviewers commented this multiple times because they find the restaurant peaceful and away from noisy surroundings. If there’s a positive side there is also a negative response. The most common negative comment is “I will not come back again”, “never coming back again”, it was commented due to the negative impacts of the previous variables from the quality to value due to their expectations, and a quote from Putri et al. (2020) “Customer dissatisfaction gives a negative impact on business owners, they are disappointed in a product or service because of their expectation”. There is also a negative response stating that “they didn't give us senior discounts because we didn't have a Philippine ID”. It was commented by a senior foreign customer who is taking their vacation in Tagaytay city, Philippines.

And the last variable is Corporate Image which pointed out the ambiance and the whole place/establishment itself. Corporate image gathered a total of 92% positive comments, which resulted to be the second highest variable under the positive side. According to some comments, “It was a pleasant surprise to revisit their main branch after quite some time and to discover that they have renovated it to be bigger and better”; “The interior design is superb” that correspond. The negative comments percentage is also the second highest result for this variable which is 5% and here are some of the common negative comments gathered; “the original location has lost some charm with expansion of menu and seating” and “the parking area is a bit tight and limited”.

In the year 2020, the COVID-19 virus emerges at the start of the year, resulting in only 12 reviews (*Table 5*). Among the four variables, Perceived Quality has the most number of comments with a total of 9 reviews, with 7 reviews or 78% in positive comments and 2 or 22% in negative comments. In this variable, the most common

positive comments would be “Delicious food” and “Good coffee”. Bag of Beans Main Branch is also well-known for its breakfast choices, and with comments such as "Great selection of breakfast menu." “High quality food” and “Very satisfied in terms of food” was also one of the comments in Perceived Quality. In terms of service, mostly of the comments was “Quick service”, “Friendly service” and “Excellent staff”. However, not all customers can be satisfied with the food and service, thus there are comments “Not fresh coffee” and “Slow and inattentive staff”.

Table 5. Analysis by comments according to variables in year 2020.

Variables	Positive comments		Negative comments		Total comments per variable
	F (N)	P (%)	F (N)	P (%)	
Perceived quality	7	78	2	22	9
Perceived value	1	100	0	0	1
Customer expectation	2	100	0	0	2
Corporate image	7	100	0	0	7

Notes: F=Frequency; P=Percentage.

Perceived Value only consists of 1 review or 100% in positive comments and 0 in negative comments. The comment "The price is just right," they say, because they serve delicious food in generous portions. While in Customer Expectation, only two reviews for positive comments were available, with customers stating that Bag of Beans is their "Go to location in Tagaytay" and intending to "Bring more friends soon." Corporate image has the same number positive reviews with perceived quality with the total of 7 positive comments or 100% and 0% on the negative comments. Bag of Beans Main Branch and in all branches offers an “Instagram-worthy” restaurant with “Great ambiance” and “Homey feeling interior”.

Perceived quality received 80% of the positive comments which resulted to be the highest percentage as compared to other variables given (Table 6). Since 2021 is the year wherein the COVID-19 was on its peak season, a lot of restaurants and other establishments limit their accommodating area since 30-50% of the area is the only allotted space for the staff and customers. But according to one customer who commented “Tables are quite far from each other due to the social distancing and that's a good thing”. There are still customers who are happy with the services given by the main branch despite the situation happening. Another positive feedback “the food is good and very high quality. I would like to try their dessert and coffee on my next visit”. Now there’s a small amount of negative comment under this variable which resulted to 20%, the comment stated here is “long waiting time for orders, the staffs are not consistent with information, and our orders came incomplete” the customer mentioned 3 negative feedback that they experienced during their dine in at the main branch of Bag of Beans.

Table 6. Analysis by comments according to variable in year 2021.

Variables	Positive comments		Negative comments		Total comments per variable
	F (N)	P (%)	F (N)	P (%)	
Perceived quality	4	80	1	20	5
Perceived value	2	100	0	0	2
Customer expectation	2	66	1	33	3
Corporate image	2	100	0	0	2

Notes: F=Frequency; P=Percentage.

Next variable that received 100% is the Perceived Value, there are 2 comments stating “the price is just enough” and “the price is reasonable”, as to compare these comments to past years it is constant enough when it comes to the value of the bag of beans menus. And as shown on the table provided there are no negative comments detected for this variable. Another variable that received the same percentage (66%) as perceived value is the Customer expectation, “if you want to celebrate an occasion, i consider this one of the places to go to” and “I’ve been hearing about this restaurant for so many years and it's my first time to try it”. These comments show that they recommend the Bag of Beans-main branch for different kinds of events and Bag of Beans - main branch as recommended to someone and experience the services and food served by the establishment. The last variable is the corporate image which also received the same percentage as Perceived value, and Customer expectation which is 100%. Since 2021 is the year wherein travellers and food buddies are limited to go out and wasn’t about to dine in much in different restaurants and food hubs locally, there are still some customers who experienced and leave positive feedbacks with regards of the present time appearance of Bag of Beans main branch, the commented words are; “Very good and cool ambiance”, “Instagram worthy” and “Would definitely recommend if you are in tagaytay”. These comments are proof that despite the COVID-19 restrictions and strict protocols the owner and staff of Bag of Beans main branch managed the establishment to be clean, neat, and presentable every day to continue the good impressions of the customers who are able to dine in.

Conclusion

The result of the study revealed that the vast majority of reviews in Bag of Beans Café and Restaurant, Tagaytay City show positive online Tripadvisor reviews. As far as the detailed overview of variables is concerned, the perceived quality appears as the top factor in visitor feedback and thus is the key subject for customers' opinions. The top determinant for customer satisfaction appears to be the food and its quality, followed by service. It can be stated that while Bag of Beans Café and Restaurant, Tagaytay City managed to meet customer expectations and keep their satisfaction high, some customers have had issues with the restaurant and did not meet or exceed their expectations. Moreover, companies can increase consumer satisfaction by providing a reasonable price for a high-quality product, just as they do with Perceived Value. Bag of Beans Café & Restaurant in Tagaytay has received mostly valuable responses for its reasonable and suitable pricing. There have also been some unfavorable comments about the price being too high for its product quality. Consumer perception is influenced by Corporate Image, which is often considered as an important component of customer satisfaction. The pleasant atmosphere and clean facility are frequently mentioned in customer feedback for the image in Bag of Beans Café and Restaurant Tagaytay. Negative responses, such as remarks about inadequate parking and pest problems, have an impact on consumer visits.

The researchers assessed the level of customer satisfaction in Bag of Beans Café and Restaurant, Tagaytay City, based on sentiment analysis of Tripadvisor online reviews from 2017 to 2021, and the findings were promising. The online reviews mainly indicated a higher rate of positive impression after dining at Bag of Beans, concluding that most customers are satisfied with the restaurant's performance. That being said, the

café and restaurant have implemented procedures and measures in place to ensure that their clients receive high-quality attention. Some reviews focus on the overall ambiance of the café and restaurant; because it is in a garden setting, customers find it relaxing, which helps the business project a positive image. Apart from the atmosphere, their offered products are also considered an advantage that attracts visitors. People are more likely to return for the good coffee and the cozy interior on their next visit. The overall quality of the products and image has an impact on the guest's decision to return to the café and restaurant.

Through this study, the researchers recognized the customers concerns on Tripadvisor reviews in Bag of Beans- Main branch and provided a potential suggestions regarding to the phenomena, to have better services to satisfy their loyal customers and to attract potential customers to experience their products and services. This study will also serve as an eye opener to the owner and management of The Bag of Beans-Main branch to innovate and plan different strategies to maintain their good image in the industry. In addition, having online review platforms allows the Hospitality and Restaurant Industry to analyze both positive and negative customer experiences. As in the hospitality industry, customer satisfaction is the main priority, and the customer's experience can help the organization improve if necessary or remain aware of the customer's wants and needs. Thus, customer service through the use of online platforms is necessary for the organization's improvement as well as the convenience of customers to review online. Moreover, the analysis was done manually. Future researchers may utilize computer programs to analyze the vast amounts of customer feedback efficiently. Furthermore, due to neutrality, certain interpretations may have been very subjective, making it difficult to discern between positive and negative. In addition, online non-English comments on Bag of Beans Café and Restaurant, Tagaytay City, can be included to provide more valuable insights into the overall analysis.

Acknowledgement

This research is self-funded.

Conflict of interest

The authors confirm that there is no conflict of interest involve with any parties in this research study.

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