

Understanding the Determinants of Customer Satisfaction and Revisit Intentions in Theme Restaurants- Case of Steam

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ABSTRACT

The emergence of theme restaurants has made the dining experience more experiential. Besides serving food, theme restaurants aim to provide immersive experiences to their customers by creating a vivid restaurant setup. Customers in theme restaurants feel that they are in another world. Though theme restaurants' core functional activity is serving food like regular restaurants, they are very distinct from regular restaurants in their service offerings. The present study has been undertaken to understand the determinants of customer satisfaction in theme restaurants. Further, this study linked customer satisfaction with customers' revisit intentions towards theme restaurants. Studies have been conducted to understand customer satisfaction and revisit intentions toward restaurants by employing primary data gathered through a survey. Previous researchers highlighted the limitations of surveys due to their small sample size. To overcome such limitations present study is conducted by scrapping and analysing user-generated reviews from TripAdvisor. 1126 reviews of 'Steam,' a theme restaurant located in Jaipur, were analyzed using bigram analysis, and the determinants of customer satisfaction and revisit intentions were extracted. Results revealed 13 determinants of customer satisfaction like 'Food,' 'Mention of Staff & Chef,' 'Service,' 'Dining experience,' 'Theme,' etc. Further, the study was able to link customer satisfaction with customer revisit intentions, where the determinants of customer revisit intentions were largely identical to customer satisfaction.

Key Words: User generated reviews, Theme Restaurants, Bigram analysis, Customer Satisfaction

INTRODUCTION

Although customers dining out is not a new phenomenon, considerable changes in customers' expectations are seen with changing times. Along with good food, customers aspire to gain memorable dining experiences (Cao, Li, Pietro, & So, 2019). Having food in restaurants has become an experiential activity seeking pleasure and enjoyment (Kim, Park, & Lamb, 2019). Customers prefer restaurants with a good atmosphere and service. Further, any variety in restaurant setup and service makes the customers visit the restaurants. Prior studies have confirmed that customer service and various aspects of the physical environment at restaurants like ambiance, view, atmosphere, and spatial layout contribute to the customer experience at

restaurants (Han & Hyun, 2017; Ryu, Lee, & Gon Kim, 2012; Susskind & Chan, 2000). Customers' expectations and motivations to visit restaurants have become multifaceted. Apart from having food as a necessity, customers have food at restaurants to gain sensory experiences (Andersen, Mielby, Viemose, Bredie, & Hyldig, 2017; Korsmeyer & Sutton, 2011).

Restaurants have continually been operating in a highly competitive environment which compels them to provide superior services. Restaurants are bound to understand the ever-changing needs and expectations of customers and, accordingly, make product differentiation (Youn & Kim, 2017) by providing authentic signature dishes or service differentiation (Ryu et al., 2012; Yang, Li, Lau, & Zhu, 2021) to position themselves in the market. Lately, customers are visiting restaurants to escape from their daily routine, where tasting particular food or beverage in a specifically designed service scape at restaurants provides a sense of escapism among the customers (Kim et al., 2019; Park, Kim, & Xu, 2020). Many restaurants have identified this need of the customers and started to design their services based on different themes, thereby starting 'theme restaurants' to provide immersive experiences to the customers. For example, the Gufa restaurant in Bangalore is designed like a cave, which takes its customers back to the early human civilizations. Front-line employees serving food are dressed like cave dwellers, providing customers the experience of having food in a cave (Group, 2019).

Similarly, 70 MM restaurant belonging to Ohri's chain of restaurants in Hyderabad takes back its customers into the retro world of Indian cinema with movie posters and statues of movie stars all over the place (Ohri's, 2009). Shubhranshu Pani, managing director of retail services and stressed asset Management Group, JLL India opinions, running on a particular concept and creating a space for customers to engage in playful activities and good food had resulted in the success of theme restaurants (JLL, 2019). As mentioned above, the needs and expectations are highly diversified, and theme restaurants provide multi-dimensional experiences. Understanding customers' experiences are crucial in the service economy to render better services to achieve customer delight (Oliver, 1980; Pine, Pine, & Gilmore, 1999). Hence we believe that it is crucial to study the aspects related to the customers' satisfaction and dissatisfaction with these theme restaurant services to understand the customer experiences with theme restaurants.

Restaurant services have attracted the attention of marketing researchers for a long time. Some prior works had studied the effect of different constructs like restaurant image, service quality, and physical atmosphere and their effect on the satisfaction and dissatisfaction of customers at

different types of restaurants like luxury restaurants, fast-food restaurants, casual dining restaurants, etc. (Ha & Jang, 2010; Namkung & Jang, 2007; Ryu & Han, 2010; C. H.-J. Wu & Liang, 2009). Nascent studies were conducted in the context of theme restaurants (Meng & Choi, 2017; Tsai & Lu, 2012)

Further, most of these prior studies had employed primary data to understand the reasons for customer satisfaction and dissatisfaction. Analyzing small samples collected through survey instruments is sometimes ineffective in providing deeper insights into the phenomenon (CoxI, 2011). Therefore, we will employ user-generated reviews posted online by the customers to gain better inferences. Marketing and tourism researchers are conducting numerous studies based on user-generated reviews. Prior studies have signalled them as crucial elements affecting a firm's reputation (Baka, 2016) and a firm's performance (Kim, Lim, & Brymer, 2015). User-generated reviews are considered as first-hand information, as it is provided by the customers who had experienced the services (Rodríguez, Torres, & Toral, 2016; Kwok, Xie, & Richards, 2017; García, Gallego, & Benito, 2017). User-generated reviews can help us get an in-depth understanding of customers' satisfaction and dissatisfaction (Jia, 2020; Tsang & Prendergast, 2009). Thus, the contribution of our study is twofold. Firstly, we investigate the aspects of theme restaurant services contributing to customer satisfaction and dissatisfaction. Secondly, we use real-time data like user-generated reviews, which exhibit the potential for providing novel findings.

LITERATURE REVIEW

E-WoM

Word of mouth (WOM) refers to the transfer of information between a non-mercenary informant and a recipient germane to a service, product, or brand, thereby molding customers' attitudes and behavior (Bilgihan, Seo, & Choi, 2018; Buttle, 1998). When the WOM is shared via the internet (through social networks, online communities, websites, blogs, etc.), it is referred to as electronic word of mouth (EWOM) (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004; Kietzmann & Canhoto, 2013). EWOM has emerged as a prominent source of information for making diversified decisions stretching from stock investment, book & movie selection, to dining choices (Lu, Ba, Huang, & Feng, 2013). As the services in the hospitality industry are intangible and experiential, EWOM assumes a prominent role in consumer decision-making (Jeong & Jang, 2011; Zhang, Ye, Law, & Li, 2010). Customers give credence to the user reviews posted online as they perceive the reviews to be reliable, unbiased, and

independent of the firm's marketing content and tend to rely on them while selecting a service provider in the event of planning trips or reserving a restaurant table (Bilgihan et al., 2018; Chen & Xie, 2008; Kim, Mattila, & Baloglu, 2011). Extant research has studied online reviews, an important component of EWOM in the context of hotels, restaurants, and tourism-based products, thereby establishing its significant impact on firm performance, customers' purchase and revisit intentions (Liu & Park, 2015; Park & Nicolau, 2015; Serra Cantallops & Salvi, 2014). The rising relevance of online reviews in customers' decision-making in the hospitality sector has prompted the service providers to explore the review content for identifying the factors influencing the customer experience and their criteria for evaluating the service and utilizing the same to create demand and amplify their fiscal performance.

Customer Satisfaction

The expectancy disconfirmation model has been extensively used to study customer satisfaction in the service and retail industry. It posits customer satisfaction as a direct and subjective comparison between expectations and perceptions (Oh, 1999; Oliver, 1980). It affirms customer satisfaction as a function of subjective disconfirmation between customer expectations and perceptions, with the direction and magnitude of disconfirmation determining their satisfaction level, while confirmation leads to neither satisfaction nor dissatisfaction. Positive confirmation leads to customer satisfaction, while negative disconfirmation results in dissatisfaction (Oh, 1999).

Extant research has suggested applying Herzberg's motivation and hygiene theory to study and explore the factors of customer satisfaction and dissatisfaction (Bilgihan et al., 2018; Oh & Parks, 1996). Though initially stated in the context of employees' job satisfaction, its applicability has been extended to expand the customer behavior. It categorizes the factors which influence the customers' attitude and behavior in disparate ways into mutually exclusive or independent classes (a) the hygiene (or dissatisfiers) (b) and motivator(or satisfiers). The theory states that satisfiers and dissatisfiers are not two opposite extremes rather, the privation of hygiene factors leads to dissatisfaction. Further, these factors are the facets whose performance, if perceived to be in poor light by customers, conduce to their dissatisfaction, while their perception of good performance might not lead to customer satisfaction as the customers tend to take these factors for granted (Füller, Matzler, & Faullant, 2006). On the contrary, while motivation factors lead to customer satisfaction, their absence does not stir dissatisfaction in customers (Füller et al., 2006).

Satisfied customers tend to post positive reviews, while dissatisfied customers are likely to post negative reviews. Studies have demonstrated that positive reviews positively impact hotel bookings and customer purchase intention, and the negative reviews negatively impact the hotel's reputation, image, and performance (Fernandes & Fernandes, 2018; Knox & Van Oest, 2014; Tran, 2020). Hence, the service providers need to study the factors affecting customer satisfaction and dissatisfaction and wield them to their advantage.

Previous Studies on Customer Satisfaction in Restaurants by Analyzing the Text in Online Reviews

Most research on analyzing online reviews to determine customer satisfaction and dissatisfaction has been undertaken in the hotel industry, while the studies on online reviews of restaurants are comparatively limited (Bilgihan et al., 2018). Most of the studies on customer satisfaction in restaurants have been carried out using the survey method, and online reviews of restaurants remain largely unexploited (Bilgihan et al., 2018; Pizam, Shapoval, & Ellis, 2016). The scarce literature on the analysis of online restaurant reviews is discussed below.

Yan, Wang, and Chau (2015) performed regression on the numerical scores of 10,136 reviews of Chinese restaurants and found the service quality, food quality, price & value, and atmosphere to be the antecedents of revisit intentions of the restaurant customers. Further, they performed a manual content analysis of the text reviews and identified the indicators for each of the antecedents mentioned above to be: employee attitude and appearance for service quality; environment and facilities for atmosphere; price rate & hospitality for price & value; variety, visual appeal, health & taste for food quality. Further, Bilgihan et al. (2018) tried to understand customer satisfaction indicators by analyzing 2214 randomly selected user-generated reviews of U.S.-based restaurants posted on Yelp.com by applying data visualization techniques and MANOVA. Results revealed services like outdoor seating, provision of alcohol products, private parking, and catering services to lead to higher ratings, a significant indicator of customer satisfaction, while (poor/no)delivery service and (not)good for dinner lead to lower ratings, a proven indicator of customer dissatisfaction. To gain deeper insights, Kwon, Lee, and Back (2020) analyzed large data set of 606,510 reviews of 12,436 U.S.-based restaurants posted on Yelp.com by applying the structural topic model (STM) algorithm. They identified 14 factors of customer value to be 'a rather high price for quality, 'reasonable price,' 'service failure,' 'excellence in every way, 'mediocre taste,' 'love with food', 'poor service quality,' 'lack of cleanliness,' 'long wait time,' 'exotic and creative cuisine,' 'accessibility and usability

of facility', 'rude attitude', 'portion size', and 'outdoor ambience' through word embedding and topic modeling. They also computed the effectiveness of the factors by applying regression and artificial neural networks and found the most decisive factors to be 'excellence in every way' and 'love with food', and the most detrimental factors to be 'mediocre taste' and 'rude attitude'. Nakayama and Wan (2018) took a step further. They tried to understand the role of culture in customer satisfaction by performing textual sentiment analysis on 56,159 Japanese and 76,704 Western, Yelp reviews of a Japanese restaurant. They found the Westerners to employ detailed sentiment expression on the crucial aspects like food quality and service quality and the Japanese to employ the same for the restaurant environment and price fairness. A recent study conducted by Jia (2020) compared 2448 user-generated reviews of Chinese and American tourists of three European restaurants posted on Dianping.com and Yelp.com, respectively, through Latent Dirichlet Allocation(LDA). The study found the Chinese tourists to be more fascinated by the food offering and less willing to assign poor ratings to customers, while the U.S. tourists were likely to be fun-seeking and more tolerant of crowdedness.

However, it is crucial to note that prior studies are concentrated primarily on the American and East Asian countries. Additionally, many studies have made their investigations based on fine dining restaurants. Nevertheless, the restaurant industry is witnessing the emergence of theme restaurants as game-changers. However, the literature on customer satisfaction in theme restaurants is scanty and limited to survey methods and analysis of online customer ratings. Hence, we believe that analyzing the reviews will help us gain novel insights into customer satisfaction in theme restaurants.

Theme Restaurants

In a fast-growing economy with high disposable income, customers are increasingly looking forward to experiential and enriching modes of consumption. The tourism and hospitality industry is catering to this demand by developing customer experiential consumption in theme parks, theme restaurants, and interactive museums. Themed environments provide an idealized orchestrated depiction to enable the consumers to temporarily imagine themselves in a place or time that they cannot experience in reality; they also enlighten the customers about different cultures, lifestyles, and historical events (Wood & Muñoz, 2007). Restaurants have adopted theming as a differentiating strategy to attract customers and cater to their distinct needs (Meng & Choi, 2018). Theme restaurants are often termed as 'eatertainment' for being a conglomerate of entertainment and food. They can be defined as a dining enterprise establishment that

bedizens itself in a complex of unique manifestations which are prodigally extraneous to the act of eating (Beardsworth & Bryman, 1999). In theme restaurants, service scape assumes a vital role in enhancing customers.

Service scape is vital in enhancing customers' behaviour and perceptions in theme restaurants (Kim & Moon, 2009). In themed restaurants, both the components of servicescape, substantive staging and communicative staging, positively influence the customer's quality of life through customer emotion and satisfaction, moderated by the level of perceived authenticity (Meng & Choi, 2017). Substantive staging and communicative staging in themed restaurants also indirectly affect customers' revisit intentions through customer attitude, while customer involvement mediates the relationship between perceived authenticity and revisit intention (Meng & Choi, 2018). As the purpose of visit to theme restaurant is specific, the criteria for evaluation and customer satisfaction will also vary. So, it becomes necessary to study the factors affecting customer satisfaction in theme restaurants.

Customers patronize ethnic-themed restaurants to seek veritable cultural experiences, with perceived authenticity significantly contributing to customer satisfaction (Tsai & Lu, 2012). Studies have suggested variance in the influence of attributes towards satisfaction with regard to the restaurant categories (Xu, 2021).

Revisit Intention

The conception of revisit intention can be deduced from behavioural intention (Han, Yu, & Hyun, 2020). According to (Oliver, Rust, & Varki, 1997), behavioural intention can be defined as “a stated likelihood to engage in a behaviour.” Revisit intention is often considered an accretion of satisfaction rather than a distinct decision. Multiple studies have established customer satisfaction as the most compelling antecedent of revisit intention (Han et al., 2020). In a study conducted on 424 visitors of a theme park in Taiwan, experiential quality and the image of the theme park were found to impact the revisit intention of the visitors positively (Wu, Li, & Li, 2014). Kim, Lee, and Kim (2020) conducted a study on hotel customers in South Korea and found sensory marketing to positively impact customer satisfaction, which would significantly influence their revisit intention. Sadeghi, Zandieh, Mohammadi, Yaghoubijarboneh, and Nasrolahi Vosta (2017) surveyed two hundred customers and employees of three, four, and five-star hotels in Tehran and found a significant positive relation between service climate and revisit intention of the customers. Yang, Min, and Baker (2018) analysed the effect of post-stay email features on customers' revisit intention and found

financial features, personalization, and interactivity to significantly predict revisit intention based on the customer's involvement levels, with their attitude being the mediator. A study conducted in Indiana in three Chinese restaurants identified "Food and Environment," "Service and Courtesy," "Price and Value," and "Location, and Advertising and Promotion" to be significantly related to customers' revisit intention (Qu, 1997). It evaluated four attributes of theme restaurants, namely service quality, food quality, novelty, and atmosphere, and found only food quality and atmosphere to significantly influence revisit intention (Weiss, Feinstein, & Dalbor, 2004). Yan et al. (2015) analysed 10,136 restaurant customer reviews and found food quality, service quality, atmosphere, price, and value as the antecedents of their revisit intention with the restaurant type moderating the effect of customer satisfaction and the antecedents on revisit intention. In this study, the researchers intend to analyse the text reviews posted by the customers of a theme restaurant, Steam, Jaipur, by performing bigram analysis and find the most spoken about attributes and the attributes affecting customer revisit intentions.

METHODOLOGY

The motive of this study is to identify the attributes affecting the experience of customers in theme restaurants by analyzing the reviews posted by them on review aggregator sites. This study takes the case of a theme restaurant, 'Steam' located in Jaipur, for the study. Previous studies have showcased the application of online reviews to study customer satisfaction, opinions, preferences, and emotions and identify and analyze competitors (Hu, Chen, & Chou, 2017; Köseoglu, Mehraliyev, Altin, & Okumus, 2021; Serrano, Montes, Nader, Sianes, & Law, 2021; Xu, 2020; Zhao, Xu, & Wang, 2019). TripAdvisor has been chosen as the data source for the study because it is the largest social media aggregator dedicated to travel across the world. Secondly, it has a stringent mechanism to inhibit suspicious and abusive content from ensuring quality and thus establishing the validity of the content posted (Zhao et al., 2019).

The researchers developed a program in Python to scrape the data automatically from TripAdvisor. Selenium, a Python library, an automated testing software, was imported to scrape the data automatically. As TripAdvisor reviews are organized on multiple pages, pagination techniques were applied to facilitate page navigation. Steam, a theme restaurant situated at Rambagh Palace, Jaipur, is Jaipur's most preferred lounge bar, which features a steam engine in a recreated Victorian station in a Colonial set up has been chosen for the study. It offers Mediterranean cuisine, delectable pizzas and fine liquor. 1126 online reviews posted

by the customers until Feb, 15, 2022 have been extracted for the study and stored in Excel files. For the purpose of the study, review title, review text, and overall rating have been collected. Review title and review text are unstructured data, while rating is measured on a 5-point Likert scale postulated by TripAdvisor, where 5 denotes 'Excellent' and 1 denotes 'terrible'.

DATA ANALYSIS

The researchers have applied text mining techniques to convert unstructured data into structured data to derive meaningful insights. Initially, the data is loaded into R and transformed into a corpus to pursue further analysis. Then preprocessing is performed on the corpus. Analyzing textual data is complicated for several reasons. First, the data does not follow any structure. Second, all terms entered may not be informative and need to be deleted (removal of context-specific words, stop words). Third, to a group and quantify the terms, the terms must be transformed (lemmatization, stemming) (Tirunillai & Tellis, 2014).

Preprocessing

The text preprocessing methods used in studies by Hu, Zhang, Gao, and Bose (2019) were followed in this study. Removal of unimportant content from the corpus can be performed through many methods. Initially, the data was converted to lowercase, followed by removing white spaces, punctuation, numbers, and special characters. Then, the stop words like a, an, the, can, will, etc were removed using the 'stop words(en)' lexicon of the tm package. This was followed by the replacement of contradictory words and abbreviations. The final step involved the conversion of words into their root forms.

Exploratory Data Analysis

The technical features of the data, word length, and the sentiment score were computed and the most frequently occurring terms were visualized. Post cleaning, a term-document matrix is computed to view the frequently occurring terms. It consists of documents listed as rows and terms as columns. The top 50 frequently occurring words were visualized through a word cloud in Figure 1, computed using the word cloud 2 package in R.

Sentiment score and word length

The review is composed of sentences and words which convey positive, negative or neutral feelings. The sentiment score measures the positivity or negativity by analyzing the reviewers'

tone as expressed in the review. A score greater than zero signifies positive sentiment, a score less than zero signifies negative polarity, while zero signifies neutrality. The Sentiment R package is used for computing sentiment scores.

Word length is inversely related to the ratings given by the customer (Zhao et al., 2019). Customers who give lower ratings tend to write longer reviews, while those who rate highly tend to write shorter reviews (Chittiprolu, Samala, & Bellamkonda, 2021). Customers write lengthier reviews to vent out their frustration and anger (Berezina, Bilgihan, Cobanoglu, & Okumus, 2016),

Feature Extraction

Previous studies identified the determinants of customer satisfaction using frequently repeated words (Alrawadieh & Law, 2018; Berezina et al., 2016). Unigrams are often context-dependent or can be negators or amplifier words and may lead to misleading results (Chittiprolu et al., 2021), to overcome such limitations, bigram analysis is used to determine the frequently occurring phrases impacting the customer experience. A panel of researchers in the hospitality sector identified and labeled customer experience determinants in theme restaurants.

To identify the determinants of revisit intention in theme restaurants, the comments that indicated the customers' revisit intention had filtered out the specific terms related to it mentioned in their review. A Group of hospitality researchers conducted an iterative procedure to arrive at a list of search terms. This process of identifying and searching the terms and documents has been used in earlier research (Kim et al., 2013). After arriving at the search terms list, the researchers manually selected the reviews mentioning the revisit intention containing the search terms. Post preprocessing the selected reviews, a bigram analysis was conducted, and the determinants of revisit intention were identified and labeled.

RESULTS AND FINDINGS

A total of 1126 reviews of Steam restaurant were scraped from TripAdvisor. Of all the reviews, 994(88.3%) were rated as 5 star(excellent), 90(8%) as 4 star(good), 24(2.1%) as 3 star(average), 8(0.7%) as 2 star(poor) and 10(0.9%) as 1 star(terrible). Taking the 5- and 4-star reviews as positive and 2- and 1-star reviews as negative, 96.3% of reviews can be considered positive, 1.6% as negative, and 2.1% as neutral. The frequency distribution of the number of reviews posted when plotted against the star ratings presents a J type distribution.

Correspondingly, we infer that a greater number of satisfied customers post reviews when compared to dissatisfied customers.

Further, researchers manually scrutinized the reviews and found that reviewers mentioned their revisit intentions in 303 reviews. These reviews were analyzed separately to uncover the dimensions of customer satisfaction that prompt consumer revisit intention.

Exploratory Data Analysis

The technical features of the data are given in Table.1

Mean Review Length

From the table 1, it can be observed that the mean length of the reviews rated 1 or 2 stars is higher than the mean length of the reviews rated 4 and 5 stars. The mean length of the reviews rated 1 and 2 stars is `over 130 while the mean length of the 4 and 5-star reviews is below 60. Thus, a decrease in mean review length is observed with an increase in review ratings.

Sentiment Score

The mean sentiment score is observed to increase with the ratings of the reviews. The mean sentiment score of reviews rated 1 star is negative (-0.09), and the mean sentiment score for reviews rated 2 star is close to zero (0.1). While the positive reviews exhibit positive mean sentiment scores of 0.38, and 0.467 for 4 and 5-star rated reviews, respectively.

Feature Selection

Through an intensive text mining of customer reviews and frequency of repeated terms, determinants of customer experience and revisit intentions are identified.

The results of the bigram analysis for customer satisfaction and revisit intentions are presented in table 2 and table 3, respectively. The first column represents the label of the dimension, while the second column represents the list of words with top frequency and singularity.

The bigram analysis for customer satisfaction identified 13 dimensions (table 2) based on the coherence/perplexity score. The first dimension of satisfaction is identified as 'Food' with words like amaze food, delicious food, excellent food, food drink, food amaze, excellent food being repeated 437 times. The second dimension identified is 'Mention of Staff & Chef' with terms like gupta ji, chef narendra, chef vijay, yogendra gupta, yogendra ji, special mention being repeated 432 times. The third dimension identified is 'Service' with terms like 'Food service, excellent service, amaze service, service food' being repeated 350 times. The fourth

dimension identified is 'Dining experience' with amaze experience, experience steam, wonderful experience, dine experience being repeated 285 times. The fifth dimension identified is 'Theme' with terms like dinner steam, steam engine, steam restaurant, steam train being repeated 274 times. Similarly, the other determinants were identified namely, 'Ambience', 'Place/ Location', 'Pizza', 'Staff expertise and behavior', 'Special Occasion', 'Menu', 'Music' and 'Covid-19 safety precautions'.

The bigram analysis for revisit intention revealed 12 dimensions (table 3) based on the coherence/ perplexity score. The first dimension of revisit intention is 'Mention of Staff & Chef' with terms like 'Gupta Ji, yogendra gupta, chef narendra, chef vijay' being repeated 177 times. The second dimension is identified as 'Food' with terms like amaze food, food drink, delicious food, food amaze, food delicious, food quality being repeated 99 times. Similarly, the other dimensions identified are 'Service', 'Dining experience', 'Ambience', 'Theme', 'Place/Location', 'Pizza', 'Staff behavior', 'Special occasion', 'Music' and 'Menu'.

DISCUSSION

In the present digital era, customers are making decisions based on huge information available online through user-generated reviews. According to Trip advisor, 94% of customers decide on the restaurant based on user-generated reviews (Tripadvisor, 2018). Customers visiting the restaurants are posting their overall experience, mentioning various aspects of the restaurant like the taste and quality of food, ambiance, location etc. Such kind of information is helping the future customers for their decision making. Photos taken by previous customers also influence the decisions of present customers (Oliveira & Casais, 2019). Prior studies have established that user-generated reviews to affect restaurant performance. For instance, Wang and Kim (2021) studied the effect of online reviews and brands on restaurants' financial performance. Results exhibited the effect of online reviews on restaurant performance, with an interaction effect of the brand. The present study analysed the online reviews of 'Steam', a Jaipur-based vintage steam engine-based theme restaurant in India. Theme restaurants are very different from regular fine dining restaurants. They offer unique experiences to the customers with their specialized restaurant setup and service. Along with food, they create a sensory experience to the customers to make them immersed in the theme world created in the restaurants. This study set out to understand the attributes contributing to customer satisfaction in theme restaurants by taking the case of 'Steam.' Secondly, it tried to understand the relationship between customer satisfaction and behavioural intentions towards the theme restaurants. For this purpose, all positive reviews comprised of the tourists conveying their

willingness to visit the restaurant were categorized manually. Further, these reviews were analysed separately to identify the attributes of customer satisfaction that generated positive behavioural intentions i.e., to revisit and recommend the theme restaurants. Online reviews of ‘Steam’ restaurant were scraped from Trip advisor. Most reviews of the restaurant were positive. Out of 1,126 reviews, 98.4 % were positive, and a mere 1.6 % were negative, implying high positive e-WoM about the restaurant. We used bi-gram analysis to identify the attributes of satisfaction and behavioral intention towards the restaurant.

Determinants of Customer Satisfaction

As indicated earlier, most of the ‘Steam’ restaurant reviews were highly positive. The restaurant was able to provide customer delight to their customers with their services. Results of the study identified 13 determinants of customer satisfaction like ‘Food,’ ‘Mention of Staff & Chef,’ ‘Service,’ ‘Dining experience,’ ‘Theme’ ‘Ambience,’ ‘Place/Location,’ ‘Pizza,’ ‘Staff expertise and behavior,’ ‘Special occasion,’ ‘Menu,’ ‘Music,’ and ‘Covid-19 safety precautions’. ‘Food,’ ‘Mention of Staff & Chef,’ ‘Service,’ ‘Dining experience,’ and ‘Theme’ were the top five determinants of customer satisfaction. Among these, some determinants like ‘Food’, ‘Service’, and ‘Dining experience’ were in similar lines with prior studies (Bilgihan et al., 2018; Xu, 2021). While ‘Mention of Staff & Chef’ and ‘Theme’ are the unique determinants that were revealed through our study. These findings can be attributable to the vivid nature of Steam restaurant. Through their reviews, customers mentioned about the chef and staff, revealing that they are delighted with the food recommendations and suggestions given to them. Further, the theme restaurant steam is designed in vintage railway station and engine style. Customers conveyed that they had an amazing experience with the steam engine design of the restaurant. Some customers were delighted while sitting inside the coach, while few were happy with the external ambience of the railway platform design of seating arrangement. Further, it is clearly visible that ‘Steam’ was able to execute Covid- 19, precautionary measures effectively. Among all other generic determinants, ‘Pizza’ is a specific food-related determinant. This can be attributable to the special wooden fired pizza of steam restaurant. The steam restaurant is located beside Rambagh palace. This gives an advantage to steam in terms of its location. Prior studies had also indicated ‘Location’ to be a prominent determinant of customer satisfaction (Bilgihan et al., 2018; Kim, Lee, Kwon, Park, & Back, 2022; Le, Arcodia, Novais, & Kralj, 2022). Customers coming to the Rambagh palace are most likely to visit steam restaurant contributing to the restaurant occupancy.

Impact of Customer satisfaction on Revisit intentions

Prior studies had indicated the prominence of identifying the effect of customer satisfaction on revisit intentions towards the restaurants (Konuk, 2019; Mannan, Chowdhury, Sarker, & Amir, 2019). Most studies have established the relationship between customer satisfaction and revisit intentions by employing primary data gathered through traditional survey instruments. Studies linking customer satisfaction and revisit intentions through online reviews are sparse. In this study, we attempted to link customer satisfaction and revisit intentions. All the positive reviews of customers who had indicated their intention to revisit the restaurant are considered for analysis. Post analysis results portrayed 12 determinants of customer revisit intentions. 'Mention of Staff & Chef,' 'Food,' 'Service,' 'Dining experience,' and 'Ambience' are the top five prominent determinants, followed by 'Theme,' 'Place/Location,' and 'Pizza.' Whereas, 'Staff behavior', 'Special occasion' 'Music' and 'Menu' are the determinants having a low influence on revisit intentions of customers. It is interesting to note that the determinants of revisit intentions are identical. For example, both customer satisfaction and revisit intentions have 'Food,' 'Service,' 'Dining etc., as their determinants. Though there is heterogeneity in terms of their prominence as determinants, broadly, they are the same. With the support of these empirical findings, we can state that customer satisfaction significantly influences customer revisit intentions.

CONCLUSION

Our study tries to uncover the determinants of customer satisfaction and revisit the intentions of customers coming to theme restaurants by analysing online reviews. Results portray a positive picture of the Steam restaurant. Customers visiting the restaurant are highly satisfied with the service and tend to revisit the restaurant. Theoretically, the present study empirically validated the confirmation disconfirmation theory in theme restaurants by employing user-generated reviews. Secondly, a linkage between customer satisfaction and revisit intentions was made by comparing their determinants. Therefore, this study contributes to the existing literature by validating confirmation disconfirmation theory and further strengthening the literature of customer satisfaction and revisit intention.

Managerially, this study indicates valuable takeaways for the practitioners of the restaurant industry. The steam restaurant has a high positive image among its visitors largely because of its staff, location, and theme. The restaurant staff are highly proficient with their suggestions and recommendations of dishes. Hiring highly motivated staff with proficiency results in long-

term success of the restaurant. The steam restaurant is attached to Rambagh palace, which attracts many tourists resulting in high occupancy and creates popularity for the restaurant. While establishing a restaurant, proper care should be taken while finalizing the location and place, as it greatly affects the restaurant's future reach in the market. Another vital factor for Steam restaurant's success is its unique theme. Restaurant managers can learn to create uniqueness in their offerings to make their restaurants stand out from the competition.

However, our study is not free from limitations; the present study has considered only one theme restaurant for identifying the determinants. Therefore, the findings of this study may not be generalizable to the other theme restaurants. Future studies can take more theme restaurants and analyse their reviews to draw more generalizable findings. Further, rather than bigram analysis, latent discriminant allocation can be used to analyse the reviews to dig deeper into the data. User-generated reviews reveal only the opinions of people who post them online, while some people may not comment their opinion online due to various reasons. Future researchers can make their studies more stringent by validating them with an offline survey to arrive at a more insightful picture.

ETHICAL DISCLOSURES

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ANNEXURES



Figure 1. Word Cloud

Table 1. Technical Features of the Data

Rating	Mean review length	Mean sentiment	Standard deviation of review length	Standard deviation of review sentiment	number	percentage
1	132.6	-0.09	82.75	0.161	10	0.009
2	136	0.101	86.859	0.296	8	0.007
3	99.375	0.12	62.018	0.192	24	0.021
4	59.6	0.38	38.936	0.152	90	0.08
5	51.847	0.467	39.661	0.263	994	0.883

Table 2. Determinants of customer satisfaction

Rank	Determinant of Customer satisfaction	Frequency	Bigram Terms
1	Food	437	<i>amaze food, delicious food, food drink, food amaze, excellent food, food delicious, food excellent, food quality, quality food, awesome food</i>
2	Mention of Staff & Chef	432	<i>gupta ji, chef narendra, chef vijay, yogendra gupta, yogendra ji, special mention, chef naman, service yogendra, magan singh, chef virendra</i>
3	Service	350	<i>Food service, excellent service, amaze service, service food, service amaze, ambience service, service excellent, amaze hospitality, excellent hospitality, service hospitality</i>
4	Dining experience	285	<i>amaze experience, experience steam, wonderful experience, dine experience, top notch, enjoy food, awesome experience, amaze time, experience food, absolutely amaze</i>
5	Theme	274	<i>dinner steam, steam engine, steam restaurant, steam train, inside train, outdoor seat, restaurant steam, seat inside, table inside, train carriage</i>
6	Ambience	226	<i>food ambience, amaze ambience, ambience food, sit inside, beautiful ambience, service ambience, ambience staff, nice ambience, food ambience, lovely ambience</i>
7	Place/ Location	196	<i>steam rambagh, restaurant jaipur, rambagh, visit rambagh, stay rambagh, ground rambagh, jaipur steam, rambagh steam, restaurant rambagh, view rambagh</i>
8	Pizza	181	<i>crust pizza, thin crust, pizza chef, wood fire, amaze pizza, pizza amaze, pizza town, pizza delicious, love pizza, pizza jaipur</i>

9	Staff expertise and behavior	137	<i>team steam, courteous staff, entire team, amaze staff, hospitality staff, staff courteous, friendly staff, staff specially, staff extremely, staff steam</i>
10	Special Occasion	122	<i>birthday celebration, feel special, dinner date, anniversary celebration, wed anniversary, date night, birthday dinner, birthday special, celebrate birthday, special day</i>
11	Menu	117	<i>ice cream, pizza pasta, barrel potato, bake nachos, chocolate cake, calzone pizza, food menu, keema kulcha, soya keema, chicken tikka</i>
12	Music	60	<i>live music, drum heavan, music amaze, live band</i>
13	Covid-19 safety precatations	38	<i>feel safe, social distance, covid safety, covid time, post covid</i>

Table 3. Determinants of Revisit intentions

Rank	Determinants of Revisit intention	Frequency	Bigram Terms
1	Mention of Staff & Chef	122	<i>Gupta Ji, yogendra gupta, chef narendra, chef vijay, service yogendra, chef naman, ji robin, magan singh, chef mahendra, hospitality yogendra</i>
2	Food	99	<i>amaze food, food drink, delicious food, food amaze, food delicious, food quality, drink food, excellent food, food serve, awesome food</i>
3	Service	81	<i>amaze service, excellent service, service food, service amaze, drink service, exceptional service, warm hospitality, amaze hospitality, fantastic service, hospitality service</i>
4	Dining experience	73	<i>amaze experience, wonderful experience, experience steam, dine experience, love food, absolutely amaze, enjoy food, experience highly, experience restaurant, food experience</i>
5	Ambience	56	<i>amaze ambience, food ambience, ambience service, love ambience, outdoor seat, seat inside, ambience food, ambience love, drink ambience, nice ambience</i>
6	Theme	56	<i>steam engine, inside train, steam train, dinner steam, inside steam, steam restaurant, train carriage, train coach, set train, steam highly</i>
7	Place/Location	54	<i>visit jaipur, steam rambagh, beautiful rambagh, ground rambagh, restaurant jaipur, time jaipur, trip jaipur</i>
8	Pizza	42	<i>thin crust, crust pizza, wood fire, calzone pizza, pizza chef, pizza town, tasty pizza</i>

9	Staff behavior	35	<i>Friendly staff, service friendly, service provide, staff courteous, staff profession courteous staff, hospitality staff, special care, staff friendly, staff specially</i>
10	Special occasion	22	<i>dinner date, feel special, special occasion, birthday dinner, special birthday</i>
11	Music	19	<i>live music, live band, music amaze</i>
12	Menu	12	<i>bake nachos, cocktail food, pizza pasta, signature drink</i>
