

## SATISFIERS AND DISSATISFIERS FOR LAS VEGAS CASINO BUFFET RESTAURANTS: A GOOGLE REVIEW AND LIWC ANALYSIS

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### ABSTRACT

This study aims to identify satisfiers and dissatisfiers by analyzing Google Reviews on Las Vegas Casino Buffet Restaurants. It also compared its results to the nascent literature regarding satisfiers and dissatisfiers for restaurants, as revealed in online review by analyzing 14,064 reviews using Nvivo and Excel, with content analysis and text analysis with Linguistic Inquiry and Word Count to gain insights into reviewers' emotional expressions. It found that food, option/variety, price/value, employees, and atmosphere were important satisfiers/dissatisfiers. For casino buffets, the theme of options was present as both satisfier and dissatisfier, indicating it is important to this type of restaurant.

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### INTRODUCTION

During the COVID-19 pandemic, casino-hotels in Las Vegas were forced to close their properties indefinitely (Merlan, 2020). As they reopened, operators were forced to adjust their outlets, including the iconic casino buffet, to meet health guidelines (McCarthy, 2020). Many operators reevaluated the business model for the buffet; some chose to close their buffets permanently. Treasure Island turned its buffet space into a race and

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sportsbook (Stapleton, 2020). The Rio converted their famous Carnival World buffet into a food hall (Wright, 2023). These decisions were made based on profitability due to increased food shortages, increased costs due to inflation, and labor shortages (Wright, 2023). However, this has caused a public backlash, with many consumers feeling that Las Vegas has become more expensive and less consumer-focused (Kline, 2023).

When companies make these decisions, it is important to consider the consumers' perspective. Online reviews are a way to do this (Bilgihan et al., 2018). Online reviews are really important in the hospitality industry. They give consumers' insights into a property's amenities, service quality, and atmosphere. For businesses, reviews can help identify areas for improvement and understand customer satisfaction. Ultimately, online reviews significantly shape a property's reputation and drive bookings (Chen et al., 2021).

Restaurants also employ online reviews to improve guest satisfaction through product involvement, understanding guest problems and experiences, analyzing competitive strategy, and monitoring their reputation (Bilgihan et al., 2018). Consumers also benefit from advancements in internet technology. It allows consumers to post their content to other consumers (Pourfakhimi et al., 2020). Additionally, consumers use online reviews to gain information about new products (Kim et al., 2021). Frequently, consumers read online reviews while making restaurant decisions since they are perceived as trustworthy and practical (Kwok & Yu, 2013).

However, limited efforts have been made to analyze online reviews to reveal factors that lead to customer satisfaction and dissatisfaction in restaurants, specifically casino buffets. Pantelidis (2010) pointed to the complexity of collecting online reviews as the reason for few studies focusing on online reviews in the restaurant industry. It is important to understand if the information gathered from this source is valuable enough to make business decisions for casino companies. This exploratory study aims to determine if online reviews can reveal the satisfiers and dissatisfiers of casino buffets, which operators can use when making decisions related to a) whether or not to close the buffet and b) what kind of restaurant should replace them. The results could provide casino companies with consumer information to help them make informed business decisions. For academics, this provides a new avenue of research related to the satisfiers and dissatisfiers of niche restaurants.

## LITERATURE REVIEW

### Las Vegas Casino Buffets

Casino buffet restaurants are significant for casinos. They offer many dining options, and these restaurants have different functions. Buffets in Las Vegas used to be considered to be bargains in the late 1950s. By the mid-2010s, a dinner buffet could cost over \$50 and include expensive items like Kobe Beef and king crab legs (Lam, 2014). Leading casinos in Las Vegas, like the Mirage, the Bellagio, and Caesars Palace, increased the quality of casino buffets by offering sumptuous choices of alternatives (Kaplan, 2019). Quality is essential for them. This can be seen in the Bacchanal Buffet at Caesars Palace. This buffet prepares ninety percent of the food in front of its customers and serves it in single portions to keep it fresh and reduce waste (LVCVA, 2019).

Previous research on casino buffets mainly examined their effect on gaming revenues (Tanford & Eunju, 2013). Repetti (2013) stated that casinos view restaurants as an amenity for their guests to help promote gaming by giving free or discounted meals. While some believe Poker players prioritize casinos based on the quality of their buffets, the reality might be more nuanced. As one gambler at Bellagio noted, "We lose a few hands, get frustrated, and take it out on the buffet" (Kaplan, 2019). This suggests that the buffet might serve as a consolation prize, a way to recoup perceived losses through a hearty meal. However, the paradigm shifts to higher quality, expensive buffets demonstrates that their appeal and profitability only partially rely on this function.

This changed when the COVID-19 pandemic caused several casino-hotels to close their operations temporarily and reevaluate their business models (Wright, 2023). As a result, several properties determined that buffets were not highly profitable and closed their operations (Kline, 2023). However, these closures have caused backlash from many guests (Schultz, 2023). Figure 1 displays the searches for Las Vegas Buffets from 2019 to 2024. There was a drop during quarantine and a spike in 2021 when travel picked up again. After that, the searches are close to their pre-pandemic levels. Consumers still value this type of restaurant even though fewer exist. Determining the satisfiers and dissatisfiers of casino buffets is important for three main reasons. First, casino buffets have a large footprint in a casino and are costly to run (Lane, 2023). For instance, the Bacchanal Buffet is 25,000 square feet with 600 seats; its 2012 remodel cost was \$17 million.

Additionally, \$2.4 million was spent on makeovers in 2021 after COVID-19 (Stapleton, 2021). Second, unlike traditional restaurants, buffets combine a variety of cuisines in a self-service model (Lane, 2023), making it challenging to understand which specific food items have positive and negative impacts on consumers. Third, when replacing these outlets with new concepts, operators will still need to meet the expectations of their customers. Therefore, it is critical to understand the satisfiers and dissatisfiers of casino buffets for guests.



Figure 1. Google trends searches for “Las Vegas Buffets”

### Satisfiers and Dissatisfiers in Restaurants

While casino buffets are an under-researched part of hospitality, the satisfiers and dissatisfiers of restaurants have been researched. From an examination of online reviews, Bilgihan et al. (2018) found that food, menu offerings, ambiance, and service emerged as themes related to satisfaction and dissatisfaction for restaurants in general. A review of Google Reviews for restaurants in the U.K. reported that food, service, atmosphere, and value significantly impacted star-rating, with specific food items emerging as satisfiers and dissatisfiers (Mathayomchan & Taecharungroj, 2020). When examining the difference between positive and negative E-WOM as proxies for satisfiers and dissatisfiers, Kim and Hwang (2022) found that food taste was significant as both a satisfier and dissatisfier; value was only significant as a dissatisfier while authenticity was only significant as a satisfier.

### Google Reviews

Jonathan Goldman, a software engineer, created Google Reviews, a platform where online consumers can do reviews for companies (Pitman, 2019). In 2021, 73% of online reviews had been posted to Google in comparison to Yelp (6%), Facebook (3%), and TripAdvisor (3%) (Reviewtrackers, 2022). Additionally, 87% of consumers stated that they

scanned Google reviews in 2023 (Paget, 2024). Finally, one billion restaurant searches per month were conducted on Google.com in 2020 (Kelso, 2020). To the authors' knowledge, based on comprehensive literature reviews, no Google Reviews study focuses on the factors influencing online casino restaurant reviews (Bogicevic et al., 2013). Thus, this study examines the following research questions:

- 1) What are casino buffet restaurants' satisfaction and dissatisfaction factors as perceived by diners on Google Review?
- 2) How do the satisfiers and dissatisfiers of casino buffets relate to the established satisfiers and dissatisfiers of traditional restaurants?
- 3) How can LIWC analysis of online reviews be utilized to better understand the factors contributing to customer satisfaction and dissatisfaction in casino buffets?

## **METHODOLOGY**

To answer these research questions, Google Reviews were gathered and analyzed. The data was extracted from Google Reviews using the Data Miner extension in Google Chrome. Excel, Linguistic Inquiry Word Count (LIWC), and NVivo were used to analyze the data. The DataMiner extension in Google Chrome assists researchers in taking data from web pages and converting them into CSV files or Excel spreadsheets (DataMiner, 2019). DataMiner was employed to collect data from Google Reviews. A related casino buffet restaurant review site was opened in Google Chrome. Using the DataMiner extension in Google Chrome, related data was extracted. This data includes the reviewer's name (Nickname), restaurant star ratings, reviews, comment date, and reviewer's number of reviews. Both qualitative and quantitative data collections were part of the data collection. The unit of analysis for this study was restaurant experiences.

Google Reviews offers an overall rating service by asking online customers to specify their experience levels using a five-star rating scale from five to one star. Five stars indicate that the customer loves it, and one star means the customer hates it (Google, 2019). This study analyzed reviews rated five and four stars to identify satisfiers; reviews rated one star/two stars were analyzed to identify dissatisfiers. This data was cleaned in Excel for inconsistencies, duplicates, and errors before being analyzed. Two authors also controlled for inconsistencies within the data.

Text mining was used in this study to analyze reviews of buffet restaurants to understand customers' perceptions and discover new information about their patrons. The text mining process consists of multiple stages. The raw data underwent a cleansing and conversion process to make it usable (He et al., 2013). Various text-mining techniques analyzed customers' perceptions of casino buffet restaurants. In this study, Nvivo 12 software was used to conduct query searches. These searches aimed to explore ideas and identify interesting patterns, connections, and unusual information through the research questions. NVivo was utilized to identify the words customers commonly use. The "frequency query module" in NVivo examined the text, identified the words that appeared most frequently, and created word trees (Jackson & Bazeley, 2019). A list of the top one thousand most frequent words was generated, with a minimum word length set at two. Focusing on the 1,000 most frequent words captures the foundation of a reviewer's vocabulary and conveys the essential meaning. These 1000 words carry the most meaningful weight in conveying the overall document content (Kilgarriff, 2005) and are highly correlated with the meaning (Scott & Tribble, 2006). The one thousand most frequent words were selected based on the total words used in the satisfied file (167,294 words) and the dissatisfied file (125,126 words). This criterion made it possible to classify the factors contributing to customer satisfaction or dissatisfaction with casino buffet restaurants. A minimum word length of two was set, and we excluded punctuation marks, symbols, and articles like "a," "an," and "the."

LIWC was used to answer the third research question. LIWC is a transparent text analysis program that quantifies words based on psychologically meaningful categories (Tausczik & Pennebaker, 2010). LIWC has been employed by numerous studies to uncover meaning in various experimental settings, including investigating attentional focus, emotionality, social relationships, thinking styles, and individual differences (Tausczik & Pennebaker, 2010). The method has previously examined gender differences in language use (Newman et al., 2003), Internet communications (Owen et al., 2003), and Yelp restaurant reviews (Bilgihan et al., 2018). LIWC assesses text samples by matching words to a dictionary (Bilgihan et al., 2018). Initially, categories like word expression emotions were established by independent judges who determined the inclusion of each word in specific categories (Tausczik & Pennebaker, 2010). This process combines human judgment with computerized and consistent coding systems (Bilgihan et al., 2018). LIWC identifies around 80% of the words in a given document (Newman et al., 2008).

The researchers inputted the text into the LIWC software and analyzed it across seven dimensions: self-references, social words, positive sentiments, negative sentiments, overall cognitive words, articles, and big words (Bilgihan et al., 2018). Each dimension was linked to specific terms from a predetermined dictionary (Pennebaker et al., 2015). LIWC analysis was employed to determine how LIWC analysis of online reviews can be utilized to better understand the factors contributing to customer satisfaction and dissatisfaction in casino buffets. This analysis allows for the measurement of emotional expressions in reviewers' feedback.

## FINDINGS

Table 1 shows the breakdown of the reviews by star rating. Four-star/five-star totaled 9765 reviews, and one-star /two-star reviews totaled 4299. These reviews were taken from 14 casinos, all on the Las Vegas Strip. Non-Strip properties were excluded from the mix of local/non-local visitors to those locations.

Table 1. *Breakdown of reviews*

Buffet	4/5 Stars	1/2 Star
Bacchanal	988	247
The Buffet at Aria	904	295
Cravings	871	295
The Buffet at Bellagio	868	323
The Buffet at MGM	818	351
LeVillage Buffet	791	404
The Buffet at Luxor	725	374
The Buffet at Excalibur	720	374
Carnival Buffet	651	532
Flavors Buffet	649	188
Bayside Buffet	607	224
Spice Market Buffet	462	297
Paradise Buffet	434	222
Circus Buffet	277	173
Total	9765	4299

### Satisfiers

Satisfiers are variables that evoke feelings of delight and satisfaction but do not cause dissatisfaction if they are absent (Kueh, 2006). According to Bilgihan et al. (2018), a high overall rating indicates customer satisfaction. In this study, a total of 9,765 reviews with four-star and five-star ratings were analyzed to explore customer satisfaction.

The most frequently used words by satisfied customers included food, good, great, option (selection), price, and best. Based on the frequency of these words, several themes were identified, namely "food," "option," "value," "employee," "quality," "drinks," "atmosphere," "healthy choices," and "promotions." Satisfied casino buffet guests perceived food, options, value, employees, and quality as the most significant themes. Figure 2 presents a summary of the statistical data for satisfiers.

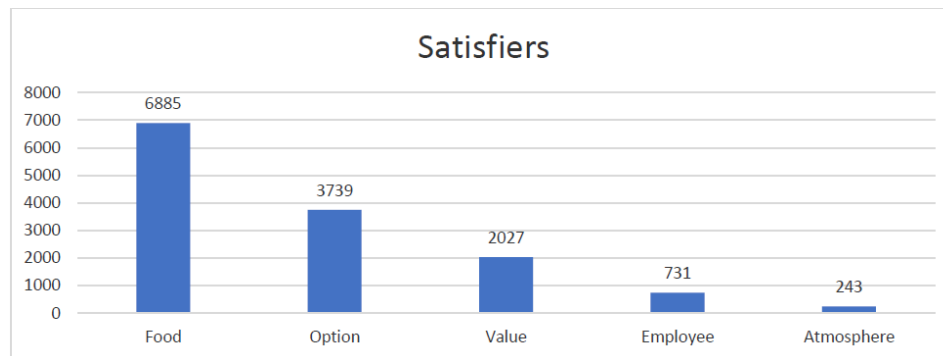


Figure 2. *Satisfiers*

### *Food*

This study specified that the most frequently stated satisfier was "food." Food was also classified into four themes. These themes are food, seafood, desserts, and meat, as shown in Figure 3. It shows the summary statistics for satisfiers-types of food. According to the Figure 3, food was mentioned 7074 times, seafood was mentioned 1190 times, desserts were mentioned 753 times, and meat was mentioned 462 times.

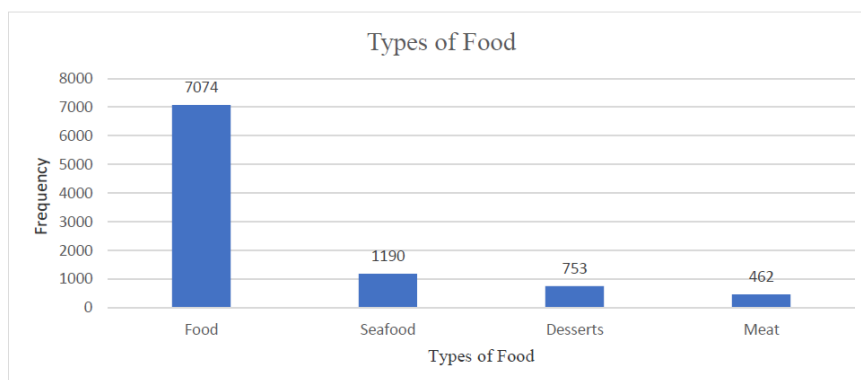


Figure 3. *Satisfiers-Types of Food*

Seafood was also categorized into five themes based on word frequencies. The term "crab" was mentioned 549 times, followed by "sushi" mentioned 132 times, "lobster" was mentioned 44 times, and "salmon" was



mentioned 36 times. One intriguing aspect of this analysis is that seafood, particularly crab legs, is highly valued by casino buffet customers, second only to general food items. One reviewer emphasized the quality of the seafood, stating, "The food was great!! The seafood buffet was worth every penny." Another reviewer highlighted the importance of freshness of seafood: "The seafood prepared fresh in front of you every time is a real treat." Crab legs emerged as the dominant aspect of seafood, with many reviewers expressing a preference for the casino buffet due to the availability of crab legs.

As depicted in Figure 3, desserts were referenced 753 times. Specific types of desserts were mentioned: crepes (n=114), gelato (n=32), and waffles (n=13). Oyewole (2013) emphasized the importance of food variety for buffet customers, and desserts are commonly regarded as comforting treats by individuals (BC Cook Articulation Committee, 2015). Most reviewers expressed satisfaction with the dessert options provided by casino buffet restaurants. One reviewer highlighted, "The dessert bar was awesome, huge, and the gelato to die for." Among the dessert choices, crepes were the most frequently mentioned item, followed by gelato and waffles. Although desserts are often considered a challenging aspect for restaurant operators (Ling et al., 2023), some buffet establishments succeed in providing high-quality desserts that enhance customer satisfaction.

Customers mentioned various cuisines in their reviews, categorized under the international cuisine theme. These cuisines include Asian (n=148), Italian (n=88), Mexican (n=77), Chinese (n=51), Indian (n=27), and Thai (n=24). Most respondents expressed satisfaction with the diverse culinary options casino buffets offer. For example, one reviewer remarked, "This buffet was the best. They had stations based on various themes like Mexican (Tacos), South Asian (Curries), and Italian (Lasagna, Pasta Station, and Meatballs)."

Meat was mentioned 462 times and classified into eight types: ribs, beef, chicken, bacon, lamb, pork, brisket, and ham. Among these, the most frequently mentioned words were ribs (n=178), beef (n=81), chicken (n=51), and bacon (n=51). Despite concerns regarding the environmental impact and public health implications associated with excessive meat consumption (Palomo-Vélez et al., 2018), the findings of this study indicated that casino buffet patrons engage in extensive meat consumption. One reviewer expressed satisfaction with the meat selection: "The meat selection was awesome and extremely tasty."

### *Options*

The words most frequently associated with the option theme were identified as follows: selection (n=1069), variety (n=454), options (n=427), lots (n=322), many (n=321), selections (n=153), choice (n=147), and various (n=26). The results of this study indicated that most reviewers expressed high satisfaction with the abundant choices of food and drinks available. One reviewer mentioned, "The buffet had a wide selection of foods, and all trays were full." Oyewole (2013) also supported that buffet customers expect various options to cater to individual preferences. Further analysis was conducted using a word tree for the term "selection," revealing common phrases like "selection was great," "selection was good," "selection was pretty," "selection was awesome," "selection was huge," "selection was incredible," "selection was outstanding," and "selection was amazing." The phrase "selection of food" (n=193) was the most frequently mentioned word group associated with the concept of "selection," followed by "selection of desserts" (n=22) and "selection of seafood" (n=10).

### *Value*

The words most frequently associated with the value theme were identified as follows: price (n=867), worth (n=589), expensive (n=216), decent (n=188), and values (n=167). There was a significant consensus among satisfied customers regarding the buffet pricing. Many customers mentioned that the buffet prices were high. For example, one customer expressed, "Very, very expensive. But good food!!! Excellent!" However, some customers found the buffet prices to be affordable. For instance, one customer stated, "Best buffet, good food, great variety, and not too expensive." Previous studies have consistently highlighted the importance of value for money as a crucial factor contributing to the success of restaurants (Sukhu et al., 2017).

### *Staff*

Staff emerged as this study's fourth most frequent satisfier theme, with 514 mentions. In addition to staff, there are mentions of servers (n=97), chefs (n=50), employees (n=42), waiters (n=30), and hostesses (n=15). Extensive research has been conducted to explore the significance of employees in ensuring customer satisfaction in the restaurant industry (Gunden, 2017). The findings of this study support the notion that the performance of the staff plays a crucial role in satisfying guests. For example, one reviewer stated, "The food was great, a lot to choose from, and the staff was fantastic." Some reviewers even mentioned the names of specific employees. For

instance, a reviewer expressed, "Ms. Su made the experience perfect with her kindness and professionalism. Superb."

### *Atmosphere*

Atmosphere emerged as the fifth most frequently mentioned theme of satisfiers. Along with the atmosphere, terms like *ambiance* (n=37), *environment* (n=29), and *décor* (n=29) were also identified. The results of this study further corroborated the existing literature, indicating that the restaurant atmosphere directly impacts customer satisfaction. One reviewer expressed their endorsement, stating that the buffet provided a superior experience in Las Vegas, with ample fresh and delicious food, friendly staff, and an upscale atmosphere. Additionally, other reviewers shared positive sentiments towards the buffet, attributing it to the exceptional *ambiance*.

### **Dissatisfiers**

Dissatisfaction is an attribute that must be avoided to prevent customer complaints and inhibit revisit intentions. This becomes even more important in online reviews; as negative reviews can prevent other guests from choosing your restaurant. This study analyzed 3,763 one-star and two-star reviews to explain customer dissatisfaction. The most frequently occurring words for dissatisfied customers were food, good, price, better, and quality. One interesting finding was that reviewers used several positive adjectives, like "good" and "better." However, these adjectives were often used with negative adverbs. Many reviewers said the food was "not good" or "not a good assortment to choose from." Another interesting finding was that reviewers sometimes used sarcastic expressions. For example, one reviewer said they "spent 20 bucks for two the next day at Denny's and way better food." Based on the frequencies of the words used, the study identified six themes: food, value, options, quality, employees, and atmosphere (see Figure 4).

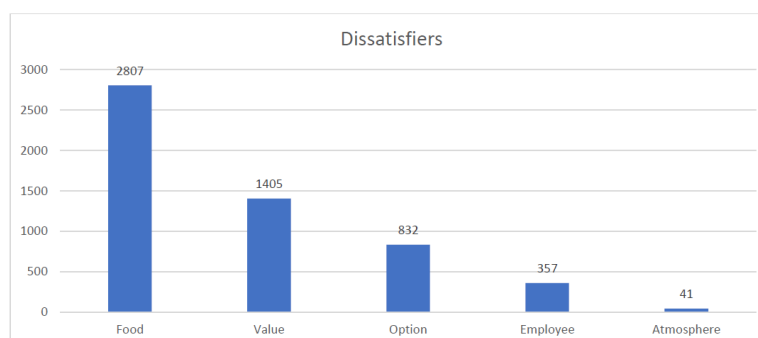


Figure 4. *Dissatisfiers-Theme*

## Food

Food was classified into four themes. These themes are food, seafood, desserts, and meat, as they were for dissatisfiers. Casino buffets' food quality is a significant concern for many customers. A study of online reviews found that the most common word used in the reviews was "food." Many of the reviews used negative adjectives to describe the food, like "horrible," "terrible," and "cold." The study also found that the words "quality" and "is" were frequently used together, suggesting that many customers are dissatisfied with the food quality at casino buffets.

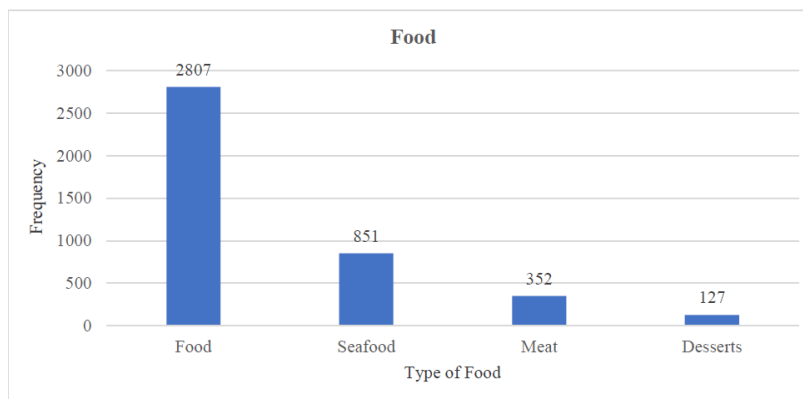


Figure 5. *Dissatisfiers-Food*

Seafood was one of the topics discussed the most in online reviews. Crab was the most mentioned seafood, with 395 mentions. Sushi was mentioned 79 times, lobster 73 times, and salmon 18 times. Many of the reviews about crabs were negative. A word tree of the word "crab was" was formed to determine why people were dissatisfied. The most common negative words used to describe the crab were "cold," "dry," "frozen," "hard," "salty," and "terrible." One reviewer specifically stated that the crab was "served frozen solid (not joking)" and that the hot crab "was soaked in boiling water." These descriptions suggest that crab needed to be fresh and appropriately prepared.

This study found that many reviewers were dissatisfied with the meat quality at casino buffets. The most frequently mentioned types of meat were ribs (n=108), chicken (n=95), beef (n=60), and pork (n=22). The most common complaints about the meat were that it was dry, cold, brown, flavorless, and tough. One reviewer said the meat was "dry like it's been sitting out for...So gross...In so many ways, Not worth \$42." These descriptions suggest that the meat was not fresh or cooked properly.

Food poisoning (n=79) was also mentioned as an extreme dissatisfier. Customers perceived food safety as crucial (Sulek & Hensley, 2004). Food poisoning was one of the main reasons which dissatisfied casino buffet guests. One of the customers wrote, "Want food poisoning and bad food? This is the spot. I got very sick on the plane ride home, and it was confirmed food poisoning from here." Another customer announced his negative experience by saying, "I am changing my review from 4/5 to 1/5 because I am currently in the middle of the worst about of food poisoning, I have suffered through. What a way to spend a honeymoon."

### *Value*

Value was another common dissatisfier theme. Value has several synonyms. These are the numbers of occurrences for specific terms related to the value: price (607), worth (504), expensive (220), and decent (74). An analysis of the word tree related to "price" revealed that "for," "is," "and" "was" were the most frequently mentioned words. Among these, the word tree for "price is" was selected to understand what customers expressed about the price. This analysis identified that the attributes "too high," "not worth," and "too expensive" emerged under the "price is" context. Reviewers' evaluations of the price were linked to the quality of the food. One reviewer expressed dissatisfaction with the food, stating that "the selection was small, and the price was too high" for what they received.

### *Option/Variety*

Option emerged as the third most frequently mentioned aspect. "Variety" was the most expressed item among the words associated with this theme. Consequently, a word tree focusing on "variety is" was created, revealing that guests were dissatisfied with the "limited," "poor," and "scarce options" available. One reviewer expressed dissatisfaction, mentioning that the variety and quality were limited. They believed that the experience was not worth the \$35 they paid. Another reviewer expressed disappointment, stating there were not as many options as expected for a Las Vegas buffet. One of the tourists was also unsatisfied with the limited options, mentioning that "there weren't enough choices for a Las Vegas world buffet and that the restaurant did not offer dishes representing all major countries." Consequently, their expectations were not met, and they felt let down.

### *Employee/Staff*

In Pratten (2003), the significance of employees, particularly the servers, was emphasized as they play a crucial role in the interaction between the customer and the restaurant. Therefore, the performance of restaurant employees is critical. The findings of this study supported the notion that staff training greatly influences guest satisfaction. Reviewers expressed their dissatisfaction, attributing it to poor staff training and even suggesting that others should go somewhere else to eat. Employee knowledge and training are paramount for customers visiting a casino buffet, as evidenced by guest reviews. For instance, "The counter chef says I cannot know if the food is at the correct temperature. So much for running an efficient hotel kitchen."

### *Atmosphere*

Maintaining cleanliness in the casino buffet is of utmost importance. A spotless and hygienic environment is vital for creating a positive and attractive dining atmosphere. Patrons are more likely to return to a casino buffet where they feel confident in the safety and quality of the food and surroundings. A clean buffet area, with sanitized tables, utensils, and serving dishes, displays a commitment to maintaining high standards of hygiene (Demirciftci et al, 2024)

Oyewole (2013) emphasized that guests who visit all-you-can-eat buffets place significant importance on hygiene. For example, casino buffets must ensure customers have clean dishes and utensils. Additionally, casinos should closely monitor the quality of their food and ensure that it is stored according to health standards to prevent food poisoning. Collaborating with the Southern Nevada Health District is essential, as they conduct unannounced inspections of food establishments at least once a year (SNHD, 2020). Increasing the frequency of these visits and training relevant employees could be considered. Lastly, organizing seminars and workshops can enhance managers' knowledge and awareness of food safety (Yu, 2018).

Word frequencies also show that the atmosphere was perceived as dissatisfier. Besides atmosphere (n=23), décor (n=18) was also considered a source of dissatisfaction. One of the reviewers expressed negative feelings about the atmosphere of a restaurant "in bad need of updating and repairs. Seating is ripped in multiple seats and places. Flavors were more expensive, the atmosphere was worse, and the food was subpar."

### **Buffets vs. traditional restaurants**

To understand the possible differences between satisfiers and dissatisfiers for buffets and traditional restaurants, the researchers undertook a systematic review of previous research on restaurants examining online reviews. Scopus, EBSCOhost, and Elsevier were searched, with an additional check using the researcher's university database. The keywords "satisfiers," "dissatisfiers," and "satisfaction" were used paired with restaurant and online reviews. The researchers sought examinations of online reviews to create a direct parallel to the current study as survey and experimental design papers choose the measured variables instead of the themes coming organically from the reviews. Studies that did not explicitly examine satisfiers and dissatisfiers in online reviews were also eliminated. Due to this narrow search parameter, 12 articles were found. Out of 12, one was eliminated because of examining wineries, another for focusing on robots in restaurants, which were not a part of the casino buffet experience at the time of this writing. Therefore, 10 papers were used for this analysis.

Table 2 demonstrates that various topics were discussed in online reviews for restaurants in general. Factors directly related to COVID-19 were eliminated for this paper due to the date when our data was collected. As demonstrated in Table 2, various factors have been found to be significant for traditional restaurants. The themes of food, service, value, and atmosphere/ambiance overlapped between this study and previous studies. Regarding food, just as this study found that both quality and food selection were dominant themes, previous research supported this dynamic (e.g., Oh et al., 2023). Certain specific factors in traditional restaurants that were not mentioned in buffet reviews may be since the buffets are imbedded in the casino; Wi-Fi and parking were significant in traditional restaurants (e.g., Bilgihan et al., 2018) but are controlled by the casino, separate from the buffet operation. Certain elements have been specific to the type of restaurant being studied; e.g., Barrera-Barrera (2023) examined online reviews for Michelin-star restaurants. Therefore, wine pairing was mentioned in those reviews but not in other papers or this study. For casino buffets, the theme of options was present as both a satisfier and dissatisfier but was not mentioned in other research, indicating it is specific and of inherent importance to this type of restaurant.

### **Linguistic Inquiry and Word Count (LIWC) Text Analysis**

LIWC analysis was conducted to examine the third research question. LIWC allows researchers to examine various emotional, cognitive, and

structural elements of individuals' verbal and written expressions (Pennebaker et al., 2015). This approach enables detailed analysis of reviews across seven dimensions, including self-references, social words, positive emotions, negative emotions, overall cognitive words, articles, and big words.

Table 2. *Antecedents of satisfiers and dissatisfiers from hospitality research*

Satisfier	Citation	Dissatisfier	Citation
Food	Barrera-Barrera, 2023; Bilgihan et al., 2018; Farinha et al., 2023; Luo & Xu, 2021; Mathayomchan & Taecharungroj, 2020; Rita et al., 2023; Tontini et al., 2022	Food	Barrera-Barrera, 2023; Bilgihan et al., 2018; Farinha et al., 2023; Luo & Xu, 2021; Mathayomchan & Taecharungroj, 2020; Rita et al., 2023; Tontini et al., 2022
Service	Bilgihan et al., 2018; Chen et al., 2020; Farinha et al., 2023; Oh et al., 2023; Oh & Kim, 2022	Service	Bilgihan et al., 2018; Chen et al., 2020; Farinha et al., 2023; Oh et al., 2023; Oh & Kim, 2022
Outdoor Seating	Bilgihan et al., 2018; Luo & Xu, 2021	Outdoor Seating	Bilgihan et al., 2018; Luo & Xu, 2021
Delivery	Bilgihan et al., 2018	Delivery	Bilgihan et al., 2018
Wi-Fi	Bilgihan et al., 2018	Wi-Fi	Bilgihan et al., 2018
Alcohol availability	Bilgihan et al., 2018	Alcohol availability	Bilgihan et al., 2018
Good for kids	Bilgihan et al., 2018	Good for kids	Bilgihan et al., 2018
Accepts credit cards	Bilgihan et al., 2018	Accepts credit cards	Bilgihan et al., 2018
Parking	Bilgihan et al., 2018; Luo & Xu, 2021	Parking	Bilgihan et al., 2018; Luo & Xu, 2021
Good for groups	Bilgihan et al., 2018	Good for groups	Bilgihan et al., 2018
Noise level	Bilgihan et al., 2018	Noise level	Bilgihan et al., 2018
Service	Luo & Zu, 2021; Mathayomchan & Taecharungroj, 2020; Rita et al., 2023; Oh & Kim, 2022	Service	Luo & Xu, 2021; Oh & Kim, 2022; Rita et al., 2023
Atmosphere	Mathayomchan & Taecharungroj, 2020;	Atmosphere	Rita et al., 2023
Value	Barrera-Barrea, 2023; Luo & Xu, 2021; Mathayomchan & Taecharungroj, 2020	Value	Barrera-Barrea, 2023; Luo & Xu, 2021
Location	Luo & Xu, 2021	Location	Luo & Xu, 2021
Price	Farinha et al., 2023; Oh et al., 2023; Rita et al., 2023; Tontini et al., 2022	Price	Farinha et al., 2023; Oh et al., 2023; Rita et al., 2023; Tontini et al., 2022
Ambiance	Barrera-Barrera, 2023	Ambiance	Barrera-Barrera, 2023
Attentiveness	Barrera-Barrera, 2023; Tontini et al., 2022	Attentiveness	Barrera-Barrera, 2023; Tontini et al., 2022
Wine pairing	Barrera-Barrera, 2023	Wine pairing	Barrera-Barrera, 2023
Reliability	Tontini et al., 2022	Reliability	Tontini et al., 2022
Empathy	Tontini et al., 2022	Empathy	Tontini et al., 2022
Tangibles	Chen et al., 2020; Tontini et al., 2022	Tangibles	Chen et al., 2020; Tontini et al., 2022
Meal	Chen et al., 2020	Meal	Chen et al., 2020
Promotion/Refund	Chen et al., 2020	Promotion/Refund	Chen et al., 2020
Type of food	Oh et al., 2023	Type of food	Oh et al., 2023
		Hygiene	Oh et al., 2023



These dimensions were established based on predefined target words derived from a specific dictionary. Previous studies, including those conducted on platforms like MySpace, have utilized these methodologies (Kim et al., 2023) in the online context. The present study analyzed and compared satisfying and dissatisfying emotional expressions with personal and formal text collections (Bilgihan et al., 2018). Table 3 shows the LIWC dimension for satisfiers.

Table 3. *LIWC Dimensions Satisfiers*

LIWC Dimension	Examples of Linked words	Google Reviews Data	Personal Texts	Formal Texts
Self-References	I/We	2.46	11.40	4.20
Social Words	Family/Friends/Female/Male	5.01	9.50	8.00
Positive Emotions	Happy/Good/Nice	15.56	2.70	8.00
Negative Emotions	Anger/Sad	0.58	2.60	1.60
Overall Cognitive Words	Inside/Cause/Discrepancy	9.70	7.80	5.40
Articles	An/A/The	6.25	5.00	7.20
Big Words	(>6 letters)	18.00	13.10	19.60

Individuals who frequently employ self-references in their language use are associated with higher levels of insecurity, nervousness, and possibly depression (LIWC, 2020). The LIWC analysis revealed that both satisfied and dissatisfied customers of casino buffets displayed a lower frequency of self-references than formal and personal texts. This suggests that casino buffet customers tend to possess higher confidence, calmness, and overall happiness with themselves.

Table 4. *LIWC Dimensions Dissatisfiers*

LIWC Dimension	Examples of Linked words	Google Reviews Data	Personal Texts	Formal Texts
Self-References	I/We	3.12	11.40	4.20
Social Words	Family/Friends/ Female/Male	4.93	9.50	8.00
Positive Emotions	Happy/Good/Nice	4.61	2.70	8.00
Negative Emotions	Anger/Sad	4.44	2.60	1.60
Overall Cognitive Words	Inside/Cause/ Discrepancy	11.19	7.80	5.40
Articles	An/A/The	6.75	5.00	7.20
Big Words	(>6 letters)	14.83	13.10	19.60

Individuals frequently using positive words are generally considered optimistic (Pfeil et al., 2009). In the context of satisfied casino buffet guests, they had a positive emotion score of 15.56, indicating that approximately 15.56 percent of the words used in their comments were associated with positive emotions. These findings indicate that providing excellent service to guests leads to satisfaction, resulting in a higher prevalence of positive emotions than negative emotions about casino

buffets. Zibarzani et al. (2022) recommended that restaurants strive to offer an exceptional experience to receive higher ratings online. The dissatisfied guests had a relatively high positive score of 4.61, but that is due to the use of positive words in a negative context. The most frequently occurring words for dissatisfied customers included "good" and "better." They were used in conjunction with words and phrases like "not," which negated the positive sentiment.

The utilization of words associated with negative emotions is often linked to individuals who have higher levels of anxiety or even neurotic tendencies (LIWC, 2020). It is observed that customers who have had negative experiences tend to perceive the world in a negative light. Dissatisfied guests in the casino buffet context had a negative emotion score of 4.44, indicating that approximately 4.44 percent of the words in their LIWC file were related to negative emotions, as shown in Table 3. As mentioned earlier, these negative emotions may be attributed to low food quality, poor atmosphere, limited variety, food poisoning, a lack of healthy menu options, and long waiting lines.

Overall, cognitive words indicate the extent to which individuals actively engage in thoughtful consideration of their writing topic (Pfeil et al., 2009). Examples of such words include "thinking," "wonder," "because," and "knowledge." The LIWC analysis revealed that both satisfied and dissatisfied customers of casino buffets utilized cognitive words more frequently than personal and formal texts. Specifically, satisfied guests had an overall cognitive word score of 9.7, while dissatisfied guests had a score of 11.19. These findings suggest that buffet customers actively reflect when writing their reviews, which aligns with the findings of Bilgihan et al. (2018).

Individuals who frequently use a higher rate of big words tend to be more rational and exhibit psychological distance. In the context of casino buffet customers, both satisfied (18.03) and dissatisfied (14.83) individuals employed big words (defined as words with more than six letters) more frequently compared to personal texts (13.1). This suggests that casino buffet customers try to present themselves as knowledgeable, which aligns with the findings of Bilgihan et al. (2018). Zibarzani et al. (2022) further highlighted that restaurant reviews are not solely about the business but also reflect the reviewers' perspectives.

Finally, four summary variables are generated in the latest versions of LIWC: analytical thinking, clout, authenticity, and emotional tone. These variables are assessed using standardized scores converted to percentiles,

ranging from 0 to 100, based on the area under a standard curve (LIWC, 2020). The first dimension, the analytic dimension, examines words that reflect formal, logical, and hierarchical thinking patterns. This study's analytical dimension scores for satisfiers and dissatisfiers were 64.21 and 56.14 out of 100, respectively (Table 5). The findings of this study indicate that casino buffet customers demonstrate a rational approach in their reviews. The second parameter is clout, which pertains to the relative social status, confidence, or leadership demonstrated by reviewers in their writing or communication (LIWC, 2020). In this study, the clout dimension scores for dissatisfiers and satisfiers were 39.21 and 50.87 out of 100, respectively. This indicates that satisfied customers exhibited more confidence and leadership skills than dissatisfied customers. The third variable is authenticity, which relates to how persons come across as personal, humble, and vulnerable in their expressions (LIWC, 2020). The authenticity scores for dissatisfiers and satisfiers were 38.12 and 28.83 out of 100, respectively. These figures indicate relatively low levels of authenticity for both dissatisfiers and satisfiers.

Table 5. *LIWC Dimension Summary Variable*

Summary Variables	Dissatisfiers	Satisfiers
Analytical	56.14	64.21
Clout	39.21	50.87
Authenticity	38.12	28.83
Tone	45.15	86.81

LIWC analysis was utilized to discover the satisfiers/dissatisfiers of casino buffet restaurants in an online review on Google Reviews. It was revealed that satisfied customers use a positive tone while writing their reviews. Satisfied and dissatisfied casino buffet customers used a lower rate of self-references, meaning they were more self-confident and happier with themselves. Casino buffet customers attempted to portray themselves as educated. Finally, casino buffet customers were rational while writing their reviews.

## DISCUSSION

Restaurant customers rely on social media reviews when deciding where to dine (e.g., Gunden, 2017). A significant body of literature has been published regarding the factors influencing customers' restaurant choices (e.g., Sulek & Hensley, 2004). Additionally, numerous studies have examined various restaurant attributes, including food quality (Gunden, 2017), atmosphere (Pantelidis, 2010), employee service (Pacheco, 2018),

value for money (Pacheco, 2018), the number of reviews (Lee & Sozen, 2016), and overall restaurant ratings (Gan et al., 2017). This study added to the literature by identifying several factors that contributed to the satisfaction of casino buffet guests, including food quality, menu options and variety, pricing, employee service, and atmosphere. Menu options significantly differ from previous studies regarding online reviews for traditional restaurants, indicating this is an expectation and may be an expectation of any restaurant that replaces the buffet.

The study's results indicated that food was predominantly mentioned by casino buffet customers as a source of satisfaction, consistent with previous findings regarding online reviews (e.g., Farinha et al., 2023; Luo & Xu, 2021). Customers preferred diverse food options, particularly seafood, desserts, and meat. Customers used various adjectives, like good, great, delicious, fantastic, excellent, and tasty, to evaluate the quality of the food. Notably, guests showed a strong appreciation for international cuisines. This could be attributed to Las Vegas being an international tourist destination, and tourists often seek food that aligns with their cultural backgrounds. This aligns with the findings of Vu et al. (2019), who found that certain tourist groups prefer national cuisine that resonates with their cultural heritage.

This study is unique in its examination of the availability of options and variety. Customers expressed satisfaction with the range of choices using words like selection, variety, everything, option, and lots. Additionally, customers used adjectives like good, pretty, awesome, amazing, and outstanding to describe the variety. Customers were delighted by the extensive food and drinks offered at casino buffets.

The third most commonly mentioned source of satisfaction was value. Customers used terms like price, worth, expensive, and decent to describe their perception of value. While some guests expressed satisfaction with the food and drinks, they also mentioned high prices. One guest, for instance, remarked, "Great buffet. I can recommend it. A bit expensive; do not forget about taxes." However, some guests felt that the buffet prices needed to be higher. For example, one guest stated, "Good quality. \$25 for a buffet in Las Vegas is not expensive." This supports previous research on online restaurant reviews (e.g., Barrera-Barrera, 2023; Luo & Xu, 2021).

Additionally, some buffet customers took advantage of Groupon promotions or coupons to enjoy value-priced buffets. For example, one reviewer mentioned, "We wanted to try one of the buffets. We found this one on Groupon. We are so glad we purchased it since it was cheap." This

echoes a study on fast-food restaurant satisfaction, which found that promotions were a significant theme (Chen et al., 2020).

Atmosphere was the fifth most frequently cited factor contributing to customer satisfaction. Guests referred to the atmosphere using terms like *ambiance*, *environment*, and *décor*. Several positive adjectives, including *excellent*, *good*, *nice*, and *incredible*, were used by reviewers to describe their experience of the atmosphere. Casino buffet customers regarded the atmosphere as crucial to their dining experience. This supports previous research, which indicates that atmosphere/ambiance is a significant theme (e.g., Farinha et al., 2023).

This study also aimed to explore the dissatisfiers of casino buffet restaurants. The findings revealed that several themes contributed to the dissatisfaction of buffet guests, including food quality, value for money, options and variety, employee performance, and the atmosphere. Interestingly, this study uncovered the widespread use of positive adjectives in negative reviews. It seems that customers often use words like "good" and "better" in combination with negative adverbs, showing a more nuanced level of dissatisfaction. Reviewers employ subtle linguistic techniques such as sarcasm, comparing the establishment unfavorably to competitors or using understatement to convey their disappointment with the dining experience.

The analysis was based on reviews rated one or two stars, totaling 3,684 reviews from 14 casinos located on the Las Vegas Strip. NVIVO's word frequency module was utilized to identify the words customers frequently used.

Food emerged as the most frequently mentioned dissatisfier among casino buffet customers, which aligns with the findings of Park (2007). Dissatisfied customers expressed discontent with low food quality, lack of healthy options, and food served at excessively high or low temperatures. Adjectives like *cold*, *bland*, *good*, *horrible*, *mediocre*, and *dry* were commonly used to describe food quality in negative reviews. Again, food quality is a dominant theme in restaurant literature and frequently emerges as a dissatisfier in online reviews (Rita et al., 2023; Tontini et al., 2022).

The second most mentioned dissatisfier was related to value. Customers used words like *price*, *worth*, *expensive*, and *decent* to express their perception of value. Dissatisfied guests felt that buffet prices were high and were not justified in the food quality. Examples of such feedback include remarks like "The buffet is expensive, and the food is not very good

to pay almost 100 dollars for four people, and they have nothing of variety.” To address this, casino buffets should examine the aspects of value that their guests find important and consider this when creating replacements for the buffet.

The lack of options and variety was the third most commonly mentioned dissatisfier. Customers used terms like selection, variety, everything, option, and lots to express dissatisfaction. Buffet customers frequently cited limited, poor, and scarce options as a source of dissatisfaction. For instance, one reviewer commented that the buffet could have better food options. Some customers also noted the lack of previously offered unlimited wine and beer options. To address this issue, casinos should ensure a wide variety of food and drink choices for their guests. When replacing the buffet, some locations have chosen to have a food hall. The Rio Hotel and Suites in Las Vegas replaced their iconic buffet with a food hall to continue offering their guests options (Karel, 2024). An off-strip casino located near Red Rock National Conservation Area, Red Rock Resort, opted instead to replace its buffet with three new restaurants that offer three styles of cuisine (Greek, Seafood, and Thai) to continue to offer the concept of options to their guests (Szydelko, 2022). Other casinos are urged to consider this when replacing casino buffets.

Employee performance emerged as the fourth most frequently mentioned dissatisfier. Reviewers often referred to the staff as rude, unhelpful, unfriendly, not knowledgeable, and uninterested. The findings emphasized the importance of employee training for restaurants, including casino buffets. One reviewer who expressed disappointment with the rude staff even mentioned management's need for improved training, friendliness, and courtesy. This supports previous findings on the importance of service in restaurant online reviews (e.g., Chen et al., 2020).

The fifth dissatisfier mentioned by customers was the atmosphere. Guests used terms like ambiance, environment, and décor to describe it. Reviews frequently used poor, sad, and outdated subjects to express dissatisfaction with the atmosphere. Customers emphasized that the atmosphere was critical in their perception of casino buffets. Reviewers cautioned against pictures that did not match the low-class atmosphere and mentioned dated décor. To enhance performance, casino restaurants should invest in creating a favorable atmosphere. This notion agrees with previous studies Heung and Gu (2012) and Wansink (2007), highlighting the importance of atmosphere in customer satisfaction and spending behavior.

The results of this study confirm that niche restaurants, like casino buffets, may have different satisfiers and dissatisfiers than traditional restaurants. The unique variable for buffets was options. The reviews mention options and detail the types of food and food items, which is unique among restaurant satisfiers and dissatisfiers studies. Only Oh et al. (2023) had something close to these results regarding the importance of specific menu options, as that was for a vegan restaurant where menu items were also of fundamental importance. Interestingly, several themes that emerged in the previous literature were not found here, some of which can be explained by the difference between a free-standing restaurant and a restaurant in a hotel. This indicates that hotel restaurants may also have different satisfiers and dissatisfiers than free-standing restaurants.

A LIWC analysis was employed to delve deeper into answering the research question. This tool analyzes the emotional tone and word choice used in the text. By looking at positive and negative emotions, self-references, and complex vocabulary, the researchers hoped to gain insights into how casino buffet customers felt about their experience. The findings revealed that satisfied customers expressed their satisfaction using a positive tone in their reviews. Additionally, satisfied and dissatisfied casino buffet customers showed a lower rate of self-references, indicating higher self-confidence and overall happiness.

Interestingly, casino buffet customers, regardless of their satisfaction levels, aimed to present themselves as more educated. This was evident as satisfied and dissatisfied customers used more big words (words with more than six letters) than personal texts. Lastly, casino buffet customers demonstrated a rational approach when writing their reviews.

## CONCLUSION

This study aimed to identify the satisfiers and dissatisfiers of Las Vegas casino buffet restaurants by analyzing Google Reviews. The data collection involved analyzing 14,064 reviews using Nvivo and Excel, with content analysis and text analysis with Linguistic Inquiry and Word Count (LIWC) to gain insights into reviewers' emotional expressions. This study also compared its results to the nascent literature regarding restaurant satisfiers and dissatisfiers, as revealed in online reviews.

The findings of this study revealed that food, option/variety, price/value, employees, and atmosphere were identified as important factors influencing customer satisfaction or dissatisfaction. Food quality

and variety emerged as the main themes for customer satisfaction, indicating the significance of offering diverse and high-quality food options. Given that Las Vegas is an international destination, the study emphasized the importance of providing international cuisines to cater to customers' diverse preferences.

### **Implications**

This study adds to the nascent literature related to online reviews in restaurants. While hotel reviews have been well-studied, the literature on restaurants needs to be more varied. Additionally, the existing literature focuses on free-standing restaurants rather than restaurants in hotels and casinos. The results of this study indicated that there are factors not mentioned in buffet reviews, like Wi-Fi and parking, which are most likely seen as a part of the casino and are not directly connected with the buffet. This signifies that certain elements are specific to the type of restaurant, as mentioned by previous research (Barrera-Barrera, 2023). This also indicates that the nuances of running a hotel restaurant differ from those of free-standing restaurants and can bear more study. Additionally, the results of this study demonstrate that LIWC is a reliable tool for examining restaurant reviews, which is consistent with other studies, and that LIWC can be applied to a wide variety of restaurants.

Casino buffet executives should actively monitor online reviews to gain insights into customer satisfaction and dissatisfaction, as emphasized in the study by Bilgihan et al. (2018). Casino buffet managers must carefully review online feedback to grasp customers' opinions, pinpoint strengths and weaknesses, and quickly address any issues. Casinos can improve their menus, service quality, and overall operations through sentiment analysis, keyword research, and studying competitors. Casinos must have a robust review management system that includes centralized monitoring, timely responses, and employee training to protect their online reputation. By acting on customer feedback, casinos can increase satisfaction, loyalty, and overall business success.

The primary practical implication derived from this study is the importance of food as an attribute for casino buffet restaurants, which corresponds to previous research (Luong et al., 2022; Jamaludin et al., 2021). This study's findings demonstrated the importance of food quality and the variety of food options. Casino buffets must offer guests international cuisines since Las Vegas is a major international destination. Another crucial discovery was the occurrence of food poisoning. It is imperative for



casino buffet executives to closely monitor the quality, freshness, and temperature of food to prevent instances of food poisoning. It is crucial to address this issue to avoid extreme dissatisfaction among casino buffet customers.

Casino remodels should remember buffets' core function: offering variety and value. While buffets with good food options satisfy customers, there's also a desire for new and innovative dishes. New restaurants replacing buffets should consider food hall concepts to cater to this variety-seeking clientele. However, a la carte pricing might make it less attractive compared to buffets, and the convenience factor of trying multiple dishes could easily be missed. Casinos should be mindful of these drawbacks when deciding to replace buffets.

### **Limitations and Recommendations for Future Research**

There are a few limitations to consider when examining this study's findings. Firstly, it only looks at Google reviews, so it might only capture part of the range of customer opinions. It would have been helpful to gather data from multiple sources, including Yelp reviews, TripAdvisor feedback, or conducting on-site customer surveys. Also, the study focused on a small geographic area and language, which may have missed essential perspectives from a broader range of customers. Additionally, the study only analyzed reviews in English from casinos on the Las Vegas Strip, excluding other regions, languages, and types of casinos. Future research could expand upon these findings by examining customer reviews from various geographic locations, casino types, and languages.

It's important to consider that while the study identifies satisfiers and dissatisfiers based on star ratings, this approach may oversimplify the complexity of customer sentiment. A more nuanced analysis as future studies, such as sentiment analysis or thematic coding of review text, could provide a richer understanding of customer experiences. Additionally, the use of LIWC for emotion analysis, while a common tool, has inherent limitations in capturing the subtleties of human language.

It's important to note that the study only looked at consumer reviews, not professional reviews from food editors. Also, online reviews may be biased as certain groups are likelier to leave reviews than others. Future research could investigate the discrepancy between consumer and professional evaluations of casino buffets by comparing online reviews to expert critiques. Additionally, satisfiers and dissatisfiers were identified

solely based on the star rating in Google reviews (1 and 2 stars = dissatisfier, 4 or 5 stars = satisfier). However, this approach fails to capture the nuance within individual reviews.

The text mining process needs to be made more transparent. As it is written, other researchers could not follow this method and replicate it. The tool used to analyze emotions in the reviews, LIWC, has its limitations. It focuses on predefined categories and may miss important aspects of the reviews or introduce bias. It may also need help distinguishing between factual statements and opinions. These limitations must be considered while using LIWC (Pennebaker et al., 2015).

The findings of this study may not be directly applicable to buffets outside of casinos, as casino buffets cater to a specific clientele and price point. While some aspects may be relevant to other buffets, caution should be taken when applying all findings directly. Future research should explore the transferability of findings from casino buffets to other buffet settings by conducting comparative studies to identify both shared and unique characteristics influencing customer satisfaction.

Finally, the study assumes the authenticity of all online reviews analyzed. However, fake reviews may exist to manipulate a business's reputation. Future studies should consider strategies to identify and address fake reviews during data collection.

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