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(Research/Review) Article

Analysis of Visitor Reviews as an Indicator of Service Quality and Sustainability of Culinary Tourism Destinations in Semarang Regency

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Abstract: This study investigates the potential of online visitor reviews as valid indicators of service quality and sustainability in culinary tourism destinations, focusing on Semarang Regency, Central Java, Indonesia. Amidst the increasing reliance on digital platforms for travel-related decision-making, the research addresses a critical problem: how user-generated content (UGC) can accurately reflect visitors' experiences and perceptions, and how this information can be leveraged to support the sustainable development and continuous improvement of culinary tourism. The main objective is to extract key service quality dimensions and sustainability-related elements from online reviews by employing an integrative methodological framework. A mixed-method approach was adopted, combining Natural Language Processing (NLP) specifically sentiment classification using Support Vector Machine (SVM) with qualitative thematic analysis using NVivo software. The data were collected from prominent digital platforms such as Google Reviews, TripAdvisor, and Instagram, representing diverse and large-scale visitor feedback. The analysis revealed that dimensions of service quality namely reliability, responsiveness, assurance, empathy, and tangibles frequently emerged in visitor comments, aligning with the SERVQUAL model. In parallel, sustainability indicators such as the promotion of local cultural identity, environmental cleanliness, waste management, and empowerment of micro, small, and medium enterprises (MSMEs) were also prominent. These findings demonstrate that online reviews provide a rich, real-time, and scalable source of data that can support evidence-based strategies for improving culinary destination services and sustainability. The study contributes both theoretically and practically by offering a big data driven model for tourism evaluation. However, the research also acknowledges limitations in NLP accuracy for local dialects and informal expressions, as well as the digital divide that limits inclusivity. Future studies should refine linguistic models and expand the geographic scope for comparative insights.

Keywords: Culinary Tourism; Destination Management; Digital Visitor Perception; Online Reviews; Service Quality

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1. Introduction

The rapid advancement of digital technology and artificial intelligence (AI) has significantly reshaped numerous sectors, including the tourism and hospitality industry. In particular, culinary tourism has become increasingly dependent on digital interactions, as visitors now frequently rely on online reviews, ratings, and social media feedback to make decisions and assess the quality of destinations. These user-generated contents (UGC) provide an abundant, real-time, and scalable data source that reflects authentic consumer perceptions and experiences [1]; [2]. Thus, analyzing digital reviews offers a promising avenue to evaluate service quality and sustainability in tourism settings.

This study investigates the role of online visitor reviews as analytical indicators to evaluate both the quality of services and sustainability practices at culinary tourism

destinations. The research object is focused on Kabupaten Semarang, Central Java, Indonesia a region well known for its rich culinary heritage and cultural diversity. As culinary tourism grows, the ability to monitor quality and sustainability through real-time feedback becomes increasingly important for local policymakers and tourism managers.

Traditional methods used to assess service quality, such as the SERVQUAL model [2], SERVPERF, and the American Customer Satisfaction Index [3], have offered structured frameworks for evaluating service attributes including reliability, responsiveness, assurance, empathy, and tangibles. While these methods are useful, they depend heavily on structured surveys and self-reported data, which often fail to capture the nuances of real customer experiences. They also lack scalability and real-time adaptability, particularly in the context of dynamic and unstructured digital reviews [4].

In contrast, the emergence of AI-powered textual analysis methods such as sentiment analysis, topic modeling, and natural language processing (NLP) has enabled automated, scalable, and efficient interpretation of large-scale review data [5]. However, these methods also face limitations, such as challenges in processing multilingual or culturally nuanced texts, detecting sarcasm or implicit meanings, and distinguishing between service quality and sustainability concerns [6].

The main research gap identified in this study lies in the lack of integrated frameworks that connect customer review content with measurable indicators of both service quality and sustainability. Existing literature has predominantly addressed these aspects in isolation. Few studies have attempted to combine AI-based analysis of visitor reviews with sustainability metrics such as environmental friendliness, cultural authenticity, and socio-economic impact [7].

To address this issue, we propose a hybrid analytical framework that combines thematic content analysis with AI-driven text mining techniques. The proposed method classifies and interprets review data to extract indicators related to quality of service such as hygiene, staff responsiveness, ambiance, and food presentation as well as sustainability factors, including support for local communities, use of local ingredients, waste management, and cultural representation. This framework enables both qualitative and quantitative insights, supporting decision-making for stakeholders in tourism development.

The main contributions of this research are summarized as follows:

1. Conceptualization and development of an AI-supported framework that extracts service quality and sustainability indicators from user-generated review content.
2. Integration of thematic and sentiment-based analysis to evaluate culinary tourism performance through digital review platforms.
3. Empirical validation using online reviews from culinary destinations in Kabupaten Semarang to demonstrate the framework's applicability.
4. Strategic insights and recommendations for tourism stakeholders to improve service delivery and align with sustainable development goals.

2. Preliminaries or Related Work or Literature Review

Research on the use of visitor reviews as indicators of service quality and the sustainability of tourist destinations continues to grow in line with the increasing role of digital technology and big data in the tourism sector. This review examines the contributions of previous studies, methodological approaches used, and identifies research gaps that can be addressed by integrating online review analysis with the concepts of service quality and sustainability in the context of culinary tourism.

Visitor Reviews and Digital Sentiment Analysis in Tourism Research

Variable 1: Visitor Reviews

Online visitor reviews (user-generated content/UGC) are unstructured data rich in information about tourists' experiences and perceptions of destinations [8]; [9]. Platforms such as Google Reviews, TripAdvisor, and social media provide new opportunities to understand consumer perceptions in a real-time and authentic manner. According to [1]; [10], online reviews not only affect a destination's reputation but also significantly influence the decision-making process of prospective tourists.

Related Methodologies

Previous studies have employed technologies such as Natural Language Processing (NLP) and sentiment analysis to process reviews at scale. Developed approaches based on affective computing and opinion mining, while [5] emphasized the importance of feature-based sentiment analysis to explore specific aspects of service in greater detail.

Limitations and Gaps

Despite their sophistication, these approaches have limitations, such as difficulty in understanding local context, cultural nuances, figurative language, or irony. Furthermore, most studies remain monodimensional and have yet to integrate review analysis as a multi-aspect indicator encompassing both service quality and sustainability simultaneously.

Service Quality and Sustainable Culinary Tourism

Variable 2: Service Quality

Service quality is a fundamental pillar in tourism and culinary destination management. The SERVQUAL model [11] is one of the most widely used frameworks and includes five main dimensions:

1) Tangibles (physical facilities)
2) Reliability (service dependability)
3) Responsiveness (promptness)
4) Assurance (professional competence)
5) Empathy (individualized care for customers)

This model has been extensively applied in tourism and restaurant studies [12]. Alternatively, the SERVPERF model [13] proposes measurement based on actual performance perception. However, both approaches still rely on manual surveys, which tend to be costly and inflexible for processing data from digital platforms.

Variable 3: Sustainable Culinary Tourism Destinations

Sustainability in the context of culinary tourism includes environmental, sociocultural, and local economic dimensions [14], such as:

1) Use of local ingredients
2) Community participation
3) Waste reduction and environmentally friendly practices
4) Preservation of culture and authentic flavors

[7] emphasizes the importance of sustainability through responsible consumption practices and increased local community involvement in the tourism value chain.

However, few studies have linked these sustainability indicators with online review data as tools for digital evaluation or monitoring.

Research Gaps and Study Contributions

Although numerous studies exist on service quality and tourism sustainability, few have:

1) Used visitor reviews as the primary data source to evaluate both aspects simultaneously
2) Applied AI-based analysis (e.g., NLP, thematic sentiment analysis) to integrate tourist perceptions within the context of sustainability and service in local culinary tourism
3) Provided a holistic and big-data-based approach to support strategic decision-making at the tourism destination level

This study addresses these gaps by proposing a model that combines semantic analysis of visitor reviews using NLP with a service quality framework and sustainability principles.

3. Proposed Method

This study introduces a mixed-method framework that integrates Natural Language Processing (NLP)-based sentiment analysis, multiple linear regression modeling, and thematic coding to identify and evaluate key variables influencing visitor

satisfaction in culinary tourism destinations. The proposed method allows a data-driven yet contextually enriched interpretation by combining quantitative and qualitative insights. The research method unfolds through five major phases: (1) data collection, (2) data preprocessing and cleaning, (3) sentiment and semantic analysis, (4) regression modeling, and (5) triangulation with qualitative data.

Methodological Framework

The process begins by collecting textual data from Google Reviews and structured survey responses. Preprocessing is performed on the text data, including steps such as cleaning, stop-word removal, stemming, and part-of-speech tagging. Sentiment analysis uses a lexicon-based method enhanced with context-modifying rules to classify reviews by polarity (positive, neutral, or negative) [15].

For the qualitative component, grounded theory is applied to thematic coding of interview transcripts and field observations. These themes are then mapped against quantitative results derived from multiple linear regression, establishing a triangulated interpretation.

Algorithm 1. Sentiment Analysis and Regression Modeling

Input:

1) Corpus of visitor reviews
2) Structured survey data (X_1 = Service Quality, X_2 = Food Quality, X_3 = Environment)

Output:

1) Sentiment polarity scores
2) Regression coefficients
3) Interpretative model matrix

Steps:

1) Collect review texts and survey responses.
2) Clean and tokenize text data; apply stemming.
3) Apply VADER lexicon for sentiment scoring.
4) Use Latent Dirichlet Allocation (LDA) for topic modeling.
5) Construct regression model:
   $Y=\beta0+\beta1X1+\beta2X2+\beta3X3+\epsilon$
1) Integrate qualitative themes from interviews.
2) Validate model using cross-validation and residual analysis.
3) Synthesize findings and propose strategies.

Sentiment Classification Techniques

The sentiment classification pipeline includes:

1) Lexicon-based Analysis: Utilizes sentiment lexicons such as VADER and SentiWordNet to classify polarity based on word intensity and context.
2) Topic Modeling: LDA is employed to group dominant review topics (e.g., service, food, ambiance).
3) Semantic Scoring: The sentiment scoring is adjusted based on modifiers (e.g., negation, intensifiers, sarcasm).

Each review is assigned a sentiment score, which is then correlated with dimensions of service quality, allowing a deeper understanding of emotional drivers behind satisfaction or dissatisfaction.

Regression Equation and Interpretation

The quantitative phase uses multiple linear regression to model the relationship between independent variables (service aspects) and visitor satisfaction:

$$Y=\beta0+\beta1X1+\beta2X2+\beta3X3+\epsilon \quad (1)$$

Where:
1) Y = Visitor satisfaction score
2) X1 = Service quality
3) X2 = Food quality
4) X3 = Environment/ambience
5) βi = Regression coefficients
6) ϵ = Error term

The estimated model (refer to Table 3 in Section 4) reveals that food quality (X_2) has the most significant influence, followed by environment (X_3) and service quality (X_1). The adjusted R^2 value of 0.919 indicates that the model explains 91.9% of the variance in satisfaction levels.

Validity of Triangulation: A Theoretical Proof

Theorem 1. *Validity of Mixed-Method Integration*

Let S = Sentiment results, R = Regression outcomes, and Q = Qualitative themes. If the intersection of these three data sources is non-empty, the triangulated result is considered valid:

Proof:

In this study, sentiment analysis (S) and regression modeling (R) both indicate food quality as the most influential factor. Qualitative themes (Q), derived from interviews and observations, also emphasize food presentation, taste, and hygiene as key satisfaction determinants. Since all three approaches converge on the same variable, triangulation is successfully achieved, validating the robustness of the method.

4. Results and Discussion

Hardware and Software Specification

This study utilized hardware and software configurations that support both quantitative and qualitative analyses in an integrated manner. The specifications are as follows:

Hardware:

A laptop with an 11th-generation Intel Core i7 processor, 16 GB RAM, and 512 GB SSD was chosen to support fast computing and the processing of large datasets.

Software:

1) Python 3.10: Used for sentiment classification and numerical data analysis. Libraries included:
   a) pandas, numpy: For data manipulation and tabular analysis.
   b) matplotlib, seaborn: For graphical visualization.
   c) nltk: For text preprocessing in sentiment analysis.
   d) scikit-learn: For sentiment classification using the SVM model.
2) Google Colab: A cloud-based computing platform used especially for running large-scale Natural Language Processing (NLP) models efficiently.
3) NVivo 14: Specialized software for qualitative analysis, used for thematic coding and visualizations based on user reviews.
4) Microsoft Excel: Used for initial input, data tabulation, and basic descriptive analysis.

Data Source and Initial Analysis

The analyzed data consisted of user reviews from digital platforms relevant to culinary tourism experiences

Tabel 1. Data Source and Initial Analysis

Source Platform		Number of Reviews
Google Review		1,200 reviews
TripAdvisor		510 reviews
Instagram Comments		320 comments
Total (Raw)		**2,030 reviews**

After a data cleaning process to remove duplicates, spam, non-text symbols, and non-Indonesian comments, the final dataset consisted of:
1,736 clean reviews that were eligible for further sentiment and sustainability-themed analysis.

Sentiment Classification and Service Quality Indicators
Sentiment analysis was conducted using a Support Vector Machine (SVM) algorithm, categorized into: Positive, Neutral, and Negative.

Table 2. Sentiment Distribution by Destination

Culinary Destination	Positive (%)	Neutral (%)	Negative (%)
Kampoeng Kopi Banaran	72.4	18.5	9.1
Waroeng Semawis	65.3	21.7	13.0
Resto Alam Ngemil	68.2	20.4	11.4
Tlogo Resort	74.8	17.1	8.1

The majority of reviews were positive, especially highlighting staff friendliness, service speed, and unique local menus.
Word Cloud Visualization
Dominant keywords in positive reviews included:
"friendly", "fast", "affordable", "unique", "scenery" reflecting emphasis on *tangibles* and *empathy* from the SERVQUAL dimensions.

Thematic Analysis and Sustainable Tourism Indicators
Using NVivo 14, thematic analysis was conducted to identify recurring sustainability-related themes. Five major sustainability themes were found:

Table 3. Sustainability Themes in Reviews

Theme	Frequency (%)	Sample Quote
Use of local ingredients	38.5%	"The food comes from the nearby garden, fresh!"
Environmental cleanliness	33.2%	"Clean dining area, environmentally friendly."
Preservation of local culture	27.6%	"The restaurant's design is very Javanese."
Education & local experience	18.9%	"We learned how to make coffee from the farmer!"
Minimal plastic waste	15.4%	"They use banana leaves, no single-use plastic."

SERVQUAL Distribution Based on Reviews
1) Tangibles (appearance/ambience): 28%
2) Responsiveness (service speed): 24%
3) Reliability (service consistency): 21%
4) Empathy (staff friendliness): 15%
5) Assurance (trust in staff): 12%

These findings align with previous studies (Jeong & Jang, 2011) showing that *reliability* and *empathy* are critical dimensions in determining customer satisfaction in restaurants.

Quantitative Analysis: Regression Model

Tabel 4. Model Summary	
Adjusted R Square	**Std. Error of the Estimate**
.919	.65838
a. Predictors: (Constant), x3, x2, x1	

The model has very strong predictive power (92% of the variance in Y is explained by X1, X2, and X3).

Table 5. ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	731.547	3	243.849	562.553	.000[b]
	Residual	63.286	146	.433		
	Total	794.833	149			
a. Dependent Variable: y						
b. Predictors: (Constant), x3, x2, x1						

Model is statistically significant ($p < 0.001$), confirming that at least one independent variable significantly affects visitor satisfaction.

Table 6. Regression Coefficients

Model		Unstandardized Coefficients		lardized Coefficients		t	Sig.
		B	Std. Error				
1	(Constant)	6.117	.521		11.731	.000	
	x1	.116	.031	.223	5.511	.004	
	x2	.655	.033	.776	20.005	.000	
	x3	.160	.024	.262	6.578	.000	
a. Dependent Variable: y							

X2 (Food Quality) contributed the most to visitor satisfaction.

Table 7. Instrument Reliability (Cronbach's Alpha)

Variable	Alpha
X1	0.753
X2	0.731
X3	0.774
Y	0.718

All values > 0.7 → indicating highly reliable instruments.

Discussion of Results

Service Quality (X1)

1) 75% of respondents appreciated staff friendliness, though 20% complained about waiting times.
2) Lowest B value (0.116) → still significant, but operational service aspects (efficiency and speed) need improvement.

Food Quality (X2)

1) 85% cited food quality as their primary reason for returning.
2) Highest influence (B = 0.655) → a key area to maintain in terms of taste, fresh ingredients, and hygiene.

Atmosphere & Sustainability (X3)

1) 70% of visitors considered atmosphere essential.
2) The use of local ingredients, green concepts, and cultural preservation added strategic value and destination differentiation.

Mixed Methods Integration

The mixed methods approach combines the strengths of statistical precision and social insight:

Summary and Strategic Recommendations

Key Findings:

1) Food Quality (X2) is the most dominant determinant of visitor satisfaction.
2) Atmosphere and sustainability (X3) add unique value to culinary destinations.
3) Service quality (X1) is significant but requires improved responsiveness and staff training.

Strategic Recommendations:

1) Prioritize food quality: maintain consistency in taste, use fresh local ingredients, and uphold hygiene standards.
2) Enhance atmosphere and sustainability practices: integrate local culture, aesthetic design, and eco-friendly programs.
3) Improve service delivery: especially service speed through staff training and clear SOPs.
4) Strengthen support facilities and stakeholder collaboration: including infrastructure, sanitation, and synergy with local communities and government.

5. Comparison

As part of evaluating this research's contribution, a comparison was conducted with several previous studies that also analyzed online reviews as indicators of service quality and sustainability in culinary tourism destinations. Table 3 below presents a comparison between the approach used in this study and relevant prior research.

Based on the table above, this study demonstrates several advantages that distinguish it from previous studies:

1) Multi-platform approach: Data were collected from Google Review, TripAdvisor, and Instagram, providing a broader range of visitor perceptions.
2) Integration of NLP and manual thematic analysis: The combination of sentiment classification using SVM and thematic analysis with NVivo allows for in-depth and representative insights.
3) Layered indicators: This study does not only focus on service quality (SERVQUAL), but also incorporates sustainability dimensions, which are highly relevant to current tourism trends (UNWTO, 2023).

From a scientific perspective, this research contributes to the development of automated and big-data-based methods for monitoring the quality of tourism destinations, which have been scarcely applied in the context of local Indonesian culinary tourism.

It is worth noting that despite offering more representative and real-time insights, certain limitations remain, particularly potential data bias from digitally active users and NLP's limitations in understanding local language contexts or sarcastic expressions. Nevertheless, this method can serve as a strong complement to conventional surveys and questionnaire-based customer satisfaction analyses.

6. Conclusions

This study investigated how online reviews across multiple digital platforms reflect service quality and sustainability aspects of culinary tourism destinations in Semarang Regency. Using a mixed-methods approach combining Natural Language

Processing (NLP) with thematic analysis the research successfully identified dominant dimensions of visitor perception and satisfaction.

Key findings reveal that reliability, responsiveness, and empathy are the most frequently mentioned service quality dimensions, aligning with the SERVQUAL framework. In addition, sustainability-related indicators such as local culture preservation, environmental hygiene, and support for local businesses also emerged as critical aspects valued by tourists. These findings demonstrate a strong alignment between the extracted review content and the research objectives of understanding service quality and sustainable tourism values.

The integration of NLP (support vector machine for sentiment classification) with manual thematic coding using NVivo proved effective in generating both breadth and depth of insight. This methodological contribution supports the advancement of automated destination quality monitoring systems, especially in the underexplored context of local Indonesian culinary tourism. Furthermore, the multi-platform review analysis (Google Reviews, TripAdvisor, Instagram) enhances the validity and generalizability of findings by incorporating diverse visitor voices.

Despite its strengths, the study has certain limitations. The reliance on user-generated content may introduce bias due to the dominance of digital-native users, and current NLP models still struggle with nuanced local expressions and sarcasm. Therefore, future research is encouraged to expand the scope geographically, incorporate cross-linguistic sentiment analysis, and further refine contextual understanding through deep learning approaches.

In summary, this research contributes methodologically to the digital monitoring of tourism service quality and offers practical insights for destination managers and policymakers seeking to improve culinary tourism experiences in a sustainable and visitor-oriented manner.

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