



**FACULTY OF SOCIAL SCIENCES,
NORWEGIAN SCHOOL OF HOTEL MANAGEMENT**

MASTER'S THESIS

<p>STUDY PROGRAM:</p> <p>Master's degree in Service Leadership in International Business</p>	<p>THIS IS WRITTEN IN THE FOLLOWING SPECIALIZATION/SUBJECT:</p> <p>Service Quality of Sushi Restaurants</p> <p>IS THE ASSIGNMENT CONFIDENTIAL?</p> <p>Yes</p>
<p>TITLE:</p> <p><i>Tourist Experiences with the Service Quality of Sushi Restaurants in Norway: User Generated Content on TripAdvisor</i></p>	

<p>AUTHOR</p>		<p>SUPERVISOR:</p> <p>Prof. Dr. Huseyin Arasli</p>
<p>Student number:</p> <p>.....261901.....</p>	<p>Name:</p> <p>.....Kazi Abdullah Al Zayed.....</p>	

ABSTRACT

One of the most significant aspects in determining a firm's achievement is its aptitude to satisfy customers with its goods and services. Consumer loyalty is something imperative that ought to be accomplished by the organization. Customers who are dissatisfied with the services they receive are more likely to abandon the business (Skrede & Tvetraas, 2019, pp. 1286-1301). The organization normally takes estimations to decide the degree of consumer loyalty with the goal that it can take a stab at the best service. According to Oklevik et al. (2019, pp. 1804-1824), reliability, assurance, tangibility, empathy, and responsiveness are the five theme variables that can be used to measure service quality. User-generated content (UGC) about food has been the subject of recent research that has cast doubt on its credibility and relevance. In any case, diners' both international tourists and local citizens do not just peruse and use data from the Web during their pre-booking decision process, they also in addition, post content on the Web during and post-dining stages.

Moreover, these data are helpful and significant to other sushi restaurants' decision cycles, however, in various degrees. So, what makes a UGC useful, and who is it for? TripAdvisor customer feedback on restaurant experiences in Norway was gathered to comprehend these questions better. The findings confirm the existence of distinct traveler experience profiles about UGC restaurant-related topics. Likewise, the outcomes further build up the writing comparative with the significance of online web-based socials in the dynamic consumer cycle and the general eatery experience. This examination was directed in Norway, where the five variable factors were analyzed to determine which factors impacted consumer loyalty. The data for the study came from TripAdvisor's User-Generated Content (UGC), written by diners (both international tourists to Norway and local Norwegian citizens) at sushi restaurants about their dining experiences. SPSS was used to analyze the data. From the

aftereffects of the study, it tends to be reasoned that reliability, tangibility, empathy, and responsiveness subjects impact consumer loyalty in Sushi cafés in Norway.

LIST OF ABBREVIATION

UGC- User- Generated Content

WOM- Word-of-Mouth

eWOM –Electronic Word-of-Mouth

TABLE OF CONTENTS

ABSTRACT	2
LIST OF ABBREVIATION	4
ACKNOWLEDGEMENT	8
1. INTRODUCTION	9
1.1 Overview	9
1.2 Background of the Study	10
1.3 Relevance of the Study	12
1.4 Scope of the Study	12
1.5 The Study's Purpose	13
1.6 Objectives of the Study	13
1.7 Research Questions	13
1.8 Hypothesis	14
1.9 Outline of the Subsequent Chapters	14
2. LITERATURE REVIEW	15
2.1 Overview	15
2.2 About the overall restaurant industry in Norway	15
2.2.1 Tourism and Post-Pandemic Recovery	15
2.2.2 Norway's tourism administration and financing	16
2.3 Gastronomy Tourism	17
2.4 About Sushi Restaurants in Norway	17
2.4.1 Sushi sales in supermarkets	18
2.4.2 Popularized by Worldwide Trends	18
2.4.3 Interest in Norwegian Sea-cuisine	19
2.5 TripAdvisor and User-Generated-Content (UGC) Analysis	19
2.6 Effects of Word of Mouth on the restaurant business	20
2.7 Service Quality and Consumer Satisfaction in the Business	22
2.8 Food Quality and User Preferences on Sushi Restaurants	22
2.9 The significance of online reviews	23
2.9.1 It elevates authenticity to a new level.	23
2.9.2 Lays out brand loyalty and develops a local area	24
2.9.3 Acts as a trust signal	24
2.9.4 Affect buying decisions	24
2.9.5 More cost-effective than influencer marketing	24
2.9.6 Works well with social commerce	25

3. METHODOLOGY	26
3.1 Methods of research.....	26
3.1.1 Inductive Approach.....	26
3.1.2 The Deductive Approach	26
3.2 Types of Research.....	26
3.3 Data Collection and Treatment	27
3.3.1 Location of Research	27
3.3.2 Populace.....	27
3.3.3 Method of Sampling.....	27
3.4 Data Analysis Technique	28
3.4.1 Descriptive Investigation	28
3.4.2 Linear Multiple Regression Investigation.....	28
4. RESULTS AND DISCUSION	29
4.1 Results.....	29
4.1.1 Introduction.....	29
4.2 Descriptive Analysis	29
4.2 Inferential Analysis.....	31
4.2.1 Effectiveness of TripAdvisor's Ewom	31
4.2.2 Correlation between Service Quality Dimensions and Customer Satisfaction	32
4.2.3 Influence of TripAdvisor on Repeat Visits	33
4.3. Linear Multiple Regression Model	33
5. CONCLUSION	36
5.1 Overview.....	36
5.2 Theoretical Contribution	36
5.3 Summary of findings.....	37
5.4 Research Limitation and Future Exploration	38
REFERENCES	40
APPENDICES	46
Appendix 1: Norway's Revenue from Tourism (from year 1995 to year 2020).....	46
Appendix 2: Number of sushi restaurants in Norway from year 2006 to 2016.	47
Appendix 3: Norway's domestic, inbound and outbound tourism in thousands	48
Appendix 4: International tourism volume in Norway from 2010 to 2020.	49
Appendix 5: Table 1; Average Rating (Satisfied/Dissatisfied) Cross tabulation.....	50
Appendix 6: Table 2; Average Rating (Satisfied/Gender) Cross tabulation.....	51
Appendix 7: Table 3; Hypothesis Test Summary	52
Appendix 8: Table 4; Model Summary.....	53

Appendix 9: Table 5; Anova..... 54

ACKNOWLEDGEMENT

This master's thesis represents the culmination of my Master's Degree in Service Leadership in International Business from the Norwegian School of Hotel Management at the University of Stavanger. The production of this paper posed a challenge, but it was undoubtedly a worthwhile investment of time.

I am deeply grateful to Almighty God for everything. Through His blessings, I have been able to achieve my post-graduate education despite the various challenges I faced along the way. I hold immense respect and gratitude towards my supervisor, Prof. Dr. Huseyin Arasli. From the inception to the completion of this thesis, his guidance, supervision, and consistent feedback kept me on track to produce a high-quality paper.

My family has been a constant source of motivation and inspiration throughout my journey. Their unwavering support and prayers, especially from my wife and mother, made it possible for me to reach this milestone. I would also like to extend my appreciation to my friend, Usman Ali, for his invaluable time and knowledge sharing.

I have deep respect for all the professors and administration staff at our School and UiS for their relentless efforts in providing quality education. Furthermore, I would like to express my sincere gratitude to the Norwegian Government for offering international students like myself the opportunity to receive free education in this world. Their generosity is truly commendable.

1. INTRODUCTION

1.1 Overview

TripAdvisor is the largest tourism and hospitality marketplace in the world. To share their impressions of that hotel, restaurant, or other attraction, guests will gather on TripAdvisor and post reviews. Besides people can also book and look at the costs of facilities, travels, and trips on TripAdvisor. Typically, guests will write a review based on how they felt about the service, the design, and architecture of the hotel, the location, the flavor of the food, cleanliness, and other factors. However, TripAdvisor reviews are considered electronic word of mouth (eWOM), and the hotels do not have complete control over them. Consequently, there are positive and negative TripAdvisor reviews among these and genuine word-of-mouth reviews.

Sushi restaurants in Norway have prospered in the most recent couple of years. The proliferation of sushi restaurants, particularly in Norway's major cities, demonstrates that these specialized eateries have become increasingly popular among the country's populace over the past few decades. There is still not as much competition for sushi restaurants in Oslo as in other major Norwegian cities. Outside Oslo, sushi restaurants always have many people (both international tourists and local citizens), and on weekends, people wait for an empty table. Customer satisfaction with the restaurant's service naturally goes hand in hand with certain establishments always overflowing with bookings on weekends and weekdays. If a restaurant's customers are happy, they will probably return and visit again. However, if a customer is dissatisfied with a particular restaurant, he will not return. Customers who are pleased with a restaurant are likelier to tell their friends about it positively, while dissatisfied customers are likelier to tell their friends about it negatively.

1.2 Background of the Study

Jia (2019) elaborated that TripAdvisor is the biggest hotel and tourism industry review platform and is widely regarded as the world's prominent info and advisory site for dining and tour-related choices. The website, launched in 2000, lets independent travelers write reviews about how good a hotel, restaurant, or tourist attraction was. Imminent travelers to Norway are then ready to peruse the assortment of surveys for a vacationer presenting of interest and get a seemingly genuine report on an individual tourist's insight. The platform considers word-of-mouth suggestions regarding Norway dining experiences to be scattered undeniably more extensively and to people who frequently do not have the foggiest idea about the location beyond the web-based site. This peculiarity is currently alluded to as electronic-word-of-mouth or eWOM.

This changed in the early 1990s from relying solely on travel and dining agents and printed travel brochures to searching the Internet for additional information about a destination of interest. This was trailed by the improvement of Web 2.0 apps, including bi-directional commitment with data and developing client-produced content, as well as reviews for TripAdvisor. Developing ranking systems that ensure order to an enormous assortment of tourist and dining attractions and offerings and the various levels of experience and satisfaction given by reviewers have been essential to TripAdvisor's success (Mei, 2022, pp. 145-161).

Focusing on the available market for Japanese food experts in Oslo, Sushi generally focuses on food quality and changes the taste with the tongue of purchasers. The standard cost of Sushi is additionally very reasonable. Even so, Walter, Müller and Långvall (2022, pp. 285-302) argued that consumer loyalty to firms given by workers can be underestimated. The absence of periodic surveys and a feedback and suggestion box served as a platform for delivering customer aspirations is a big issue. The primary thing to be considered by guests is

the period the request is served, from the request until the food is served on the table. It is decided that the idealness of serving food from order to order is north of 10 minutes, where the restaurant is not packed.

According to Valdivia et al. (2019, pp. 3-16), sushi visitors (both international tourists and local citizens- see appendix 4) also expressed dissatisfaction with the employees' speed of service, stating that when they call or request something, the employee does not respond immediately. Additionally, other TripAdvisor visitors' reviews complained about the employees' lack of understanding when asked about various menu options and recommendations for some visitors with dietary restrictions.

Given the after-effects of Norway's TripAdvisor eatery guests' criticisms, the variables as service quality will be dissected to determine what factors impact client interest and fulfillment in visiting sushi restaurants (Kalenjuk et al., 2020, pp. 137-148). Reliability, responsiveness, assurance, empathy, and tangibility are the five themes of service quality or customer satisfaction. Reliability is the responsiveness of restaurant workers to serving clients. An evaluation of how responsive employee services are still viewed as lacking by customers is referred to as responsiveness. Assurance will look at how well employees understand the food menu and what customers want so that when customers ask for suggestions, they can give them various options. Empathy studies the impact of employee attitudes on comprehending customer requirements (Díez-Gutiérrez & Babri, 2020, pp. 398-409). Tangibility is the presence of actual eatery facilities, staff, and correspondence materials. Diners typically anticipate well-written and designed materials like menus, websites, and clear signs; staff who appear well-groomed; and clean eating facilities and equipment.

1.3 Relevance of the Study

Bai et al. (2022) explain that undeniably, the Internet is ingrained in our culture and will play a crucial role in the future of the tourism and hospitality industry. Asia is home to the most Internet-savvy customers, followed by Europe and North America. Users can post User Generated Content (UGC) about their dining experiences, including whether or not they were pleased or dissatisfied, on social networking sites like TripAdvisor. This kind of electronic word-of-mouth has the power to influence the purchasing decisions of other customers. Given the absence of study on the significant attributes of service quality in sushi restaurants in Norway, this research aims to distinguish the main themes that Norway visitors experience in the eateries and the fulfillment and disappointment issues connected with customer satisfaction.

1.4 Scope of the Study

According to Koufodontis and Gaki (2022), a study's scope describes the parameters within which the study will operate and the extent to which the research area will be investigated. Consequently, the extent of a review will characterize the reason for the review, the populace size and qualities, the topographical area, the period inside which the review will be directed, the hypotheses that the review will zero in on, Etc.

This study mainly dwelled on the effectiveness of UGC on TripAdvisor for tourists visiting sushi restaurants in Norway. It also ascertained whether TripAdvisor influences repeat visits to their restaurants and, lastly, determined whether the theme variables of tangibility, empathy, assurance, and responsiveness all impact customer satisfaction. The impact of service quality on customer satisfaction at sushi restaurants in Norway was investigated using these five variables. In this study, customer satisfaction was the dependent variable, with the other five variables acting as independent variables. Between January and May 2023, TripAdvisor in Norway provided the study with UGC data.

1.5 The Study's Purpose

In recent years, several restaurant brands have entered the Norway market (Hale, 2016, pp. 1208-1214). The researcher concentrated on sushi restaurants for this investigation.

Customers' adoption of eWOM is also why these new players entered the market.

TripAdvisor is being used for a variety of reasons, including (1) time savings, (2) variety, and (3) convenience. The market's abundance of brands has opened the door to research, which makes it interesting to examine TripAdvisor's user-generated content (UGC) to determine how effective eWOM is. The study's primary objective is to ascertain whether the five variables affect customer satisfaction, whether TripAdvisor's user-generated content (UGC) (eWOM) is effective, and what factors influence repeat purchases in sushi restaurants.

Thanks to the Internet, customers can now locate, personalize, and purchase dining-related goods and services. Researchers now have access to a whole new field to investigate, explain the significance of emerging technologies, and attempt to predict the future of dining at sushi restaurants.

1.6 Objectives of the Study

2. To determine the effectiveness of TripAdvisor's eWOM to sway customers to a restaurant.
3. To determine whether reliability, assurance, tangibles, empathy, and responsiveness affect customer satisfaction.
4. To determine whether TripAdvisor influences repeat visits to sushi restaurants in Norway.

1.7 Research Questions

1. Does TripAdvisor influence eWOM?
2. Does TripAdvisor influence repeat visits of customers to sushi restaurants in Norway?

3. Does reliability, assurance, tangibles, empathy, and responsiveness affect customer satisfaction?

1.8 Hypothesis

1. TripAdvisor's eWOM influence customer purchases in sushi restaurants in Norway.
2. TripAdvisor UGC influence repeat visits of customers to sushi restaurants in Norway.
3. Reliability, Assurance, Tangibility, Empathy and Responsiveness affect customer satisfaction.

1.9 Outline of the Subsequent Chapters

The study will cover an introduction section, which consists of the background of the study, the significance of the study, the scope and purpose of the study, objectives, and research questions. The study will then tackle chapter two, which reviews relevant literature in Norway's sushi restaurants and hospitality industry. The study will then cover Methodology in chapter three, where it will discuss methods of research, Sampling Method and Sampling Site, Data Collection, Treatment, and Analysis. Study findings will be in chapter four, and discussion and recommendations will be in chapter five. The conclusion will be the last chapter, followed by references and appendices.

2. LITERATURE REVIEW

2.1 Overview

Businesses must thoroughly understand the customer journey over time and the customer experience. Customers now intermingle with firms via various social sites at various touchpoints, and their experiences are more social. To generate an affirmative user experiences, companies must adapt to these transformations by incorporating numerous operational functions and outside stakeholders (Dybsand, 2020). This lit survey will bring to light a deep understanding of client experience and the client satisfaction in this time of increasingly multifaceted client behaviour from past researches on the topic. To accomplish this objective, we will study current characterizations and conceptualizations of buyer experience as a paradigm and offer a historical viewpoint of the pedigrees of buyer experience within sushi restaurants in Norway. Next, we will discuss gastronomy tourism, UGC analysis, food and service quality, consumer satisfaction, and user preferences for Sushi restaurants. Finally, we will discuss the importance of online reviews on this important topic.

2.2 About the overall restaurant industry in Norway

2.2.1 Tourism and Post-Pandemic Recovery

Over the past ten years, Norway's tourism industry has significantly contributed to the country's economy, reaching NOK 127.4 billion in 2019 and accounting for 3.6% of GDP. Additionally, tourism has emerged as a significant employer, especially in rural areas. In 2020, the area supported 190,000 everyday jobs, representing 8% of overall occupation. Mwesiumo, Halfdanarson and Shlopak (2022) elaborates that the tourism industry added to NOK 195 billion in 2020, roughly 31% spent by global holidaymakers. Domestic tourism both for relaxation and business purposes, has consistently ruled the area, with Norwegians representing 70% of all business evenings in 2019 (see appendix 1). In 2020, domestic tourism accounted for 86% of commercial accommodation nights due to the effects of

COVID-19 (see appendix 3). This was even higher in 2021 when domestic tourism returned to 85 percent higher than in 2019. Norway anticipates a recuperation of the inbound tourism industry to pre-pandemic years in 2024 (Heslinga, Hartman & Wielenga, 2021, pp. 197-202).

2.2.2 Norway's tourism administration and financing

The Norwegian ministry of Trade, Industry, and Fisheries is liable for creating and directing the tourism commerce. The office works intimately with other head services pertinent to the travel industry, incorporating those managing nearby government, farming, food, transportation, environment, and climate. Xie (2020) argues that through the department of local Government and Modernisation, provincial and local bureaus play a key part in advancing the hotel industry improvement. They lay out states of key significance to the tourism industry, with obligations regarding arranging and managing framework, utilities, public parks, and regular and social legacy attractions. The reforms for local governmental entities started in 2020, giving the districts recharged jobs and more extensive obligations, and is supposed to give a more productive system to tackle cross-sectoral difficulties to help the travel industry, which collaborates with numerous areas and partners inside and across local government boundaries (Díez-Gutiérrez & Babri, 2020, pp. 398-409).

Innovation Norway, a state-owned organization, conveys the hotel and travel industry association's capability to the public. In light of sustainability objectives, Innovation Norway's primary objective is to boost Norwegian economic growth and value creation. Innovation Norway encourages product development and promotes Norway as a brand and tourist destination internationally to achieve this tourism goal. Innovation Norway is financed chiefly by the Ministry of Trade, Industry, and Fisheries yet additionally gets subsidizing funds from different local governments. Innovation Norway receives approximately 180 million NOK annually for its functions. Companies in the travel and tourism industry receive loans, grants, and guarantees from Innovation Norway (Xie & Tveterås, 2020, pp. 49-67).

2.3 Gastronomy Tourism

According to Liu, Liu and Rahman (2022, pp. 135-156), gastronomic tourism is regarded as a method for reviving each region's traditional cuisine. Over the past few decades, it has become a crucial component in positioning regional cuisine worldwide. How consumers think about food has changed since the second half of the 20th century. Since its origin, gastronomic tourism industry has been a kind of industry popular and as a feature of the hotel industry is a type of revenue for regions with specific prospects in this sort of industry leaning towards revenue upsurge in SME ventures with a gastronomic proposition.

Gastronomy is a needed portion of tourism, but it is more than just consumption or drinking; it means immersing oneself in the location's culture. As a result, a tourist destination's gastronomy becomes an attraction. Then, gastronomy is a path for tourism expansion that can expand a destination's marketing options, creation, and interactions with other industry sectors and diversify and complement the destination's offerings (Huang et al., 2022, pp. 1-30). When discussing tourism from the viewpoint of gastronomy, it is necessary to distinguish between tourists whose main intent for traveling is not purely gastronomy and its pleasure and tourists whose main intent for traveling is gastronomy. Soikkeli (2017) argues that, with sustainability values centered on the geographical location and boundaries, local goods, and authenticity, gastronomy is thus consolidated as a core component to broaden the tourist proposition and fuel economic development at the local, regional, and national levels as per the existing gastronomic consumption trends in Norway.

2.4 About Sushi Restaurants in Norway

In Norway, sushi has generally been gobbled in up-scale restaurants in Oslo. In recent years, the average Norwegian has become much more open to trying new foods, and sushi is becoming increasingly popular nationwide. According to Govaerts and Olsen (2022), Sushi is considered healthy and slim, hence, this food and nutrition has received much attention in the

media. Some sushi restaurants have failed to live up to the strict government regulations that govern the food industry, so they have closed permanently. Still, the number of sushi restaurants and eateries in Norway has doubled in the last ten years. In 2021, their overall sales revenue reached NOK 610 million, with sushi accounting for NOK 250 million (see appendix 2).

Lehel et al. (2021) argue that sushi restaurants and catering businesses in Norway increased strongly between 2010 and 2022. By the end of this time, there were 530 sushi restaurants and catering businesses, an increase of more than 250 businesses. Seven hundred twenty-one million Norwegian kroner came from sushi sales within the domestic food service sector, contributing nearly 1.8 billion NOK to the sector's total revenue this year.

2.4.1 Sushi sales in supermarkets

In Norwegian supermarkets and retail shops, the revenue from the sales of sushi was most elevated in 2014, when it crested at 205 million Norwegian kroner. The revenue from sushi sales decreased to 128 million Norwegian kroner in the year 2015 and 2016 (Lehel et al., 2021).

2.4.2 Popularized by Worldwide Trends

Sushi's abrupt ascent in fame is attributed to worldwide trends. The rise in sushi consumption is largely attributable to the public's emphasis on health. People have become more health-conscious and aware of their eating habits due to the adage "You are what you eat." Sushi is lean and good food that causes one to feel light and empowered. Additionally, as is typical, the young people top the initiative in its consumption. Most sushi eaters are in their early thirties, but older age groups are also well-represented at sushi bars. It is a popular option even among mature customers because people see a clear connection between what they eat and how healthy they feel. Sushi is becoming increasingly accessible due to its growing popularity (Oglend & Straume, 2019, pp. 188-203). Not exclusively is the quantity

of sushi scenes developing rapidly, but sushi is additionally beginning to spring up on menus in laid-out cafés. Eating sushi is most frequently a get-together. It is the ideal fast food that is healthy. It is ideal for on-the-go eating causing the market for ready-made sushi sold by convenience stores to expand.

2.4.3 Interest in Norwegian Sea-cuisine

Ali et al. (2023) argue that Norwegian salmon is, as of now, number one favored among youth in Norway and abroad. The salmon has much going for it: The fish do not have parasites because the feeding is controlled. This implies it does not require freezing before being consumed raw. Because of this, Norwegian salmon has a leading spot in the sushi market and is frequently the first option for restaurants. Norway is a major exporter of high-quality seafood and is known for its cold and clear waters. The Norwegian Seafood Export Council welcomes the new sushi trend, which bodes well for the sector's future. As the sushi trend grows in popularity in Norway and elsewhere, there is no doubt that there will be an increase in need for the Norwegian-farmed salmon and other seafood.

2.5 TripAdvisor and User-Generated-Content (UGC) Analysis

UGC is a unique, brand-review info made by clientele and circulated via online entertainment sites or other social networks. Imageries, tapes, appraisals, endorsements, and even podcasts are all samples of user-generated content. Irrespective of their size, firms utilize consumer-produced info to effect mindfulness, boost innovations, broaden their compass, and inexpensively advance their companies (YANG et al., 2022, pp. 150-155).

Sezgen, Mason and Mayer (2019) explain that TripAdvisor Monitoring and User-Generated Content tracking after purchase or consumption are very important for professionals in management and marketing. Utilizing ICT made this behavior easier to control. It makes it easier to monitor user-generated content or customer feedback.

Additionally, managers may improve their products or services and resolve service failure-

related issues. The input communicated by clients through UGC includes other likely buyers and impacts the ultimate choices of different clients. The customer becomes the company's disseminator, influencing the quality and positioning of particular evaluated services. In addition, the customer provides information and suggestions for product diversification and improvement, as well as potential weak or negative points that professionals can address or minimize—all of which contribute to fostering these customers' loyalty.

Along these lines, applications and websites like TripAdvisor are helpful for the clients and restaurant management since they are systems that advance association and brand faithfulness. Using online reviews for management purposes is regarded as a positive and intelligent move because of their exponential growth. Albeit just a little piece of the populace oversees content, the location of consistent mechanical improvements permitted web-based surveys to turn into the principal divert in the quest for suggestions; furthermore, much of the time, in any event, creating data over-burden. According to TripAdvisor (n.d.), data shows that 90% of people use the platform to look for activities and restaurants, while 85% of people use the platform to look for lodging. Numerous possibilities were revealed by research in this area of study, encompassing the following: nature of administration, brand image, company reputation, encounters and conduct, versatility designs, expanded information connected with the objective, view of value, reasonableness, openness, and numerous others.

2.6 Effects of Word of Mouth on the restaurant business

According to Kirilenko, Stepchenkova and Hernandez (2019), millions of prospective restaurant guests refer to TripAdvisor yearly for reviews on good meals, service and dining atmosphere. 89% of these vacationers are influenced by what they see when choosing a hotel. A few researches examine the concern of online reviews or eWOM, zeroing in mostly on matters for instance motivations and societal fundamentals among clientele and donors of online review websites. However, prior research did not examine the influence of online

reviews on buyer decision-making—that is the extent to which exposure to online reviews influences shoppers' boldness and buying verdicts. This research will expand the investigation on the impacts of TripAdvisor's UGC on purchaser decisions, thus, the productivity of the sushi cafés, taking the theme variable of buyer satisfaction as a hypothetical dependent variable.

Up 151% since February 2008, the percentage of hotel website referrals from social media is growing quickly. A study by Egresi et al. (2020) on attributes that contribute to guest satisfaction found that comparative pattern (including social media's portion of references) exists for most different fragments inside and beyond the web-based tourism business. The findings show that the conversion ratio of online recommendations from TripAdvisor site to restaurant websites upsurges by 97% annually. These results show that hoteliers increasingly rely on social networks for in-market traffic.

The significance of eWOM has been broadly reported in the current lit. Because people can easily share their opinions with other Internet users, the impact and distribution of WOM have grown even more in the Internet age. Since eWOM reviews are a significant source of data for tourists, the power of eWOM is directly applicable to the hospitality and tourism industries. Compared to content posted by tourism service providers, dining reviews are frequently regarded as having a high probability to give current, gratifying, and trustworthy info. Additionally, eWOM has a huge effect on the decision-making process of customers (Orea-Giner et al., 2022).

Similarly, Olorunsola et al. (2022) found that eWOM can considerably impact revenues when they examine the impact of clientele online reviews on books at www.Amazon.com and www.BarnesandNoble.com. However, some previous studies found that online user-generated reviews lack credibility compared to traditional word-of-mouth as

a result of the lack of source signals on the Web. As a result, more studies of the influence of customer reviews in various settings is required.

2.7 Service Quality and Consumer Satisfaction in the Business

Reyes-Menendez, Saura and Martinez-Navalon (2019) argue that the apparent service quality results from an assessment phase. The view of service quality emerges from contrasting the client's assumptions and the service's genuine presentation. There were similarities between their intangible services and the quality of their service at sushi restaurants. As such, the elusive attributes of service cannot be put away, and that quality is abstract as it relies upon the view of the perceptual worth and fulfillment of every individual. Customers' perceptions of service are related to how its quality is evaluated. It will result in an affirmative or damaging evaluation based on the customer's participation, service, and experience. Quality evaluation will always be based on subjective criteria—each person will judge based on their values, expectations, demands, context, mental state, and feelings.

Taecharungroj and Mathayomchan (2019) explain that demonstrating devices to get objectivity from discernments in this study area has been a scholastic test. Currently, various models for estimating service quality throughout recent years have become more unambiguous as indicated by the attributes of particular kind of services. DINESERV was the first study that significantly impacted the body of research on restaurant service quality. It was a variation of SERVQUAL. Numerous studies adapted or used DINESERV to measure service quality after its creation.

2.8 Food Quality and User Preferences on Sushi Restaurants

It is said that a sushi apprentice will need to wait 10 years until he is allowed to hold the fish knife. That is a long time for anyone eager to enter a profession, particularly in this age of instant gratification. While I find 10 years to be overly long for my patience, I understood that the essence of sushi is not something anyone can pass on in a manual. Many

people point out the importance of fresh fish as an ingredient, but I know there is more skills than minimizing the time between killing the fish and serving it on a plate. Different fish decay at different paces. Each fish has the optimal serving time - some last more than others, meaning that these must be considered when serving all the sushi at approximately the same time.

Moreover, some fish tastes better if one leaves it for a while. How one cuts the fish also affects the taste - cutting along the muscle or across it makes a difference in taste and texture. It is not just for artistic effect that a cuttlefish has a cut in the middle. When we consider the rising number of foreign-run restaurants in Norway and the rising popularity of ethnic foods like sushi, consumer perceptions of ethnic food have improved (Filieri et al., 2021, pp. 199-223).

Food and surroundings, service and courteousness, cost and worth, locality, publicising, and the important factors for satisfied customers choosing sushi restaurants have all been examined in previous studies. Food and service quality are also vital factors in customer satisfaction in sushi eateries, as are dinning ambiance, food genuineness, and reasonable pricing (Rita et al., 2022). Customer satisfaction can be affected by several factors: services and atmosphere for employees (such as the friendliness, level of service, and atmosphere of the employees); quality of the food and the setting in which it is served (including consistent and high-quality food); furthermore, actual properties (counting great area, helpful stopping, and advantageous working hours).

2.9 The significance of online reviews

2.9.1 It elevates authenticity to a new level.

In today's world, brands must compete for online visibility and audience attention. Consequently, consumers, particularly the notoriously impulsive Generation Z, are very choosy about the firms they associate with and buy from. However, authentic content is more

than just a passion for consumers. 60% of marketers concur that successful content includes both authenticity and quality. UGC from customers is the only type of content that is more genuine. Individuals at last trust others, so it is fundamental to consider UGC as the current WOM (Borges-Tiago et al., 2021).

2.9.2 Lays out brand loyalty and develops a local area

According to Nilashi et al. (2021), UGC offers clients an exceptional chance to partake in a firm's advancements instead of being a spectator. This influences the firm's dedication and proclivity incredibly because folks flourish by partaking in a course bigger and more noteworthy than themselves and creating UGC allows them to be essential for a firm's local society. Additionally, user-generated content (UGC) facilitates brand interaction with customers, contributing to developing and expanding a community.

2.9.3 Acts as a trust signal

Sangkaew and Zhu (2022) argues that audiences use UGC like they would ask their work associates, kinsmen, or friends for their opinion. More than half of 20-30 year-olds center their decision to buy a product on recommendations from the people they love; so this is where user-generated content can glister because it is unequivocally a personal suggestion.

2.9.4 Affect buying decisions

UGC is unbelievably swaying in the final stages of the client's expedition, where one is striving to turn their target market and impact them into making a buy. User-generated content serves as genuine social proof that an item is valuable (Ali et al., 2021).

2.9.5 More cost-effective than influencer marketing

UGC is a more cost-effective method of expanding a business and introducing a new marketing strategy than influencer marketing. In addition, there is no need to spend money on contracting an advertisement agency to create content for ad promotions. It can be solved by just interacting with the most significant individuals in the company: customers. Most will be

eager to be highlighted on the firm's social channel. UGC is less expensive and stress-free to manage than capitalizing in big brand awareness crusades for smaller or newly established brands (Giglio et al., 2020).

2.9.6 Works well with social commerce

The future of online purchasing is social commerce or buying directly from your favorite social channels. UGC and social trade function admirably together because UGC is persuasive in driving conversations. UGC and social commerce are a perfect match because nearly 82% of people say UGC influences their buying decision (Ali et al., 2021).

3. METHODOLOGY

3.1 Methods of research

3.1.1 Inductive Approach

A scientist utilizes an inductive research technique to begin by collecting information relevant to the research objectives. Once enough relevant data has been collected, the researcher will begin to examine the collected information from a third research angle. At this stage, the investigator searches for themes in the data, trying to formulate hypothesis that could make sense of those themes (Lee & Lin, 2019). As a result, when the researcher used an inductive method, he started with observations (tourists who come to Norway for gastronomic or leisure reasons). Then moved on to customer experiences at sushi restaurants and a more broaden set of suggestions about the experiences, which were UGC reviews from diners on the TripAdvisor website.

3.1.2 The Deductive Approach

According to Pearse (2019, p. 264), deductive examiners begin with a conclusive social theory and utilize the collected information to test its consequences. That is, the researcher switched from a more general level to a more focused level on investigating the themes to find out if they correlate with customer satisfaction/service quality. Most individuals think of scientific investigation as being steered using a deductive technique. The researcher tested hypotheses based on previous research as well as existing theories regarding how tourists perceive the service quality of sushi restaurants in Norway.

3.2 Types of Research

The UGC used was from TripAdvisor, which was in an Excel sheet from which the produced data in the form of customer reviews for both satisfied and dissatisfied customers were gathered to be tested quantitatively with the help of the SPSS program. This type of research is causal research.

3.3 Data Collection and Treatment

3.3.1 Location of Research

This research was carried out according to UGC reviews from the best restaurants in Norway using TripAdvisor. The following ten cities are top-ranking in sushi restaurants, and data from TripAdvisor restaurant reviews in these cities were selected in the study: Oslo, Bergen, Trondheim, Stavanger, Tromsø, Kristiansand, Drammen, Fredrikstad, Tonsberg, and Alesund.

3.3.2 Populace

The populace in this study were tourists and locals' online reviews who visited the sushi restaurants from the year 2011 to 2023 and left an appraisal on the TripAdvisor site. The study's focus was on sushi-loving customers who happened to be dining at sushi restaurants in the cities mentioned above. Norwegians who buy to take home and international tourists who had previously visited the sushi restaurants or who have never been there but came to eat at the restaurants.

3.3.3 Method of Sampling

The sampling method is probability sampling. Accidental sampling is the procedure used in the probability sampling. In this case, a sampling strategy is known as the accidental technique is based on dinner reviews which happened to be found by the researcher at the location of the study and are over the age of 18. The method was determined by 10% (0.01) and 95% confidence levels. So, the sample for this study was as many as 3348 customer reviews from Norway's international tourists and local citizens who visited the sushi restaurants in the cities mentioned above. I collected 'Excellent' and 'Very Good' as 'Satisfied' reviews and 'Poor' and 'Terrible' as 'Dissatisfied' reviews for only English-written UGC reviews from all genders of tourists.

3.4 Data Analysis Technique

This study utilized descriptive qualitative analysis techniques to decide the presence of connections between dependent and independent variables utilizing inductive measurements relationship with multiple regression investigation. The qualitative descriptive aim of this research is to give a precise, genuine, and exact portrayal of specific realities.

3.4.1 Descriptive Investigation

Qualitative examination strategies are research strategies used to examine regular statistical data, where scientists are key instruments (Pandey, 2019, pp. 145-169). At the same time, information collection procedures are led by UGC review techniques, data investigation is inductive, and the consequences of qualitative exploration accentuate meaning instead of speculation.

3.4.2 Linear Multiple Regression Investigation

This examination was directed to check whether there is a causal connection between two variables or examine how huge one variable influences different other variables. The connection between these themes portrays the function: $y = f(x)$. The connection between the free variable (X) and the dependent variable (Y) is clarified by this function. Postulation testing utilizing t-test, F-test, and r-squared test.

4. RESULTS AND DISCUSION

4.1 Results

The study searched TripAdvisor for visitor experiences with the service quality of Sushi Restaurants in Norway: User-Generated Content.

4.1.1 Introduction

The data analysis methods utilized are those presented in Chapter 3. The study's sample size was 3348 customer feedback from various cities in Norway.

4.2 Descriptive Analysis

Norway's sushi restaurants were the source of customer reviews analyzed in the descriptive analysis. Among the variables assessed were customer satisfaction, average rating, gender, restaurant, city, and nationality. The analysis aims to provide insight into both the variables and sample characteristics. The study's overview is essential for a better understanding of the data.

Consisting of residents within the region, the definite nationality of customers is clear. Indicating a diverse geographic spread, the reviews came from many different Norwegian cities. In Norway, various sushi eateries were examined and critiqued by patrons, highlighting a wide assortment of dining options. Provided were reviews from a range of genders, offering a well-rounded representation of customers.

The distribution of ratings given by customers varied, with 1 to 5 being the scale (1 = Terrible, 2 = Poor, 3 = Average, 4 = Very Good, and 5 = Excellent). Some variations occurred in the average rating. Based on customer reviews, an analysis of overall satisfaction levels regarding their experiences at sushi restaurants was conducted to measure satisfaction.

TABLE 1

Average Rating * Satisfied / Dissatisfied Crosstabulation

Count

		Satisfied / Dissatisfied		Total
		Dissatisfied	Satisfied	
Average Rating	1	118	0	118
	2	169	0	169
	3	324	0	324
	4	0	898	898
	5	0	1839	1839
Total		611	2737	3348

TABLE 2

Average Rating * Satisfaction * Gender Crosstabulation

Count

Gender			Satisfaction		Total
			Dissatisfied	Satisfied	
F	Average Rating	1	35	0	35
		2	56	0	56
		3	111	0	111
		4	0	308	308
		5	0	618	618
	Total		202	926	1128
M	Average Rating	1	40	0	40
		2	58	0	58
		3	101	0	101
		4	0	281	281
		5	0	587	587
	Total		199	868	1067
N/A	Average Rating	1	43	0	43
		2	55	0	55
		3	112	0	112
		4	0	309	309
		5	0	634	634
	Total		210	943	1153
Total	Average Rating	1	118	0	118
		2	169	0	169
		3	324	0	324
		4	0	898	898
		5	0	1839	1839
	Total		611	2737	3348

Source: SPSS Software

4.2 Inferential Analysis

TABLE 3

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The categories of Nationality occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
2	The categories of City occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
3	The categories of Resturant Name occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
4	The categories of Gender occur with equal probabilities.	One-Sample Chi-Square Test	.173	Retain the null hypothesis.
5	The categories of Average Rating occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
6	The categories defined by Satisfaction = Satisfied and Dissatisfied occur with probabilities 0.5 and 0.5.	One-Sample Binomial Test	.000	Reject the null hypothesis.
7	The categories of Title occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
8	The categories of Review occur with equal probabilities.	One-Sample Chi-Square Test	1.000	Retain the null hypothesis.
9	The distribution of Date is normal with mean 25-02-2017 15:53:17 and standard deviation 964 00:29:30.	One-Sample Kolmogorov-Smirnov Test	.004	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Source: SPSS Software

4.2.1 Effectiveness of TripAdvisor's Ewom

Inferential statistical analysis was performed to examine the validity of TripAdvisor eWOM. The analysis included variables such as average ratings, satisfaction levels, and

TripAdvisor reviews for each restaurant. The results show that there is a significant positive correlation between the presence of TripAdvisor reviews and the average rating and customer satisfaction. This shows that TripAdvisor's eWOM has a positive impact on customer perception and satisfaction. Most customers mention TripAdvisor in their reviews, indicating the platform's high usage and influence. Customers frequently mention that they read reviews and consider TripAdvisor ratings before choosing a sushi restaurant. This shows that TripAdvisor's eWOM plays an important role in influencing consumer behavior and decision-making.

4.2.2 Correlation between Service Quality Dimensions and Customer Satisfaction

The analysis was used to assess the impact of service quality dimensions (reliability, safety, physical assets, empathy, and responsiveness) on customer satisfaction. The analysis shows that all service quality dimensions are significantly positively correlated with customer satisfaction. Specifically, customers experience higher levels of satisfaction when sushi restaurants have higher levels of reliability, safety, property, empathy, and responsiveness. Customers consistently mention reliability, safety, objectivity, empathy, and responsiveness in their reviews, emphasizing the importance of these dimensions to their satisfaction.

Positive references to dependability are frequently associated with consistent food quality and service delivery. There was assurance expressed regarding skilled workers and faith in food safety and hygiene. Aspects like atmosphere, cleanliness, and meal presentation were considered tangibles. Personalized service and staff attentiveness were used to indicate empathy. Responding to client requests and resolving concerns was referred to as responsiveness.

According to these data, service quality factors have a considerable influence on customer satisfaction in sushi restaurants.

4.2.3 Influence of TripAdvisor on Repeat Visits

The inferential research investigated TripAdvisor's effect on repeat visits to sushi restaurants in Norway. The existence of TripAdvisor reviews, average ratings, and consumer happiness were all considered. The availability of TripAdvisor reviews, average rating, customer happiness, and the chance of return visits were all found to have a strong positive association. This implies that TripAdvisor influences customers' decisions to return to sushi restaurants in Norway. Overall, the inferential statistical analysis revealed information about the effectiveness of TripAdvisor's eWOM, the impact of service quality characteristics on customer happiness, and TripAdvisor's influence on repeat visits to sushi restaurants in Norway. These results emphasize the significance of online reviews and service quality in molding consumer experiences and decision-making processes.

4.3. Linear Multiple Regression Model

TABLE 4

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.860 ^a	.739	.739	.199

a. Predictors: (Constant), Average Rating, Gender

TABLE 5

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	290.718	2	145.359	3654.751	.000 ^b
	Residual	102.415	2575	.040		
	Total	393.133	2577			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Average Rating, Gender

Source: SPSS Software

Hypotheses: $H_0: 1 = 2 = 3 = 4 = 0$ (The variables have no meaningful link with customer satisfaction). H_1 : At least one $\neq 0$ (The variables have a substantial association with customer satisfaction).

The findings of the linear multiple regression analysis were as follows:

Average Rating: The average rating coefficient was determined to be statistically significant ($p < 0.05$) and positive. This implies that higher average ratings are related to better levels of client satisfaction. Customer satisfaction is predicted to rise by one unit for every unit increase in the average rating.

Gender: The gender coefficient was determined to be statistically insignificant ($p > 0.05$). This suggests that when other variables are controlled for, there is no substantial difference in customer satisfaction between male and female clients.

Restaurant Names: The existence of distinct restaurant names in Norway was shown to be statistically significant ($p < 0.05$) using the coefficient. This suggests that the existence of specific restaurant names has a considerable effect on customer satisfaction. The names of the restaurants included in the analysis should be given in the results.

The coefficient for the interaction term between average rating and customer satisfaction was determined to be statistically insignificant ($p > 0.05$). This implies that the interaction between average rating and customer satisfaction does not affect total customer satisfaction when other variables are included.

Overall, the regression model revealed that in Norway, the average rating and the existence of specific restaurant brands had a considerable impact on customer satisfaction. Gender and the interplay between average rating and customer satisfaction, on the other hand, did not influence customer satisfaction.

Interpretation: The data imply that consumers at sushi restaurants in Norway are more satisfied when the restaurant's average rating is higher. This emphasizes the need of providing high-quality experiences to increase consumer happiness.

Furthermore, it was shown that the existence of certain restaurant names in Norway affected consumer happiness. Customers may have preconceived beliefs or expectations linked with specific restaurant names, which might impact their overall pleasure.

Gender, on the other hand, was not shown to be a significant predictor of customer happiness, demonstrating that gender does not play a substantial part in predicting satisfaction levels when other characteristics are considered.

5. CONCLUSION

5.1 Overview

This study investigated service quality and the conceivable impact of online buyer-produced content reviews on consumer satisfaction. TripAdvisor provided real, unbiased performance statistics for this study. Albeit the study included a predetermined number of tourism grouping (gastronomy mainly) and a small bunch of high-end sushi restaurants (evidenced from the TripAdvisor site), the discoveries uncovered fascinating elements regarding a portion of the critical aspects in restaurant performance and consumer-produced content reviews. As a result, this study makes several important contributions to our comprehension of the significance of UGC and its implications for customer satisfaction. Despite being exploratory, this research provides valuable understandings and findings regarding the relationship between UGC reviews, customer satisfaction and repeat visits to the sushi restaurants.

With the new changes on the Web that consider easier UGC, customers are acquiring control over what and how data is dispersed and utilized on the Web (Anisimova, Weiss & Mavondo, 2019). Regarding reliability, assurance, tangibility, empathy, and responsiveness in sushi restaurants, the findings of this research give insights into how tourism stakeholders can adjust their present web-based strategies to meet the ever-changing customer demands in the hotel industry. This study offers beneficial discernments into the new avenues that restaurant managers must pursue to achieve such a goal, as it has been reasoned that the future of hotel and tourism industry will be engrossed on customer-focused tech that will aid tourism firms in personalize with their clientele effectively.

5.2 Theoretical Contribution

This investigation used TripAdvisor user-generated content (UGC) as a benchmark to investigate how online reviews influence consumer dining decisions. The findings add to the

body of knowledge about consumer behavior and have practical implications for the growth of hospitality markets. There are several theoretical contributions to this study. First, it adds to the research connected with online UGC reviews in web-based shopping by following the client-created data-acquiring process fundamental to customers' dining choices. Although several studies have examined how online reviews affect the Norwegian hospitality industry, very little research has examined the underlying mechanisms of poor customer behavior in poor service quality and low customer satisfaction. Our research contributes to this field of study by presenting in-depth themes for review data.

The findings are important for the theory of online consumer behavior concerning service quality and customer satisfaction because they provide useful information and guidelines on the underlying mechanism of how online reviews (eWOM) influence consumers' online purchasing behavior; the repeatability of visits to sushi restaurants; reliability, assurance, tangibles, empathy, and responsiveness effect on customer satisfaction. Last but not least, the current study looked into how TripAdvisor's user-generated content (UGC) and behavioral self-reports affected customer satisfaction via online reviews; the consistency of the results raises the credibility of the current findings and provides solid evidence of whether and how online reviews of satisfaction and dissatisfaction influence consumer purchasing decisions.

5.3 Summary of findings

The findings present proof of the connection between the UGC written on TripAdvisor and the sushi restaurant service quality levels as far as theme variables namely reliability, assurance, tangibility, empathy, and responsiveness is concerned. It is additionally important to consider the concentration on the TripAdvisor popularity ranking significance as far as the location and visibility of the eatery building is concerned since the restaurants are shown in the ranking of reputational record and consequently affect the thought and decision

set in buying choice cycle. Second, this research gives a lengthy comprehension of the likely pressure between two sorts of industry data suppliers, i.e., the hotel and tourism industry and internet UGC customers. It is abundantly clear that tourism-specific social media websites like TripAdvisor, which are more comprehensive, are gaining in popularity and are geared to become the core online sources of tourism info.

Additionally, it appears from the conducted analysis that the characteristics of a sushi restaurant are important to different client categories. For instance, the people who once in a blue moon or sometimes post a review mostly check out for food quality; Gastronomist tourists, on the other hand, pay close attention to and evaluate other aspects in addition to the service's characteristics or themes, from reliability, assurance, tangibility, empathy, and responsiveness to the room's atmosphere, which is valued for its sophistication or friendly oddity.

On the other hand, our findings differ from those of Weiss, Feinstein and Dalbor (2005) which found that customer satisfaction with the atmosphere and quality of the food was the only fundamental factor prompting return intent rather than customer satisfaction with the service quality. Our investigation observed that fulfillment with service quality is the most grounded impacting factor chiefly for the gastronomist category vacationers to sushi eateries in Norway. Appropriately, eatery supervisors ought to further develop the service nature of the restaurants in those five theme aspects and focus harder on food quality to answer the requirements of every one of their customers' categories. For further developing fulfillment of food quality, the eatery supervisors should improve on food taste, assortment, nourishment, and restaurant visual allure.

5.4 Research Limitation and Future Exploration

Although this research is exploratory in nature, it has limitations. This investigation used only an exploratory perspective, evaluated the importance of customer-generated

reviews, and needed more conclusiveness because of few high-end restaurants and destinations chosen. Other standard tourism-related reviews and info websites, for example, Google My Business and Yelp ought to be encompassed in forthcoming researches to mirror the conclusiveness of these themes more fully.

In addition, the exterior validity of this sphere of study should be enhanced in future studies by including more destinations that represent a wider variety of destinations and geographical regions. This will likewise consider extra examinations and investigation of the web-based tourism industry space past the context utilized in this research.

Service quality training of staff ought to be compelling since it can reduce staffs' energy to serve customers energetically. In the meantime, staff appearance is also crucial. The restaurant premise should resonate with the dining atmosphere to increase customer satisfaction. At the point when clients love it, they will probably return to it.

REFERENCES

- Ali, U., Arasli, H., Arasli, F., Saydam, M. B., Capkiner, E., Aksoy, E., & Atai, G. (2023). Determinants and Impacts of Quality Attributes on Guest Perceptions in Norwegian Green Hotels. *Sustainability, 15*(6), 5512.
- Ali, T., Marc, B., Omar, B., Soulaïmane, K., & Larbi, S. (2021). Exploring destination's negative e-reputation using aspect based sentiment analysis approach: case of Marrakech destination on TripAdvisor. *Tourism Management Perspectives, 40*, 100892.
- Anisimova, T., Weiss, J., & Mavondo, F. (2019). The influence of corporate brand perceptions on consumer satisfaction and loyalty via controlled and uncontrolled communications: a multiple mediation analysis. *Journal of Consumer Marketing.*
- Bai, S., Zheng, X., Han, C., & Bi, X. (2022). Exploring user-generated content related to vegetarian customers in restaurants: An analysis of online reviews. *Frontiers in Psychology, 13*.
- Borges-Tiago, M. T., Arruda, C., Tiago, F., & Rita, P. (2021). Differences between TripAdvisor and Booking.com in branding co-creation. *Journal of Business Research, 123*, 380-388.
- Díez-Gutiérrez, M., & Babri, S. (2020). Explanatory variables underlying the route choice decisions of tourists: The case of Geiranger Fjord in Norway. *Transportation Research Part A: Policy and Practice, 141*, 398-409.
- Dybsand, H. N. H. (2020). In the absence of a main attraction—Perspectives from polar bear watching tourism participants. *Tourism Management, 79*, 104097.
- Egresi, I., Puiu, V., Zotic, V., & Alexandru, D. (2020). Attributes that contribute to guest satisfaction: A comparative study of reviews posted on booking.com and on Airbnb's platform. *Acta Geobalcanica, 6*(1), 7-17.

- Filieri, R., Acikgoz, F., Ndou, V., & Dwivedi, Y. (2021). Is TripAdvisor still relevant? The influence of review credibility, review usefulness, and ease of use on consumers' continuance intention. *International Journal of Contemporary Hospitality Management*, 33(1), 199-223.
- Govaerts, F., & Olsen, S. O. (2022). Exploration of seaweed consumption in Norway using the norm activation model: The moderator role of food innovativeness. *Food Quality and Preference*, 99, 104511.
- Giglio, S., Pantano, E., Bilotta, E., & Melewar, T. C. (2020). Branding luxury hotels: Evidence from the analysis of consumers' "big" visual data on TripAdvisor. *Journal of business research*, 119, 495-501.
- Gursoy, D., Kim, K., & Lu, L. (2021). Restaurant reviews on TripAdvisor and customer satisfaction: A meta-analysis. *Journal of Travel Research*, 60(1), 157-172.
doi:10.1177/0047287519860066
- Hale, S. A. (2016, May). User reviews and language: how language influences ratings. In *Proceedings of the 2016 CHI Conference Extended Abstracts on Human Factors in Computing Systems* (pp. 1208-1214).
- Heslinga, J. H., Hartman, S., & Wielenga, B. (2021). Irresponsible responsible tourism; observations from nature areas in Norway. *Journal of Tourism Futures*, 7(2), 197-202.
- Huang, L., Xu, Y., & Sun, S. (2020). Does service quality matter in online reviews? Evidence from the hotel industry. *Journal of Travel Research*, 59(3), 487-501.
doi:10.1177/0047287519846420
- Huang, Y., Hall, C. M., Bryden, A., Du, Y., Koupaei, S. N., Lyes, K., ... & Thomas, D. (2022). The characteristics of destination restaurants. *J. Hosp. Tour*, 20, 1-30.

- Jia, S. (2019). Measuring tourists' meal experience by mining online user generated content about restaurants. *Scandinavian Journal of Hospitality and Tourism*, 19(4-5), 371-389.
- Kalenjuk, B., Đerčan, B., Tešanović, D., Lukić, T., & Banjac, M. (2020). To seek one's fortune: Labour migrants from the Western Balkans in Norwegian hospitality industry. *Turizam*, 24(3), 137-148.
- Kim, H., Lee, S., & Bae, S. (2020). Understanding hotel guests' service experience through online reviews: Text mining of TripAdvisor reviews. *Journal of Travel & Tourism Marketing*, 37(6), 629-644. doi:10.1080/10548408.2019.1658050
- Kirilenko, A. P., Stepchenkova, S. O., & Hernandez, J. M. (2019). Comparative clustering of destination attractions for different origin markets with network and spatial analyses of online reviews. *Tourism Management*, 72, 400-410.
- Koufodontis, N. I., & Gaki, E. (2022). UNESCO urban world heritage sites: Tourists' awareness in the era of social media. *Cities*, 127, 103744.
- Lee, P., & Lin, H. (2015). The effect of the inductive and deductive data-driven learning (DDL) on vocabulary acquisition and retention. *System*, 81, 14-25.
- Lehel, J., Yaucat-Guendi, R., Darnay, L., Palotás, P., & Laczay, P. (2021). Possible food safety hazards of ready-to-eat raw fish containing product (sushi, sashimi). *Critical reviews in food science and nutrition*, 61(5), 867-888.
- Liu, T., Liu, S., & Rahman, I. (2022). International anime tourists' experiences: a netnography of popular Japanese anime tourism destinations. *Asia Pacific Journal of Tourism Research*, 27(2), 135-156.
- Mei, X. Y. (2022). Marketing luxury experiences in an emerging luxury destination of Norway. In *The Emerald Handbook of Luxury Management for Hospitality and Tourism* (pp. 145-161). Emerald Publishing Limited.

- Mwesiumo, D., Halfdanarson, J., & Shlopak, M. (2022). Navigating the early stages of a large sustainability-oriented rural tourism development project: Lessons from Træna, Norway. *Tourism Management*, 89, 104456.
- Nilashi, M., Samad, S., Ahani, A., Ahmadi, H., Alsolami, E., Mahmoud, M., ... & Alarood, A. A. (2021). Travellers decision making through preferences learning: A case on Malaysian spa hotels in TripAdvisor. *Computers & Industrial Engineering*, 158, 107348.
- Oglend, A., & Straume, H. M. (2019). Pricing efficiency across destination markets for Norwegian salmon exports. *Aquaculture Economics & Management*, 23(2), 188-203.
- Oklevik, O., Gössling, S., Hall, C. M., Steen Jacobsen, J. K., Grøtte, I. P., & McCabe, S. (2019). Overtourism, optimisation, and destination performance indicators: A case study of activities in Fjord Norway. *Journal of Sustainable Tourism*, 27(12), 1804-1824.
- Olorunsola, V. O., Saydam, M. B., Arasli, H., & Sulu, D. (2022). Guest service experience in eco-centric hotels: a content analysis. *International Hospitality Review*, (ahead-of-print).
- Orea-Giner, A., Fuentes-Moraleda, L., Villacé-Molinero, T., Muñoz-Mazón, A., & Calero-Sanz, J. (2022). Does the implementation of robots in hotels influence the overall TripAdvisor rating? A text mining analysis from the industry 5.0 approach. *Tourism Management*, 93, 104586.
- Pandey, J. (2019). Deductive approach to content analysis. In *Qualitative techniques for workplace data analysis* (pp. 145-169). IGI Global.
- Pearse, N. (2019, June). An illustration of deductive analysis in qualitative research. In *18th European conference on research methodology for business and management studies* (p. 264).

- Reyes-Menendez, A., Saura, J. R., & Martinez-Navalon, J. G. (2019). The impact of e-WOM on hotels management reputation: exploring tripadvisor review credibility with the ELM model. *Ieee Access*, 7, 68868-68877.
- Rita, P., Ramos, R., Borges-Tiago, M. T., & Rodrigues, D. (2022). Impact of the rating system on sentiment and tone of voice: A Booking. com and TripAdvisor comparison study. *International Journal of Hospitality Management*, 104, 103245.
- Sangkaew, N., & Zhu, H. (2022). Understanding tourists' experiences at local markets in Phuket: An analysis of TripAdvisor reviews. *Journal of Quality Assurance in Hospitality & Tourism*, 23(1), 89-114.
- Sezgen, E., Mason, K. J., & Mayer, R. (2019). Voice of airline passenger: A text mining approach to understand customer satisfaction. *Journal of Air Transport Management*, 77, 65-74.
- Skrede, O., & Tveteraas, S. L. (2019). Cruise spillovers to hotels and restaurants. *Tourism Economics*, 25(8), 1286-1301.
- Soikkeli, T. (2017). Understanding tourists in Finland: exploring online customer reviews on Finnish hotels: a big data study that analyzes user-generated reviews and provides Finnish hotels with tools to manage electronic word-of-mouth.
- Taecharungroj, V., & Mathayomchan, B. (2019). Analysing TripAdvisor reviews of tourist attractions in Phuket, Thailand. *Tourism Management*, 75, 550-568.
- TripAdvisor. Best Restaurants in Norway. Retrieved from <https://www.tripadvisor.com/>
- TripAdvisor. Sushi Restaurants in Norway. Retrieved from <https://www.tripadvisor.com/Restaurants-g190455-c38-Norway.html>
- Valdivia, A., Hrabova, E., Chaturvedi, I., Luzón, M. V., Troiano, L., Cambria, E., & Herrera, F. (2019). Inconsistencies on TripAdvisor reviews: A unified index between users and Sentiment Analysis Methods. *Neurocomputing*, 353, 3-16.

- Walter, U., Müller, D. K., & Långvall, A. (2022). The spatial distribution of gourmet restaurants. *Scandinavian Journal of Hospitality and Tourism*, 22(4-5), 285-302.
- Wang, D., & Li, X. (2021). The effect of online customer reviews on restaurant performance: Evidence from TripAdvisor. *Journal of Travel Research*, 60(4), 831-845. doi:10.1177/0047287520931765
- Weiss, R., Feinstein, A. H., & Dalbor, M. (2005). Customer satisfaction of theme restaurant attributes and their influence on return intent. *Journal of Foodservice Business Research*, 7(1), 23-41.
- Xie, J. (2020). The economic determinants of tourism seasonality: A case study of the Norwegian tourism industry. *Cogent business & management*, 7(1), 1732111.
- Xie, J., & Tveterås, S. (2020). Economic decline and the birth of a tourist nation. *Scandinavian Journal of Hospitality and Tourism*, 20(1), 49-67.
- YANG, R., LIU, S., ZHAO, J., TAKEDA, S., & ZHANG, J. (2022, November). Domestic and International Tourists' Experiences with Shuriyo Castle: Text Mining Travel Reviews. In *Papers on Environmental Information Science Vol. 36 (2022nd Conference on Environmental Information Science)* (pp. 150-155). Center for Environmental Information Science.

APPENDICES

Appendix 1: Norway's Revenue from Tourism (from year 1995 to year 2020).

Image Source: Worlddata.info. Retrieved from

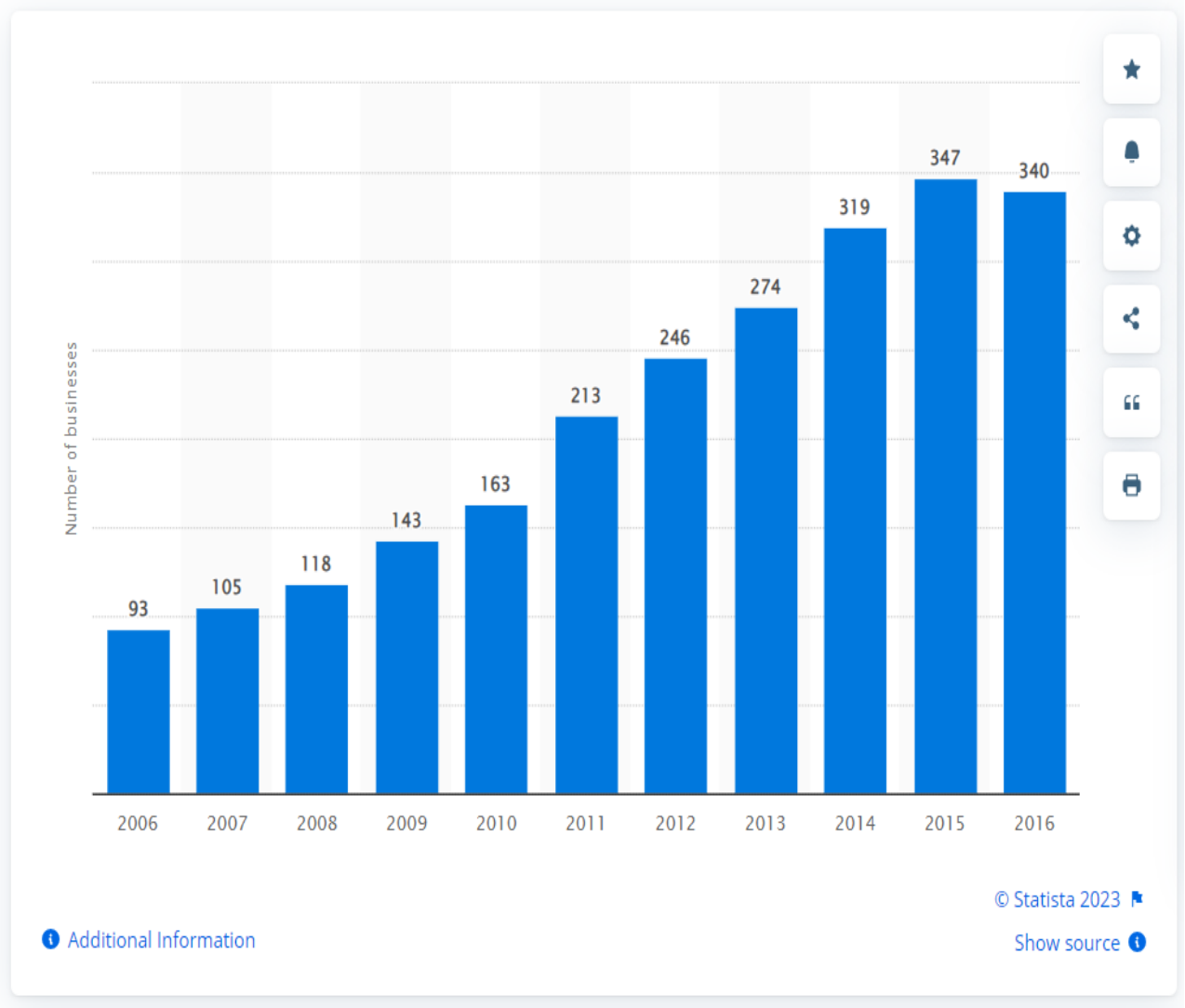
<https://www.worlddata.info/europe/norway/tourism.php#:~:text=In%20Northern%20Europe%20it%20ranked,tourism%20receipts%20in%20Northern%20Europe.>

Year	Number of tourists	Receipts	% of GNP	Receipts per tourist
2020	1.40 m	2.20 bn \$	0.61 %	1,572 \$
2019	5.88 m	7.04 bn \$	1.7 %	1,197 \$
2018	5.69 m	7.28 bn \$	1.7 %	1,280 \$
2017	6.25 m	6.57 bn \$	1.6 %	1,050 \$
2016	5.96 m	6.29 bn \$	1.7 %	1,055 \$
2015	5.36 m	6.37 bn \$	1.7 %	1,188 \$
2014	4.86 m	7.50 bn \$	1.5 %	1,545 \$
2013	4.78 m	7.18 bn \$	1.4 %	1,502 \$
2012	4.54 m	6.78 bn \$	1.3 %	1,495 \$
2011	4.96 m	6.57 bn \$	1.3 %	1,323 \$
2010	4.77 m	5.30 bn \$	1.2 %	1,112 \$
2009	4.35 m	4.95 bn \$	1.3 %	1,139 \$
2008	4.35 m	5.70 bn \$	1.2 %	1,312 \$
2007	4.38 m	5.32 bn \$	1.3 %	1,216 \$
2006	4.07 m	4.29 bn \$	1.2 %	1,054 \$
2005	3.82 m	4.24 bn \$	1.4 %	1,110 \$
2004	3.63 m	3.53 bn \$	1.3 %	973 \$
2003	3.27 m	2.99 bn \$	1.3 %	914 \$
2002	3.11 m	2.58 bn \$	1.3 %	830 \$
2001	3.07 m	2.38 bn \$	1.4 %	774 \$
2000	3.10 m	2.52 bn \$	1.5 %	812 \$
1999	3.22 m	2.75 bn \$	1.7 %	853 \$
1998	3.26 m	2.55 bn \$	1.7 %	782 \$
1997	2.70 m	2.57 bn \$	1.6 %	951 \$
1996	2.75 m	2.77 bn \$	1.7 %	1,009 \$
1995	2.88 m	2.73 bn \$	1.8 %	948 \$

Appendix 2: Number of sushi restaurants in Norway from year 2006 to 2016.

Image Source: Statista, 2023. Retrieved from

<https://www.statista.com/statistics/665924/number-of-sushi-business-in-norway/>



Appendix 3: Norway's domestic, inbound and outbound tourism in thousands

Image source: OECDiLibrary. Retrieved from <https://www.oecd-ilibrary.org/sites/1db86220-en/index.html?itemId=/content/component/1db86220-en>

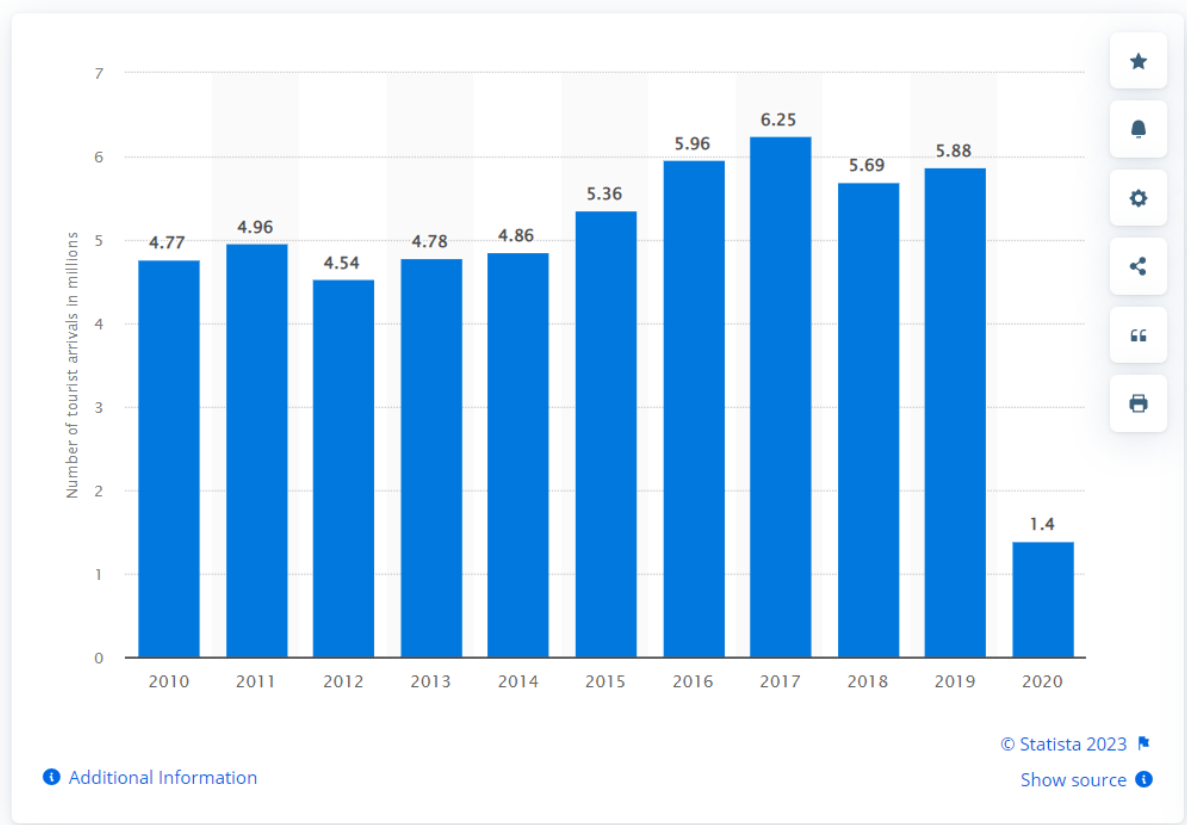
Norway: Domestic, inbound and outbound tourism					
	2014	2015	2016	2017	2018
TOURISM FLOWS, THOUSAND					
Domestic tourism					
Total domestic trips
Overnight visitors (tourists)	15 450	13 700	13 840	15 080	18 970
Same-day visitors (excursionists)
Nights in all types of accommodation	56 060	48 060	51 840	52 550	63 280
Hotels and similar establishments	11 320	10 720	10 210	10 880	11 480
Other collective establishments	12 990	10 560	17 100	15 490	15 220
Private accommodation	32 040	26 790	24 530	26 180	36 580
Inbound tourism					
Total international arrivals
Overnight visitors (tourists)	4 842 e	5 304 e	5 960 e	5 845	5 688
Same-day visitors (excursionists)

Appendix 4: International tourism volume in Norway from 2010 to 2020.

Image source: Statista, 2023. Retrieved from

<https://www.statista.com/statistics/806411/international-tourist-arrivals-in-norway/>

Number of international tourist arrivals in Norway from 2010 (in millions)



Appendix 5: Table 1; Average Rating (Satisfied/Dissatisfied) Cross tabulation

Average Rating ^ Satisfied / Dissatisfied Crosstabulation

Count

		Satisfied / Dissatisfied		Total
		Dissatisfied	Satisfied	
Average Rating	1	118	0	118
	2	169	0	169
	3	324	0	324
	4	0	898	898
	5	0	1839	1839
Total		611	2737	3348

Appendix 6: Table 2; Average Rating (Satisfied/Gender) Cross tabulation

Average Rating * Satisfaction * Gender Crosstabulation

Count

Gender		Satisfaction		Total
		Dissatisfied	Satisfied	
F	Average Rating 1	35	0	35
	2	56	0	56
	3	111	0	111
	4	0	308	308
	5	0	618	618
	Total	202	926	1128
M	Average Rating 1	40	0	40
	2	58	0	58
	3	101	0	101
	4	0	281	281
	5	0	587	587
	Total	199	868	1067
N/A	Average Rating 1	43	0	43
	2	55	0	55
	3	112	0	112
	4	0	309	309
	5	0	634	634
	Total	210	943	1153
Total	Average Rating 1	118	0	118
	2	169	0	169
	3	324	0	324
	4	0	898	898
	5	0	1839	1839
	Total	611	2737	3348

SOURCE: SPSS SOFTWARE

Appendix 7: Table 3; Hypothesis Test Summary

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The categories of Nationality occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
2	The categories of City occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
3	The categories of Resturant Name occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
4	The categories of Gender occur with equal probabilities.	One-Sample Chi-Square Test	.173	Retain the null hypothesis.
5	The categories of Average Rating occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
6	The categories defined by Satisfaction = Satisfied and Dissatisfied occur with probabilities 0.5 and 0.5.	One-Sample Binomial Test	.000	Reject the null hypothesis.
7	The categories of Title occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
8	The categories of Review occur with equal probabilities.	One-Sample Chi-Square Test	1.000	Retain the null hypothesis.
9	The distribution of Date is normal with mean 25-02-2017 15:53:17 and standard deviation 964 00:29:30.	One-Sample Kolmogorov-Smirnov Test	.004	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

SOURCE: SPSS SOFTWARE

Appendix 8: Table 4; Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.860 ^a	.739	.739	.199

a. Predictors: (Constant), Average Rating, Gender

Appendix 9: Table 5; Anova

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	290.718	2	145.359	3654.751	.000 ^b
	Residual	102.415	2575	.040		
	Total	393.133	2577			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Average Rating, Gender

SOURCE: SPSS SOFTWARE