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<p><b>TITLE:</b></p> <p>Service quality attributes of halal restaurants in Norway: Perceptions from international tourists</p>	

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## Abstract

**Purpose:** The study's goal is to examine how Halal restaurants, in Norway cater to the needs of international visitors. It focuses on the service features that contribute to customer satisfaction and enhance the dining experience in a culturally sensitive manner.

**Methods:** To conduct this research a mixed methods content analysis approach was used, combining analysis of customer ratings of 343 international tourist reviews/narratives in Norway using Leximancer version 5 software, from popular platform Tripadvisor featuring Halal certified restaurants or those offering Halal options.

**Results:** The results show that customer satisfaction is influenced by factors such as food quality, adherence to Halal standards, staff behavior and the dining ambiance. Compliance sensitivity and compliance with laws are crucial in shaping customer experiences. The study emphasizes the importance of providing culturally appropriate service, which significantly impacts repeat business and positive online feedback.

**Originality/Value:** This study adds insights to the literature, on Halal dining in Scandinavia particularly within the Norwegian context. This study sheds light on the operational, cultural and customer service aspects that shape the dining experience, for patrons. It offers insights for restaurant managers and policymakers aiming to improve service quality in alignment, with Halal standards.

**Keywords:** Halal, Service, Satisfaction, , Content Analysis and Leximancer

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### **List of Abbreviations**

COVID 19-Corona Virus Disease of 2019

GDP -Gross Domestic Product

SERVPERF- The Service Performance Model

SERVQUAL- The Service Quality Model

SSQHD- Sustainable Service Quality in Halal Dining

WTTC-World Travel and Tourism Council

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## **1.Introduction**

### **1.1 General**

With a population and an increasing number of visitors the demand for halal dining choices has gained prominence. To further explore the significance of halal restaurants, in Norway it is evident that these establishments hold more than an appeal. They also reflect the changing food culture or taste of the region.

According to a report by the WTTC 2023, despite facing challenges due to COVID 19 the travel and tourism industry has displayed resilience indicating a recovery with substantial contributions to global GDP and job creation. This recovery aligns with the growth anticipated in the halal food market expected to double its value by 2028. The projected market expansion, driven by a compound growth rate of 11.25% highlights the increasing significance of meeting dietary requirements for Muslims. The COVID 19 outbreak led to a decrease in the number of visitors to 1.4 million in 2020, the lowest figure recorded since 2011. Nonetheless as travel restrictions were lifted and the situation improved these numbers started to rise reaching 2.55 million by the conclusion of 2022. Market predictions suggest an increase in visitor arrivals in the coming years (Statista, 2023).

The importance of researching halal restaurants in Norway, within the hospitality sector is emphasized by a growing body of literature that has recently begun to delve into this subject. While previous studies on halal food were limited and mostly focused on agriculture, consumer behavior, food science and nutrition, recent research has started to address its significance in the field of hospitality and tourism. This shift is particularly relevant due to the increasing demand for halal options among consumers not in Muslim nations but also in Western countries like Norway.

Recent academic literature has begun exploring aspects of halal food within the hospitality industry. Consumer Preferences and Market Growth; Studies have highlighted a rising interest



among consumers in having access to halal food options, which has consequently driven market growth both in countries with populations as well, as Western nations (Khan et al., 2019). Challenges Related to Halal Certification; Recent research has focused on understanding the complexities involved in maintaining halal standards and certification processes within the food service industry (Haleem et al., 2020).

The hospitality industry is increasingly acknowledging the religious importance of halal food, within Muslim cultures. In Norway, where there is a rising interest in and demand for halal dining choices it becomes crucial to delve into the religious and economic significance of halal food in the hospitality sector. This research emphasizes the need to address the lack of information about halal food, in hospitality and tourism promoting a diverse culinary scene.

Recent academic research has shown an increasing interest in the halal restaurant sector in Europe. Aniqoh & Hanastiana (2020) discussed the growth of the halal food industry in Europe driven by the demand for halal certification and quality assurance. They also highlighted how developments in tourism have influenced this industry. The authors emphasized that meeting consumer demands through certification is crucial, especially considering the impact of the COVID 19 on supply chains and changes in consumer behavior. Additionally, Prayuda et al. (2023) conducted research on the halal market noting its growth potential in areas such as food and tourism. However, they pointed out challenges like the lack of recognized halal certification and low public awareness of halal products.

In Norway a study examined how seasonal sheep production can be adapted to meet year-round demand for halal meat, which could potentially lead to market expansion. The preference for halal meat among Muslims during festivals like Eid al Adha presents opportunities for both consumers and sheep farmers in Norway. This study underscores the cultural significance of halal meat within a context (Bhatti et al., 2019).

Furthermore, there was an issue dedicated to exploring aspects of the halal industry such as production methods, services offered, consumption patterns and consumer behavior analysis.

The research delved into the aspects that influence the consumption of halal products and explored marketing strategies. This study aims to enhance our understanding of the behaviors exhibited by both Muslim and non-Muslim customers in the halal industry. It provides insights for managers, academics and policymakers.

These studies shed light on the state of the halal restaurant sector emphasizing its potential for growth market challenges and changing consumer preferences in regions such as Norway and Europe as a whole. They highlight the importance of halal food in the hospitality industry and its impact on economic dynamics.

There is a notable scarcity of research on Halal restaurants, particularly within the Norwegian context, where the exploration of such literature remains largely undeveloped. Despite the promising forecast for Halal tourism and associated services, including dining establishments, there exists a void in scholarly work specifically addressing the nature of Muslim-friendly restaurants in Norway. This gap includes a lack of understanding of what constitutes a Muslim-friendly restaurant from the perspective of service quality, customer satisfaction, and whether these establishments are leveraging and expanding their potential in the growing market of Halal tourism and hospitality.

To address this significant gap and enrich the sparse literature on Halal tourism and hospitality development in the Nordic countries, this study aims to explore the essential attributes of Muslim-friendly restaurants in Norway. It seeks to identify what factors contribute to their service quality, how these factors meet the expectations of international Muslim visitors, and how these establishments can capitalize on the burgeoning interest in Muslim-friendly tourism facilities. The objective is to provide a comprehensive understanding of the operational, cultural,

and customer service elements that define Muslim-friendly dining experiences in Norway, offering insights into how these restaurants can enhance their appeal and service quality to support the growth of Halal tourism in the region.

## **1.2 Background**

To gain an understanding of the service offerings of Halal restaurants, in Scandinavia it is important to examine the impact of Halal certification, customer service expectations and cultural sensitivity in the hospitality sector. Halal certification is widely regarded by restaurant managers as a significant aspect of the hospitality sector. It underscores the need for these managers to be well-versed in the dietary laws, cultural sensitivities, and religious observances of Muslim patrons. Possessing halal certification indicates that a restaurant not only offers unique features but also adheres to Islamic dietary regulations (Zannierah Syed Marzuki et al., 2012). The research mentioned sheds light on aspects of the Halal dining experience, including the significance of staff behavior, the cleanliness and demeanor of restaurant employees and how Halal features influence customer satisfaction and repeat visits.

For a background it would be beneficial to explore how Halal restaurants in countries where Muslims are not the majority population, such as those in Scandinavia handle the challenges and opportunities that come with serving a diverse clientele. This involves ensuring adherence to Halal practices in sourcing ingredients, food preparation methods and serving protocols while also tailoring marketing approaches to attract both Muslim and non-Muslim patrons seeking Halal choices. Studies could investigate how these eateries contribute to the scene in Scandinavian nations by promoting cross cultural understanding through cuisine.

Additionally, exploring how digital media and online reviews shape consumer perceptions and behaviors toward Halal dining establishments, in Scandinavia could provide insights. In today's media driven world, customer feedback and online presence play roles for restaurants.

Research could explore how Halal dining establishments utilize these platforms to establish trust showcase their Halal certifications and connect with an audience.

Furthermore, the effects of occurrences, like the COVID 19 on the functioning and perception of Halal eateries could offer crucial perspectives. The pandemic has led to changes involving increased focus on hygiene practices, social distancing protocols and greater reliance on takeout and delivery services.

To summarize the service characteristics of Halal restaurants in Scandinavia encompass a range of elements including adherence to Halal standards, quality of staff service digital interaction capabilities and adaptability during times. A comprehensive examination of these areas would not contribute insights to the hospitality and tourism sector but also provide practical guidance for restaurant owners, policymakers and academics interested, in the blend of culture, religion and culinary experiences.

### **1.3 Aim of the study**

The main goal of this research is to examine the service features of Halal eateries in Norway with an emphasis, on understanding the unique elements that enhance customer satisfaction and overall dining experience. By analyzing user generated content, the study aims to uncover the service characteristics that set Halal dining establishments apart and cater to the needs of both international Muslim diners in Norway. Using text analysis tools applied to reviews this research seeks to offer a comprehensive view of what constitutes exceptional service, within the Halal restaurant industry.

To gain insights into the preferences of types of travelers such as individuals traveling alone couples, families and groups it is important to analyze their service expectations. This analysis will help in developing service strategies to cater to their needs.

## **1.4 Objectives of the Study**

1. Identify Main Service Qualities; Uncover the service features of Halal eateries, in Norway that enhance the dining experience for customers.
2. Assess Customer Satisfaction; Evaluate how specific service aspects impact diners satisfaction levels focusing on differences between international visitors.
3. Study Demographic Variances; Investigate variations in dining experiences and service expectations across demographic categories such as gender.
4. Explore Regional Disparities; Determine if there are differences in service features and customer contentment, among Halal restaurants situated in parts of Norway and other parts of the world.
5. Understand Preferences Based on Diner Types; Analyze the service preferences and expectations of types of travelers – including individuals traveling alone, couples, families, friends and business groups – to develop customized service approaches.

## **1.5 Research Questions**

The study on halal restaurants in Norway holds relevance within this context. These establishments lie at the crossroads of diversity, prospects and culinary innovation. By focusing on the service aspects of restaurants in this region our research aims to delve deeper into four primary areas.

RQ 1: What are the major themes and concepts about the experiences. with restaurants in Norway?

RQ 2: Which main themes and concepts lead to customer satisfaction and dissatisfaction?

RQ 3: What differences in customer experience perceptions might emerge based on gender?

RQ 4: What are the main narratives or preferences shared by the different regions?

RQ 5: What are the main narratives or preferences shared by the different types of customers?

## **1.6 Scope of the study**

The main goal of this research is to collect and review data regarding customer experiences, at Halal eateries in Norway. This involves pinpointing themes and exploring concepts tied to satisfaction levels among both foreign visitors who patronize Halal dining spots. The study aims to unveil shared themes and concepts appreciated by types of diners including business travelers, individuals dining alone couples, families and groups of friends who have eaten at Halal restaurants throughout Norway.

Moreover, this investigation will delve into variations in Halal dining encounters based on gender and geographical regions within Norway providing insights into the expectations and satisfaction levels of guests. A combination of methods will be utilized for data collection and analysis incorporating both quantitative approaches. Initial data will be sourced from reviews on platforms like TripAdvisor that specifically address feedback related to Halal dining services.

The objective of this study is to present a comprehension of the service aspects that influence guest satisfaction at Halal eateries in Norway. It aims to act as a guide for both international Muslim diners as well, as restaurant proprietors and managers seeking to enhance their service quality. The results will also provide insights, for marketing tactics designed to appeal to and cater to the preferences of tourists and restaurant goers improving Norway's reputation as a place, for Halal conscious visitors.

## **1.7 The importance of the Study**

This research goes beyond academics and delves into the service aspects of Halal eateries, in Norway. By examining this area, the study sheds light on the elements that impact customer satisfaction and loyalty in the realm of Halal dining. This investigation is crucial given the rising demand for Halal choices among both Muslim and Muslim customers in Norway mirroring wider global trends towards inclusive and culturally aware dining experiences.

This study adds value to the existing literature by providing an understanding of what guests at Halal dining establishments expect and perceive. It pinpoints the distinct service features that set Halal restaurants apart from others offering an exploration of how these factors shape the dining experience. Through this examination valuable insights are offered into how Halal restaurants operate and make decisions emphasizing the significance of sensitivity, religious adherence and customer service in creating a welcoming dining environment.

Moreover, utilizing customer reviews from platforms as a data source alongside sophisticated analytical tools like Leximancer allows for a data centric approach to comprehending customer satisfaction, within the Halal restaurant industry. This framework does not improve the credibility of the results. Also establishes a model for upcoming research in the field of hospitality and restaurant management.

The outcomes of this research are diverse, offering strategies to restaurant managers and industry stakeholders for enhancing service quality and guest experiences, in Halal dining establishments. By tailoring services to meet the requirements and preferences of Halal customers restaurants can effectively serve this expanding market segment leading to improved customer satisfaction, heightened loyalty and ultimately gaining a competitive edge in Norway's varied culinary scene. This study highlights the significance of acknowledging and integrating service elements to Halal dining to address the changing expectations of today's diners.

### **1.8 Outline of following chapters**

The structure of the forthcoming chapters in this research is organized as follows: Chapter Two delves into a comprehensive review of the existing literature concerning Halal and haram concept, Halal restaurants concept, service quality, customer satisfaction, and the perception of service quality within the domain of the halal restaurant industry. Chapter Three outlines the research methodology adopted for this study, detailing the approaches to data collection,

sampling techniques, analysis of data, and the measures taken to ensure the validity of the findings. In Chapter Four, the results of the data analysis are presented, highlighting the key service attributes identified, their significance, and their impact on customer satisfaction within the halal restaurant context. The fifth chapter engages in a thorough discussion of the findings, interpreting the implications of the results obtained from the analysis. Chapter Six concludes the study, summarizing the principal outcomes and insights derived from the research. Finally, Chapter Seven addresses the limitations encountered during the study and offers recommendations for future research endeavors in this field of halal research.

## **2. Literature Review**

### **2.1 Halal and Haram**

The term "halal" means "permissible" and in Arabic "lawful". When it comes to food it pertains to following the guidelines outlined in the Qur'an and Hadith (the sayings and actions of Prophet Muhammad). Halal food refers to items that do not contain any components forbidden for consumption according to law. This includes meat from animals slaughtered using methods and abstaining from alcohol and pork. Additionally, halal principles extend beyond food. Cover aspects of life such as financial practices and personal hygiene. The growing range of food options has raised worries among consumers worldwide about the genuineness of halal products. Muslims require measures to confirm the correctness of details presented on food packaging and, in descriptions (Eliasi, 2002).

On the other hand, "haram" denotes something that is explicitly forbidden according to the Qur'an or Hadith. Engaging in haram activities or consuming haram substances is considered sinful as it goes against principles. Some common examples of haram items include alcohol, pork and meat, from animals not slaughtered following rites. The term 'haram,' which translates to



illegal or illicit, refers to actions strictly prohibited by Islam for its adherents, except in life-threatening emergencies. According to Islamic teachings, Allah S.W.T. (God Almighty) has declared that those who engage in such forbidden acts will be considered sinful and face severe punishment (Al-Zuhayli, 1995, p. 130). Haram also encompasses behaviors like theft, lying and gambling which are considered wrong and forbidden in Islam. Within these two categories there are also classifications based on the level of permissibility or prohibition included. Makruh (disliked or discouraged) refers to actions that are not explicitly forbidden but discouraged in Islam.

These concepts play a role in comprehending law and ethics. They guide Muslims in making daily decisions to live according to Allahs (Gods) pleasure. Determining what is halal (permissible) and haram (forbidden) relies on interpretations of the Qur'an and Hadith, by scholars, which may vary among schools of thought within Islam. Ng et al., (2022a) conducted a comprehensive review on the challenges and strategies in halal food authentication. Their work focuses on the analytical techniques used to ensure the authenticity of halal food, covering aspects such as the production method, identification of undeclared components, and species substitution in halal food products. This study highlights the importance of reliable and accurate analytical methods for monitoring and controlling the authenticity of halal food, considering the complex nature of food and the increasing presence of adulterants.

## **2.2 Halal tourism**

Halal tourism as explained by experts is tailored to meet the needs of travelers guaranteeing that every aspect of their journey adheres to Islamic principles. According to Battour and Ismail (2016) Halal tourism refers to travel activities approved by teachings for Muslims in the industry with a focus on maintaining Halal standards throughout services. This concept differs from tourism, which mainly involves travel for purposes like pilgrimages.

Scholar's view Halal tourism as an approach to travel integrating Halal requirements to cater to the lifestyle and faith-based needs of travelers. Setting it apart from the more narrowly focused Islamic tourism centered on spiritual or religious journeys. Expanding on the definitions provided by academics, Henderson (2010) describes Halal tourism as an approach that goes beyond restrictions ensuring all aspects of travel align with Islamic values. This inclusive interpretation suggests that Halal tourism aims not for compliance, with Halal standards but also respects the religious sensitivities of Muslim travelers.

### **2.3 Halal Restaurant in Europe and other Continents**

Halal eateries in Europe serve a customer base with a range of cuisines that follow dietary guidelines. These dining spots can be found in cities reflecting the increasing Muslim population and the rising demand for Halal approved food. Offering everything from Middle Eastern fare to Halal adaptations of European dishes these restaurants cater to individuals seeking meals that align with Halal principles. Their presence also signifies the multiculturalism and religious inclusivity prevalent in communities today. Bergeaud Blackler (2007) examines both the obstacles and opportunities within Europe Halal market stressing the significance of trust and authenticity, in certifying products as Halal. These studies showcase how cultural identity, religious practices and global food industry trends intersect and shape one another. Analyzing service perceptions by using reviews from travelers is a technique that was also utilized by Arasli, H., Saydam, M. B., & Kilic, H. (2020) in their study focusing on service perceptions of cruise travelers through a content analysis. The significance of this approach is, in its ability to utilize feedback from customers to gain insights into service quality and customer satisfaction. These insights are not relevant to the cruise industry. May also be applicable to the restaurant sector, including halal restaurants, in Norway.

To gain a grasp of Halal eateries we must delve into the social, cultural and economic factors that influence Halal dining experiences across various regions. By drawing insights, from an array of studies we can understand the intricate ways in which Halal dining customs mirror and impact the dynamics of global Muslim identity, cultural interchange and economic progress.

### **2.3.1 Europe**

In Europe, the challenge of accommodating Halal tourism and dining extends beyond the Muslim-majority countries, reflecting broader efforts in Western societies to cater to Muslim consumers. In recent times, the halal trend has seen significant growth in America and Europe, notably within the D-A-CH region, which includes Germany, Austria, and Switzerland. This acronym refers to countries where German serves as a primary language. Among these, Germany has a population of 82 million, with Muslims constituting the third-largest religious group at approximately 4 million. Austria and Switzerland also have substantial Muslim populations, with 340,000 and 310,800 Muslims, respectively. Altogether, the D-A-CH countries are home to about 4.6 million Muslims (Hussein Elasragh, 2018).

### **2.3.2 Asia**

In Asia, the significance of Halal compliance extends to shaping destination choices among Muslim tourists. Battour, Ismail, and Battor (2011) explore how Halal dining options, among other destination attributes, influence Muslim tourists' preferences, highlighting the pivotal role of Halal compliance in tourism and hospitality sectors across the continent. Their findings suggest that destinations offering comprehensive Halal dining experiences can significantly enhance their appeal to Muslim travelers, emphasizing the need for destinations to incorporate Halal standards into their offerings (Battour, Ismail, & Battor, 2011).

### **2.3.3 The Americas**

The global implications of Halal certification, as discussed by Henderson (2016), are particularly relevant to the Americas, where Halal dining practices are influenced by multicultural environments. Henderson's analysis, centered on Malaysia and Singapore, sheds light on how Halal certification can serve as a unifying standard that transcends local practices, offering a model for the Americas to integrate Halal dining within a diverse cultural context. This approach can help bridge cultural divides and foster a more inclusive understanding of Islamic dietary practices (Henderson, 2016).

### **2.3.4 Africa**

The development of Halal standards, as examined by Samori and Sabtu (2014) in the context of the Malaysian hotel industry, provides a model that could be adapted to the African context. Their exploratory study on developing Halal standards highlights the potential for standardized certification to navigate between traditional Islamic dietary laws and the diverse culinary traditions of Africa. Implementing such standards can enhance the authenticity and appeal of Halal dining experiences in Africa, catering to both local and international Muslim travelers (Samori & Sabtu, 2014).

### **2.3.5 Australia**

Hashim and Mat Hashim (2013) discuss the broader implications of Halal certification, focusing on cosmetics, but their insights are equally applicable to food and dining. Their review highlights Australia's growing Halal market and its appeal to a diverse consumer base, emphasizing the importance of Halal certification in building trust and catering to the needs of both Muslim and non-Muslim Australians. This perspective underscores the progressive integration of Halal practices within Australia's multicultural food culture, making Halal dining an integral part of the country's culinary landscape (Hashim & Mat Hashim, 2013).

By examining these perspectives, it becomes evident that Halal dining practices are shaped by a complex interplay of cultural, religious, and economic factors across different regions. The adherence to Halal standards not only caters to the dietary restrictions of Muslim consumers but also promotes a broader understanding and acceptance of Islamic cultural practices, contributing to the global diversity of culinary experiences.

#### **2.4 Service Quality and Customer Satisfaction**

Service quality can be defined as a customer's perception of how well a service meets or exceeds their expectations. Scholars often refer to it as the difference between customer expectations for service performance prior to the service encounter and their actual experience of the service (Parasuraman, Zeithaml, & Berry, 1988). The SERVQUAL model, developed by these scholars, identifies five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy.

Customer satisfaction, on the other hand, refers to the overall contentment of the customer with the level of service received. It is a measure of how products or services supplied by a company meet or surpass customer expectations. Oliver (1980) defines it as "a psychological state that results from the customer's comparisons of pre-purchase expectations with perceptions of performance received."

The quality of service and customer happiness, at Halal eateries in Norway can be influenced by factors that shape the dining experience. Even though there may not be research on Halal restaurants in Norway we can apply service quality and customer satisfaction principles to understand how these establishments can enhance their services to meet customer expectations. Halal Certification and Adherence; It is essential to ensure that both the food and service align with Halal standards. Research by Ng et al. (2022b) emphasizes the significance of transparency and following Halal practices to build trust and satisfaction among customers. Food Excellence

and Presentation; The taste, freshness and presentation of the food are crucial for customer satisfaction. Studies by Creswell (2014) and Johnson & Onwuegbuzie (2004) delve into how qualitative methods reveal customers' perceptions of food quality in restaurants. Staff. Competence: Polite, efficient staff play a role in creating a positive dining experience. Woiceshyn & Daellenbach (2018) stress the impact of staff behavior on enhancing customer satisfaction within the service industry. Atmosphere and Hygiene; The overall dining environment, including ambiance, decor, cleanliness all contribute to customer satisfaction. As per a study by Hsieh & Shannon (2005) these factors can be examined using qualitative content analysis to comprehend their effects on the dining experience. Cost and Value for Money; Customers' perceptions of value for money which include pricing, transparency and fairness play a role. Johnson & Onwuegbuzie (2004) propose that a combination of research methods can assist in evaluating how pricing impacts customer satisfaction and loyalty. Cultural Awareness and Inclusivity; In a country like Norway where Halal restaurants cater to both Muslim and non-Muslim customers being culturally aware and inclusive can boost satisfaction levels. Creswell & Plano Clark (2011) emphasize the significance of mixed methods research in understanding the expectations of customers. In conclusion to enhance service quality and customer satisfaction Halal restaurants in Norway should prioritize Halal compliance uphold food standards, deliver customer service create a pleasant dining ambiance offer good value for money and demonstrate cultural sensitivity. Further studies utilizing methodologies discussed by authors such as Creswell (2014) Johnson & Onwuegbuzie (2004) and Hsieh & Shannon (2005) could provide insights, into service attributes influencing customer satisfaction within the realm of Halal dining in Norway. Research like this could provide insights that would benefit restaurant managers, policymakers and scholars with a focus on the hospitality and tourism industry in settings that involve dining experiences.

## 2.5 Measurement of Service Quality in Halal Restaurants

Quality of service, in Halal eateries involves aspects for meeting the needs of Muslim patrons ensuring their dining experience aligns with Islamic dietary guidelines while offering satisfactory customer assistance. Researchers have delved into facets of service quality in the realm of Halal dining underscoring the significance of authenticity, adherence to regulations, atmosphere, and customer support.

For instance, Al Qaradawi (1985) in his work titled "The Lawful and the Prohibited in Islam " delves into the Islamic principles governing Halal practices. While not specifically addressing service quality in dining establishments his insights offer context for comprehending the expectations that Muslim diners may harbor regarding foods Halal status and the necessity for eateries to uphold these principles.

In their 1995 study, Lee and Hing evaluated service quality at two upscale dining venues in Australia by making slight adjustments to the wording in the standard SERVQUAL questionnaire to better suit a restaurant setting. Additionally, they included specific examples related to the service statements, such as, for an excellent restaurant, having contemporary equipment like dining and bar facilities, crockery, and cutlery, or staff being always ready to assist patrons, including hanging up coats, calling taxis, or helping with photos (Lee & Hing, 1995, pp. 305-306).

Expanding on this groundwork Parasuraman, Zeithaml and Berry (1985) introduced the SERVQUAL model—a framework not tailored exclusively to Halal restaurants but widely utilized for evaluating service quality across sectors such as hospitality. This model outlines five core dimensions; tangibles, reliability, responsiveness, assurance and empathy—elements that can be customized for assessing service excellence in Halal eateries (Parasuraman, Zeithaml and Berry ,1985)

According to their research findings the quality of food. From its presentation and taste to its adherence to standards like being Halal certified. Greatly influences customer satisfaction and their likelihood of returning for more.

Furthermore, Hendersons work in 2016 delves into the importance of sensitivity in the service industry pointing out that catering to the cultural needs of Muslim diners. Such as offering prayer spaces and ensuring Halal compliance. Can elevate the dining experience and satisfaction levels.

These academic studies collectively highlight that delivering top notch service in Halal eateries involves aspects like upholding Halal standards, maintaining food quality providing customer service and showing cultural awareness. Meeting these benchmarks is essential for Halal restaurants looking to please and attract patrons.

## **2.6 Measurement and Models of Service Quality**

Service quality models offer frameworks for evaluating and enhancing service quality, across sectors, such as the hospitality industry. The SERVQUAL Model ,SERVPERF Model and stand out as models in this field, each with its strengths and weaknesses.

### **2.6.1 SERVQUAL Model**

The SERVQUAL Model, created by Parasuraman, Zeithaml and Berry in the 1980s identifies five dimensions of service quality; tangibles, reliability, responsiveness, assurance and empathy (Parasuraman, Zeithaml, & Berry, 1985). It evaluates service quality by comparing customer expectations to their perceptions of the service they receive.

#### **Benefits of the SERVQUAL Framework**

The SERVQUAL model is highly adaptable. Can be tailored to suit industry sectors and service settings. Whether applied in healthcare, education or hospitality, its flexible nature



enables adjustments, in the survey tool to align with industry needs and customer preferences. This versatility makes it a valuable resource for an array of service providers.

A significant strength of the SERVQUAL model lies in its capabilities to pinpoint areas within a service operation that require enhancement. By comparing customer expectations with their perceptions of service delivery it identifies gaps that necessitate attention, guiding managers on prioritizing improvement initiatives.

### **Drawbacks of the SERVQUAL Framework**

Subjectivity in Assessments; A major criticism leveled against the SERVQUAL model is its reliance on customer perceptions. Evaluations by customers can be influenced by their emotions, personal encounters and external factors—factors that may not consistently mirror the quality of service provided. The subjectivity involved can pose a challenge when trying to extract practical insights from the data.

The process of implementing the SERVQUAL model includes distributing, collecting and analyzing surveys, which can consume an amount of time. This need for a time commitment may deter organizations seeking feedback and swift enhancements in service quality.

Originally designed based on customer service standards the SERVQUAL model may not seamlessly align with Western cultural contexts. Varied cultural expectations and norms can influence how service quality is interpreted, potentially introducing biases if the model is applied without adjustments, for nuances.

### **2.6.2 SERVPERF model**

The model known as SERVPERF introduced by Cronin and Taylor in 1992 centers on evaluating performance. It suggests that assessing service quality based on perceptions of service performance is a reliable way to gauge customer satisfaction compared to measuring the variance between expectations and perceptions. Cronin and Taylor (1992) noted that the criteria for

measuring service quality can vary significantly across different industries. They explained that sectors requiring high customer involvement, such as fine-dining restaurants and healthcare, have distinct standards for service quality compared to those with lower involvement, like fast-food outlets or dry-cleaning services. This variation suggests that service quality assessments must be tailored to the specific demands and expectations of each industry.

### **Advantages of SERVPERF**

Many appreciate SERVPERF for its simplicity and ease of use. Unlike SERVQUAL, which evaluates both expectations and perceptions, SERVPERF focuses on assessing performance. This streamlined approach simplifies the survey process making it more manageable for organizations to implement and interpret.

Compared to models assessing both expectations and perceptions SERVPERF demands fewer resources in terms of time and effort. By concentrating on service performance during feedback collection it streamlines the process, reducing the burden on both customers and organizations.

### **Disadvantages of SERVPERF**

A drawback of SERVPERF is its inability to diagnose gaps between customer expectations and perceptions of received service. This limitation makes it challenging for businesses to pinpoint reasons for customer dissatisfaction and enhance services accordingly.

While focusing solely on performance, SERVPERF may simplify how we evaluate things. It could also limit the model's effectiveness in understanding and meeting customer expectations. By neglecting the aspect of expectations there is a missed opportunity to truly grasp what customers need and to devise strategies for surpassing those needs.

The emphasis placed by SERVPERF on the results of service transactions might overshadow the significance of the service delivery process and the personal interactions that

greatly influence how customers perceive quality. This approach that prioritizes results could cause businesses to disregard elements of the service experience that're crucial for fostering customer loyalty and satisfaction beyond measuring performance metrics.

### **2.6.3 DINESERV model**

The term "DINESERV" is used to describe the DINESERV model, a framework utilized for assessing service quality, in the restaurant sector. According to Stevens et al. (1990, p. 82), DINESERV emerges as a reliable and user-friendly tool for assessing patrons' perceptions of a restaurant's quality. With its 29-item questionnaire spanning assurance, empathy, reliability, responsiveness, and tangibles, it offers a structured approach to evaluating service standards. By administering the DINESERV questionnaire to guests, restaurant managers gain valuable insights into how customers perceive their establishment. This customer-focused strategy not only helps in identifying areas of improvement but also guides effective problem-solving approaches.

We can then delve into the pros and cons of employing such a model for appraising restaurant service quality.

#### **Advantages:**

DINESERV offers an approach to evaluating service quality ensuring assessment across various eateries. It addresses facets of service quality including responsiveness, reliability, assurance, empathy and tangibles. DINESERV emphasizes the customers viewpoint guaranteeing that the assessment mirrors what patrons value in their dining interactions. It enables restaurants to pinpoint areas for enhancement based on customer feedback and ratings.

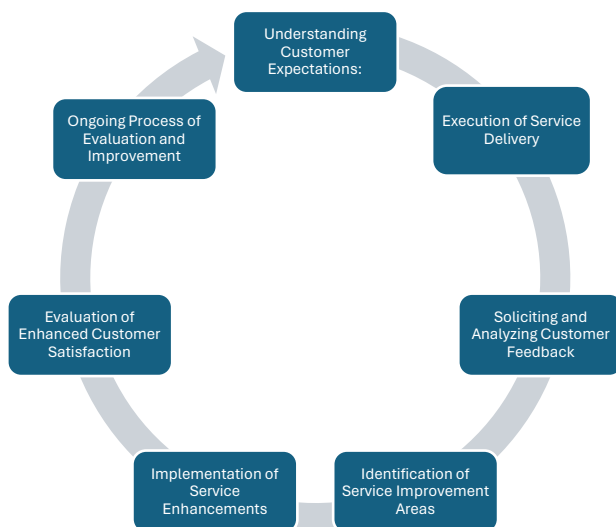
#### **Disadvantages:**

Despite efforts towards standardization assessments using DINESERV can still be subjective and swayed by biases. The DINESERV model might be necessitate training for accurate application making it less accessible for smaller venues. While comprehensive in scope

DINESERV may not encompass all aspects of service quality pertinent, to every eatery or cultural setting. Implementing DINESERV could entail resources in terms of time, finances and personnel to gather and analyze data efficiently.

## 2.7 Chosen Model Sustainable Service Quality in Halal Dining (SSQHD) Model

The Sustainable Service Quality in Halal Dining (SSQHD) Model would theoretically be an integrated framework designed to assess and improve the quality of services in halal dining establishments, ensuring they meet sustainable practices and ethical standards. The combination of SERVQUAL and SERVPERF, along with a focus on sustainability and halal requirements may create a SSQHD Model. This unified method would evaluate service quality, from both actual performance viewpoints while also guaranteeing that sustainable practices are integrated into the halal dining experience. To provide a detailed explanation of the process, for evaluating and improving service quality at Halal restaurants in Norway let's take a closer look at each step and further elaborate on the framework with added depth and clarity:



**Figure 1 Sustainable Service Quality in Halal Dining (SSQHD) Model**

## **Understanding Customer Expectations**

The journey commences with an understanding of what customers expect from their dining experience at a Halal restaurant. This stage involves gathering insights into customer preferences, desires and requirements regarding food quality, adherence to Halal standards, responsiveness of service, atmosphere and other factors they find significant. Research methods like surveys, focus groups and reviews can be utilized to gather this information.

## **Execution of Service Delivery**

Service delivery entails the restaurant's efforts to meet or exceed the expectations identified in the step. This phase covers all aspects of the dining experience, including. Not limited to adhering to Halal guidelines, food quality and presentation, efficient and friendly service well as cleanliness and ambiance of the restaurant environment. Successful service delivery necessitates trained staff, robust quality control procedures and meticulous attention to detail to ensure that every aspect aligns with customer expectations.

## **Soliciting and Analyzing Customer Feedback**

After customers dine at the restaurant, they are asked to share their feedback to evaluate how well the restaurant met their expectations. Feedback can be gathered through channels, like surveys, comment cards, reviews on websites and direct conversations. Analyzing this feedback helps the restaurant understand what they did well and where they could improve in terms of service.

## **Identification of Service Improvement Area**

Once the feedback is collected the restaurant management carefully examines it to pinpoint areas that need attention. They look at both criticisms and praises from customers to see where there might be a gap between what was provided and what was expected. They focus on

improving areas that have an impact on customer satisfaction and develop plans to address them effectively.

### **Implementation of Service Enhancements**

After identifying areas for improvement, the restaurant takes action by making changes aimed at enhancing the dining experience. This may involve training staff again, adjusting food preparation processes, improving the dining atmosphere or making targeted modifications. The implementation phase is crucial. Requires planning and execution to ensure that these improvements are successfully incorporated into the daily operation of the restaurant.

### **Evaluation of Enhanced Customer Satisfaction**

The main aim of this procedure is to boost customer satisfaction levels. Following the introduction of service enhancements, it is crucial to gauge their impact on customer satisfaction. This can be achieved by gathering feedback and comparing feedback before and after the improvements to evaluate the effectiveness of the changes.

### **On going Process of Evaluation and Improvement**

Acknowledging that customer demands, and market trends are always changing, this process is not a one-time event but an ongoing cyclical strategy. The restaurant should regularly monitor feedback from customers, reassess service delivery. Adjust. By committing to improvement, the restaurant ensures it stays in sync with customer expectations and industry norms, cultivating a customer base and a reputation for outstanding service.

By embracing this method of assessing and elevating service quality, Halal restaurants in Norway can progressively enhance their service offerings. This approach ensures they not just meet but surpass customer expectations, thereby gaining an advantage in the market.

## **2.8 Online Customer Reviews and Service Quality**

In the digital age, online customer reviews have become a vital component of eWOM, significantly impacting consumer perceptions and decision-making processes in the hospitality sector (Litvin et al., 2008). For halal restaurants, where the experiential and intangible nature of dining services makes pre-consumption evaluation challenging, online reviews serve as a crucial tool for potential customers to gauge service quality and set expectations. Positive reviews can enhance a restaurant's reputation and drive bookings, while negative feedback can deter potential customers, underscoring the importance of managing online reputation and ensuring consistent service quality.

## **2.9 Why Trip advisor Data**

TripAdvisor stands out as an illustration of social media platforms that have an impact on how travelers seek information thanks to the user generated reviews and ratings it provides. Users can share their opinions and assessments on hotels, eateries and tourist spots helping travelers make informed choices (Xiang, Z. & Gretzel, U, 2010). TripAdvisor data holds value for reasons particularly in grasping service excellence, customer contentment and consumer choices within the hospitality and travel sectors including places, like halal restaurants. Here's a look at why people turn to TripAdvisor data.

TripAdvisor stands out as one of the leading travel platforms attracting millions of users who share reviews and ratings. This abundance of information offers insights into customer experiences spanning services like accommodations, dining spots and tourist attractions. In the case of halal eateries delving into TripAdvisor data can uncover details on customer preferences, expectations as areas for enhancement.

The platform gives customers a platform to provide in-depth reviews and ratings covering aspects of their visit. Ranging from food quality to service efficiency cleanliness levels to ambiance. For halal restaurants specifically this feedback is pivotal in gauging how well they cater to the requirements of their target audience. Be it the authenticity of their halal offerings or the staff's knowledge about halal practices.

By leveraging TripAdvisor listings restaurants can gauge their performance against competitors operating in geographic regions or offering comparable services. Halal eateries can recognize what their customers value in their offerings compared to competitors. Can pinpoint areas where rivals may be excelling.

By examining customer feedback and ratings halal restaurants can identify areas for enhancement and devise tactics to elevate service quality and customer contentment. This could entail modifying menu options, providing staff with training on halal guidelines and customer care or enhancing the dining ambience.

Favorable reviews on platforms like TripAdvisor can significantly boost a restaurant's reputation, draw in patrons and offer promotional material. For halal establishments highlighting comments from clientele can assist in promoting the eatery as a respected halal dining spot to a wider audience.

Data from platforms like TripAdvisor can also aid in recognizing shifts in consumer preferences and dining patterns over time. For halal eateries this might involve understanding changes in dishes the growing significance of amenities such as prayer spaces or variations in dining choices during significant periods like Ramadan.

To maximize the benefits of TripAdvisor data halal restaurants should actively manage their presence on the platform by encouraging content customers to share reviews responding courteously to feedback and analyzing review details, for insights.



It's crucial to supplement the information from TripAdvisor with feedback, from customer sources and market research to gain a grasp of customer preferences and needs. TripAdvisor is a platform where customers share their opinions.

### **3. Research Methodology**

The methodology section for a study focusing on the service attributes of Halal restaurants in Norway would aim to explore various dimensions of guest experiences specifically within the context of Halal dining. This could include understanding how Halal certification, staff behavior, dining environment, and food quality contribute to overall guest satisfaction. The study would employ a mixed-methods approach to collect and analyze data, integrating both quantitative and qualitative analyses to offer a comprehensive view of service quality in Halal restaurants.

#### **3.1. Research Context**

This study would target Halal restaurants across Norway, aiming to uncover the unique service quality attributes that influence guest experiences. The research would encompass various types of Halal dining establishments in Norway, from fine dining to casual eateries, to understand the breadth of service quality across different dining contexts.

#### **3.2. Research Methods**

Research methods represent the organized and methodical techniques utilized for gathering, analyzing, and evaluating data to explore and understand a specific research topic or issue. These methods provide a blueprint for designing, executing, and evaluating research endeavors. They vary depending on the research's type, the academic discipline, and the specific subject matter under investigation (Creswell, 2014). The research would adopt a mixed-methods approach, combining quantitative analysis of customer ratings and qualitative content analysis of online reviews. Data would be gathered from popular review platforms like TripAdvisor,

focusing on Halal-certified restaurants or those known to offer Halal options. Leximancer 5.0 software would be utilized for analyzing the content of the reviews, facilitating the identification of key themes and concepts related to service quality.

### **3.2.1. Quantitative Methods**

Quantitative data analysis would involve statistical examination of customer ratings available on review platforms, aimed at quantifying guest satisfaction levels and identifying any correlations with specific service attributes. Quantitative research methodologies involve the gathering and examination of numerical data, often employing statistical methods to identify and measure variables, trends, and associations. This approach to research typically includes the use of surveys, experiments, and the statistical examination of pre-existing data as highlighted by Creswell (2014) and Johnson & Onwuegbuzie (2004).

### **3.2.2. Qualitative Methods**

Qualitative analysis would focus on extracting insights from review texts, identifying themes related to service quality, customer expectations, and satisfaction drivers specific to Halal dining experiences. Qualitative research methods focus on collecting and analyzing non-numeric data, including texts, images, and audio recordings, to explore individuals' perceptions, interpretations, and the dynamics of social interactions. Techniques such as interviews, observations, and analyses of content and themes exemplify qualitative approaches, as described by Creswell (2014) and Johnson & Onwuegbuzie (2004).

### **3.2.3. Mixed Methods**

Mixed methods research integrates both quantitative and qualitative approaches to offer a deep and complete insight into a research topic. By facilitating the collection and analysis of both qualitative and numeric data, this methodology delivers a richer and more detailed perspective on the issue at hand, as noted by Creswell (2014) and Johnson & Onwuegbuzie (2004). The study

would integrate findings from both quantitative and qualitative analyses to provide a holistic understanding of service quality in Halal restaurants, exploring the interplay between various service attributes and their impact on guest satisfaction.

### **3.3. Research Method in Use**

An embedded mixed-methods case study approach would be applied, allowing for the examination of service quality attributes within the specific context of Halal dining in Norway. This approach would enable the exploration of both broad patterns across multiple reviews and deeper insights from individual guest experiences.

### **3.4. Sampling and Data Collection Technique**

Sampling methods are categorized into two types: probability sampling and non-probability sampling. In probability sampling, each member of the population has an equal chance of being selected due to the use of a random selection process. On the other hand, non-probability sampling does not involve random selection; instead, it depends on the researcher's judgment or other non-random criteria (Berndt, 2020; Sharma, 2017).

Data would be sampled from online reviews of Halal restaurants in Norway listed on TripAdvisor. According to Tripadvisor (2024), it stands as the most extensive travel advice platform globally, aiding countless travelers monthly in organizing, reserving, and engaging in activities across different locales. This user-driven platform features more than 1 billion reviews and opinions, covering around 8 million businesses. A purposive sampling method would be employed to select reviews that provide rich information on guest experiences. The purposive or judgmental sampling method is commonly utilized in content analysis, as noted by Elo et al. (2014). The study would aim to collect a diverse range of reviews to cover different guest demographics, travel contexts, and dining experiences. Restaurants are represented as R1, R2 and so on. Web Scraping tools Apify.com were used in the study. Glez-Peña et al. (2014) described

web data scraping as a systematic method to gather and combine specific content from the internet using a software tool.

### **3.5. Sample and Data**

A thorough investigation, into the service aspects of halal restaurants in Norway involved a data gathering process using a web scraping tool called apify.com. Apify (2022) describes its tool as designed to simplify the process of extracting and managing information from the web, where crucial data is often presented in formats accessible to humans. It offers a structured approach to streamline the selection and retrieval of this data, providing users with the necessary support to efficiently gather information. This tool systematically gathered information from platforms and reviewed sites where customers share their dining experiences. The collected data included details such as the reviewers name, the number of reviews they had written their overall rating on a scale of 1 to 5 (with 1 being 'terrible' and 5 being 'excellent') the date they visited the date of the review posting the review title and most importantly the content of their review. This rich dataset served as a foundation for evaluating service quality at halal restaurants throughout Norway.

After organizing the data refined it to only include reviews where it could be confidently determining the authors nationality resulting in a total of 343 English reviews with geographic regions and rating by reviewers of 11 halal restaurants in Norway. These tourist are from accommodated in different places, for example, Airbnb , hotel ,hostels and dormitory . However, gender data is gathered manually. The distribution details can be found in Table 1 within the study report. Additionally, categorized the reviews based on reviewer's geographical origins into five regions: Europe, The Americas (covering North and South America) Asia, Australia (inclusive of Oceania) and Africa. Table 2 illustrates how the reviews are spread out among these regions based on reviewers' backgrounds. This detailed dataset forms the foundation for

examining service aspects related to halal restaurants in Norway. Allows for a deeper understanding of customer satisfaction and service quality, across diverse cultural contexts.

<b>Restaurant</b>	<b>Location</b>	<b>Number of Reviews</b>
R1	Stavanger	40
R2	Oslo	32
R3	Oslo	40
R4	Oslo	42
R5	Oslo	33
R6	Oslo	19
R7	Oslo	41
R8	Oslo	14
R9	Oslo	22
R10	Oslo	35
R11	Bergen	25
	<b>Total</b>	<b>343</b>

**Table 1 Distribution of reviews (Halal Restaurants)**

<b>Region</b>	<b>Country</b>	<b>Number of Reviews</b>	<b>Proportion (%)</b>
		29	8.45%
The Americas	USA	22	6.41%
	Canada	5	1.46%
	Mexico	2	0.58%
		278	81.05%
Europe	Norway	210	61.22%
	United Kingdom	35	10.20%
	Sweden	6	1.75%
	Denmark	5	1.46%
	Germany	4	1.17%
	Spain	3	0.87%
	The Netherlands	2	0.58%
	Italy	2	0.58%
	Turkiye	2	0.58%
	Finland	1	0.29%
	Ireland	1	0.29%
	Greece	1	0.29%
	Austria	1	0.29%
	Romania	1	0.29%
	Hungary	1	0.29%
	Lithuania	1	0.29%
		6	1.75%
Australia	New Zealand	3	0.87%
	Australia	3	0.87%
		28	8.16%
Asia	India	11	3.21%

	Pakistan	3	0.87%
	Malaysia	3	0.87%
	Myanmar	1	0.29%
	United Arab Emirates	1	0.29%
	Israel	1	0.29%
	Vietnam	1	0.29%
	Qatar	1	0.29%
	Palestinian Territories	1	0.29%
	Indonesia	1	0.29%
	Kuwait	1	0.29%
	Dubai	1	0.29%
	Bahrain	1	0.29%
	Singapore	1	0.29%
		2	0.58%
Africa	Ethiopia	1	0.29%
	South Africa	1	0.29%

**Table 2 Distribution of reviews (country and regions)**

<b>Variable</b>	<b>Category</b>	<b>Count</b>	<b>Proportion (%)</b>
Gender	Male	315	91.86%
	Female	28	8.14%
Overall Ratings	5 (Excellent)	172	50.15
	4 (Very Good)	111	32.36
	3 (Average)	25	7.29
	2 (Poor)	15	4.37
	1 (Terrible)	20	5.83
	5 & 4 (Satisfaction)	283	82.51
	1 & 2 (Dissatisfaction)	35	10.2
	Traveler Type	Friend	245
family		62	18.08
business		18	5.25
couple		16	4.66
solo		2	0.58

**Table 3 Gender, Overall rating distribution and travelers type**



Table 3 provides an overview of customer feedback and preferences, for a selection of restaurants. On the top of the table, it is apparent that male is significantly higher in number than female for reviewing. In the "Overall Ratings" section it shows that most customers were very pleased with 50.15% rating their experience as excellent and 32.36% as good, making up a satisfaction rate of 82.51%. A small percentage expressed dissatisfaction with 1.40% rating their experience as terrible and 1.82% as poor totaling 10.20%. Looking at the "Traveler Type" category it reveals that friends whether traveling alone or in a group made up the portion of reviewers at 71.43% indicating these restaurants are social spots. Family outings also contributed significantly with 18.08% of reviews while business travelers and couples had percentages at 5.25% and 4.66% respectively. Solo travelers were the common at 0.58% suggesting these restaurants may not attract solo diners. Overall, the table implies a trend towards experiences among groups dining at these establishments.

### **3.6 Chosen Sample**

In this study, the researcher opted for a non-probability sampling method, specifically employing judgmental and convenience sampling techniques, to analyze Halal restaurants in Scandinavian capitals. By scraping 343 English reviews from TripAdvisor using apify.com, the study leveraged convenience sampling for its ease and efficiency, despite potential bias concerns. Additionally, Leximancer software was instrumental in identifying key themes and patterns, enhancing understanding of Halal dining service attributes.

### **3.7. Data Analysis Technique**

Content analysis has been used in the study. The gathered data underwent content analysis to examine service quality attributes and delve into customer experiences at premier restaurants in Norway. Content analysis serves as a methodological approach that enables researchers to draw reliable and replicable conclusions from texts (or other significant materials) in relation to

their application contexts, as outlined by Krippendorff (2018, p. 24). Content analysis using Leximancer 5.0 would facilitate the extraction of themes and concepts from review texts, allowing for the identification of key service quality attributes in Halal dining. The analysis would explore patterns in guest experiences, satisfaction drivers, and potential areas for service improvement in Halal restaurants.

This methodology aims to provide a comprehensive understanding of the factors that contribute to guest satisfaction in Halal restaurants in Norway, offering valuable insights for restaurant managers, policymakers, and scholars interested in enhancing the dining experience for Muslim and non-Muslim guests alike.

### **3.8 Leximancer versus NVIVO**

According to Leximancer (2024), the software employs definitions of concepts to gauge the co-occurrence frequency among ideas, thereby pinpointing the pervasive presence of a concept within the textual data. This assessment of co-occurrence is instrumental in the creation of the concept map. Leximancer and NVivo are both tools for analyzing data. They have distinct purposes and approaches. Leximancer specializes in automated content analysis by using algorithms to detect themes and concepts within text data without predefined coding structures. It is effective at revealing patterns in datasets. As described by Lemon and Hayes (2020), Leximancer software is adeptly developed to discern the significance of and delineate connections among themes within a concept map. On the other hand, NVivo supports qualitative methodologies such as grounded theory, phenomenology and content analysis. NVivo is widely recognized as a leading tool for analyzing qualitative data. Researchers in fields such as social science, education, healthcare, and business use NVivo to examine, assess, and interpret various social phenomena. They utilize the software to process data collected through diverse means, including interviews, surveys, field observations, digital content, and scholarly articles (QSRI

International, n.d.). It enables coding of data making it ideal for researchers who want to deeply engage with their data for thorough thematic or content analysis.

Opting for Leximancer over NVivo could be attributed to Leximancer's proficiency in automated content analysis and its capacity to uncover patterns and themes in datasets without predetermined coding schemes. This tool is particularly beneficial for research where researchers may not have pre-established categories or themes allowing for the exploration of new insights directly from the data.

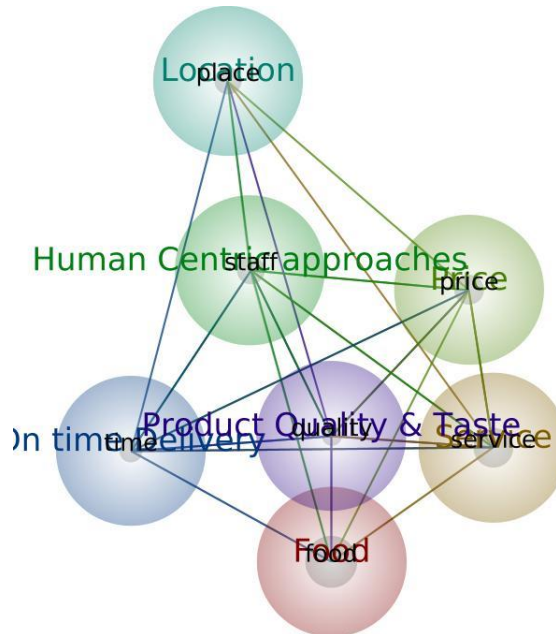
#### 4. Results /analysis

##### Themes related to halal restaurants in Norway



**Figure 2 Conceptual map of central themes**

An analysis was conducted using Leximancer 5.0 software to explore the main themes present in guest narratives about dining experiences at restaurants in Norway. The research focused on addressing the first research question. The analysis uncovers themes in the dataset. Initially "Food" stands out as the theme with conversations revolving around aspects such as quality, flavor and presentation. The topic of "Location" also receives attention indicating discussions about the environment and atmosphere of the place. Moreover, talks about "On time Delivery" emphasize the importance of service in meeting customer needs. Additionally, the theme of a "Customer Centric Approach" highlights the value of empathetic interactions with customers. Similarly, discussions on "Product Quality & Taste" and "Price" center around ensuring satisfaction and enjoyment from the offerings provided. Lastly, frequent references to "Service" suggest considerations about customer service quality and effectiveness.



**Figure 3 Concept map with relevant concepts**

### 4.1.1 Food

Conversations mostly revolve around the concept of "quality," which comes up 15 times making up 75% of the discussion. Following behind are talks regarding "price," which is referenced 46 times accounting for approximately 57% of the conversation. International tourist reviews relating to this theme:

“We had a chef special meal. The food was excellent great quality, good flavors and lots of it.”

“The food was great and reasonably priced.”

### 4.1.2 Location

Conversations regarding 'Place' were mentioned 94 times making up 37% of the data. This highlights an emphasis on the surroundings and specific location where the service is provided. These discussions indicate that customers pay attention to elements like the atmosphere, ease of access and overall vibe when reflecting on their experiences. The high percentage underscores how crucial the spatial aspects of the service environment are, showing that customers' views and choices are greatly shaped by the quality and attractiveness of the space. Tourists mentioned it in the review :

“Children friendly place and menu “

“A decent place to eat after shopping.”

### 4.1.3 Product Quality & Taste

“Quality" appears 20 times making up 8% of the data showing an emphasis, on the standards and excellence of products or services. "Food" is referenced 13 times making up 5% of the dataset. Reviews regarding the product quality by the tourist :

“Salad sides etc very fresh and good quality. Taken a mark off for the service, no smiles or really and interaction from the wait staff, bordering on surly but didn't affect quality of meal really.”

“We went for Dinner. The Food quality was very poor.”

#### **4.1.4 Human Centric approach to customers**

The term "staff" appears 20 times making up 8% of the data set suggesting a focus on conversations about connections or specific individuals, within the context being studied. On the hand the word "quality" is referenced once comprising 5% of the dataset. Some reviews stated by the tourist:

“We did a business dinner for 11 people ordering starters in advance. Very delicious and very kind and accommodating staff.”

“I was surprised that it was such a great experience. I’m definitely coming back:) The staff was friendly and quick and gave us good service”

#### **4.1.5 On time Delivery**

In the dataset the term "delivery" appears 20 times making up 8% of the mentions. This indicates an emphasis on conversations concerning delivery in the context under review probably covering aspects such as promptness, effectiveness, and the general standard of delivery services.

Narratives of some guest regarding On time delivery :

“Ordered food via Foodora, the restaurant have their own drivers for delivery. Ordered the food around 6 pm. At 7 pm we got a text saying the food was picked up.”

“We found this to be a good order. What was boring was that we couldn't follow the driver in the app or have proper knowledge of when he arrived.”

#### 4.1.6 Service

"Service" appears throughout the dataset 13 times making up 5% of the content. This suggests an emphasis on topics concerning service provision in the context under review including staff interactions, responsiveness and overall customer service satisfaction. Key reviews relating to the services in restaurants are:

“Had a nice dinner at Anatolia in T yen friendly staff and quality of food is good Service was fast even though restaurant was busy during dinner timeAlso bathroom was clean and kept in excellent condition.It is highly recommended if you are around in Tyen and looking for Turkish Middle Eastern food”

“Service is very good too, nice staff but not imposing. It is also reasonably priced for Oslo.”

#### 4.1.7 Price

Price was prominently featured in the discussions with 100 % relevance with "Quality" mentioned four times hinting at a 20% chance of conversations revolving around food, service and overall standards in the context being evaluated.One of the Tourist mention about the price in review :

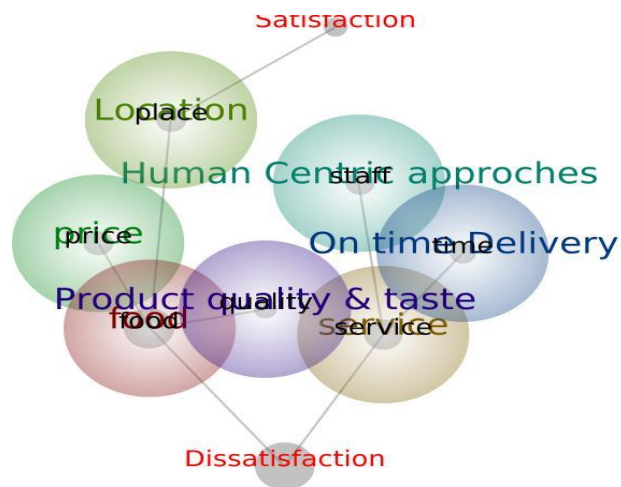
“Actually I can t wait to go back again. I thought the portion was a little small for the price but it was so good that i didn’t t care.”

Another tourist stated in the review:

“We had the chefs selection and at the price we had more than enough food at a very good general quality with excellent flavors. Highly recommended”

#### 4.2. Analysis of satisfaction vs dissatisfaction ratings

The analysis shows that the term "dissatisfaction" appears 677 times (100% relevance) indicating relevance whereas "satisfaction" is mentioned 108 times(16% relevance).



**Figure 4 Concepts connected with satisfaction and dissatisfaction ratings**

During the examination of elements affecting customer satisfaction, we looked into factors each having its own occurrence rate and assigned probability. Among these elements "food" stood out as the common appearing 24 times and making up 9% of the satisfaction rating. Following behind were "service" and "staff " mentioned 15 and 7 times respectively contributing 10% to satisfaction each. Interestingly even though "time" was brought up times (6 occurrences) it carried a weight in satisfaction at 12%. Similarly mentions of "place" and "price" were noted 8 and 7 times respectively each adding 9% to satisfaction. However, despite being mentioned "quality" made a significant contribution of 5%, to satisfaction. This analysis highlights the nuanced interaction of factors in influencing customer happiness emphasizing the importance of



aspects like food quality and service effectiveness while recognizing the impact of less frequently discussed elements such, as price and overall quality.

One guest reviewed with satisfaction:

“Absolutely delicious food! My husband was invited into the kitchen area (which you can see through the glass), to see the inside of the tandoori oven and how it's all prepared.”

Another satisfied guest reviewed:

“I chose the Turkish red wine to go with it and it was well, let s say drinkable, but no second glass. Very friendly service.”

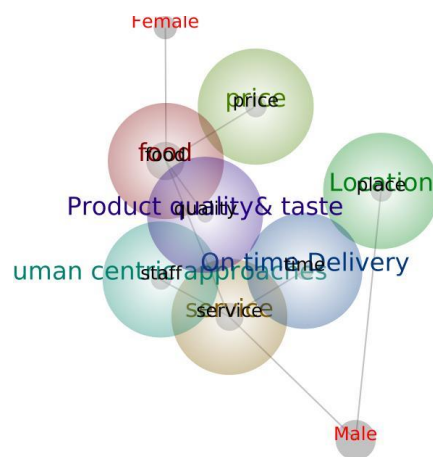
The data provided gives a breakdown of the factors that affect customer Dissatisfaction showing how often they occur, and the likelihood percentages associated with them. Notably "quality" is mentioned frequently (18 times). Has the highest likelihood percentage (90%), highlighting its role in ensuring satisfaction. Similarly, "food" appears a number of times (228) with a likelihood of 84% indicating its impact on customer dissatisfaction. Additionally mentions of "place," "time," and "service" are considerable. 79, 41 and 121 times respectively. Each with likelihood percentages above 84% emphasizing their importance in shaping satisfaction levels. Moreover, "price" and "staff" are also factors with mentions of 64 and 56 times respectively. Likelihood percentages of 80% and 79% stressing their relevance, in the overall dissatisfaction picture. This analysis showcases the aspects that contribute to customer satisfaction with quality, food and service emerging as components. Some dissatisfied visitors reviewed:

“3 of us were at Habibi where 2 of us ordered the meze with grill course and the third ordered meze with meat. I was quite disappointed with how much the quality had dropped since my last visit almost three years ago.”

“The quality is of the food is pretty average”

### 4.3. Analysis by gender

In the data given the term "male" appears 637 times indicating relevance whereas "female" appears 217 times with a relevance of 34%. This indicates a focus, on discussions about males in the context examined though there are also discussions, about females albeit prominently.



**Figure 5 Concepts linked with male and female reviews**

The data provided gives us a glimpse, into what impacts male customers with each factor measured by how it appears and the likelihood percentage. Notably "service" is mentioned 111 times. Has a 76% likelihood showing its influence on male customer satisfaction. Similarly, "time" is discussed 37 times with a 76% likelihood indicating its importance in shaping how male customers view satisfaction. The terms "place" and "staff" are also notable mentioned 70 and 52 times respectively with likelihood percentages of 74% and 73% emphasizing their roles in customer satisfaction. Additionally, "food" comes up 190 times with a likelihood of 70% while "quality" appears 14 times with the probability stressing their importance. Lastly "price" is mentioned in the text 51 times with a likelihood of 64% suggesting it moderately affects

customer satisfaction. This analysis highlights the factors that matter most to customers. Service, time and staff being prominent drivers of satisfaction within this group. Reviews by the male tourists :

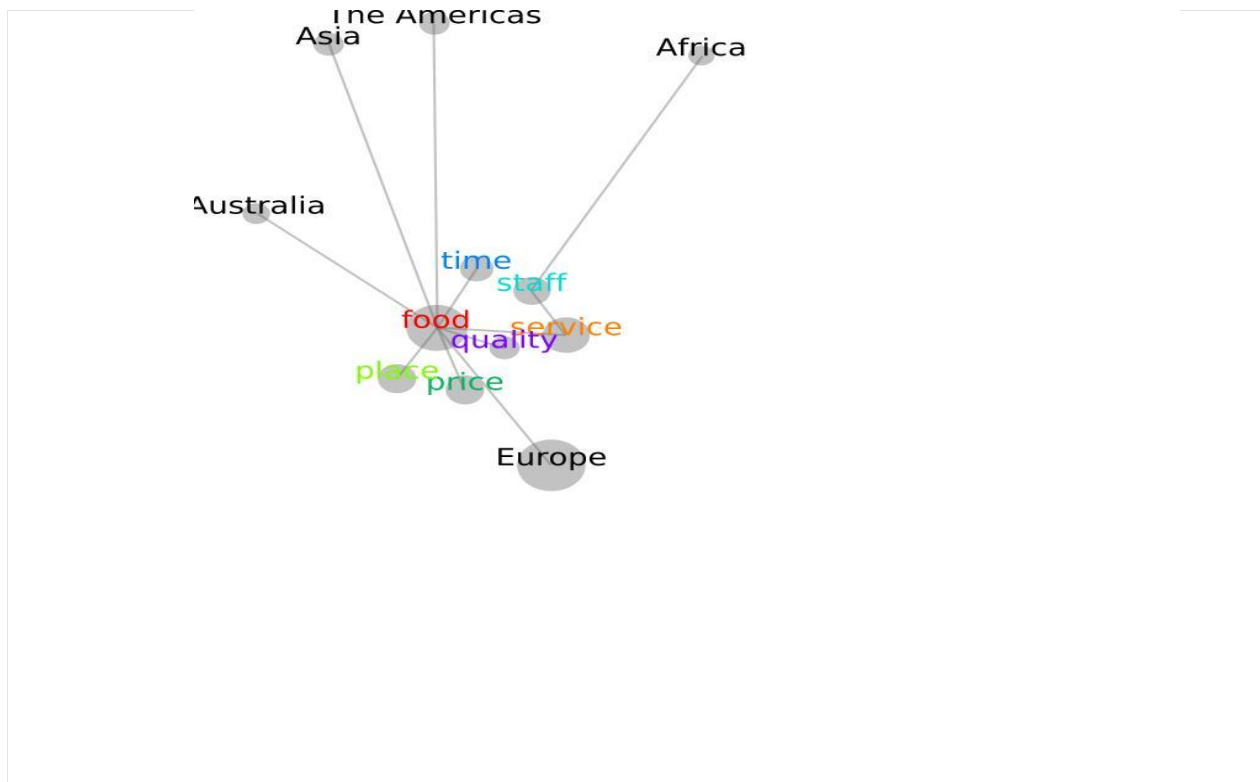
“Food is consistent, OK quality, but service level is a roll of the dice. If your food takes more than 15 minutes, complain to remind the staff.”

“The service needs to be better though.”

The data shared breaks, down the factors that impact female customers based on how they occur and their corresponding likelihood percentages. Among these elements the term "price" appears frequently making up 29 instances and having a probability of 36% indicating its influence, on satisfaction levels among female clientele. Behind "quality" is referenced 6 times with a likelihood of 30% underscoring its importance in shaping satisfaction perceptions among customers. Both "food" and "staff" are recurrently mentioned, with 81 and 19 references each carrying probabilities of 30% and 27% emphasizing their significance. Likewise, "place" is brought up 24 times with a likelihood of 26% while "time" and "service" have mentions and probabilities appearing 12 times each with likelihoods of 24%. This examination sheds light on the factors that play a role in determining satisfaction among patrons with price, quality and food emerging as pivotal considerations for this demographic. Female tourist express her opinion in the reviews :

“Had a delicious dinner here today with my wife, meza plate, perfectly put together with grape leaves, hummus, salads, olives and other Turkish delights. Very reasonably priced.”

#### 4.4. Analysis based on region of origin.



**Figure 6 Concept cloud constructed on region of origin**

In the culinary landscape, Europe dominates with 695 mentions (100%), showcasing its diverse gastronomic offerings. The Americas follow at 82 mentions (12%), representing a significant but lesser presence. Asia and Australia trail behind with 57 and 16 mentions, respectively, indicating their noteworthy but comparatively smaller influence. Africa, with only 4 mentions, reflects a minor but emerging presence in the global dining scene.

#### **Europe**

The data provided highlights aspects and their respective probabilities of impacting customer satisfaction. "Quality" stands out with 85% likelihood being mentioned 17 times indicating its role in shaping satisfaction. Similarly, "Place" and Food" are often referenced, 83% and 81% respectively. Noteworthy mentions include "price" and "service " each appearing 65 and

117 times with likelihoods of 81% and 80% highlighting their impact. Moreover "staff" and "time" are cited 54 and 37 times with probabilities of 76% emphasizing their contributions to satisfaction. This analysis underscores the factors contributing to customer satisfaction encompassing quality, place, food, price, service, staff and time as elements, in enhancing the customer experience. European tourists stated in the reviews:

“I came there randomly by chance. I was surprised by the options and the quality of food. we ordered food for 2 persons.”

“You will eat there for 2 for around NOK500 which is cheap for Norwegian standard.

This place is definitely worth a visit!”

### **The Americas**

The information provided detailed factors and their corresponding probabilities, in influencing customer happiness. Among these factors "time" is referenced 6 times with the probability of 12% indicating its importance in shaping perceptions of satisfaction. Following closely "location" is mentioned 10 times with a probability of 11% highlighting its significance in the customer experience. The mention of "food" 24 times with a probability of 9% also signifies its impact on satisfaction levels. Moreover both "staff" and "service" are referenced 6 and 11 times respectively, each with probabilities of 8% underscoring their roles in enhancing satisfaction. Similarly, "price" is mentioned 6 times with an likelihood of 8% implying its influence on customer contentment. This examination underscores the factors that impact customer satisfaction encompassing aspects, like time efficiency, physical setting (location) food quality, staff interactions, service delivery quality and price competitiveness. American travelers mentioned in the reviews:

“I would definitely eat here again next time I'm in Oslo. It is convenient and easy to get to in a central location right off the tram line.”

“Turkish food in Norway? Why not! The restaurant is very clean and modern inside, and the place was packed with diners so you know it has to be good.”

### **Asia**

The data provided shows how often and how likely different factors affect customer happiness. Notably "quality" is mentioned 3 times with the highest likelihood percentage of 15% indicating its influence on satisfaction. Following that "staff" is mentioned 8 times with a likelihood of 11% showing its importance in shaping the customer experience. The mention of "service" 15 times with a likelihood of 10% highlights its role in satisfaction. Moreover "time" is brought up 5 times with a likelihood of 10% underlining its impact on customer contentment. Additionally, "food" appears 19 times with a likelihood of 7% pointing to its importance in satisfaction. Finally, both "price" and "place" are mentioned 4 times each with chances of 5% and 4% respectively suggesting their influence on satisfaction in this context. This analysis emphasizes the varying levels of significance different factors have on customer satisfaction from quality and staff performance to service efficiency, time management, food quality and pricing. An Asian customer mentioned in the review:

“Had a nice dinner at Anatolia in T yen friendly staff and quality of food is good  
Service was fast even though restaurant was busy during dinner time  
Also bathroom was clean and kept in excellent condition. It is highly recommended if you are around in T yen and looking for Turkish Middle Eastern food.”

### **Australia**

It's interesting to note that "price" is mentioned the most at 6% indicating its influence on satisfaction. On the hand "food" comes up frequently at 3%, suggesting its importance in shaping how satisfied customers feel. In contrast both "staff" and "place" are mentioned frequently at 3% and 2% respectively, showing their impact. Moreover, "time"(2%) and “Service” (1%) . This

analysis highlights the varying levels of importance factors have on customer satisfaction with price and food emerging as key influences in this specific scenario. Australian travelers reviewed regarding the concepts:

“Well, a kebab shop is a kebab shop. Tasty meat, crispy chips and decent prices.”

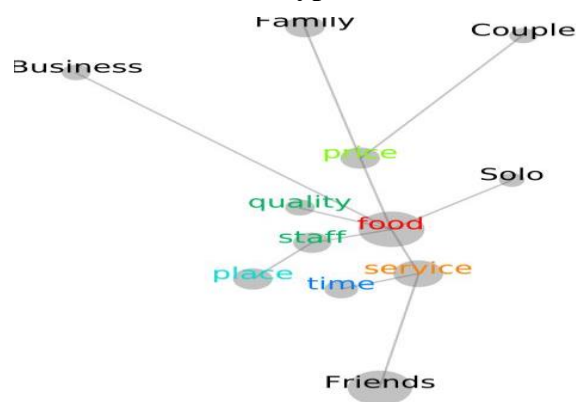
“Delicious food featuring the best naan I have ever eaten. Feather light and crispy.”

### **Africa**

The information given shows that "staff" and "service" are each mentioned once with a likelihood of 1%. This indicates that although they play a role in customer satisfaction their appearance is less common compared to elements. While the data doesn't offer insights due to their infrequent mention it does underscore the importance of these factors even if they are not as frequently discussed in this situation. African tourist mentioned in her review:

“A comfortable Indian restaurant that was recommended by the staff at our hotel. Really good service but also discreet. the decor creates a warm atmosphere.”

### **4.5 Analysis based on traveler types**



**Figure 7 Concept cloud of customer types**

## **Family**

"Cost" appears to be the factor referenced 33 times with a probability of 41%. This shows that families prioritize affordability when selecting dining venues. Behind are "staff" and "quality" mentioned 18 times and 5 times respectively both with a probability of 25%. This indicates that families value attentive staff members well as the overall quality of the dining experience, including food freshness and taste.

Moreover "food" is frequently cited (65 times) with a probability of 24% demonstrating that families place emphasis on the taste and variety of dishes. "Location" and "service" are also considerations, mentioned 20 and 26 times respectively with probabilities of 21% and 18% suggesting that families take into account the restaurants atmosphere and the effectiveness of service. Finally "timing" is mentioned 8 times with a probability of 16% indicating that families value service to accommodate their requirements and schedules. People who have visited with family reviewed:

“I was there once before, but ordered a simple aubergine dish that was nice but not quite as good. The atmosphere was cosy, the prices were reasonable and we will definitely return.”

“We both agreed that this is one of the greater places in Oslo to go. Reasonable priced too!”

## **Friends**

When it comes to serving friend customers at Halal eateries, in Norway the data shows factors that impact their satisfaction. The data highlights the importance of "service," which is mentioned frequently indicating that attentive and efficient service is crucial for creating a dining experience among friends. Additionally, "time" and "location" are also factors suggesting that friends value service and a comfortable dining setting to make the most of their social gatherings. The mention of "food" times underscores its importance in enhancing the enjoyment of meals



shared among friends. The presence of staff is noted well emphasizing the role they play in creating a welcoming atmosphere for socializing. Even though "quality" is mentioned frequently it still shows that friends consider the quality of their dining experience. In the study the word "price" comes up frequently appearing 34 times with a probability of 43%. This indicates that although friends do take pricing into account it may not hold significance as factors, like service quality, timing, location, food selection, staff interactions and overall quality when they choose where to dine. In essence this analysis emphasizes the aspects that contribute to friend type customers satisfaction at Halal eateries. It underscores how crucial excellent service, atmosphere, menu choices and friendly staff are in creating dining experiences. Visitors with friends stated in the reviews:

“Went with the mixed grill which turned out to be an excellent choice. Service prompt, and was well attended by the locals, which is always a good endorsement.”

“Definitely the best service in restaurant I've ever had, though only a few could speak english :) but it didn't matter! We waited a while, but we were noticed & taken care of during the waiting!”

### **Couples**

When looking after couples, at Halal eateries in Norway the data indicates factors that impact their contentment. Notably the aspect of "price" stands out as a factor being mentioned 9 times with an 11% likelihood showing that couples consider affordability when choosing places to dine for their outings. Similarly, "service". Food" are brought up 9 and 13 times respectively with probabilities of 6% and 5% indicating that couples appreciate service and delicious culinary options during their cozy dining experiences. The term "staff" appears 3 times with a likelihood of 4% highlighting the importance of accommodating staff members in enriching the dining ambiance for couples. Moreover both "time" and "place" are referenced each with likelihoods of

4% and 2% respectively suggesting that couples value service and a comfortable dining setting to savor their special moments together. This examination emphasizes the varied factors influencing satisfaction among couples at Halal restaurants, including affordability, service excellence, food quality, staff hospitality and dining atmosphere—all contributing to crafting experiences, for couples seeking dining spaces. Couple mentioned in the reviews:

“Had a delicious dinner here today with my wife, meza plate, perfectly put together with grape leaves, hummus, salads, olives and other Turkish delights. Very reasonably priced.”

“Saray is a warm and welcoming restaurant. The prices are not the cheapest but it's worth a couple of dollars for the kvality difference and the cosy environment.”

### **Business**

When it comes to meeting the needs of business clients, in Halal restaurants in Norway the data shows factors that influence their satisfaction. The important factor is "quality " mentioned 5 times with a likelihood of 25% showing that business patrons prioritize top notch dining experiences for client entertainment or hosting meetings. Similarly "time". Staff" are each referenced 5 times with likelihoods of 10% and 7% respectively indicating that business clients highly value service and attentive staff to cater to their busy schedules and professional commitments. The term "place" is brought up 6 times with a likelihood of 6% underscoring the significance of a conducive and professional dining setting, for business conversations and meetings. Furthermore, mentions of "food" occur 16 times with a likelihood of 6% signaling that business customers attach importance to the quality and presentation of dishes when hosting clients or coworkers. References to "service" appear 7 times with a likelihood of 5% implying that discreet service is valued by business clients to facilitate dining experiences during their meetings or gatherings. The term "price" appears three times making up 4% of the discussion.

This suggests that while affordability matters to business clients it may not hold weight as factors, like quality, timing, staff, location, cuisine and service when they choose where to dine. This analysis sheds light on the factors that influence satisfaction among business patrons at Halal eateries. It covers elements such as quality, service, atmosphere, food standards and professionalism – all of which're vital in creating a setting for business meetings and interactions. Businessperson specified in the review:

“On our visit to Oslo our bus driver told us about this , I am so glad that we walked to it . Food is great and in contrast to other restaurants where if you order Chutney you get charged extra , they served large portions of excellent quality food and with so many side items .”

### **Solo**

When looking into how solo diners, at Halal eateries in Norway catered to the data provided sheds light on a key aspects that impact their contentment. Notably the focus is on "service" and "food," which stand out as factors each mentioned twice with a probability of 1%. This suggests that solo diners place value on service and delicious food to enrich their dining moments even when they're on their own. Moreover "price" and "place" are each brought up once with probabilities of 1% indicating that solo diners may consider affordability and the dining atmosphere to an extent compared to customer groups. It's important to recognize that although these factors appear frequently in the discussion they still contribute significantly to the satisfaction of solo diners. In essence this analysis underscores the factors influencing satisfaction among diners at Halal establishments covering elements like service excellence, food quality, pricing considerations and dining ambiance – all pivotal in crafting delightful dining experiences, for individuals dining solo. Solo diner express in review :

“Excellent service, excellent food, fair price! I strongly recommend it if you re looking for a simple casual place where to enjoy very authentic Mediterranean cuisine! lovely!”

## **5.Discussion**

For the research question 1, Halal eateries, in Norway hold a place in the scene meeting the varied tastes and expectations of their customers. An analysis conducted with Leximancer 5.0 software revealed themes in customer feedback offering insights into dining experiences. The topic of "Food" stands out as a point of discussion covering aspects like quality, taste and portion sizes. Customers share their delight over dishes and ample servings though some critiques point out areas for enhancement, around food quality and portion sizes. The study highlighted "food" as a focus, which corresponds well with the findings of Cassar et al. (2020). These conversations underscore how food quality significantly influences customer satisfaction and perceptions of value.

Furthermore, the analysis highlights the significance of "Location" in shaping dining experiences. Customers frequently mention the atmosphere, accessibility and appeal of the restaurant's surroundings, emphasizing the importance of a setting. Positive reviews highlight family vibes and convenient locations while negative feedback often centers on issues like overcrowding or lackluster ambiance. Thus, spatial elements within the dining environment play a role in influencing customers' perceptions and decisions. Wardi et al. (2018) showed how adding a directional guide pointing towards the prayer direction can improve the efficiency of services.

Discussions on "Product Quality & Taste" further emphasize customers' focus on standards and excellence in offerings. Customers often discuss freshness, presentation and taste when sharing their feedback. They appreciate the use of high-quality ingredients and prepared

dishes. However, some mention issues with food quality or inconsistent tastes, suggesting areas that could be improved to maintain standards. These conversations highlight the importance of delivering products that meet customer expectations in terms of quality and taste.

The analysis also points out the value of taking a "Human Centric Approach to Customers" to drive satisfaction. Customers appreciate interactions with staff who're friendly, attentive, and accommodating. Positive reviews often mention encounters with efficient staff members that enhance the overall dining experience. Conversely negative experiences like unkind or rude behavior from staff can negatively impact customer satisfaction. Harm the restaurant's reputation. Therefore, creating a customer focused culture is crucial for forming relationships with customers and improving dining experiences.

In customer stories the importance of "Service" stands out as a factor. Customers appreciate friendly service, often praising assistance and positive interactions with staff in their reviews. On the hand negative feedback may point out service or unhelpful staff behavior indicating areas where service quality can be improved. Ensuring top notch service is vital for creating customers and building their loyalty.

Furthermore, when it comes to "Price " customers consider affordability and value for money. While they seek priced options, they also expect high quality products and services that match the cost. Positive reviews often highlight value for money while negative feedback might mention prices or perceived lack of value. Therefore, finding a balance between pricing and quality is key to meeting customer needs. Enhancing overall satisfaction. Additionally, discussions on "On Time Delivery" stress the significance of providing efficient service to meet customer demands. Customers expect deliveries to be prompt and transparent with favorable reviews praising dependable service. However, delays or poor communication during deliveries

can lead to dissatisfaction among customers. Hence streamlining delivery processes and maintaining communication channels are vital for boosting customer satisfaction and loyalty.

Moreover, the aspect of timeliness plays a role, in service efficiency underscoring the significance of placing orders and ensuring timely preparation to elevate dining experiences while maintaining food quality. Zeithaml, Parasuraman, and Berry's work on service quality, which underscores that customer satisfaction in the restaurant industry hinges on key elements: the tangibles (ambiance and food quality), reliability and responsiveness of service, and price fairness (Zeithaml, Parasuraman, & Berry, 1990).

For Research question 2, The analysis of customer satisfaction and dissatisfaction ratings offers insights, into what influences the dining experiences at Halal restaurants in Norway. According to Bilgihan, Seo, and Choi (2018), online reviews provide valuable insights into both restaurant satisfiers and dissatisfiers. The study shows a difference in how dissatisfaction" is mentioned compared to "satisfaction " indicating that negative feedback is more common. This suggests that there are areas for improvement within these dining establishments to address customers' concerns. When looking into factors that impact customer satisfaction a few key elements stand out. The quality of the food receives attention with reviews highlighting the deliciousness and high standard of dishes. Customers appreciate prepared and tasty meals, showing that food quality plays a role in ensuring satisfaction. Additionally good service and friendly staff interactions are highlighted, emphasizing the importance of customer service in enhancing dining experiences. Although discussed frequently, aspects like timing, location and pricing also play roles in customer satisfaction. Prompt service and convenient restaurant locations contribute positively to customers' experiences, underscoring the importance of efficiency and accessibility, in meeting their needs. Customers tend to appreciate affordability

and view receiving value for their money as an aspect. This suggests that pricing strategies play a role, in influencing customer satisfaction levels.

On the side an examination of factors leading to customer dissatisfaction reveals a common theme. "Quality" emerges as a concern with customers expressing frustration over food quality or subpar ingredients. These findings emphasize the importance of upholding standards of quality control to address dissatisfaction among customers. Additionally, issues related to "food" and "service" are prominent with customers mentioning instances of service or unsatisfactory dining experiences as reasons for their discontent. Moreover, factors like "location " "time," "price," and "staff" also contribute significantly to customer dissatisfaction. Complaints about restaurant ambiance, service delays, perceived prices and negative staff interactions are frequently mentioned in feedback highlighting areas that could be improved upon. Addressing these issues can help alleviate dissatisfaction and enhance customer experiences.

For research question 3, The study, on customer satisfaction among men and women offers insights into the preferences and priorities of these demographic groups when dining at Halal eateries in Norway. Choudhary and Sharma's (2022) research reveal that there are notable gender disparities in reviewing behavior, with males exhibiting a higher tendency to write reviews compared to females.

The data shows a difference in how "male" and "female" are mentioned, suggesting a predominant focus on discussions about male customers but also with significant attention given to female perspectives. In terms of what influences customer satisfaction several key themes stand out. "Service" is highlighted as a consideration with male customers mentioning the quality and efficiency of service as crucial factors in their dining experiences. Similarly factors like "time" and "staff interactions" are considerations for patrons who value prompt service and positive engagement with restaurant staff. Moreover, the quality of "food" is essential for

customers, who stress the significance of well-prepared meals in enhancing their satisfaction levels. While the "price" also has an impact, on satisfaction it is less influential compared to other aspects.

On the hand examining what influences female customer satisfaction reveals trends and priorities. Among patrons "price" emerges as a concern with affordability and perceived value playing significant roles in determining their satisfaction levels. In a vein the emphasis, on "quality" suggests that women customers place importance on the standard and excellence of dishes when assessing their dining experiences. Additionally, factors like "food," "staff," and "ambiance" carry weight with female diners valuing meals, attentive service and pleasant dining settings. Although "time" and "service" also play a role in satisfaction their impact is relatively less compared to aspects. In essence the analysis sheds light on the differences in what drives satisfaction for female customers at Halal eateries in Norway. While both groups prioritize aspects like food quality and service there are preferences and considerations that influence their dining encounters. By recognizing these distinctions restaurant owners and managers can customize their offerings and services to better cater to the needs of their clientele leading to increased satisfaction levels and customer loyalty. This nuanced approach is crucial for nurturing customer connections and maintaining competitiveness within the restaurant sector.

For research question 4, The examination of customer happiness in parts of the world offers insights into what shapes dining experiences globally. Research conducted by Jia in 2020. Saydam et al. in 2022 revealed that the behavioral intentions of restaurant guests, such as their motivation and satisfaction are shaped by their cultural backgrounds. Similarly, this study identified differences among guests depending on where they come from. In Europe, known for its delight's factors like quality, restaurant atmosphere, menu variety, service efficiency, staff friendliness and pricing all play a role in ensuring customer satisfaction. Reviews often highlight



the excellence and affordability of dining experiences showcasing the food scene across the continent. Moving to the Americas, while quality and location are still factors there's an emphasis on convenience and accessibility. Reviews often point out the locations of eateries and the excitement of discovering cuisines in unexpected places that contribute to overall satisfaction. In Asia with its heritage factors like quality offerings, staff performance, efficient service delivery and menu variety are key drivers of customer happiness. Reviews frequently praise the welcoming staff members, prompt service delivery and the authenticity embedded in dining experiences. All reflecting the significance within Asian cuisine. Down under in Australia, both price and food quality are identified as elements influencing satisfaction levels. Striking a balance between value for money and culinary brilliance. Reviews commonly mention bang for your buck alongside mouthwatering dishes that cater to discerning taste buds without burning a hole, in one's pocket. In Africa although staff performance and service quality play a role, in satisfaction they are not commonly emphasized as, in regions. Nonetheless reviews recognize the significance of service and welcoming environments in crafting dining moments. In essence the study emphasizes the elements influencing customer satisfaction globally emphasizing the significance of recognizing preferences and culinary customs to provide outstanding dining experiences.

For research question 5, The study uncovers factors that impact satisfaction, among customer groups at Halal restaurants in Norway. During travels, with companions' individuals, from backgrounds may come across specific elements that influence how content they feel (Xu, 2018). For families affordability is crucial along with factors like staff attentiveness, food quality, dining ambiance and service speed. Reviews often mention the value and friendly atmosphere catering to families looking for quality dining experiences at prices. Among friends the focus is on service quality along with aspects like timing, location, food options and interactions with

staff. While price is mentioned it's not as important as service and the overall dining environment that contribute to social gatherings among friends. Couples prioritize affordability (mentioned 9 times with an 11% likelihood) in addition to service quality, food variety, staff friendliness and dining atmosphere. Reviews often praise the setting, tasty dishes and attentive service that create moments for couples seeking intimate dining spots. For business clients top notch quality is key (mentioned 5 times with a 25% probability) alongside factors like service delivery professionalism of staffs, restaurant setting and food presentation. Although price is discussed it's not as significant, as quality and professionalism catered towards business patrons hosting meetings or entertaining clients. Individuals dining alone appreciate service and tasty food along, with considering the cost and dining environment to a degree. The pricing and ambiance play a role in satisfying solo diners emphasizing the need to establish inviting settings for those dining solo.

## **6. Conclusion**

In summary of the thesis this study thoroughly explores dining satisfaction emphasizing the interplay of factors, like food quality, service efficiency, ambiance and pricing that impact customer experiences across regions and demographic groups. The analysis highlights the prevalence of cuisine known for its structured service and focus on meat-based dishes. At the time regions such as Asia and the Americas bring their culinary flavors and dining customs tailored to their cultural backgrounds. The study also reveals gender preferences that suggest restaurants could tailor their offerings and marketing strategies to better serve a customer base.

### **6.1 Implications**

The research pinpoints areas where service enhancement's crucial, in speed and responsiveness to address customer dissatisfaction effectively. Implementing training programs

focused on boosting staff responsiveness and streamlining service processes can ensure an satisfactory dining experience aligned with customer expectations.

Given the tastes, across regions and genders restaurants stand to benefit significantly from refining their menu selections. This may involve incorporating vegetarian, vegan and region-specific dishes that cater to preferences and dietary trends.

Expanding the range of cuisine options, at eateries could draw in customers looking for a variety of culinary experiences. Offering healthier menu choices might also appeal to healthy individuals.

Research shows the importance of tailored marketing approaches that resonate with demographic groups. Restaurants should use data driven techniques to target audiences like families or millennials through personalized promotions and ads. Utilizing media can be beneficial allowing engagement with diverse groups by sharing content on menu highlights, promotions and the restaurant ambiance.

The popularity of dishes like kebabs and falafel in areas indicates that adapting menus to reflect cultural preferences can enhance customer satisfaction and business success. Restaurants could explore local menus using ingredients and cooking methods to offer an authentic dining experience that attracts those seeking genuine regional flavors.

Establishing channels for customer feedback is essential for enhancements. This can be facilitated through platforms such as apps or feedback stations, at restaurant sites. Analyzing feedback promptly enables restaurants to address concerns and adjust their services or menu offerings.

Interacting with customers through feedback does not create a feeling of connection and commitment. Also improves their overall satisfaction and the chances of them coming back.

Introducing training initiatives for employees that cover both the aspects of food preparation and the interpersonal skills needed for customer service can significantly elevate the dining experience. The training should highlight the importance of understanding in varied communities to enable staff to engage effectively with customers from various backgrounds.

## **7. Limitations**

The study has some limitations that if addressed could improve the reliability and relevance of research findings.

The analysis was based on 343 reviews, which may not capture the range of customer experiences in the restaurant industry. This small sample size could impact the strength of the conclusions and their applicability. To enhance the analysis's depth and reliability it is essential to include several reviews from a diverse group of respondents. This would lead to insights into customer satisfaction and dining experiences.

Focusing on Norway limits how applicable the study's findings are to Scandinavian countries like Sweden and Denmark. By concentrating on one area there is a risk of missing out on broader trends in dining across Scandinavia. Future studies should consider including a range of countries to better understand regional differences in dining preferences and behaviors. This approach would provide a context for interpreting the results. Make them more relevant across Norway.

Depending on TripAdvisor, customer reviews may not give a picture of customer opinions because different review platforms attract diverse demographics. The user base of TripAdvisor may have characteristics that do not represent the dining population accurately.

To reduce bias and improve the datasets diversity it would be beneficial to collect information, from review sources like Yelp Google Reviews and local Scandinavian review sites.

This method can expand the analysis scope. Offer a perspective on customer feedback, from different platforms.

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### **Appendix A: List of Tables**

**Table 1 Distribution of reviews (Halal Restaurants)**

**Table 2 Distribution of reviews (country and regions)**

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### **Appendix A: List of Figures**

**Figure 1 Sustainable Service Quality in Halal Dining (SSQHD) Model**

**Figure 2 Conceptual map of central themes**

**Figure 3 Concept map with relevant concepts**

**Figure 4 Concepts connected with satisfaction and dissatisfaction ratings.**

**Figure 5 Concepts linked with male and female reviews**

**Figure 6 Concept cloud constructed on region of origin**

**Figure 7 Concept cloud of customer type**