

# Exploring Restaurant Service Quality in Surat through Social-Media Comments Analysis

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## Abstract:

This research explores restaurant service quality in Surat through social media comments. In the recent era, scrolling through social media has become a common habit for people, not only to gather information but also to share details about their experiences and read recommendations and reviews. Most people comment on social media of their own free will, without any external pressure, making their feedback more honest. Therefore, we analyzed approximately 3,000 comments collected from different social media platforms such as Facebook, Instagram, Google Reviews, and TripAdvisor. We utilized thematic analysis and identified nine key themes related to the customer experience, such as staff friendliness, food quality, ambience, and value for money. Our findings reveal that over 70% of the comments express an overall positive sentiment, with approximately 15% categorized as mixed or neutral and another 15% indicating strong negativity. Consumers deal with issues like cold food, rude service, and unsatisfactory beverages. From this analysis, we offer valuable recommendations for restaurant management in Surat to focus on specific areas for improvement, ultimately increasing their profit through customer satisfaction. The study addresses some limitations, such as data privacy, bias in reviews, and cultural context, suggesting directions for future research. This research shows the importance of using consumer feedback to improve service quality and enhance dining experiences.

**Keywords:** Digital Consumer Behavior, Marketing Strategies, Social Media Platforms, Service Quality

## Introduction:

In recent times, the restaurant business has changed significantly due to the increasing use of social media. People are now widely using social media platforms like Instagram, Facebook, and Twitter. They are also utilizing review sites such as Google Reviews and TripAdvisor to share their opinions and experiences when eating out. These platforms are important for understanding what customers think and expect from the restaurant industry.

This research is conducted in Surat city, known for its diverse food options and rapid economic growth. Surat offers a wide variety of dining choices, making it an ideal place to examine how restaurant service and social media interact. In today's world, many people use social media for entertainment and information. The restaurant industry is not separate from social media; checking online reviews and ratings has become a common behavior when choosing where to eat. This behavior highlights the importance of digital word-of-mouth. Surat is famously known for its culinary activities, providing numerous dining options. In such a location and in this digital era, online opinions can significantly affect a restaurant's

reputation and attract customers. Therefore, it is essential for restaurant owners and managers to listen to customer feedback and use it to improve their service, ultimately making their consumers happier.

In this research paper, we examined different social media platforms and analyzed the current situation of restaurants in the city through comments and reviews. There are many aspects of restaurant services, such as staff friendliness, speed of service, parking and accessibility, ambience and atmosphere, value for money, food quality and variety, and the overall dining experience. We explored all these aspects and analyzed which parts of restaurant service are mentioned most often by customers who have already visited the restaurants in the city. Our goal is to provide a clear view of how restaurant service is currently perceived in Surat and to offer useful advice that can help restaurant owners meet the changing expectations of their customers. In addition to closely examining what people are saying on social media about restaurant service, we will also use quantitative techniques to understand the overall experiences that diners have during their visits. We analyzed all the feedback and categorized it as mostly positive, negative, or neutral. Through this process, we can create a clearer picture of consumer perceptions in the restaurant industry.

By focusing on Surat city, our research aims to explore the specific details of restaurant service quality in this local area. This information will be valuable not just for restaurant owners but also for marketers, policymakers, and researchers who are interested in consumer behavior. Through this study, we hope to highlight the active connection between dining experiences and feedback on social media, which can lead to better service quality in one of India's growing food centers.

### **Literature Reviews:**

(Brian Alafwan, 2023) conducted a systematic study on comment analysis in social media, examining 115 scholarly articles published between 2010 and 2022. He utilized the PRISMA methodology to identify trends and methodologies in existing research. The study found that most researchers focused on platforms like YouTube, Facebook, and news websites. It was noted that the researchers primarily used two methods to analyze the comments: sentiment analysis and content analysis. They utilized three types of tools: human coders, software, and mixed coders. The majority of studies collected data from Western countries, covering multiple platforms and topics. For future research, the author suggested that we should explore more platforms and regions and use different methods to gain a better understanding of comments on social media.

(Sumit Bhatia, 2015) examines the growing significance of social media platforms like Twitter and Facebook as vital tools for businesses to monitor customer feedback and identify issues. In this research, the author analyzed how effective engagement on social media can improve a company's reputation and sales. The researcher found that social media comments are very tricky to analyze because they are mostly messy and unorganized. Therefore, the author approached the comments like a puzzle, analyzing various problems and situations such as safety and emergencies. In this study, the researcher used both batch and real-time event detection algorithms. The researcher also mentioned a well-known brand as an example for various situations. For future research, the author suggested that using advanced natural language processing tools would be very helpful for this type of study.

(Schalow, 2025) The researcher examines the transformative impact of technology on the restaurant industry, particularly after the COVID-19 pandemic. The researcher identified that restaurants are using tools such as cloud-based systems, mobile applications, and AI-driven solutions. These tools are very helpful for improving operations, customer experiences, and employee roles. In this study, the researcher

found that consumer expectations for digital ordering and personalized experiences are increasing day by day, made possible by data-driven strategies. Chatbots, voice AI, and mobile apps are identified as key innovations that enhance customer interaction. The researcher encourages leaders to adopt and communicate technological advancements effectively to work more smoothly and help their businesses stay strong in a competitive market.

(Fitriani Latief, 2024) used a Systematic Literature Review (SLR) approach to understand the evolution of consumer behavior in the digital era and its implications for marketing strategies. The researcher systematically collected and analyzed recent studies, highlighting significant changes in consumer interactions with brands, characterized by an increased use of digital platforms. Consumers are utilizing these platforms to find information, compare products, and read honest reviews. They can easily access all the information due to key trends such as greater social media engagement and a strong demand for personalized experiences. These changes in the market suggest that businesses should adjust their strategies in accordance with advancements. They should focus on technological innovation to better connect with customers.

### **Objectives:**

The main objective of this research is to analyze the sentiment and key themes, such as staff friendliness, speed of service, and the overall dining experience, in social media comments regarding restaurant service quality in Surat. We also want to understand the current state of customer perception toward restaurant service through comments and reviews on social media in Surat city.

### **Research Methodology:**

This section of research methodology includes research design, data collection, and data analysis techniques.

#### **1. Research Design**

In this section, we explain our research design, which is straightforward and effective for our study on the quality of restaurant service in Surat by examining comments on social media. We used a mixed-methods approach, meaning we combined both qualitative and quantitative analyses. The aim is to gain a comprehensive understanding of what customers think and expect regarding restaurant service quality in Surat city.

#### **2. Data Collection**

- **Social Media Platforms:** We collected data from popular social media platforms such as Facebook and Instagram, as well as from review sites like Zomato, Google Reviews, and TripAdvisor. We gathered comments and reviews about various restaurants in Surat to analyze customer opinions and experiences.
- **Sampling:** A purposive sampling technique will be employed to select specific restaurants based on their popularity and variability in service quality. A minimum of 10 comments from each selected restaurant will be collected for analysis.

#### **3. Data Analysis**

In this research, we gathered around 3,000 comments to generate reliable results. To collect these comments, we used social media sites such as Facebook, Instagram, TripAdvisor, and Google Reviews.

- The qualitative data will be analyzed using thematic analysis. Comments will be coded to identify recurring themes and key factors affecting service quality, such as staff professionalism, food quality,

and ambiance. Sentiment analysis will be conducted using Natural Language Processing (NLP) tools to categorize comments as positive, negative, or neutral. Descriptive statistics will summarize the overall sentiment and the frequency of thematic mentions. This comprehensive analysis will allow us to draw meaningful insights into customer experiences and expectations regarding restaurant service quality in Surat.

### Themes and comments:

For the data analysis, we adapted 9 themes related to the restaurants to make our result easy and reliable. In these themes we included;



Here, we add some images of comments that we used in our analysis. We collected all these comments from social media platforms like Instagram, Facebook, Google Reviews, and TripAdvisor.



Aspect	Sentiment	Details
Personalized attention	Positive	Thanks to the chefs and servers show that the staff cares a lot.

▪ **Food Quality & Variety**

Aspect	Sentiment	Details
Taste & flavor	Mixed to Positive	Trezoro’s fusion and Spice Villa’s traditional offerings praised; some dishes lacked "wow factor"
Innovation & creativity	Positive	Newspaper-style menu, burrata pizza, in-house ingredients, fire show all received praise
Poor preparation or authenticity	Negative	Some Italian dishes at Trezoro and pizza from multiple restaurants criticized
Portion size	Negative	Several comments on small portions not matching price
Mocktails	Mostly Negative	Mocktails underwhelmed across venues — “flavored soda” was a common complaint
Desserts & coffee	Mixed	Tiramisu, affogato, rose tart praised; tiramisu croissant & kadvi coffee disliked
Breakfast options	Positive	Good variety and taste good at some cafes

▪ **Value for Money**

Aspect	Sentiment	Details
Price justified by quality	Mixed	Some felt prices matched fine dining experience
Overpriced for taste/portion	Frequently Negative	Many felt quantity was low or taste didn’t justify cost (e.g., ₹400 per person buffet not worth it)

▪ **Ambience & Atmosphere**

Aspect	Sentiment	Details
Rooftop / outdoor ambience	Strongly Positive	Venues like Epiguria and Spice Villa praised for rooftop views and open-air options
Interior design & vibe	Positive	Earthy tones, reclaimed wood, cozy seating were all well-liked
Noisy or loud	Mixed	Some reviews mentioned noise, but still “easy to talk”
Maintenance issues	Few Negative	Cleanliness and upkeep mentioned in 10-12 reviews

▪ **Accessibility & Seating**

Aspect	Sentiment	Details
Wheelchair accessibility	Mixed	Some mention lack of elevator; only ground floor accessible

Aspect	Sentiment	Details
Seating comfort	Positive	Booths, toddler chairs, indoor/outdoor options all praised
Group dining suitability	Positive	Most places accommodate groups & families well

▪ **Parking & Accessibility**

Aspect	Sentiment	Details
Parking availability	Mixed to Positive	Many places offer valet (a person who is responsible for parking vehicles) or have large parking; some areas are tricky to park
Valet service quality	Some Negative	At least one complaint about valet being inattentive

▪ **Family & Kid Friendliness**

Aspect	Sentiment	Details
Family-friendly	Positive	Most reviews support this — play areas, toddler chairs, suitable for all group sizes
Romantic/date settings	Positive	Also good for couples (mentioned in a few)

▪ **Menu Experience**

Aspect	Sentiment	Details
Unique presentation	Positive	Newspaper-style menus, fusion offerings impressed some
Menu variety	Mixed	Some praised extensive choices; others found limited options in buffets or veg-only offerings

▪ **Key Outliers & Complaints**

Issue	Frequency
Eggshells in food, raw pasta	Rare but serious
Coffee served wrong or cold	Several mentions
Dessert or drinks not matching descriptions	Common
Cold sandwich, undercooked items	Multiple
Overhyped food	Repeated across multiple restaurants

**Results:**

We analyzed around 3,000 comments available on social media sites such as Facebook, Instagram, TripAdvisor, and Google Reviews, and found by thematic analysis that over 70% of the reviews had an overall positive sentiment.

Approximately 15% were mixed or neutral and 15% had strong negative tone, often tied to cold food, rude staff, or mocktails. According to our analysis, here we address some top-performing aspects and areas needing improvement in the restaurant businesses in Surat.

▪ **Top-Performing Aspects**

1. Ambience / Rooftop Vibes
2. Staff Friendliness & Personal Attention
3. Creative Food (when well-executed)
4. Vegetarian Options
5. Family and Group Dining Suitability

▪ **Areas Needing Improvement**

1. Mocktails / Beverage Quality
2. Portion Sizes Vs Price
3. Authenticity of International Dishes
4. Service Consistency
5. Wheelchair Accessibility

By focusing on Surat city, our research aims to explore the specific details of restaurant service quality in this local area. These findings are valuable not just for restaurant owners but also for marketers, policymakers, and researchers who are interested in consumer behavior. Through this study, we hope to highlight the active connection between dining experiences and feedback on social media, which can lead to better service quality in one of India's growing food centers.

**Limitations:**

The study faces some limitations such as:

- **Data Availability:** Certain social media comments may be restricted or limited due to privacy settings.
- **Bias in Comments:** The sentiments expressed may not represent the entire customer base, as reviews are often left by those with very positive or very negative experiences.
- **Cultural Context:** Local cultural factors in Surat may influence customer expectations and interpretations of service quality differently than in other regions. since the data samples were collected Surat city.

**Conclusion and Suggestion:**

In this study, we analyzed restaurant service quality in Surat through social media comments. Today's consumers are increasingly likely to use digital platforms to search for information, compare products, and read reviews. The comments written by consumers on social media often reflect honest feedback regarding the restaurant service quality. Therefore, we aimed to analyze which areas attract consumers and identify the issues faced by them. Our objective was to provide restaurant management with insights into which aspects they need to focus on and improve for better consumer experiences. We gathered around 3,000 comments to generate reliable results, collecting data from social media sites such as Facebook, Instagram, TripAdvisor, and Google Reviews. Key findings indicate that over 70% of the reviews had an overall positive sentiment, while approximately 15% were mixed or neutral, and 15% expressed a strong negative tone, often linked to issues such as cold food, rude staff, or unsatisfactory mocktails. During the study, we encountered several limitations, including data privacy concerns, potential bias in comments, and the influence of cultural context. Future researchers should aim to mitigate these

limitations and explore different types of restaurants and cultural nuances. The restaurant business can improve its service quality based on the areas mentioned above, thereby creating a more positive dining experience in Surat city.

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