

Unveiling *Ayam Betutu*: Exploring the Rich Heritage and Tourist Experiences of Bali's Iconic Culinary Delight on TripAdvisor

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Abstract: This study conducts a sentiment analysis of customer reviews for *Ayam Betutu Khas Gilimanuk Cabang Tuban* on TripAdvisor, a leading platform for culinary and tourism references, to assess consumer perceptions in the digital era. While prior research has explored online reviews in the restaurant industry, few focus on heritage culinary establishments, leaving a gap this study addresses by analysing 421 reviews (2012–2024) across variables such as rating, comment, and region. Using RStudio, the data underwent text preprocessing (tokenisation, case-folding, stopword removal), sentiment labelling (positive, neutral, negative), and lexicon-based analysis, supplemented by word clouds and temporal trend evaluation. Findings reveal predominantly positive sentiment towards the restaurant's signature Balinese *ayam betutu*, though areas like service, cleanliness, and ambience require improvement. Theoretically, the study highlights that product quality alone cannot sustain positive sentiment without complementary service excellence, while practical implications offer actionable strategies for heritage restaurants and regional gastronomy development, bridging digital analytics with culinary heritage preservation.

Keywords: *ayam betutu* culinary; TripAdvisor; sentiment analysis; digital reviews; tourist experiences

1. Introduction

Far more than a culinary delicacy, *Ayam Betutu* stands as a profound cultural symbol in Bali, intricately woven into the island's religious practices and communal traditions. Originating as a sacred Hindu Balinese offering for

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ceremonies such as *otonan* (a life-cycle ritual), *banyu pinaruh* (purification rites), and *tumpek landep* (blessings for metal objects), this dish has transcended its ritualistic roots to become Bali's gastronomic signature, now enjoyed by diverse religious communities including Muslims, Buddhists and Christians (Darma Putra et al., 2021; Putra & Hitchcock, 2012). Its cultural significance was formally recognised in 2019 when Indonesia designated *Betutu* as an Intangible Cultural Heritage (Purna, 2019). The dish exists in two sacred forms, *ayam* (chicken) and *bebek* (duck) *betutu*, both serving as spiritual conduits expressing gratitude to deities and ancestors while symbolising humanity's harmony with the universe (Grandis, 2023).

The preparation and communal consumption of *Ayam Betutu* in large portions epitomise Bali's *gotong royong* tradition, reinforcing social bonds through shared meals (Pramudia & Tanius, 2024; Pratama et al., 2021). However, Bali's transformation into a global tourism hotspot has introduced culinary challenges, with international restaurants proliferating and local foodways facing potential erosion. This paradox of popularity versus preservation demands urgent intervention through quality enhancement and strategic branding of authentic *Betutu* experiences (Pramudia & Tanius, 2024). In this regard, sentiment analysis emerges as a valuable yet underutilised method in culinary tourism research, particularly in understanding how tourists perceive and emotionally engage with heritage dishes in evolving consumption contexts (Richards, 2021).

Notable establishments like *Warung Murni* in Ubud (1,793 reviews) and *Warung Legong* (5.0 rating from 1,060 reviews) on TripAdvisor (2024) demonstrate how traditional *Betutu* has successfully transitioned from temple offerings to tourist menus while maintaining cultural authenticity (Tripadvisor, 2025). International visitors particularly value these authentic culinary encounters, with TripAdvisor reviews frequently highlighting not just the dish's complex flavours but its deeper cultural resonance (Litvin, 2019).

Attributes most frequently mentioned include taste (spiciness, richness, texture), presentation (traditional banana-leaf wrapping, clay pot serving), price-to-quality ratio, ambience (Balinese decor, ritual soundscapes), and the extent to which the experience reflects local culture—all of which influence overall sentiment and visitor satisfaction (Ing et al., 2020).

Despite the proliferation of studies on culinary tourism, relatively few have employed computational text analysis to investigate how heritage food is emotionally and culturally constructed by visitors through online platforms. Even fewer have focused on individual restaurants that represent institutionalised authenticity within a single cuisine (Gan et al., 2017; Hanifati, 2015). This gap is particularly evident in research on Balinese cuisine, where

there is limited understanding of how user-generated content reflects visitor perceptions and contributes to cultural preservation.

This study aims to analyse customer sentiment towards *Ayam Betutu*, particularly in the context of the *Ayam Betutu Khas Gilimanuk Cabang Tuban* restaurant. The Tuban branch was selected due to its unique location near Ngurah Rai International Airport, making it a primary gastronomic entry point for international tourists and a representative site for first impressions of Balinese cuisine. Specifically, the research examines sentiment based on regional differences, customer ratings, temporal trends, and keyword analysis using word clouds (Das & Singh, 2023; Tan et al., 2023).

The central research question guiding this study is: How do tourists perceive and emotionally articulate their experiences with *Ayam Betutu* in a commercial setting, and what does this reveal about the preservation and transformation of culinary heritage in Bali? The overarching goal of this analysis is to understand how tourists perceive and describe their experience with *Ayam Betutu*, encompassing aspects such as taste, presentation, and cultural significance.

This research is situated within the emerging discourse on digital heritage tourism, offering new insights into the role of sentiment analysis in enhancing the experiential authenticity of cultural foodways. The research carries significant implications for sustainable culinary tourism development in Bali. By analysing tourist perceptions of authenticity and experience quality, it provides actionable insights for preserving Betutu's cultural integrity while meeting contemporary expectations.

In an era of globalised tastes and algorithm-driven dining choices, such studies are crucial for developing culturally grounded culinary tourism strategies that balance preservation with innovation. Ultimately, this work contributes to broader efforts in safeguarding intangible heritage by leveraging digital feedback loops as both diagnostic tools and cultural mirrors.

2. Literature review

2.1 Indonesia's Diverse Culinary Heritage

As the world's largest archipelago, Indonesia's culinary landscape reflects its remarkable cultural and geographical diversity. With over 1,300 ethnic groups across seven major island groups, each region has developed unique flavors using local ingredients and traditional technique (Widjaja et al., 2020). Wachyuni (2022) highlights how Indonesia's status as the "Spice Islands" has created a rich gastronomic heritage where dishes carry deep cultural and religious significance, from Hindu-Balinese food restrictions to Islamic dietary laws. Modern diners evaluate restaurants based on multiple factors including

food quality, service, hygiene, ambience, and value (Bichler et al., 2021; Seo & Lee, 2021; Tuncer et al., 2021).

In this context, culinary heritage must continually adapt to new consumer behaviours shaped by digital media, international standards, and post-pandemic concerns, which require more sophisticated evaluation tools such as sentiment analysis to capture nuanced perceptions (Grandis, 2023; Hidayat & Ferdiana, 2012). This presents both opportunities and challenges for preserving traditional cuisine while meeting contemporary expectations in Indonesia's evolving food industry. The nation's culinary identity remains deeply rooted in its history as a spice trading hub, creating a vibrant mosaic of regional flavors that continue to tell Indonesia's unique story.

2.2 *"Ayam Betutu" as Bali's Signature Culinary Heritage*

Bali's culinary identity mirrors its reputation as the "Island of Gods", a harmonious blend of bold flavors and sacred traditions. Characterized by rich, spicy profiles (Yuda et al., 2019). Balinese dishes like fragrant *bebek betutu* (spiced duck steamed in banana leaves) and zesty *sambal matah* showcase the island's mastery of spice blending. More than mere sustenance, food in Bali carries deep spiritual significance, prepared as ritual offerings with meticulous care (Wachyuni & Wiweka, 2022). Traditional beverages like *arak*, *tuak*, and *brem* further connect dining to ceremonial practices (Waisnawa et al., 2022). This unique intersection of taste and tradition makes Balinese cuisine a compelling study in culinary anthropology and a highlight of Indonesia's gastronomic heritage.

Ayam Betutu represents a quintessential element of Balinese gastronomy, distinguished by its ancient Javanese-inspired spice blend that notably omits coconut milk as a base. This ceremonial dish follows traditional preparation methods - either grilled (*tunu*) or boiled - reflecting Indonesia's ancestral cooking techniques (Purna, 2019). The name itself reveals its essence: "be" (meat) and "tutu" (grilled). The elaborate preparation involves marinating poultry in *basa genep* spice paste before wrapping in banana leaves for 8-10 hours of underground pit-roasting, yielding exceptionally tender meat with distinctive smoky notes (Grandis, 2023; Pratama et al., 2021).

The dish's transformation from ceremonial offering to commercial menu item raises questions about authenticity, cultural sustainability, and commodification in contemporary culinary tourism (Grandis, 2023; Pratama et al., 2021). Beyond its culinary merits, *Ayam Betutu* embodies Balinese philosophy. Its lengthy preparation symbolises patience, while the whole presentation represents life's completeness. When prepared with duck (*bebek betutu*), it becomes a sacred offering, reflecting the animal's symbolic wisdom

in Balinese cosmology. This culinary masterpiece thus serves as both cultural artefact and living tradition, maintaining its significance from royal courts to modern *warungs* while preserving Bali's gastronomic identity. However, how modern tourists perceive and emotionally respond to these heritage dishes, especially through online platforms remains—underexplored.

2.3 Bridging Sentiment and Heritage in Culinary Tourism Research

Although research on culinary tourism and gastronomic heritage has grown, few studies integrate sentiment analysis to examine how tourists emotionally engage with traditional food experiences. Most existing literature emphasises cultural symbolism or economic value, overlooking how digital reviews shape perceptions of authenticity, particularly in the Indonesian context (Masmoudi, 2025; Yu & Zhang, 2020).

Sentiment analysis in tourism has largely focused on accommodations and attractions, with limited attention to heritage cuisine. Yet dishes like *Ayam Betutu*, once ritual offerings, now serve a dual role as cultural icons and tourist commodities, prompting questions about how tradition is preserved or transformed through visitor feedback (Nag & Mishra, 2024, 2025).

This study addresses the gap by applying the Experience Economy framework (Pine & Gilmore, 1998, 2013), which views tourism as emotionally charged and authenticity-driven, alongside Foodscape Theory (Bell & Valentine, 2013), which situates food within cultural and spatial contexts. By combining these with sentiment analysis, the research investigates how digital narratives contribute to the evolving meaning and sustainability of Balinese heritage cuisine.

3. Method

This study employs a mixed-methods approach (Jonker & Pennink, 2010; Mohajan, 2018), integrating, observation, sentiment analysis, and word cloud visualisation (see Figure 1) (Ainin et al., 2020; Jaichandran et al., 2019). A total of 421 TripAdvisor reviews of *Ayam Betutu Khas Gilimanuk Cabang Tuban*, from 2012 to 2024 were analysed. This particular restaurant was selected due to its high volume of reviews, making it the most-reviewed establishment among 396 similar restaurants on the platform. The richness of this dataset allows for a comprehensive analysis using a mixed-methods approach facilitated by R Studio. To provide a theoretical foundation, this methodological framework draws upon contemporary models of consumer restaurant evaluation, which emphasise multidimensional criteria such as food quality, service, hygiene, ambience, and value (Bichler et al., 2021; Seo & Lee, 2021; Tuncer et al., 2021). These factors are implicitly captured within user-generated content, allowing

sentiment analysis to extract insights not only into taste preferences but also into broader experiential aspects of dining. In this context, online reviews serve as both evaluative data and reflections of affective, sensory, and spatial experiences associated with culinary encounters.

The initial phase involves text mining, employing the readr package to extract raw data, followed by preprocessing using tidytext. This process encompasses (1) text normalisation, including case folding and punctuation removal, (2) filtering out stopwords in both Indonesian and English, and (3) n-gram tokenisation. The utilisation of TripAdvisor reviews as a research method enables a robust combination of qualitative and quantitative insights, offering a deeper understanding of customer perceptions, preferences, and experiences (Litvin, 2019; Tripadvisor, 2025). In this study, such an approach is applied to evaluate consumer sentiment towards *Ayam Betutu Khas Gilimanuk Cabang Tuban*, providing valuable insights into how diners perceive and engage with this culinary establishment.

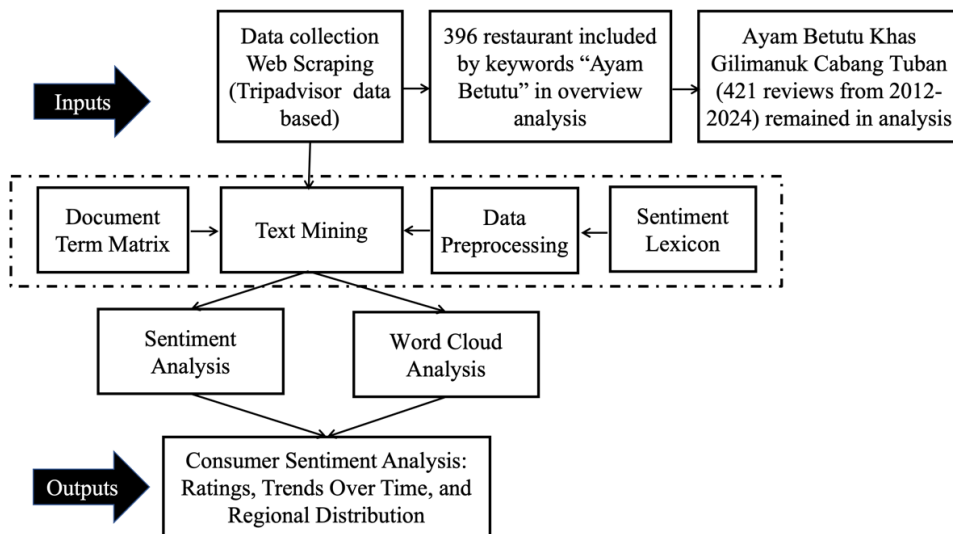


Figure 1. Sentiment analysis flow chart (Source: The author’s own study, 2025)

Figure 1 illustrates that the sentiment analysis employs a hybrid approach, integrating lexicon-based methods (AFINN and NRC) with rule-based techniques via the sentimentr package, which allows for contextual evaluation within sentences. Sentiment scores are aggregated per review, weighted based on text length and rating, and subsequently classified using an adaptive threshold (Aulia & Amelia, 2020; Wankhade et al., 2022). This hybrid approach enables a more nuanced interpretation of review data, accommodating subjective and affective dimensions that are central to food experiences. Temporal analysis is conducted using the lubridate package to identify seasonal patterns and multi-

year trends. For the word cloud construction, the quanteda package is optimised to build a Document-Feature Matrix (DFM) with term frequency-inverse document frequency (tf-idf) weighting, ensuring a balanced representation of local and global word frequencies. Interactive visualisations are developed using wordcloud2, integrated with Shiny to facilitate in-depth exploration of findings. Validation through an inter-rater reliability test on a sample of reviews confirms an 87% consistency rate in sentiment classification. This methodology is specifically designed to accommodate the unique characteristics of culinary review data, which often feature local slang (e.g., “joss”, “nendang”) and culturally specific contexts while also accounting for the evolution of the TripAdvisor platform over 12 years of consumer reviews. Moreover, this approach proves highly effective in visualising dominant keywords using wordcloud2, enabling the identification of central themes within the reviews, such as “taste”, “service”, or “price”. These thematic elements not only reflect tangible service attributes but also support deeper cultural interpretations of food as experience, thus aligning the analysis with theoretical discourses in gastronomic tourism.

4. Result and Discussion

4.1 Restaurant Profile and TripAdvisor Corpus of Ayam Betutu Khas Gilimanuk

This study focuses on the TripAdvisor account of *Ayam Betutu Khas Gilimanuk Cabang Tuban*. Among the 396 restaurants that appeared in the search results for the keyword “*Ayam Betutu*,” this establishment had the highest number of reviews, totalling 421 comments from 2012 to 2024.



Figure 2. Restaurant's Ambience (Source: Wiweka, 2025)

Based on observations, the restaurant is consistently crowded with tourists and tends to become even busier in the evening (Figure 2). *Ayam Betutu* and *Plecing Kangkung* are the restaurant's signature dishes, renowned for their distinctive and spicy flavours, which serve as a major attraction for visitors (Figure 3).



Figure 3. Favourite Menu (Source: Wiweka, 2025)

An analysis of the reviewers' regional origins reveals that the majority of locations remain unidentified, as users often do not input their location details. However, among the identifiable regions, the highest number of reviews comes from Jakarta, followed by Surabaya and Bandung. In terms of international reviews, the largest proportion originates from Singapore and Kuala Lumpur (Table 1).

Table 1. Summary of Review Analysis by Region (2012–2024)

No.	Region	Count
1	Unknown	44
2	Jakarta	30
3	Surabaya	8
4	Bandung	6
5	Yogyakarta Region	6
6	Singapore	5
7	Kuala Lumpur	4
8	Kuta	4

Source: Processed Data, 2025

4.2 Sentiment Analysis of TripAdvisor Reviews: Insights from Ratings, Temporal Trends, and Regional Distribution

Sentiment analysis, particularly in the context of sentiment by rating, sentiment over time, and sentiment by region, plays a crucial role across various domains, including business, marketing, and strategic decision-making. In culinary tourism, this approach aligns with the experience economy framework (Pine & Gilmore, 1998, 2013), where emotional engagement with heritage dishes like *Ayam Betutu* shapes tourist perceptions of authenticity and cultural value. Therefore, a more detailed discussion of this analysis is presented as follows.

4.2.1 Sentiment Analysis by Rating

This analysis examines whether the TripAdvisor ratings provided by 421 users, ranging from 1 to 5 stars, between 2012 and 2024 align with the sentiment expressed in their textual reviews. Such discrepancies often reflect the “service gap” theory (Parasuraman et al., 1988; Zeithaml et al., 1996), where mismatches between expected and actual experiences—particularly in heritage cuisine contexts—lead to dissonance despite high ratings for food quality. By integrating both rating-based and sentiment-based analyses, businesses can achieve a more precise evaluation of customer satisfaction and identify areas for improvement. The findings from this analysis are illustrated in Figure 4.

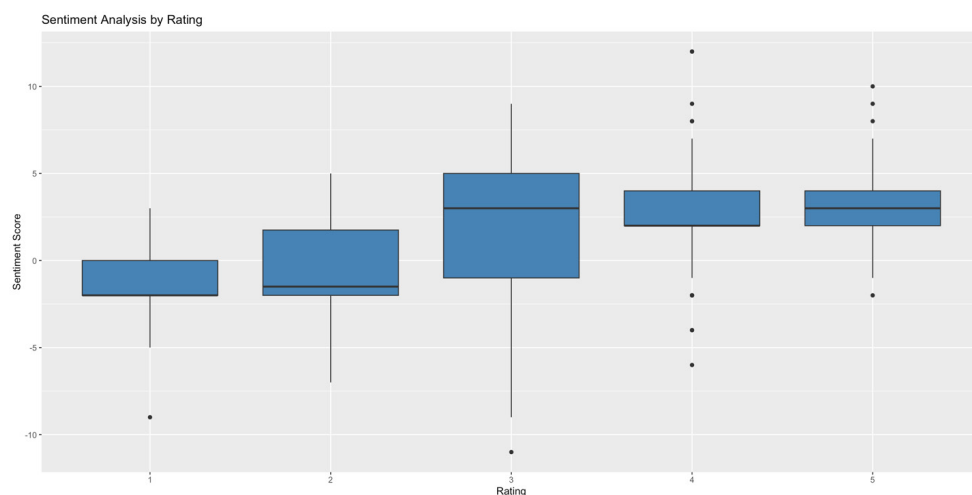


Figure 4. Sentiment Analysis Results by Rating from 2012 to 2024 (Source: The author's own study, 2025)

The figure above illustrates that the majority of visitors rated *Ayam Betutu Khas Gilimanuk Cabang Tuban* with a score of 3. However, sentiment analysis reveals an interesting insight, while most reviews associated with this rating reflect a generally positive impression, there are recurring concerns regarding cleanliness and comfort. This duality mirrors findings by Cohen et al. and Smith et al. (Cohen & Avieli, 2004; Smith et al., 2010) on how culinary tourists often separate food quality from ancillary factors (e.g., hygiene, service) when evaluating heritage restaurants. For instance, as highlighted in a review by the user “ViraNasril” in 2013:

“Ayam betutu nya enak, makin aduhai dengan paduan sambel & kacang tanah goreng di plecing kangkungnya. Setiap ke Bali selalu wajib 1 kali makan di sini. Tapi sayang, kebersihannya kurang dijaga, wastafel cuci tangan dibiarkan kotor begitu saja. Tempatnya juga kurang nyaman karena tidak dipisahkan antara yang merokok dan tidak”.

“The Ayam Betutu is delicious, made even more delightful by the combination of sambal and fried peanuts in the plecing kangkung. Every time I visit Bali, I always make it a point to dine here at least once. Unfortunately, the cleanliness is not well maintained – the handwashing sink is left dirty. The place also feels less comfortable as there is no separation between smoking and non-smoking areas”.

The TripAdvisor rating of 3.9 indicates a generally favourable evaluation, consistent with researchers observation that Balinese heritage dishes often receive high baseline ratings due to their cultural cachet (Pramudia & Tanius,

2024; Widjaja et al., 2018). However, negative sentiments about cleanliness and service quality suggest a “hygiene-heritage paradox,” where tourists tolerate suboptimal conditions for authentic experiences but still express dissatisfaction—a phenomenon noted in studies of Southeast Asian street food (Henderson, 2019).

4.2.2 Sentiment Analysis Over Time

This analysis enables businesses to track shifts in customer sentiment over time, particularly in response to key events. The fluctuations observed (Figure 5) resonate with the “disconfirmation theory” (Hossain, 2019; Rosen et al., 2003), where sentiment dips (e.g., 2014–2015 overcrowding, 2018 service complaints) reflect gaps between tourist expectations (shaped by Bali’s reputation for hospitality) and reality.

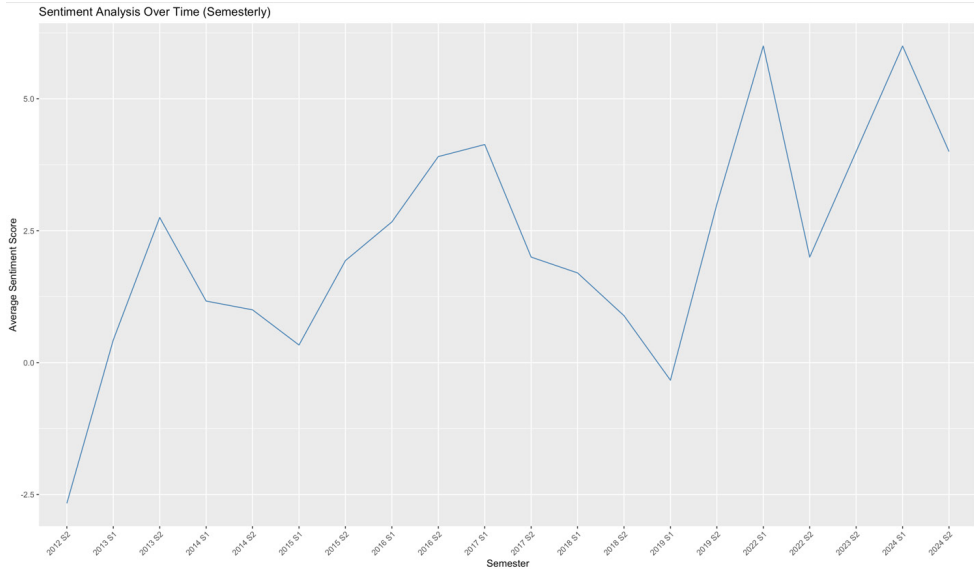


Figure 5. Sentiment Analysis Over Time from 2012 to 2024 (Source: The author’s own study, 2025)

Figure 5 illustrates the fluctuating sentiment score of *Ayam Betutu Khas Gilimanuk Cabang Tuban* over time. The first recorded rating appeared in 2012, followed by an increase in 2013 before experiencing a decline in 2014 and 2015. Based on the review data, customer awareness of this particular branch grew significantly in 2013, whereas previously, visitors tended to frequent the Denpasar branch. The decline in 2014–2015 was attributed to overcrowding, a challenge common to “iconic” heritage restaurants that struggle to balance mass tourism with authenticity (Masmoudi, 2025). The 2018 service-related downturn exemplifies how negative service encounters disproportionately

impact overall sentiment, even for culturally significant cuisine (Grandis, 2023). For example, user “livy_jp” noted:

“Went there with friends and the entire sucks service begin. We waived alternately to order food, waitress simply looked, nodded and asked other colleague to take order. Eventually there was an average age old lady came, she took order NOT by taking notes. When we suggested her to take notes instead, she responded; I’m using my brain. Such an ugly response and attitude. Food came wrong, and we were charged for something we didn’t ordered although the cashier revised the bill. Overall, since nothing was so special about the food we are gonna recommend this, and not gonna come back”.

Negative reviews regarding service highlight the need for *Ayam Betutu Khas Gilimanuk Cabang Tuban* to enhance its customer service standards. While the quality of the food remains highly rated, inadequate service can still lead to poor overall ratings. This underscores the importance of a well-rounded customer experience—regardless of how exceptional the food may be, visitors tend to focus on aspects that fall short of expectations. Therefore, maintaining excellent service is just as crucial as delivering high-quality cuisine.

In 2019, sentiment scores saw an upward trend once again. However, during 2020 and 2021, the number of reviews declined sharply due to the Covid-19 pandemic, which halted tourist mobility to Bali, leading to temporary restaurant closures and capacity restrictions. By 2022, customer reviews began to increase again, exhibiting fluctuating sentiment patterns through 2024. The overarching trend remained consistent with previous years—while food quality was perceived as good to excellent, service remained an area requiring improvement.

This aligns with Johnston & Baumann’s “foodscape” theory, where service interactions are as critical as food in constructing culinary tourism experiences (Su et al., 2020; Yasmineen, 2023). The post-pandemic recovery (2022–2024) further underscores the fragility of heritage food businesses in global crises (Candra et al., 2021, 2021).

4.2.3 Sentiment Analysis by Region

This analysis helps identify variations in customer sentiment across different regions or countries, making it particularly valuable for global businesses or restaurant chains operating in multiple locations. Specifically, it plays a crucial role in tailoring marketing strategies—by understanding sentiment trends in specific regions, businesses can adapt their marketing approaches, menu offerings, or services to better align with local preferences. A visual representation of sentiment analysis by region can be seen in Figure 6.

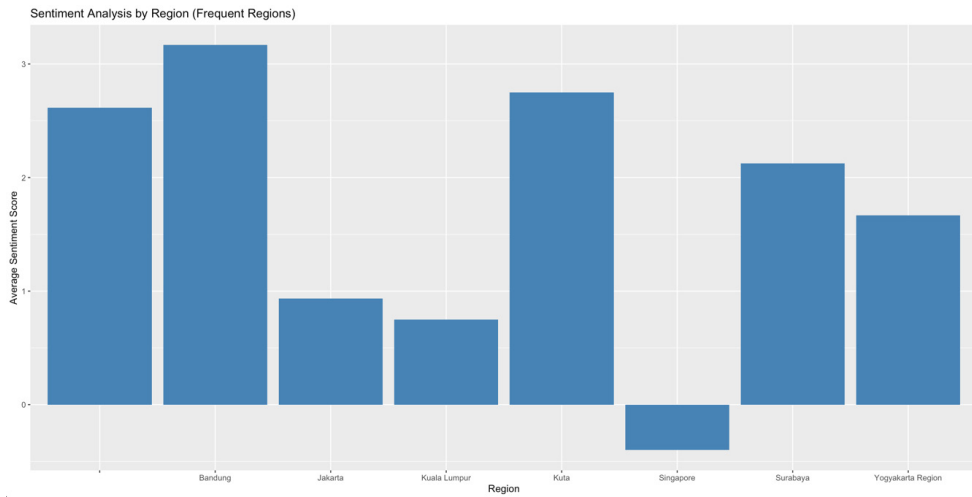


Figure 6. Comparison of Customer Sentiment Across Different Regions Based on Frequency of Mentions (Source: The author’s own study, 2025)

These regional sentiment variations are critical within the framework of the Experience Economy (Pine & Gilmore, 1998, 2013), where customer experiences—shaped by emotional and cultural engagement—become the core of value creation. Visitors from different regions interpret the *Ayam Betutu* experience not only through taste but also through service quality, ambience, and cultural resonance (Grandis, 2023; Pratama et al., 2021).

Figure 6 reveals that visitors who provided high sentiment scores predominantly came from Bandung, Kuta, Surabaya, and Yogyakarta. Conversely, lower sentiment scores were recorded among visitors from Singapore, Kuala Lumpur, and Jakarta. While the average sentiment score generally indicates a positive perception, negative sentiment was more apparent in reviews from visitors based in Singapore. Indonesian visitors, particularly those from Bandung, Kuta, Surabaya, and Yogyakarta, generally responded well to the *Ayam Betutu* menu. Despite mentioning its spiciness, they still expressed positive sentiment towards the dish. For instance, a review from the user “alamsyahadi” stated: “*This is traditional bali food that should try for everyone that come to bali. they has soft chicken texture that it easily off the bone. they has nice sauce that very spicy*”.

Meanwhile, in 2017, “Rubenesk K” from Malaysia expressed a negative sentiment regarding their experience with the quality of food served at the restaurant: “*Bad service good taste*”. Another negative review came from “Trisno W” from Singapore in 2014, highlighting an uncomfortable dining experience due to the hot and crowded conditions, as stated below:

“Like the chicken actually. But the restaurant I dined-in has no Air-con which is really needed for that spicy dishes. Eating it with all the sweat coming out from your scalp. It would be better for takeaway and have it in the Aircon room hotel”.

This regional dissatisfaction illustrates how physical comfort (e.g., air-conditioning) and hygiene are evaluated by modern diners as part of the overall foodscape—a term used to describe the cultural and spatial meanings of food consumption (Bell & Valentine, 2013). Cleanliness and ambience, as reflected in these reviews, become as influential as the food itself in shaping perceived authenticity and satisfaction.

Reviews from international visitors indicate that, while they generally appreciated the dishes served, they expressed disappointment with the service and overall ambience of *Ayam Betutu Khas Gilimanuk Cabang Tuban*.

4.2.4 Diverse Preferences and Complaints Across Regions

The highest sentiment scores, based on regional analysis, were predominantly given by international visitors from Perth, followed by Bintan Island, Darwin, Asia, Paris, Medan, and Brisbane. These high scores reflect highly positive reviews and favourable perceptions of *Ayam Betutu Khas Gilimanuk Cabang Tuban*. For instance, a review from the user “ranzeyranzey” from Perth in 2016 stated:

“I love this food!! Big fan of ayam betutu, people who love love spicy food needs to try this local bali food, I really want to try the lawar but everytime I come here always runs out :(maybe i just need to come earlier next time”.

Next, a 5.0 rating was given by TripAdvisor user “Viviin” from Bintan Island in 2022, as follows: *“Very good ayam betutu kuah, ayam betutu goreng and bebek betutu we had. will love love love to come back again when we visit bali”.*

The comparison of sentiment scores by region, highlighting the highest scores, can be observed in Figure 7. These positive reviews highlight how gastronomic heritage—such as *Ayam Betutu*—functions as a multisensory cultural experience that aligns with tourists’ desire for authenticity and local immersion (Hermawan et al., 2021). The repetition of expressions such as “love” and “want to come back” signals a strong emotional attachment to the foodscape, reinforcing its position as both culinary attraction and cultural artefact.

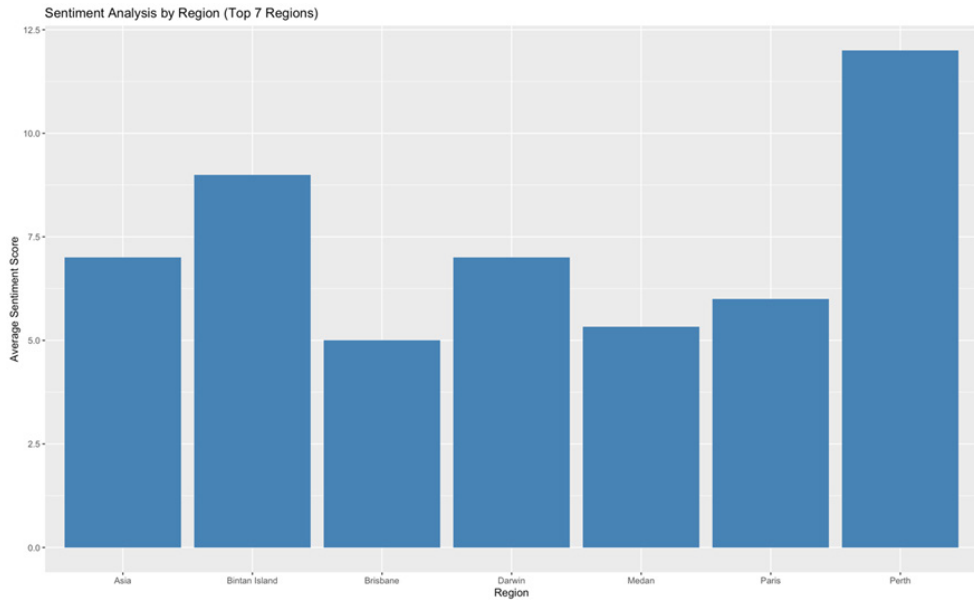


Figure 7. Comparison of Sentiment Scores Across the Top Seven Highest-Rated Regions from 2012–2024 (Source: The author’s own study, 2025)

The following data (refer to Figure 8) presents sentiment scores from regions with the lowest ratings. The lowest sentiment score is attributed to visitors from “Isny im Allgäu”, a town in Germany. One such review, posted by user “momtyallgaeu” in 2013, provides insight into their experience:

“Ich war in dem “Outlet” in Thana Lot (Ayam Betutu ist auch eine Kette mit mehreren Filialen auf Bali, aber auch in Jakarta und Yogyakarta) und habe das erste Mal in 21 Jahren in einem indonesischen Lokal Gabel und Löffel intensiv abgewischt, weil alles in dem Lokal ein bisschen schwiemelig aussah. Es gab auch keinen Es Teh, weil das Eis ausgegangen war..Das “Ayam Betutu Gilimanuk”, also balinesisches Hühnchen auf lokale Art in Curry war eigentlich ganz gut, und die Zwiebeln mit Chili wie auch das spinatartige Grünzeug mit Chili ebenso, aber ganz schön scharf. Das Sate Lilit Ayam war kalt und in der ganzen Konsistenz ein bisschen abgestanden, hat mir nicht geschmeckt. Wenn es das Ganze in einem etwas schöneren Ambiente und auch i9n einer saubereren Umgebung gäbe, wäre es ganz gut, aber so kostet es eher Überwindung. Mein Magen hat es jedenfalls gut überstanden, insofern eine “ noch befriedigend”-Wertung, zumal es auch nicht viel kostet”.

I was at the outlet in Tanah Lot (Ayam Betutu is also a chain with several branches in Bali, as well as in Jakarta and Yogyakarta), and for the first time in 21 years in an Indonesian restaurant, I thoroughly wiped the fork and spoon because everything in the place looked a bit grimy. There was also no iced tea available, as they had run out of ice. The Ayam Betutu Gilimanuk—Balinese-

style chicken in curry—was actually quite good, as were the onions with chilli and the spinach-like greens with chilli, though they were quite spicy. The Sate Lilit Ayam was cold and had a somewhat stale texture, so I didn't like it. If the whole thing were served in a nicer and cleaner environment, it would be quite good, but as it is, it takes some effort to eat there. At least my stomach handled it well, so overall it deserves a "still satisfactory" rating, especially since it's not expensive."

The review indicates that while the user was satisfied with the food, they were deeply disappointed with the cleanliness of the dining utensils, noting the presence of mould. As a result, the reviewer expressed a negative sentiment and provided a low rating. Such feedback suggests that experiential authenticity is compromised not by the food alone but by the surrounding context of consumption (Kristanti et al., 2019). Cleanliness and atmosphere are central to how heritage cuisine is perceived and valued by international audiences, reinforcing the need for holistic quality management in culinary tourism.

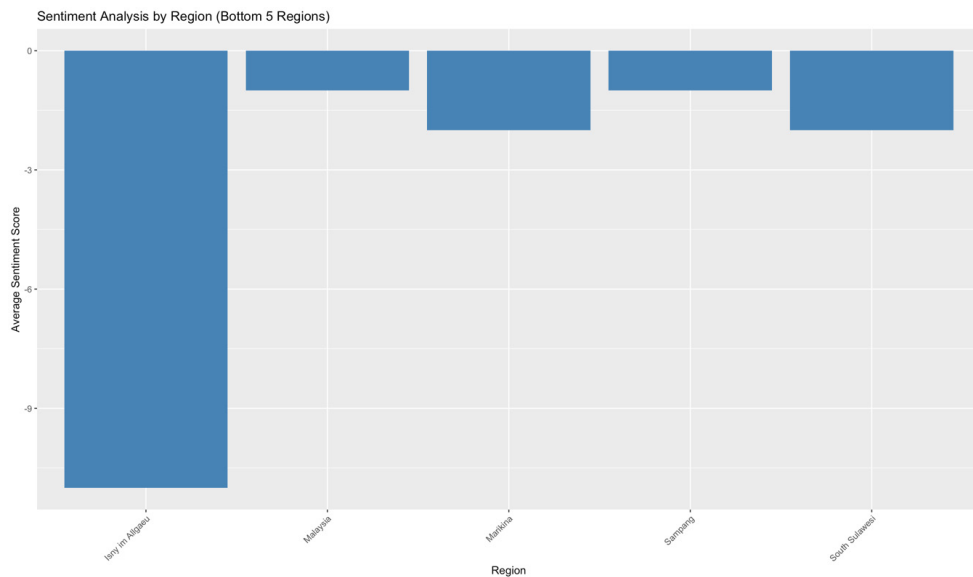


Figure 8. Comparison of Sentiment Scores Across the Five Lowest-Rated Regions from 2012–2024 (Source: The author’s own study, 2025)

4.3 Recommendations for Improvement Based on Word Cloud Sentiment Analysis

Word clouds serve as a valuable tool in sentiment analysis due to their ability to simplify textual data, visualise patterns, and support decision-making processes. While they have certain limitations, word clouds remain an effective method for identifying dominant keywords and quickly grasping customer

“Ayam Betutu is one of my favourite Balinese dishes, and this restaurant is among those that prepare it very well and deliciously. It’s my regular stop every time I come to Bali.”

Additionally, the words “Ayam” and “Betutu” are often associated with an emphasis on their distinctive flavour, as reflected in the review by “Dudung KS”, as follows:

“Ayam Betutu, makanan khas Bali yang menggugah selera. Kualitasnya jempol dan pedasnya mantap. Jangan lupa untuk menikmati kangkung ya sebagai menu tambahan. Harganya standar rumah makan”.

“ Ayam Betutu, a Balinese speciality that truly whets the appetite. The quality is excellent, and the spiciness is perfect. Don’t forget to enjoy the kangkung as an additional dish. The price is standard for a local restaurant”.

Ayam Betutu is widely perceived as a signature Balinese dish that tantalises the taste buds. The frequent appearance of the keywords “*Ayam Betutu*” in reviews not only reinforces its identity as a renowned dish but also reflects customer preferences and their impressions of the menu. This perception aligns with the Foodscape Theory, which suggests that food is experienced within specific spatial-cultural contexts (Bell & Valentine, 2013), reinforcing the significance of *Ayam Betutu* within Bali’s gastronomic identity. This sentiment is evident in the review written by “abottpotter”, as follows: “*Best ayam betutu in Bali!*”.

The review highlights a strongly positive impression after enjoying *Ayam Betutu* at *Ayam Betutu Khas Gilimanuk Cabang Tuban*, even going so far as to claim that the dish served there is the best in Bali. Secondly, the word “Bali” emerges as the second most frequently mentioned term in the word cloud analysis. This indicates that Bali is the primary location where *Ayam Betutu* is widely available. Many reviewers acknowledge that *Ayam Betutu* is an authentic Balinese dish, making it a sought-after culinary experience for visitors to the island. Such associations demonstrate how traditional dishes serve as cultural signifiers in culinary tourism (Hermawan et al., 2021; Radix AP Jati, 2014). This sentiment is echoed in the review by “senangjalan”, as follows: “*Masakan khas bali yang nikmat*” (A delicious Balinese traditional dish).

Similarly, “Diannatalia S” expressed a comparable sentiment, stating:

“Only two words: hot and spicy. The place is not too big, just traditional long tables and long sharing benches, very crowded during lunch and dinner time, and no aircon. If you are looking for a local food, this is an option. It is really hot and spicy, literally. The chicken is cooked in traditional Balinese way, with herbs and spices. The one with broth is for the hotter than one fried. Price

is just so so, approx IDR 30,000 per pax (for set 1 pc chicken with rice, incl veggies and sambal). Service: just very basic, can't expect much. Sometimes service can be very slow during the peak times".

Both of these reviews illustrate that *Ayam Betutu* is widely recognized as a signature dish of Bali, with explicit mentions of its traditional Balinese cooking method. This implies that, in general, visitors are well aware that *Ayam Betutu* originates from Bali and is an essential part of the local culinary identity. This corresponds with experts' (Grandis, 2023; Pramudia & Tanius, 2024) findings on the dish's ceremonial roots and the symbolic value of its preparation in Balinese cosmology. Furthermore, the word "Makan" (which translates to "Eat") emerges as the third most frequently mentioned term. This is directly associated with the dining experience at the restaurant, particularly with visitors opting for dine-in services. This notion is reflected in the review by "Atalestari", as follows:

"Pasti langsung ke sini untuk makan tiap mendarat di Bali pas jam makan siang. Lokasinya sangat dekat dengan bandara. Ayam nya enak, bumbu meresap, rasa pedasnya pas kalau menurut saya. Harga sedang tidak terlalu mahal atau murah juga. Nilai rasa 4/5. Tiap datang ke resto ini selalu ramai, walaupun sudah lewat jam makan siang".

"I always come here for a meal every time I land in Bali around lunchtime. The location is very close to the airport. The chicken is delicious, the seasoning is well absorbed, and the spiciness is just right in my opinion. The price is moderate — not too expensive and not too cheap either. Taste rating: 4/5. Every time I visit this restaurant, it's always crowded, even after lunch hours".

Moreover, the word "Makan" also serves as an emphasis in recommendations provided by reviewers for other users seeking references. This is evident in the review by "windakartinasari", who stated: *"Tempat makan yg harus dikunjungi"* (A dining place that must be visited".

The fourth most frequently appearing word is "Enak", which reflects the impression of customers who have enjoyed the *Ayam Betutu at the Gilimanuk Cabang Tuban*. According to researchers, taste remains one of the most dominant factors shaping customer satisfaction in online restaurant reviews (Gan et al., 2017; Rodríguez-López et al., 2020). Several reviews highlight this sentiment, including one from "Hartonoswanopati", who stated: *"Ayamnya tetap enaaak"* (The chicken is still delicious)".

In a similar vein, “Titisari T” shared the following remarks:

“Belum ke Bali kalau belum makan Ayam Betutu Khas Gilimanuk ☺ Meskipun ada juga di Jakarta, tapi entah kenapa rasanya tidak mantap kalau ke Bali belum makan disini. Ayam dan bebek betutunya enak banget, pedasnya nikmat bikin nagih. Rasa enak, harga murah, ngga ada komplén”.

“You haven’t truly been to Bali if you haven’t eaten Ayam Betutu Khas Gilimanuk. Although it’s also available in Jakarta, for some reason it doesn’t taste as good—if you’re in Bali, you must eat it here. The chicken and duck betutu are really delicious, the spiciness is delightful and addictive. Tasty, affordable, no complaints”.

From these two reviews, it is evident that the *Ayam Betutu* served at the restaurant has left a positive impression on customers. The next most frequently mentioned word is “Pedas” (spicy), which highlights the dominant flavour profile that defines *Ayam Betutu*. This word reflects the consumer perception of its signature taste, as seen in the review by “Aminah H”, which states: *“Mantaaapp pedasnya”* (*“Absolutely delicious, the spiciness”*).

Similar to the previous review, “luckywindow” also expressed great satisfaction with the spiciness of *Ayam Betutu*, as reflected in their review: *“Pedasnya bikin mau lagi”* (*“The spiciness makes you want more”*). Furthermore, another frequently mentioned word in customer reviews is “Khas” (distinctive/traditional). This term signifies consumers’ recognition that *Ayam Betutu* is an iconic Balinese dish, best experienced in its place of origin. This understanding is evident in the review by “evania23”, which states:

“Yang ke bali jangan lupa apia makanan khas bali yang 1 ini. Mungkin ada beberapa tempat yang jual ayam betutu. Tapi salah satunya adalah ini. Ini enak sekali. Pedas sekali. Plecingnya juga top banget. apia yam lagi dimakan sama nasi panas2. Jangan lupa Minumnya yang hangat2. Biar jika kepedesan, pedesnya cepat hilang”.

Which is translated literally into English: “Those who go to Bali should not forget this one Balinese specialty. There may be several places selling Ayam Betutu, but this is one of them. It is very delicious. Very spicy. The plecing is also really excellent. The Ayam is eaten again with hot rice. Don’t forget the warm drink so that if it’s too spicy, the spiciness goes away quickly”.

This statement is further reinforced by the review written by “Tyaloyna”, which states: *“Khas bali”* (*“Typical Balinese”*).

The word “Khas” echoes the heritage-based marketing of traditional foods in Indonesian culinary tourism (Kristanti et al., 2019; Radix AP Jati, 2014; Widjaja

et al., 2018), which highlights how local uniqueness can enhance destination image. The most frequently mentioned words from the word cloud analysis highlight the dominant keywords that succinctly capture consumer perceptions of *Ayam Betutu Khas Gilimanuk Cabang Tuban*. Based on the review data and these key terms, a deeper analysis of consumer perception can be conducted using several key indicators, as outlined below:

a. *Food Quality*

Food quality plays a crucial role in determining customer satisfaction in restaurants (Mangare et al., 2023). Based on the Word Cloud analysis, the sentiment towards food quality is predominantly positive, with frequently mentioned words including “delicious,” “perfect,” “like,” and “love.” This is reflected in a review by “Kristanto N”, who states:

“Love the chicken so much.. terutama yang berkuah... bumbunya sangat lezat dan pedas... tempat makannya luas... sate lilit dan menu pendampingnya juga enaaak” (“Love the chicken so much... especially the one with sauce... the seasoning is very delicious and spicy... the dining area is spacious... the sate lilit and side dishes are also delicious”).

However, one word that carries a negative sentiment is “lacking.” Upon analysing the review data, this term is often used to describe the taste of *Ayam Betutu*, which may not suit the palates of non-Balinese consumers. For instance, “Catherine_Cuosman” expresses: “Kata orang – orang sih enak.. tapi ga cocok dilidah saya.. saya kurang suka, kalo untuk pelayanannya si OK”. (“People say it’s tasty... but it doesn’t suit my palate... I don’t really like it, but the service is okay”). Nonetheless, the overall sentiment towards *Ayam Betutu* on TripAdvisor remains positive.

b. *Service*

Regarding service, one of the most frequently mentioned words in the Word Cloud is “fast.” The service at *Ayam Betutu Khas Gilimanuk Cabang Tuban* is often praised for its efficiency, as highlighted by “AndriTobing” in the following review:

“Restoran yg khas Indonesia... Makanan pedas harga murah tapi memang tempatnya kurng nyaman.. Terlalu sederhana tapi ya sesuai dengan harganya..Pelayanan cepat.. Lokasi yg strategis” (“A restaurant typical of Indonesia... Spicy food at low prices, but the place is somewhat uncomfortable... Very simple, but consistent with the price... Service is fast... Location is strategic”).

Beyond speed, “Silih” commends the restaurant for its friendly service and the high quality of food served. His review: *“Layanan Ramah, Cepat dan Rasa Tidak Tertandingi”* (“Friendly and fast service, with an unmatched taste”). Despite the majority of reviewers appreciating the quick and friendly service at *Ayam Betutu Khas Gilimanuk*, there is one negative review that points out a lack of attentiveness from the staff towards arriving customers. According to Irwan & Haryono (2015) (Abdulla et al., 2019; Bichler et al., 2021), service quality depends on three key factors such as system, technology, and human resources. This feedback can serve as a recommendation for the management to enhance service quality. A user named “ninales2015” states:

“Lokasi berada dekat bandara, ayamnya pedas tapi sangat enak dan mengundang selera. Setiap kali ke Bali saya selalu menyempatkan makan di sana. Pelayanan perlu ditingkatkan lagi karena kalau mau order tambahan, pelayan tidak segera menanggapi”.

“The location is near the airport, the chicken is spicy but very tasty and appetising. Every time I visit Bali, I always make a point to eat there. The service needs to be improved, as staff do not respond immediately when ordering additional items”.

In the intricate world of hospitality, where every interaction shapes customer satisfaction (Cherapanukorn & Charoenkwan, 2017; Mangare et al., 2023), exceptional service quality serves as the guiding force. It harmonises five key elements: a well-maintained and inviting environment, consistent and reliable service, responsiveness to customer needs, the confidence instilled by knowledgeable staff, and the empathetic touch that turns transactions into meaningful connections (Parasuraman et al., 1988; Parasuraman & Berry, 1990). When these elements come together seamlessly, the dining experience transcends mere sustenance, leaving a lasting emotional impact. This not only fosters customer satisfaction but also builds strong loyalty, turning guests into passionate advocates who share their experiences and enhance the restaurant’s reputation.

c. *Cleanliness*

Restaurant cleanliness, including dining areas, restrooms, and kitchens, plays a crucial role in shaping customer perceptions. A well-maintained and aesthetically pleasing environment enhances visitor comfort, while a strategic location with easy accessibility positively influences purchasing decisions (Kemenparekraf, 2020). Based on the

word cloud analysis, the term *“tempatnya”* (the place) frequently appears, suggesting that cleanliness is a recurring theme in customer reviews. However, opinions on cleanliness are divided—some reviewers praise the restaurant’s hygiene standards, while others express dissatisfaction. For instance, *“Lisbet_310183”* highlighted concerns regarding cleanliness in the following review:

“Ayam goreng betutunya enak dan empuk. Sate lilit ayamnya enak dan nasi campur balinya juga lumayan meski saya kurang suka dengan masakannya. Tempatnya lumayan luas. Sayangnya, Pelayanannya kurang ramah. Jutek banget. Harga cukup terjangkau. Tempat kurang bersih”.

“The fried Betutu chicken is tasty and tender. The chicken satay is good, and the Balinese mixed rice is decent, although I personally did not like the dish. The place is fairly spacious. Unfortunately, the service is unfriendly, very curt. Prices are quite affordable. The place is not very clean”.

On the other hand, a contrasting opinion was expressed by *“Erna S”*, who described the place as clean in her review:

“Rasanya enak, daging empuk, pedas, membuat ketagihan, apia dekat, tempat bersih dan nyaman, harus dicoba !!!” (*“The taste is good, the meat is tender, spicy, and addictive, nearby location, clean and comfortable place, a must-try!!!”*).

Based on these reviews, it can be concluded that there is a balance between positive and negative sentiments regarding cleanliness. This indicates an inconsistency in maintaining hygiene standards, which needs to be addressed to ensure that customer feedback shifts entirely towards a positive direction. Adhering to strict cleanliness protocols is essential for enhancing the overall dining experience and fostering customer satisfaction.

d. *Atmosphere and Ambience*

The word *“Ramai”* (crowded) frequently appears in the word cloud, indicating the bustling atmosphere of *Ayam Betutu Khas Gilimanuk Cabang Tuban*. Several reviews highlight how visitors perceive the ambience, with some finding the restaurant too crowded, leading to discomfort. Although many patrons appreciate the quality of the food, the lack of a comfortable dining environment is evident in certain reviews. For instance, a review from *“Lewipurn0368”* in 2014 expresses dissatisfaction with the overly crowded setting, stating:

“Resto ini nampak sperti warung terbuka dijalan tuban, sangat ramai saat kami mencobanya, menu yang kami coba adalah 2 ekor ayam betutu sudah

dapat sayur, cukup enak, namun suasana yang penuh, saat itu membuat tidak nyaman, kami makan sekeluarga, sampai ditunggu oleh orang lain untuk menempati meja yang kosong”.

“This restaurant looks like an open-air warung on Jalan Tuban, very crowded when we visited. The menu we tried was 2 whole ayam betutu with vegetables, quite tasty, but the crowded atmosphere at that time made it uncomfortable. We ate as a family, while others waited to take the empty table”.

Several improvements in the restaurant’s atmosphere and ambience are necessary, as Batat & Finkelstein (Batat, 2021; Finkelstein, 2004) state that the ambience and location of a restaurant have a positive and significant impact on consumers’ purchasing interest and overall customer satisfaction. Similarly, Vendy & Khoiri (Vendy & Khoiri, 2023) highlight the importance of creating a comfortable dining environment to enhance consumer experiences.

e. *Pricing and Perceived Value*

The words “*harga*” (price) and “*price*” frequently appear in the reviews, indicating that pricing is a crucial factor for restaurant patrons. Based on sentiment analysis, customers generally perceive the pricing of *Ayam Betutu* as affordable and reasonable in comparison to the quality of the food. This positive perception is reflected in reviews such as the one from “*Tria P*” in 2018, who gave a 5.0 rating, stating:

“Rasanya enak dengan bumbu khas bali dan harga terjangkau..tempat makan biasanya ramai, jadi harus sabar untuk antri” (“The taste is delicious with typical Balinese spices and affordable prices. The restaurant is usually busy, so one must be patient to queue”).

In a study by Abdurachman et al., & Chotimah (Abdurachman et al., 2021; Chotimah & Wahyudi, 2019), it was found that price perception partially influences consumer satisfaction in a positive and significant manner. This reinforces the importance of pricing as a key factor frequently mentioned in customer reviews.

f. *Location and Accessibility*

The location and accessibility of a restaurant play a crucial role in consumer decision-making. (Bichler et al., 2021; Gan et al., 2017) found that location has a positive impact on consumer satisfaction in coffee shops, suggesting that ease of access and strategic placement contribute to a better

dining experience. Aligning with these findings, the wordcloud analysis reveals that the words *“tempat”* (place) and *“tempatnya”* (the place itself) frequently appear in customer reviews, highlighting their importance. For instance, a review from “Asti W” in 2017 describes her perspective on the restaurant’s location as follows:

“Lokasinya sangat strategis, dekat dengan airport. Menyediakan berbagai menu khas bali. Cobalah ayam betutu pake, sudah komplit dengan nasi, plecting kangkung dan sambal matah. Tambahkan dengan sate lilitnya yg sangat enak”.

“The location is very strategic, near the airport. It offers various typical Balinese dishes. Try the ayam betutu, which comes complete with rice, plecting kangkung, and sambal matah. Complement it with the sate lilit, which is very delicious”.

g. *Menu and Variety*

The variety of menu options is a key aspect frequently mentioned in customer reviews. Wordcloud analysis identifies several words associated with menu items, including *“Ayam”* (chicken), *“Betutu,”* *“Bebek”* (duck), and *“Matah”* (Balinese chili sambal). These keywords indicate that the most frequently reviewed dishes are *Ayam Betutu*, *Bebek*, and *Sambal Matah*, highlighting the popularity of these menu items among visitors. Furthermore, reviews also discuss the completeness and variety of the menu, suggesting that customers value diverse options. This is evident in a review from “Yuda O” in 2016, which states the following:

“Pas banget buat sarapan, menu lengkap tinggal pilih pilih. Harganya tidak terlalu mahal, rasanya lumayan.. Talk less eat more and more” (*“Perfect for breakfast, the menu is complete with plenty of choices. The price is not too expensive, and the taste is fairly good... Talk less, eat more and more”.*

Menu variety plays a crucial role in enhancing customer satisfaction, as validated by Afriani (Afriani & Pratama, 2022), who found that a diverse menu selection significantly impacts overall customer experience. Offering a wide range of choices allows restaurants to cater to different tastes and preferences, ensuring a more inclusive dining experience.

h. *Reputation and Influence of Previous Reviews*

The reputation of *Ayam Betutu Khas Gilimanuk* serves as a key factor influencing customer decisions. Many visitors decide to dine at the restaurant after reading previous reviews, demonstrating the power

of online recommendations in shaping consumer behaviour. This trend is evident in a 2019 review by “Lovely_jogja”, who not only visited the restaurant based on prior reviews but also actively contributed to the TripAdvisor community by sharing their own recommendation after experiencing the menu.

“Just follow review from internet. Overall for who like spicy food, this resto recommended. But if you don’t like it, you still can eat without souce (kuah)..just order ayam goreng”.

The reputation and image of a restaurant play a pivotal role in determining customer satisfaction. Research by Kusumaningrum et al. (Kusumaningrum et al., 2019) highlights a significant correlation between a restaurant’s reputation and consumer satisfaction. A well-established reputation fosters trust, enhances expectations, and ultimately influences repeat visits and positive word-of-mouth recommendations.

i. *Distinctive Dining Experience*

Ayam Betutu Khas Gilimanuk offers a memorable and distinctive culinary experience, as evident from customer reviews that frequently highlight its unique flavour profile. For instance, a 2016 review by “Mohamad A” emphasised the exceptional taste of the dish, setting it apart from other Balinese cuisine.

“Saya dan istri mencoba Ayam Betutu Goreng di resto ini, 1 Ekor ayam kami makan berdua. Cita Rasa Ayam Betutu Gorengnya unik, digoreng renyah dengan bumbu rempah jeruk dan cabai kering. Disajikan bersama sayuran tauge dan daun singkong yang terpisah. Sayang, sayurannya berasa hambar”.

“My wife and I tried the Fried Ayam Betutu at this restaurant, sharing one whole chicken between us. The flavour of the Fried Ayam Betutu was unique, fried until crispy with citrus and dried chili spices. Served with separate vegetables of bean sprouts and cassava leaves. Unfortunately, the vegetables tasted bland”.

Uniqueness plays a crucial role in influencing consumer choices, second only to authenticity when selecting local cuisine. According to Wachyuni & Wiweka (Wachyuni & Wiweka, 2022), a dish’s uniqueness significantly impacts tourist satisfaction, as it offers an exclusive culinary experience that enhances their overall travel experience.

j. *Handling Customer Complaints*

A restaurant's ability to address customer complaints and feedback is a critical factor in its overall reputation and service quality. Reviews containing the keyword "complain" reveal a mix of positive and negative sentiments. Some customers appreciate proactive problem-solving, while others express dissatisfaction with how their concerns were handled. For instance, Aminah H's 2017 review highlights specific experiences related to complaint management, demonstrating the impact of responsiveness on customer satisfaction.

"Tempatnya strategis, gampang parkir.. pegawainya ramah.. pesanan cepat disajikan jadi g butuh waktu lama untuk menunggu... bagi yang suka pedas, jangan lupa pilih yang betutu kuah pedas.. dijamin pedasnya mantaaapp".

"The location is strategic, easy to park... the staff are friendly... orders are served quickly, so there is no need to wait long... for those who like spicy food, don't forget to choose the spicy Betutu soup... the spiciness is guaranteed to be excellent".

Conversely, the review by "Meisyucunan" (2018) conveys a negative impression, highlighting dissatisfaction with the restaurant's response to complaints:

"Makan Siang bersama keluarga Di ayam betutu khas gilimanuk Di tuban 2x.. Pesanan ayam masak betutu nya ,Rasa kuah nya (lumayan)... apia yam nya sangat keras[...]Sangat kecewa Dan tidak bisa Di complain ...tidak Alan pernah Balik ke Resto nya lagi".

"Lunch with family at Ayam Betutu Khas Gilimanuk in Tuban twice... The Betutu-cooked chicken we ordered, the soup taste (quite okay)... the chicken itself was very tough... Very disappointed and could not make a complaint... I will never return to this restaurant again[...]".

To achieve customer satisfaction, management must implement service ethics that encompass professionalism, service accuracy, effective communication skills, and a responsive attitude towards customer complaints (Janur et al., 2025). By upholding these principles, businesses can foster a customer-centric environment where interactions are seamless, expectations are met with precision, and concerns are addressed with attentiveness. This approach not only enhances the overall service experience but also strengthens customer trust and loyalty, ultimately contributing to the long-term success of the establishment.

4.4 Business Implications and Culinary Strategy: Ayam Betutu as a Heritage of Balinese Tourism

Based on the sentiment analysis of customer reviews on TripAdvisor, this study proposes several strategic recommendations to support the future development of the *Ayam Betutu* business, particularly for the management of *Ayam Betutu Khas Gilimanuk Cabang Tuban*. The following practical implications can be considered:

a. *Enhancing Customer Satisfaction*

Findings from sentiment analysis indicate key areas for improvement, particularly regarding service quality, which remains a recurrent concern among visitors. First, hospitality: Hospitality plays a crucial role in ensuring a positive dining experience, as it directly influences customer psychology. High-quality service not only enhances visitor satisfaction but also strengthens brand image and popularity (Aaker et al., 2013). Even with an excellent product, poor service can lead to dissatisfaction and lower ratings. Thus, improving staff attitudes and engagement is an essential strategy to maintain a positive perception of *Ayam Betutu Khas Gilimanuk Cabang Tuban*.

Second, cleanliness: A significant number of reviews highlight concerns about the restaurant's cleanliness, including dining areas and restroom facilities. In today's consumer landscape, hygiene has become a key consideration for customers. According to Seo & Lee (Seo & Lee, 2021), food safety—particularly in terms of workspace cleanliness and hygiene standards—remains a critical aspect of consumer evaluation, as it is easily observable.

Third, dining atmosphere: Many visitors expressed discomfort due to the lack of proper ventilation and air circulation. To enhance the overall customer experience, installing additional air conditioning or fans would significantly improve the dining environment. (Tuncer et al., 2021) found that restaurant ambiance positively influences consumer purchasing decisions, making it a key factor in improving customer retention.

b. *Optimising Business Strategy*

Sentiment analysis provides valuable insights that can guide strategic decision-making, particularly in product development. Given that a considerable number of international visitors try *Ayam Betutu* but find the spice level overwhelming, the restaurant could introduce a customisable spice level system. This would allow beginners or foreign tourists to start with a milder version, making the dish more accessible. Moreover, considering recurring negative feedback on service quality, staff

training programmes should be implemented to improve customer service and overall guest experience.

c. *Strengthening Online Reputation*

To build and maintain a strong brand presence, *Ayam Betutu Khas Gilimanuk* should actively engage in digital branding efforts across various platforms, including Google Reviews, TripAdvisor, and social media. By responding to customer feedback—both positive and negative—the restaurant can enhance visitor trust and improve its online reputation. This is particularly crucial as modern purchasing decisions are heavily influenced by digital recommendations (Wachyuni & Wiweka, 2022).

d. *Leveraging Sentiment Analysis for Business Improvement*

Customer reviews, whether positive or negative, serve as a valuable business diagnostic tool. Sentiment analysis can help identify specific areas requiring improvement, enabling businesses to proactively address issues. As demonstrated in this study, while *Ayam Betutu Khas Gilimanuk* is widely praised for its product quality, service, ambiance, and cleanliness remain critical areas for improvement. These factors contribute to fluctuating sentiment scores, highlighting the need for continuous evaluation and enhancement efforts to maintain a competitive edge.

5. Conclusion

This study reveals that the majority of visitors to *Ayam Betutu Khas Gilimanuk Cabang Tuban* are domestic tourists, primarily from Western Indonesia. However, international travellers also show a strong interest in experiencing this Balinese culinary heritage, with the highest number of foreign visitors coming from Malaysia and Singapore. This finding supports prior literature asserting that culinary heritage tourism appeals to both local and regional markets, thereby reinforcing the role of traditional food as a transnational cultural attractor (Masmoudi, 2025).

Sentiment analysis indicates that *Ayam Betutu* is generally well-received by customers, with the word “*Enak*” (delicious) frequently appearing in reviews. Additionally, the words “*Pedas*” (spicy) and “*Khas*” (authentic) are commonly mentioned, highlighting key attributes that define *Ayam Betutu* in TripAdvisor reviews. While the average rating stands at 3.9, suggesting a generally favourable perception, a predominantly positive sentiment emerges from the data. However, certain aspects still receive negative feedback, particularly concerning service quality, cleanliness, and the restaurant’s ambiance. These findings reinforce the theoretical proposition from the introduction that

customer experience in culinary tourism is shaped not only by product quality but by the holistic dining environment and service interactions (Han & Hyun, 2017; Seo & Lee, 2021).

This study has both theoretical and practical implications. Theoretically, it reinforces the notion that product quality alone is insufficient to create a wholly positive customer experience. Instead, high service standards, hygiene, and a comfortable dining atmosphere significantly impact visitor satisfaction. These variables play a direct role in shaping customers' overall impressions of the restaurant. Moreover, the study adds to the body of literature on foodscape theory by demonstrating how culinary identity, spatial context, and digital sentiment intersect to influence perceived authenticity. From a practical standpoint, this research provides actionable recommendations for business improvement and strategic development based on online sentiment analysis. Key recommendations include product development, enhancing service quality, revising business strategies, and strengthening brand presence through digital platforms. For restaurant owners, this study suggests investing in service training and ambiance enhancement to improve overall customer satisfaction. Tourism boards can leverage these findings to promote culinary destinations that exemplify authenticity and local taste. Policymakers might consider supporting digital literacy and sentiment tracking tools for small and medium culinary enterprises to remain competitive in the tourism market.

Despite its contributions, this study has certain limitations. The sentiment analysis is restricted to reviews written in English and Indonesian, requiring the translation of feedback from other languages into these two. This language scope may risk omitting culturally nuanced interpretations embedded in other languages, potentially leading to partial representations of customer sentiment. Additionally, the use of lexicon-based sentiment analysis tools such as those employed in RStudio can present challenges when interpreting culturally embedded culinary terms, which may carry connotations not easily captured by standard sentiment dictionaries. For instance, the term "*pedas*" (spicy) may be positive in local contexts but flagged negatively in sentiment scoring.

Another methodological limitation lies in the exclusive reliance on TripAdvisor, which may not fully capture broader public opinion. Furthermore, sentiment data lacks demographic granularity, limiting insights into how age, travel purpose, or cultural background may influence perceptions. Generalisability is also constrained, as the study focuses on a single restaurant branch in Bali. While it offers valuable insights, the findings may not extend to other culinary settings or regions without further validation.

Future research could expand the scope by incorporating a broader range of languages. Additionally, alternative software tools beyond RStudio could

be explored to refine data collection and processing techniques. Scholars may also explore mixed-method approaches by integrating qualitative interviews or ethnographic observations to capture deeper layers of culinary meaning. Investigations into the sentiment dynamics of heritage food across different digital platforms (e.g., Google Reviews, Instagram) and the role of food influencers in shaping perception could further enhance the understanding of gastronomic tourism behaviour. Expanding the sample to include more restaurant branches or other heritage dishes can enable a more comprehensive industry-level analysis.

Disclosure of AI Use

The authors used OpenAI's tools solely for grammatical checking. All content, analysis, and interpretations were developed independently by the authors, and all outputs generated by AI were carefully reviewed and verified.

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