

# Linguistic insights into customer satisfaction: an exploratory analysis of online reviews for gaming destination resorts in Las Vegas

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Harold Sang Kwon Lee  
*Department of Hospitality and Tourism Management,  
College of Merchandising Hospitality and Tourism, University of North Texas,  
Denton, Texas, USA*

Jue Wang  
*School of Global Studies, Kyungsoong University, Busan, Republic of Korea*

Yahaira Lisbeth Moreno-Brito  
*Department of Global Business, Kyungsoong University,  
Busan, Republic of Korea*

Yiwen Shen  
*School of Global Studies, Kyungsoong University, Busan,  
Republic of Korea and College of Computing and Informatics, Ajou University,  
Suwon, Republic of Korea, and*

Hak-Seon Kim  
*School of Hospitality and Tourism Management, Kyungsoong University,  
Busan, Republic of Korea*

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## Abstract

**Purpose** – This study aims to explore the quality of user-generated content regarding readability, polarity, word length and diversity, as well as its implications for guest satisfaction in Las Vegas luxury gaming resorts.

**Design/methodology/approach** – This study examined 12,940 textual customer reviews from six luxury hotels in luxury gaming destination resorts via Google Travel gathered from SCTM 3 (Smart Crawling and Text Mining). Moreover, the regression analysis identified the relationship between the variables in the textual customer reviews and the customer's overall satisfaction.

**Findings** – A key finding of this study revealed that word length moderates the relationship between readability and overall customer satisfaction negatively, whereas it positively moderates the path from sentiment polarity and diversity to overall customer satisfaction.

**Originality/value** – This study contributes to the relationship between technical aspects of online reviews. The adopted methodology allows us to precisely identify the essential attributes that influence customer satisfaction through textual reviews. Further, the study explores the quality of user-generated content, addressing aspects such as readability, polarity, diversity and word length, providing a unique



perspective on how these specific elements directly impact customer satisfaction in this context of hotels in luxury in Las Vegas.

**Keywords** Customer satisfaction, Online review, Las Vegas, Gaming destination resort, Textual customer review, Sentiment polarity

**Paper type** Research paper

拉斯维加斯博彩度假村在线评论的顾客满意度语言学调查：探索性分析

### 摘要

**研究目的** – 本研究探讨了用户生成内容的可读性、情感倾向、词长和多样性等方面的质量，以及这些因素对拉斯维加斯豪华博彩度假村顾客满意度的影响。

**研究方法** – 本研究通过 SCTM 3 (智能爬虫与文本挖掘) 收集了谷歌旅行上的六家豪华酒店的 12,940 条客户评论文本。此外，回归分析确定了文本客户评论中的变量与客户整体满意度之间的关系。

**研究发现** – 本研究的一个关键发现是，词长在可读性与整体顾客满意度之间的关系中起到负面调节作用，而在情感倾向和多样性与整体顾客满意度之间的路径中起到正面调节作用。

**研究创新** – 本研究对在线评论的技术方面之间的关系作出了贡献。采用的方法使我们能够精确识别通过文本评论影响顾客满意度的关键属性。此外，本研究探讨了用户生成内容的质量，涉及可读性、情感倾向、多样性和词长等方面，提供了独特视角，揭示了这些具体元素如何直接影响拉斯维加斯豪华酒店顾客满意度。

**关键词** : 博彩度假村, 拉斯维加斯, 在线评论, 顾客满意度, 文本客户评论, 情感倾向

**文章类型** 研究型论文

## Introduction

The gaming destination industry continuously evolved and burgeoned over the last decades. Domestic and international gaming destinations have been developed with the consideration of potential customers due to the economy's growth and tourism. These destinations have not only obtained gaming licenses to attract a more significant number of gamblers but also provided a variety of all-inclusive hospitality and tourism amenities to entice potential travelers (Dioko and So, 2012, Ji and Prentice, 2021).

Approximately 50% of Americans mentioned that casino gaming had consistently brought various beneficial impacts, including job creation, local community growth, taxation and foreign or domestic direct investments. (AGA, 2020). Moreover, many gaming destination resorts offer casino gaming facilities and more nongaming facilities or amenities to meet the needs of different levels of potential customers. Moufakkir *et al.* (2004) claimed that highlighting nongaming amenities or facilities demonstrates a wide range of vacation experiences for all customers, including casino gamblers, noncasino gamblers, business travelers and leisure travelers. This set of amenities help define the modern gaming destination resorts.

According to Dioko and So (2012) and American Gaming Association statistics (AGA, 2020), many casinos or gaming pioneers have spent significant time and effort establishing the city of Las Vegas as a one-stop, comprehensive and international gaming capital. As one of the most popular forms of entertainment in most urban centers, gaming has been used alongside a myriad of other activities to contribute to the growth of cities. Known for its high concentration of casinos, hotels and shopping malls, Las Vegas is one of the most important entertainment destinations that make Las Vegas one of the most famous territories in the world. There has been an increased interest in Las Vegas' diversification of entertainment services based on research (Deng *et al.*, 2020).

In light of this, various questions arise about how and what constitutes a gaming destination resort in Las Vegas. A strong focus of research is word-of-mouth marketing regarding gaming destinations (Lai and Hitchcock, 2020). Word-of-mouth information about other visitors' experiences may influence tourists' satisfaction with a particular destination, which may then affect their behavior toward that destination (Wang *et al.*, 2017).

With online reviews' growing popularity, customers rely heavily on information from electronic peers from different travel websites regarding gaming destination resorts (Tang and Kim, 2022). The operators in the gaming destination resorts should realize how online reviews influence customers because various online reviews and comments may have higher credibility in attracting potential customers than any other online sources (Fu *et al.*, 2022). It is undeniable that online reviews are a powerful marketing medium for improving brand-consumer relationships in the gaming destination resort industry (Mohamed and Anaik Ali, 2021).

Analyzing online reviews is a great advertising tool for gaming destination resort marketers to engage with potential consumers worldwide (De Battista *et al.*, 2021). Many different themes have been examined by scholars using various research methods, mainly Text Mining and Semantic Network Analysis, to gain a deeper understanding of consumers' concerns (Fu *et al.*, 2022). However, there is a great deal of heterogeneous user-generated content (UGC) available on the Internet. Online review resources require identification of the substantial differences in their content quality, which may be determined by a number of technical aspects associated with the context of the words.

To bridge the identified gap, the main aim of this study was to analyze the quality of comments posted by patrons of gaming destination resorts in Las Vegas. This analysis was conducted based on factors such as readability, polarity, diversity and word length. Consequently, this analysis will display the satisfaction levels of customers by analyzing Google/Travel online reviews of gaming destination resorts in Las Vegas. The selected gaming destination resorts' property amenities must include casinos and gambling. TripAdvisor was used for this selection process. Additionally, the Smith Travel Research (STR) Chain Scale (STR, 2019) was adopted for this study to determine the luxury-level properties among the selected gaming destination resorts. With the support of a big data analysis software SCTM (Smart Crawling and Text Mining), the current study addresses online review engagement and involvement in gaming destination resorts.

As part of the mixed methods research on gaming destinations, this study contributes to the field. A first distinction should be made between this study and previous studies that have focused on text mingling and cluster grouping. In this study, the technical factors of gaming destination resorts' online reviews are examined for the first time in literary research. Second, this study contributes to our understanding of the integrated study of customer satisfaction and word-of-mouth communication regarding a gaming destination. In addition, a mixed method research design and qualitative and quantitative analysis were conducted to gain a comprehensive understanding of the gaming destination resort in Las Vegas based on online reviews. By analyzing this study, gaming destinations are better equipped to formulate tourism development strategies.

## Literature review

### *Gaming destination*

The concept of a gaming destination resort has been developed due to the integrated functional amenities, including casino gaming, lodging, food and beverage, convention and entertainment. The gaming destination refers to a tourist place that offers not only casino gaming attributes but also emphasizes the availability of noncasino gaming attributes to support a city, country or state. Moreover, any resort or hotel in a gaming destination should provide multidimensional tourism

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products, including gaming and nongaming amenities, to meet the needs of both casino and leisure customers (Lucas and Kilby, 2011, Ahn and Back, 2018).

Several studies have adopted and used the term gaming destination as a research context focused extensively on the tourism sector. Nguyen *et al.* (2023) explored Vietnamese residents' perceptions of gaming destination resorts and how their perceptions influence the development of gaming destinations. A previous study revealed an understating of Chinese travelers' motivations and knowledge to visit gaming destinations (Li *et al.*, 2017). Vinnicombe and U Sou (2022) discussed the analysis of expenditures to segment gaming destination visitors in Macau. Moreover, recent studies indicate various factors influencing visitor satisfaction in the gaming destination resorts in Las Vegas and Macau (Tang and Kim, 2022) and contributed to the understanding of the overall knowledge of gaming destinations by applying integrated satisfaction theory (Lai *et al.*, 2020). Despite the breath of recent research in the gaming destination, not much has been conducted regarding the exploration and understanding of research practices for the resort or hotel in the gaming destination. Furthermore, previous studies have not thoroughly analyzed customers' demands related to why they chose to stay in resorts or hotels in the gaming destination.

In 1931, Nevada became the first state in the US to legalize casino gaming. Las Vegas and Nevada have continuously provided travelers with the most incredible gaming destination environment and experiences (Deng *et al.*, 2020). Thus, Las Vegas, known as the "Entertainment Capital of the World", offers gaming and nongaming experiences (Udy, 2017). According to Radke (2020), "In 2019, gaming revenue came in at 34.8% for Strip casinos, while nongaming numbers added up to approximately 37% of total casino revenue." Despite the COVID-19 pandemic's impact on the Las Vegas Strip, statistics showed gaming revenue was \$7.05 bn in 2021, and the Las Vegas Strip remains by far the most prominent gaming marketing in the US (AGA, 2022).

#### *Online review*

With the widespread adoption of Internet applications in the hospitality and tourism sectors, travelers have used the Internet to search for tourism information, book flights and manage their trips in entirely new ways (Litvin *et al.*, 2018). Travelers are likely to share their travel experiences on the Internet, including subjective assessments, sentimental thoughts, emotions and even their own opinions. Individual travelers also use these travel-related UGCs to support their travel decisions. Ban *et al.* (2019) described electronic word of mouth (eWOM) as the online exchange of product information and user experiences regarding products. Due to its capability to be written anywhere, eWOM is an essential tool for customers. Using social media like Facebook, Twitter and YouTube to share product reviews with others, eWOM can contribute to business growth without compromising their commercial interests (Leong *et al.*, 2021).

Customer information is more likely to be accepted than promotional material from the company. Potential customers seeking information about a hotel use online reviews as a new source of information. The reviewer, consciously or unconsciously, plays the role of an opinion leader (Handani *et al.*, 2022). Moreover, online customer reviews are considered valuable sources for investigating perceptions of customers' and restaurants' overall information (Tao and Kim, 2022). Mainly, Zhao *et al.* (2019) have studied online reviews by examining textual reviews to identify hotel guests' attributes and how they perceive their hotel stay experiences there are a few attributes to consider, such as room quality, the staff's attitude, location, accessibility, value and food. Therefore, a customer's online review can provide insight into the factors contributing to their satisfaction. Particularly with the rapid growth of e-commerce, online reviews have significantly influenced customers' purchase decisions (Lee *et al.*, 2021).

### *Online reviews technical attributes and customer satisfaction*

The objective of the online review study is to investigate qualitative perceptions about the target and quantitative information about customers by conducting both a textual and a numerical review simultaneously. To understand this, linguistic theory provides researchers with a robust framework and valuable tool for uncovering patterns, sentiments and subtle nuances that add to the overall meaning. Previous studies show that semantic network analysis should be extended beyond its current application area (Tang and Kim, 2022, Zhang and Kim, 2021, Tao and Kim, 2022). There is an extension research stream regarding the technical side of textual reviews and online customer ratings. Zhao *et al.* (2019) supported the ideas on the technical side of hotel textual reviews, focusing on the linguistic style used in customers' online reviews to assess the quality of a product. Hence, the use of big data analytics to predict overall customer satisfaction via various technical variables of customer reviews is developing. For instance, Zhao *et al.* (2019) and Geetha *et al.* (2017) testified to the previous study by including four more technical factors in customer sentiment to measure customer satisfaction.

Handani *et al.* (2022) extended Zhao *et al.* (2019) research, using sentiment polarity, diversity, readability and word length to predict overall customer satisfaction and examine their interrelationships. This study further explores how technical factors influence customer rating satisfaction, incorporating sentiment polarity, readability, word length and diversity.

*Sentiment polarity.* This study defines sentiment polarity as the degree of positive or negative sentiment that customers express when writing online reviews. In particular, the term sentiment indicates the individual's various emotional states, including any positive (delight or excitement) or negative (frustration or anger) emotions (Geetha *et al.*, 2017). Higher polarity shows more positive sentiment. Therefore, sentiment polarity analysis has become an increasingly important aspect of text analytics, which reveals customer satisfaction (Handani *et al.*, 2022). Thus, the first hypothesis is addressed:

- H1. Sentiment polarity has a positive impact on the overall customer experience in luxury gaming destination resorts in Las Vegas.

*Readability.* Readability refers to the difficulty of understanding the meaning of online reviews. In general, higher readability specifies that readers need a higher level of education and maturity to understand the meaning of the text. According to Xu and Zhao (2022), a higher readability score shows a stronger association with a higher level of education. People with a higher level of education are more likely to be critical; thus, they tend to evaluate their travel experiences more negatively when they are in a dissatisfied emotional state (Westbrook and Oliver, 1991). Therefore, the next hypothesis is established:

- H2. Readability has a positive impact on the overall customer experience in luxury gaming destination resorts in Las Vegas.

*Diversity.* Diversity refers to the redundancy of words. Higher diversity indicates that customers adopt and use a small number of redundant words in their online reviews. Customers use diverse words to describe various positive or negative attributes of hotel products and services. Therefore, the diversity of words in online reviews is one of the critical factors in identifying customer satisfaction in the hotel industry. Thus, the following hypothesis is set up:

- H3. Diversity has a positive impact on the overall customer experience in the luxury gaming destination resorts in Las Vegas.

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*Word length.* If customers are unsatisfied with the hotel's products and services, they are highly likely to provide more words or sentences with vivid and detailed descriptions of negative experiences (Xu and Li, 2016). Often, negative comments contain more words associated with customers' negative emotional states, including frustration, anger and depression (Berezina et al., 2016). Hence, word length refers to the number of words in each online review. According to the information mentioned above the study aligned with the hypothesis:

- H4a. Word length has a moderating impact on the sentiment and overall customer experience in luxury gaming destination resorts in Las Vegas.
- H4b. Word length has a moderating impact on the readability and overall customer experience in luxury gaming destination resorts in Las Vegas.
- H4c. Word length has a moderating impact on the diversity and overall customer experience in luxury gaming destination resorts in Las Vegas.

The research model can be summarized as follows:

#### *Methodology*

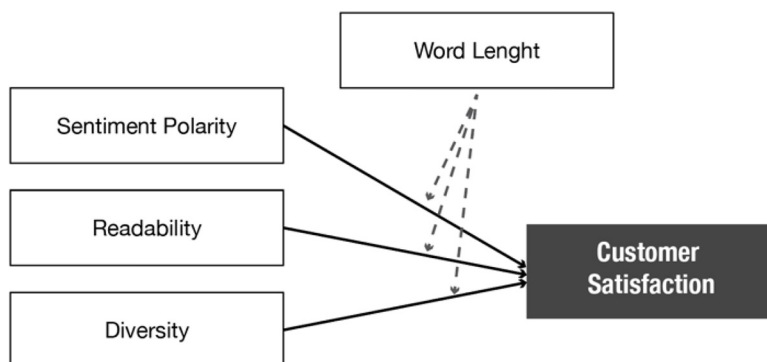
The aim of this research is to delve into the impact of semantic analysis on consumer experience and satisfaction levels. The study will use two approaches to achieve this objective. The first method is qualitative and will involve identifying behavior patterns by analyzing the most commonly used words by guests. The second approach is quantitative and will focus on understanding how the semantic and interpretative characteristics of the text can influence consumer satisfaction levels. Further research has demonstrated a favorable connection between semantic analysis, which encompasses various factors such as sentiment, readability, word length, emotion, diversity and themes discussed in reviews and overall satisfaction levels (Handani et al., 2022, Zhao et al., 2019, Xu and Zhao, 2022). Therefore, to perform the quantitative exploration specialized software will be used to transform textual information into numerical data.

#### *Data collection*

To accomplish the analysis, this study selected luxury gaming destination resorts in Las Vegas that gathered six hotels (see Figure 1) with a time interval from 2017 to 2022 with a total of 14,688 online reviews. The review data was downloaded by c3, a web crawling engine written in the Node JS using CentOS as an operating system server. The remaining 12,940 reviews were from 6 luxury gaming destination resorts in Las Vegas. Figure 2 shows the sample collection process.

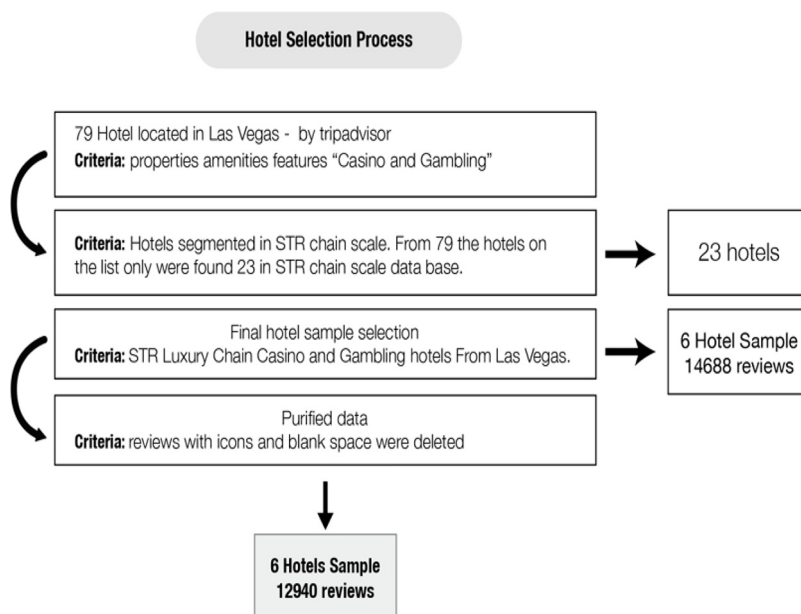
#### *Variable measurement*

The study proposes four independent variables that were obtained by analyzing the text semantically through specialized software. Furthermore, the dependent variable in this research is overall customer satisfaction. The first predictor is "sentiment polarity," which was analyzed using Text2Data, a natural language processing (NLP) software that uses text analysis and computational linguistics (Text2data.com, 2014, Bhatt et al., 2020). The second variable under consideration is "diversity." The third variable is "word length." The fourth variable is "readability" (Table 1).



Source: Author's own creation

Figure 1. Research model



Source: Author's own creation

Figure 2. Process hotel selection sample

## Result

### *Hotels sample descriptive analysis*

An analysis of variance (ANOVA) was conducted, revealing that the mean rating for all hotels was 3.931, with a standard deviation of 1.313. This indicates that there was some variation in customer ratings. Notably, significant differences were identified and analyzed



**Table 1.** Variables' measurement

Variable	Operational definition	Method
Sentiment polarity	This technique gives a score from -1 to +1 to comments, according to the emotion implies in it	Text2Data
Diversity	It is a ratio of unique words to the total of words in online reviews	Readable
Readability	It is a scale measure of how easy the content is to read. ARI or automated readability index is the score that assesses it	ARI- Readable
Word length	Number of words written in each online review	Readable
Overall customer satisfaction	Google customer rating score	Regression analysis

**Source:** Authors' own creation

for specific hotels. It's noteworthy that 16.3% of customers gave a low rating of 1 to 2, indicating these lodges possibly require improvement in some areas. In contrast, 52.4% of customers rated their experience between 3 and 4, reflecting a positive response. Detailed information on the mean and standard deviation for each hotel is included in [Table 2](#).

#### *Gaming hotels reviews word frequency description*

The words appearing in the reviews collected were ranked by frequency; [Table 3](#) shows the top 100 frequent words extracted and sorted. The terms "casino," "Las Vegas" and "Monte Carlo," were in the 6th, 52nd and 65th positions with 2,846, 778 and 651 occurrences, respectively. These keywords reflect gaming tourism destinations' features. Additionally, common keywords for hotels, such as "room" (1st position, 8,660 frequency), "staff" (9th position, 2,414 frequency) and "food" (51st position, 782 frequency), reflect the hotel functions performed as gaming features. Meanwhile, adjectives in the top 100 keywords list briefly sharpen the shape of customer experience and evaluation. Overall, customers tend to rate positively according to the keywords "great," "like" and "comfortable."

#### *Variables descriptive analysis*

[Table 4](#) provides a detailed overview of various metrics related to customer satisfaction, sentiment and readability of the collected comments. As diversity is expressed as the ratio of unique words to the total number of words in each review, unique words were counted using readable.com. The higher value indicates more unique and fewer redundant words in the reviews. The review length indicates the number of words. Considering that each review's length varied greatly, deflating and normalizing the measurement in data analytics would be beneficial. As per previous research, the measurement used was the natural logarithmic transformation of the actual length of the review ([Handani et al., 2022](#)).

#### *Hypotheses test*

*Direct effect regression.* *H1* to *H3* were tested by linear regression analysis. The regression results are presented in [Table 5](#). *H1* proposed that sentiment polarity positively impacts the overall customer experience in luxury Casino Hotels in Las Vegas. [Table 6](#) shows that linear regression proved the positive relationship between sentiment polarity and customer satisfaction ( $\beta = 0.542$ ,  $p < 0.001$ ). *H2* declared that readability positively impacts the overall customer experience in



**Table 2.** Sample review

#	Hotel brand	STR chain scale	Purified data	%	Mean	SD	Std. Error	Lower rating	Upper rating	95% confidence interval for mean
1	Conrad Las Vegas at resorts world	Luxury chains	1,000	7.7	3.634	1.597	0.050	3.534	3.733	
2	JW Marriott Las Vegas resort and spa		2,333	18.0	4.211	1.203	0.024	4.162	4.260	
3	Palace station hotel and casino		3,039	23.5	3.932	1.294	0.023	3.886	3.979	
4	Park MGM Las Vegas		5,931	45.8	3.831	1.296	0.016	3.798	3.864	
5	Crockfords Las Vegas LXR hotels and resorts at resorts world		210	1.6	4.043	1.465	0.101	3.844	4.242	
6	Nobu hotel at Caesars palace		427	3.3	4.424	1.030	0.049	4.325	4.522	
		Total	12,940	100	3.931	1.313	0.011	3.908	3.953	

**Source:** Authors' own creation

**Table 3.** Top 100 frequent keywords

Raking	Word	Freq
1	room	8,660
2	hotel	5,603
3	stayed	4,726
4	great	4,436
5	nice	3,568
6	casino	2,846
7	good	2,650
8	get	2,509
9	staff	2,414
10	services	2,366
11	place	2,334
12	clean	2,214
13	food	2,151
14	strip	1,964
15	like	1,865
16	time	1,741
17	one	1,730
18	loved	1,646
19	just	1,579
20	check	1,570
21	will	1,561
22	pool	1,341
23	back	1,337
24	new	1,300
25	really	1,275
26	friendly	1,205
27	also	1,142
28	resort	1,074
29	location	1,058
30	even	1,040
31	beautiful	1,023
32	mgm	1,022
33	park	1,016
34	well	1,014
35	experience	1,004
36	can	968
37	best	935
38	restaurants	928
39	night	905
40	still	888
41	buffet	880
42	amazing	863
43	went	847
44	free	845
45	bar	838
46	desk	818
47	front	805
48	much	800
49	area	796
50	day	788

*(continued)*

**Table 3.** Continued

Raking	Word	Freq
51	floor	782
52	Las Vegas	778
53	definitely	775
54	everything	774
55	people	748
56	better	743
57	comfortable	711
58	never	699
59	first	691
60	little	689
61	station	685
62	property	668
63	parking	657
64	next	654
65	Monte Carlo	651
66	bathroom	643
67	smoke	640
68	going	638
69	excellent	636
70	always	624
71	see	623
72	recommend	609
73	view	602
74	construction	601
75	right	599
76	way	594
77	palace	582
78	bed	567
79	wait	563
80	want	563
81	pretty	560
82	helpful	559
83	told	554
84	many	552
85	price	551
86	around	545
87	come	537
88	need	537
89	made	534
90	awesome	533
91	shower	532
92	overall	524
93	work	524
94	fun	521
95	lot	511
96	small	510
97	away	503
98	though	500
99	now	499
100	coffee	496

**Notes:** Mean = 1,192.5 / Median = 785; Min = 496 / Max = 8,660

**Source:** Authors' own creation

**Table 4.** Descriptive analysis of variables

Variable	Mean	SD	Min	Max
Overall customer satisfaction	3.93	1.31	1	5
Sentiment polarity	0.26	0.60	-1	1
Readability (ARI)	5.30	3.77	-6.80	26.94
Word length	1.51	0.38	0.33	2.87
Diversity	1.43	0.34	0.00	2.55

**Source:** Authors' own creation

**Table 5.** Regression analysis

Variable	Unstandardized coefficients		Standardized coefficients		Sig.	VIF	Model summary
	B	Std. Error	Beta	t			
Constant	4.643	0.043		107.796	0.000		$R^2 = 0.382$ ;
Sentiment polarity	1.184	0.016	0.542	75.238***	0.000	1.087	$\Delta R^2 = 0.382$ ;
Readability (ARI)	-0.008	0.002	-0.023	-3.305**	0.001	1.019	F = 2670
Diversity	-0.686	0.028	-0.178	-24.498***	0.000	1.104	

**Source:** Authors' own creation

luxury Casino Hotels in Las Vegas. With the result ( $\beta = -0.023, p < 0.1$ ),  $H2$  is rejected.  $H3$  stated that diversity positively impacts the overall customer experience in luxury Casino Hotel in Las Vegas. According to the result ( $\beta = -0.178, p < 0.1$ ),  $H3$  is rejected. In summary, "sentiment polarity" has a significantly positive effect, whereas "readability" and "diversity" produce a significantly negative effect on customer satisfaction.

*Moderating effect regression.* To examine the word length moderating effect proposed in the theoretical model, this study was procedure PROCESS Macro Model 1 for SPSS. As shown in [Table 6](#), the interaction term between word length and readability had a significant negative effect on overall customer satisfaction ( $-0.027, p < 0.001$ ), and the confidence interval of bootstrap  $[-0.039, -0.012]$  did not include zero. As noted, that word length moderated the relationship between readability and overall customer satisfaction. The interaction term between word length and sentiment polarity had a significant positive effect on overall satisfaction ( $0.265, p < 0.001$ ), and the confidence interval of bootstrap  $[0.201, 0.330]$  did not include zero. Therefore, word length moderated the relationship between sentiment polarity and satisfaction. The interaction term between word length and diversity had a significant negative effect on overall customer satisfaction ( $0.014, p < 0.001$ ), and the confidence interval of bootstrap  $[0.011, 0.016]$  did not include zero. As shown, word length moderated the relationship between diversity and overall customer satisfaction. Then,  $H4a$ ,  $H4b$  and  $H4c$  are accepted according to the result.

## Discussion and conclusion

### Discussion

This study aims to describe the current issues impacting gaming destination resorts in Las Vegas through online comments via Google Travel because online reviews are a part of the

**Table 6.** Moderating analysis

Model	Variable	Coeff.	Std. Error	t	Sig.	LLCI	ULCI	Model summary
1	Constant	4.937	0.059	83.400	0.000	4.821	5.053	R = 0.306; R <sup>2</sup> = 0.094; ΔR <sup>2</sup> = 0.001; F = 445.119
	Readability (ARI)	0.018	0.009	1.992	0.046	0.000	-0.035	
	Word length group	-0.718	0.046	-15.563	0.000	-0.809	-0.628	
	Int_1 (Ari × wlg)	-0.026	0.007	-3.775	0.000	-0.039	-0.012	
2	Constant	4.299	0.031	139.637	0.000	4.239	4.360	R = 0.617; R <sup>2</sup> = 0.381; ΔR <sup>2</sup> = 0.003; F = 651.810
	Sentiment	0.849	0.047	18.141	0.000	0.758	0.941	
	Word length group	-0.522	0.021	-24.431	0.000	-0.564	-0.480	
	Int_2 (Sentiment × wlg)	0.265	0.033	8.107	0.000	0.201	0.330	
3	Constant	5.447	0.076	71.237	0.000	5.297	5.597	R = 0.352; R <sup>2</sup> = 0.124; ΔR <sup>2</sup> = 0.006; F = 611.511
	Diversity	-0.035	0.003	-13.205	0.000	-0.040	-0.030	
	Word length group	-0.791	0.053	-14.829	0.000	-0.896	-0.687	
	Int_3 (Diversity × wlg)	0.014	0.001	9.751	0.000	0.011	0.016	

**Source:** Authors' own creation

resorts' online marketing strategy. Consequently, this study identified factors that significantly influence customer satisfaction in gaming destination resorts located in Las Vegas and how they interact with one another. Furthermore, it was determined that combining mixed methods, including a textual review and a numerical review provides a richer understanding of gaming destination resorts' subjective perceptions and quantitative data about their customers' opinions. A specific finding of this study was that the length of the word as a moderator of the relationship between readability and overall customer satisfaction negatively influenced this relationship but positively moderated the path from sentiment polarity and diversity to overall customer satisfaction. In response to these findings, some previous studies have also indicated that there is a close correlation between sentiment polarity, readability and diversity in customer-generated reviews when it comes to customer satisfaction with various sectors in the hospitality industry (Wong *et al.*, 2020, Lee *et al.*, 2020). As an example, if a review is longer than what is usually written, it is more likely to be considered helpful in comparison to a shorter review (Moro and Esmerado, 2021). Based on the research findings presented herein, theoretical and practical implications can be drawn.

#### *Theoretical implications*

Scholars have developed and validated scales for measuring casino service quality, often using conventional methods (Wong and Fong, 2012). With the rise of big data analytics, researchers increasingly rely on online reviews to understand consumer behavior. The current study, close to Tang and Kim (2022) work, focuses on analyzing textual reviews from luxury gaming resorts in Las Vegas to extract variables and gauge overall customer satisfaction.

Understanding how language influences consumer evaluations could spur further theoretical development in linguistics. Particularly, a few studies explore the impact of word length on customer satisfaction. This study delves into the technical aspects of hotel reviews, highlighting word length as a moderating variable. While it negatively influences the readability-satisfaction relationship, it positively affects sentiment polarity and diversity. These findings shed light on the intricate relationships within online reviews, extending beyond simple satisfaction variables. Overall, these linguistic matrices could potentially help create a theoretical framework for consumer satisfaction in the hospitality and tourism sector.

#### *Practical implications*

Customer satisfaction holds significant implications for luxury casino hotel management. This study highlights the importance of understanding customer preferences by analyzing online reviews. By identifying key attributes influencing satisfaction through frequency analysis, managers can direct investments designed to enhance customer experience and achieve financial targets. Prioritizing room quality and amenities based on the frequent mention of "room" in reviews can positively impact satisfaction. Similarly, optimizing casino services and atmosphere, along with investing in staff training and new gaming options, can elevate the overall guest experience. Regular training sessions and feedback mechanisms further contribute to service excellence. Addressing the negative impact of readability and diversity, resorts should invest in communication strategies to ensure a diverse and readable experience for guests. Leveraging sentiment analysis tools, managers can systematically analyze customer feedback to adapt strategies and enhance positive attitudes.

By analyzing textual reviews, operators can better understand customer satisfaction and behaviors, inspiring further exploration of customer feedback attributes. Emphasizing

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customer language in feedback analysis aids in interpreting experiences accurately. Consequently, these insights will assist luxury gaming destination resorts in Las Vegas in identifying key satisfaction drivers and interpreting customer experiences during economic recovery.

#### *Limitations and future research*

There were several limitations to this study. First, the data collected in this study is limited because it focuses only on luxury gaming destination resorts in Las Vegas. Future studies should explore different locations of gaming destination resorts to identify more generalized study results. Second, the collected online textual reviews were analyzed based on the frequency of individual words, making it difficult to comprehend the meaning of words. In future studies, researchers should collect more specific customer reviews via survey questionnaires or focused group interviews to effectively generalize the outcomes.

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### About the authors

Harold Sang Kwon Lee is a Clinical Associate Professor at the University of North Texas in the College of Merchandising, Hospitality and Tourism. He is a seasoned, customer service-oriented hospitality professional with over six years of managerial experience in the hospitality industry (Bellagio Las Vegas, MGM Grand and Wynn Las Vegas), having received his BS and MS in Hotel Administration from the University of Nevada-Las Vegas in 2005 and 2012, respectively. He holds a PhD in hospitality administration from Texas Tech University in 2016.

Jue Wang started her academic job in Kyungsoong University (KSU) since 2021. She completed her bachelor's and master's degree program and received her doctoral degree from University of Ulsan. Professor Wang's primary teaching responsibilities include human resources management, organizational theory, organizational behavior, business statistics and academic writing. In addition, Professor Wang's research areas focus on leadership, hospitality HRM, entrepreneurship and organizational behavior.

Yahaira Lisbeth Moreno-Brito is a distinguished visiting professor at Kyungsoong University's Department of Global Business, where she earned her PhD. She also holds two master's degrees from prestigious South Korean institutions: a master's in design from Chonbuk National University (2016) and a master's in public policy from Yonsei University (2022). Prior to her current role, Moreno Brito spent four years as a professor at Babahoyo Technical University in Ecuador, where she also served as the Coordinator for the Community Development Department for two years. Her research focuses on hospitality branding and marketing, consumer behavior and ecological and sustainable trends.

Yiwen Shen received the PhD degree from the Department of Electrical and Computer Engineering, Sungkyunkwan University, South Korea, in 2021. Dr Shen was a Researcher and Assistant Professor at Kyungsoong University, Busan, South Korea. His research interests include data analysis, IoT systems, intelligent transportation systems and connected vehicles. He is currently affiliated with the College of Computing and Informatics, Ajou University, Suwon, Republic of Korea.

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## JHTT

Hak-Seon Kim is a Professor at the School of Hospitality and Tourism Management at Kyungsoong University. He holds a PhD from Texas Tech University and both a bachelor's and master's degree from Seoul National University. His research areas include hospitality service management, consumer behavior and tourism big data analysis. He is the founder of the Research Center for Wellness and Tourism Big Data Analysis, which conducts research in the hospitality and tourism industries. Dr Kim is the former Administrative Dean of International Affairs, where he played a key role in the internationalization of Kyungsoong University. Currently, he is the Academic Dean of Global College, a specialized program focused on international students. Hak-Seon Kim is the corresponding author and can be contacted at: [kims@ks.ac.kr](mailto:kims@ks.ac.kr)

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