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2756-7729

APRIL 2026
VOLUME 1

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OF SUKI-YA PAVILION

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Leveraging Online Reviews for Service Improvement: Sentiment Analysis of Suki-Ya Pavilion

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INTRODUCTION

In today's digital era, businesses are no longer evaluated solely by revenue figures or quarterly sales reports, but also by how customers feel. Online reviews have become more powerful signals of brand reputation, service quality, and customer satisfaction. A single online review can influence public perception, including brand trust, and determine the customer's loyalty. In competitive environments, understanding customer sentiment can provide deeper strategic value when making decisions. Sentiment analysis is the process of examining the words written or spoken by a person to determine the emotions they're most likely feeling at the time (Fairlie, 2024). Rather than focusing purely on sales performance, sentiment analysis enables businesses to transform the unstructured textual feedback into actionable insights. It helps management identify strengths, detect recurring issues, protect brand reputation, and enhance the overall customer experience (Zahoor et al., 2020). In a high-end dining environment, customer perception is often more important than promotion. Thus, understanding sentiment is not only helpful but also essential for strategic decision-making.

The sentiment analytical approach is particularly relevant to Suki-Ya, a well-known Japanese restaurant brand that has significantly influenced Malaysian dining culture, especially through its popular outlet in Pavilion Kuala Lumpur. Suki-Ya has made a significant impact on Malaysian dining culture, introducing the concept of "all-you-can-eat" Shabu-Shabu and Sukiyaki, emphasising premium ingredients and authentic Japanese cuisine. For businesses like Suki-Ya, online reviews are not just feedback; they are a real-time reflection of brand health. This study utilises customer reviews from the Google Review platform to examine the practical implications of sentiment surrounding Suki-Ya Pavilion's branch. Through sentiment analysis, the study aims to find out the customers' online reviews to uncover customer sentiment, satisfaction drivers, and trends that can provide actionable insights for improving service.

DATA COLLECTION AND PREPROCESSING

This study gathered a total of 1396 reviews for Suki-Ya Pavilion, as shown in Figure 1. Each review captures four key pieces of information: the *reviewer's name*, the *review text* detailing their thoughts and opinions; the *publish date*, indicating when the feedback was posted; and the *stars given*, the rating each customer assigned.

reviewer name	Review Text	Publish Date	Stars Given
Aman Explorer	its a cozy and enjoyable japanese style dining experience with good food, friendly service, and a relaxing atmosphere. highly recommended just try to come	2025-11-08T03:02:11.055Z	5
ERNZ	my second time here. both visits I had to queue but the wait was less than thirty minutes. staff took my order while waiting and served it once I was seated	2025-12-04T08:31:29.832Z	5
Alfia Miraza	came here during weekday lunch hour. at first, there was no queue just two people in front of me. but suddenly, people started lining up behind me. luckily,	2025-10-02T18:05:57.914Z	5
Suzie Chew	a cozy spot for affordable and satisfying japanese gyudon, ramen, and hot pot. the beef bowls are flavorful and tender, with just the right balance of sweets	2025-05-09T07:19:48.772Z	5
Jas Goran	an exceptional choice for Japanese hotpot. while I can't speak to the hygiene standards of Japanese restaurants overall, the food and meat here were abs	2024-12-20T07:43:42.120Z	5
Alyssa	I love the staffs here they are always ready to serve you I went with my boyfriend and had a great experience. they even gave us the big table although we	2025-09-18T06:23:41.590Z	5
Our_Discoveries5	sukiya at pavilion Kuala Lumpur is a great spot for shabu shabu lovers! they offer a nice variety of meats, vegetables, and sauces, and the place is clean	2025-11-17T17:07:11.585Z	5
my mas	great food and friendly staff, price is reasonable, halal food as per the staff	2025-10-28T13:38:16.947Z	5
BN_TBN	the beef was amazing, I ate a lot of it, the matcha ice cream was delicious, the sushi was great, the sauces was great, literally almost everything here was	2025-05-06T05:22:33.372Z	5
im dini 125	first time try eat sukiya, and you eat at here pavillion bukit bintang. overall im satisfysing, i like the sukiya ice cream! so yummy, the service also good. the s	2024-12-17T15:20:58.317Z	5
Moh Agus Salim	one of the best place for japanese hot pot food in pavillion bukit bintang area. due to their reasonable price and you should waiting and queuing before havir	2025-01-16T01:12:09.516Z	5
Chef Jo	overall was good, first time trying the sukiya signature soup, was really delicious staff was friendly and helpful, they make me the ice cream because I requ	2025-12-03T17:27:17.694Z	5
Miralalail	you have to choose two type of soups. they have variety of choices, no actual seafood and no grill. the taste is good. to me it is a bit pricey queue for abo	2022-11-22T08:47:29.149Z	5
Peico Aiman	sukiya is the spot if you're craving some serious japanese hot pot vibes. the brother are fire, especially if you like mixing things up. the meats are super fre	2024-08-10T11:12:27.383Z	5
Mithi Akanksha	great value for money, decent unlimited meat. lots of options in the health bar section. comfortable for solo dining too. avoid on weekends as there could be	2025-03-18T14:38:46.980Z	5
Mika Dela Pena	if you're a fan of hot pot dining, sukiya is one of those places that immediately makes it to your must-try list. one of the things I love about Sukiya is the var	2025-09-03T12:54:38.433Z	5
Okaylaa J	the staffs were approachable.	2024-12-12T12:38:42.241Z	5
Insyirah Aminul	unlimited supply of good quality meat! it was so satisfying to eat here after a good workout although it took us about twenty five minutes to get seats. no ch	2019-08-18T04:39:24.324Z	5
MOHD SYAFIQ	plenty of food to choose from. the food are quickly replaced once finished, even the drinks and the soap are quickly refilled. good job to the waiters. I love t	2024-07-02T14:56:48.641Z	5
Carl Lie	overall satisfied the dine in. I chose kimchi and japanese style soap. slices meats are nice quality, beef, chicken and lamb served as your needs unlimited.	2021-12-07T06:12:33.604Z	5
Man Kin	came here for lunch with a friend tried the eat all you can hotpot promotion. there are plenty of vege to choose from and also unlimited trays of beef, lamb	2019-11-27T11:14:10.579Z	5
Nurul Asyikin	first time eating here the staff is so friendly they carefully explain and serve us. I remember their name were ros and imran if i'm not mistaken. The food is g	2021-04-06T05:30:58.938Z	5
Mustafa Tuma	waited for thirty minutes in the long line and the wait was worth it the food was top quality and good and the servers were friendly. after the first visit i came	2025-07-27T09:58:11.226Z	5
Fateeha Ar	worth to wait from a long queue, it take forty minutes to get in but i do not mind at all. the taste so good. If you all do not know how to choose or do the rig	2024-02-11T16:26:09.805Z	5
Nora Ahmad	enough variety of buffet choices of veggies tofus seafood fresh chicken beef and lamb brought to your table watermelon so fresh and juicy plenty selection	2024-02-23T05:22:14.386Z	5
Angelina Bae	so many people, im with my three other friends got there during weekdays, we had to queue a little bit longer but it was worth it. the food is super delicious,	2023-07-28T15:01:41.262Z	5
Lemon T.	I love beef but my friend loves lamb at sukiya. meat texture is very nice and shabu soap is also delicious. but always long queue. staffs are polite and frien	2023-08-22T15:29:51.397Z	5
N Marriott	amazing value for money for what you get. unlimited meat, vegetable, soup, sushi, green tea and ice cream	2023-09-12T09:51:04.421Z	5
Kenny Kerry	the soups was good. meat and the buffet line was be refill fast, like them a lot, but the free orange juice was bad. it was too plain. good place for hotpot one	2023-04-26T07:27:32.166Z	5
Nurul J	food was amazing. we had sukiyaki and kimchi for our steamboat and it was delicious! buthe outlet need to be refurbish as ventilation is not good. they nee	2024-04-09T00:19:48.876Z	5
rouaa al mounir	nice restaurant it is crowded but the food is great, the service is very good not really expensive	2022-03-18T00:19:35.932Z	5
Syahirah Fadhil	the vibe is just there and the service just keeps on getting better!	2023-10-24T07:52:32.951Z	5
Zaina	nice experience, my first time to try this hotpot and it was incredibly delicious! they have weird ice cream flavor but its so good, you must try it.	2022-10-24T16:38:00.730Z	5
Muhammad Hazman Moll	really like this place the price here is relatively cheap compared to other restaurants that serves buffet. it is reasonable for you to queue a long line to eat	2023-04-09T03:01:50.032Z	5

Figure 1: Dataset for Suki-Ya Pavilion Reviews

Together, these four elements show how diners view Suki-Ya, giving the raw material to analyse trends, uncover insights, and identify the key factors behind customer sentiment. All datasets were gathered using a web-scraping approach through Apify, capturing data directly from the source. Raw data underwent careful preprocessing to ensure quality and usability. Data transformation converts unstructured information into a clean and organised format suitable for analysis. Data cleansing removed duplicates, incomplete entries, and irrelevant information, thereby improving overall accuracy (Singgalen, 2022). Data tagging assigned descriptive labels to each data point, enabling easy categorisation and exploration. Polarity analysis evaluated sentiment, classifying textual content as positive, negative, or neutral to reveal underlying trends. The result is a structured, reliable dataset ready for in-depth analysis, offering clear insights and meaningful patterns.

RESULTS AND DISCUSSION

This section presents the findings of the sentiment analysis of the Suki-Ya restaurant. This highlights customer satisfaction, trends by years, star ratings and the factors behind the reviews. These analyses enable a deeper understanding of customer perceptions and identify areas of strength and improvement for enhancing service quality and overall dining experience. Figure 2 below shows the results after the polarity process to identify customer satisfaction using the sentiment dictionary. Positive Sentiment with 1156 reviews, which shows the highest sentiment, reflects a high level of customer satisfaction and commonly includes positive expressions such as "delicious", "worth it" or "refill". Meanwhile, Neutral Sentiment with 161 reviews often has "mixed" reviews where a customer might say, "The food was good, but the queue was too long". The Negative Sentiment (69 reviews), which has the lowest sentiment, focuses on "pain points". In the context of Suki-Ya, this usually points to long wait times, crowded seating, or service delays during peak hours.

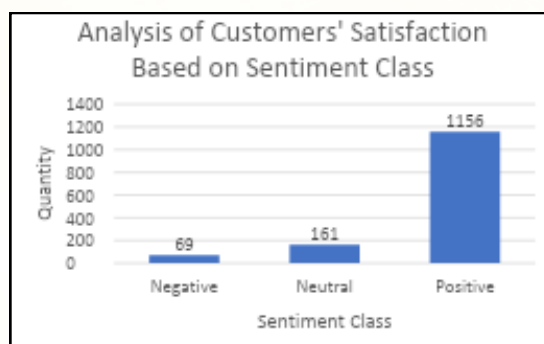


Figure 2: Analysis of Customers Satisfaction

The reviews trend, as shown in Figure 3, shows Suki-Ya reviews have gone up and down over the years, peaking in 2019 and 2023 but dipping in 2021 and slightly in 2025. The Suki-Ya business should identify the factors contributing to these drops. Understanding these drops is important to protect the restaurant's reputation, as buzz tracking is crucial to the business.

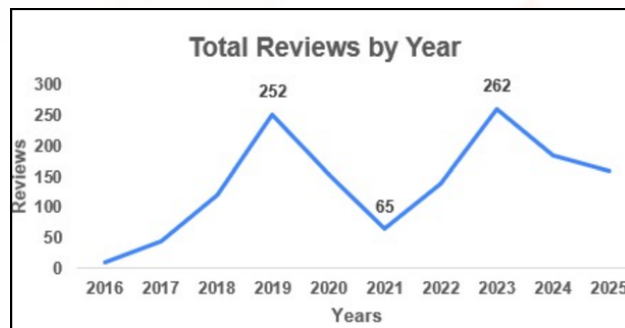


Figure 3: Reviews Trend of Suki-Ya by Years

Figure 4 below shows the percentage of star ratings given by their customers. The analysis of customer reviews shows that most customers are satisfied with Suki-Ya. The majority of reviews are 5 stars, 52% (726), followed by 4 stars, 30% (419), which indicates a high level of customer satisfaction. Lower ratings are much fewer, with 3-star 11% (153), 2-star 3% (42), and 1-star 4% (52) reviews making up only a small portion of the total.

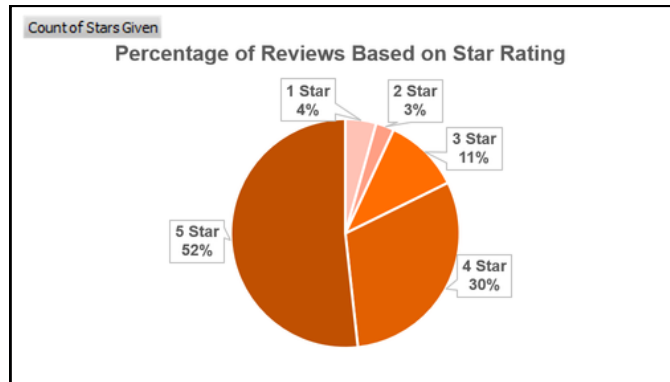


Figure 4: Percentage of Reviews by Star Rating

This result suggests that most customers are highly satisfied with their dining experience, particularly in terms of food quality. The relatively low number of negative ratings indicates limited dissatisfaction, although these reviews may still highlight specific areas for improvement.

Based on the sentiment analysis, the ten most frequently mentioned words in the reviews are food, meat, shabu-shabu, price, staff, place, service, queue, soup, and fresh. Most positive reviews commonly mention food, shabu-shabu, place, staff, soup, and fresh, indicating that customers are satisfied with the menu, quality of ingredients, dining environment, and overall experience. In contrast, the words “meat”, “price”, “service” and “queue” appear frequently in negative reviews, suggesting concerns related to consistency, cost, wait times and service efficiency. From the review observations, the Sukiya Pavilion branch faces several operational and perception challenges reflected in customer reviews:

- Operational Efficiency & Long Wait Times - High customer volumes during peak hours cause long waits and inconsistent service.
- Consistency & Perceived Value - Fluctuating meat quality and limited side-dish/dessert options affect the “all-you-can-eat” experience.
- Hidden Costs & Customer Satisfaction - The final net price (10% service charge + 6% tax) may not match the customer's expectations of value.

Based on the sentiment analysis findings, the Suki-Ya Pavilion can make some changes to resolve the problem and make a good and valuable decision for the business and customers. Suki-Ya Pavilion can boost customer satisfaction by speeding up service during peak hours, keeping consistent food quality, and expanding side dishes and desserts. Suki-Ya should clarify its pricing and ensure attentive staff. Combined with regular feedback it will help the restaurant meet expectations and enhance the overall dining experience.”

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