

## **ABSTRACT**

*Indonesia's rapid economic growth supported by digitalization has had a significant impact on various sectors, including the culinary industry, especially in Bandung. The city has developed into one of the popular culinary tourism centers, supported by the diversity of café and restaurant concepts and the application of digital technology. However, intense competition and changing consumer preferences pose a challenge for businesses in maintaining their business resilience. This study aims to identify factors that influence the business resilience of cafes and restaurants in Bandung City by utilizing customer reviews from TripAdvisor. The approach used in this research includes quantitative analysis using the Bidirectional Encoder Representations from Transformers (BERT) technique for topic modelling, sentiment analysis based on Plutchik's Wheel of Emotions theory to explore qualitative insights. Through the BERT technique, this study identified key themes in customer reviews, such as service quality, price, and ambience. Sentiment analysis explored customers' dominant emotions, while in-depth interviews with customers and management aimed to understand the interaction between Customer Perceived Value (CPV) and Customer Emotion (CE) in building customer loyalty and its contribution to company survival. The results of this study are expected to provide relevant strategic guidance for businesses in managing business sustainably and supporting the competitiveness of the culinary industry in Bandung City. In addition, these findings also make a theoretical contribution to the literature on NLP technology-based customer review analysis and customer experience management in the context of business sustainability.*

**Keywords:** *BERT Topic Modelling, Sentiment Analysis, Customer Perceived Value (CPV), Customer Emotion (CE), and Firm Survivability*