

# Nightmares in “the happiest place on earth”: Dissatisfaction in theme parks during the post-COVID era

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## Abstract

This study examines the negative effects of COVID health and safety protocols implemented by theme parks in the context of the “new normal” (summer 2021) on the number of visitors the park has received and their (dis)satisfaction levels. The study uses actual content analysis from 1,142 online reviews from two different time periods (before and after the COVID-19 pandemic), obtained from TripAdvisor, for a cross-country analysis. Results from analysis of variance and linear regression models show that dissatisfaction has rocketed since the pre-COVID era. Reasons for this dissatisfaction differ among parks, indicating that there may be different ways in which tourist agents can deal with these COVID protocols, ways that may be more or less successful in terms of improving consumer satisfaction.

## Keywords

Theme park; COVID-19; Health and safety protocols; Consumer dissatisfaction; Online reviews

## **1. Introduction**

The COVID-19 pandemic has affected global economic activity since March 2020, when the first shutdowns began. In this sense, tourist and leisure activities have been some of the most seriously affected, remaining closed for long periods and open with restrictions and reduced capacity during others (Abbas et al., 2021). By the summer of 2021, a high percentage of Europeans were vaccinated and travel restrictions were being reduced, along with a progressive opening of establishments, theme parks among them. This process is included within the so-called “tourism recovery,” on which forecasts have been theorized and made during 2020 and 2021 (Fotiadis et al., 2021; Roy, 2021), and also related to the popular term of the “new normal” (Peco-Torres et al., 2021).

The tourism sector recovery in this post-COVID stage can be a long and complex process in several ways. On the one hand, this complexity is because the restrictions or legal security measures may be extended until 2023 in some countries, depending on the evolution of the pandemic. On the other hand, although by summer 2022 many legal restrictions disappeared, many citizens will continue to avoid going to recreational places where they still have a certain “risk perception” regarding COVID-19 contagion in leisure activities (Gursoy et al., 2020). Such decisions involve a long-term impact on the tourism industry that will require a deep analysis of the key factors that influence consumer behavior in the so-called new normal (Sigala, 2020; Wen et al., 2020).

Among tourism activities, we have focus the study in theme parks. A theme park is an amusement park that has themed attractions, be it food, costumes, entertainment, retail stores and/or rides’ (Wong & Cheung, 1999). They are controlled and managed for the enjoyment, amusement, entertainment, and education of the visiting

public'(Middleton, 1989). They satisfied individuals' need of leisure, and COVID-19 could affect how people enjoy in theme parks. In the case of European theme parks, although some were open at periods during the summer of 2020, the arrival of the second wave of the epidemic led to their closure, not reopening until the spring of 2021. These reopenings were carried out with various COVID-19 security protocols, similar to those that exist for other activities, which usually include capacity limitations, reduction of opening hours, maintaining of distances, use of a mask throughout the premises, cancellation of some attractions or shows, the requirement of the so-called "Health Pass" for access to the park, etc. Researchers have argued that due to these measures the narrative story of a theme park visit crumbles(Kokai & Robson, 2022), leading to a bad service experience, thus triggering visitors' dissatisfaction (Herjanto et al., 2021).

In this paper, we analyze how this tourism recovery process is being perceived in the new normal situation through a study applied to the most popular theme parks in Europe. We carry out a study on customer satisfaction and analyzing the effect of anti-COVID measures on this. We use the reviews registered on TripAdvisor after the parks' reopening, during the summer of 2021, comparing them with those of the summer of 2019. This allows for a better understanding of how actual consumers' review behavior may measure their satisfaction, while also providing comprehensive knowledge for theme parks and other similar industries about how to manage such satisfaction in a post-COVID era.

This study contributes to tourism literature by analyzing consumer behavior in a post-COVID tourism service context. As far as we know, it is the first time that an analysis of customer satisfaction has been carried out in the new situation of the summer of 2021, characterized by having low levels of virus incidence and highly

vaccinated populations. In this sense, we are able to observe and analyze empirical data that show us the reality that tourism businesses will have to face during the months or years that it takes us to return to the situation as it was prior to 2020.

## **2. Literature review**

### ***2.1 Theme parks, complaints, and online reviews***

In 2018, there were more than 600 amusement and theme parks in the USA and about 300 in Europe (TEA/AECOM, 2020). Theme parks have become relevant tourist attractions for many destinations around the world (Clavé, 2007), reaching 72 million visitors in Europe in 2019. From an academic point of view, theme parks have been described as forms of entertainment that attempt to create fantasy atmospheres. There is extensive scientific literature on the factors that focus on evaluating the satisfaction of the experience of visiting theme parks (S. Li, 2021; Trischler & Zehrer, 2012). Theme parks were created with the idea of being the “happiest places on earth” (a slogan used by Disneyland for many years) and, indeed, they are for the many children and adults that enjoy them. However, from the very beginning, complaints arose regarding crowds, queues, and the high prices of services provided inside the parks (Muchnick, 2017).

Complaints and negative online reviews in the tourism sector have always existed. The emergence of online complaints through negative reviews has significantly reduced psychological restrictions to complain such as the possibly to avoid arguing with or confronting staff directly (Heinemann & Traverso, 2009). In fact, online negative reviews avoid the observer paradox and any other personal and psychological restriction, making the opinions more direct, authentic, and sincere (Benwell & Stokoe, 2006).

Review websites, such as TripAdvisor or Yelp, help to gather data on visitors' opinions, allowing researchers to get deeper insights on the satisfaction, psychology, and behavior of customers (Mellinas & Reino, 2019). It has made online reviews one of the main sources of information in the tourism sector (Pourfakhimi et al., 2020), increasing thus the relevance of its potential negative consequences in terms of reducing purchase/booking intentions (Sreejesh & Anusree, 2016). Much research has studied this new way of communication within the hotel industry. The opinions and complaints that customers voice in their hotel online reviews usually gather valuable information for managers about their business's weaknesses, thus providing the opportunity to increase customer satisfaction by taking appropriate and timely responses (Crotts, Mason & Davis, 2009; Maurer & Schaich, 2011). Different techniques based on text analysis have been used in research with online reviews in the hotel sector, including data mining, opinion mining, semantic analysis, and sentiment analysis (Bjørkelund et al., 2012; J. Li et al., 2018; Titov & McDonald, 2008).

Although online reviews in the tourism sector mostly focus on hotels, this marketing tool has gained importance for research on theme parks in recent years (Niu et al., 2019; Ren et al., 2019; Tiwari, 2016; Zhang et al., 2021). According to the literature, theme parks should treat this information in a similar way as hotels do (Tyrrell & Woods, 2004). The theme park management staff should also focus on meeting customers' expectations, while raising their level of satisfaction by monitoring them and adopting a continuous customer experience management policy (Geissler & Rucks, 2011). Understanding thus visitors' park experience through their reviews and comments is thus a key issue for theme park managers.

## ***2.2 How consumers cope with dissatisfying experiences: The expectancy-disconfirmation paradigm***

Existing research shows that dissatisfying experiences lead consumers to write negative online reviews (Torres et al., 2021). The expectancy-disconfirmation paradigm, along with cognitive dissonance theory, have been long used to explain this (Montfort et al., 2000; Wirtz, 1993).

According to disconfirmation paradigm, dissatisfaction emerges as a negative disconfirmation or discrepancy between initial consumer expectations and actual experiences, in the direction of such experiences being worse than expected (Oliver, 1980). Oliver (1980) then explained that dissatisfaction is experienced as a negative stage of discomfort identified as a cognitive dissonance, which motivate people to act in order to reduce such negative state. Cognitive dissonance theory (Festinger, 1957), explains that this dissonance represents an aversive mental state resulting from inconsistencies (i.e., what the individual initially thinks and what they actually experience), thus motivating the individual to reduce the inconsistencies in order to recover mental consistency. In the consumption context, literature has identified two main behaviors that help consumers to cope with dissonant experiences (Román et al., 2019; Xia et al., 2004): (1) self-protecting behaviors (thinking to avoid dissatisfaction in the future), such as withdrawing from a purchase, or (2) engaging in revenge, such as by spreading negative word-of-mouth online, posting critical reviews, or even more strongly, engaging in vindictive online complaining. Providing support for this, several studies have found that dissatisfaction is a key determinant of further post-purchase consumer behaviors (i.e., repurchase intentions, or word-of-mouth behavior) (Oliver, 1980; Venkatesh & Goyal, 2010). In what follows, the paper will apply this theoretical framework to explain consumer (dis)satisfaction with theme parks in the new normal.

### ***2.3 Satisfaction with theme parks in the new normal***

Existing recent research that has addressed how the COVID-19 pandemic has affected both theme parks and their visitors suggests that the adoption of safety and health protocols have changed the theme park's experience, calling for more research on this topic (Cornelis, 2022; C. Havard et al., 2022; C. T. Havard, 2021; Kokai & Robson, 2022). For instance, Kokai and Robson (2022) argued that the inclusion of COVID-19 safety regulations in theme parks dropped live entertainment and crumbles its narrative story, generating anxiety and unease in guests, especially among those with previous park experience. More indirect ways to cope with COVID-19 also seem to negatively influence visitors' experience: in 2020 European parks received much less visitors than previous years (Cornelis, 2022). Trying to compensate this, in the 2021 season many parks increased their visitor numbers to their maximum capacity, something that increased more than 20% the average waiting times in the summer season of 2021 than the average in the same weeks of previous years (Cornelis, 2022). Cornelis argued that this must strongly reduce visitors' satisfaction and future revisit intentions, but he did not empirically test it. Finally, although studies from Havard and colleagues (Havard, 2021; Havard et al., 2022) showed that some aspects of theme parks (i.e., having a strong brand like Disney, which generate a "fan behavior") may allow them to better cope with negative consequences of the COVID-19 protocols, they strongly call for more research on visitors' reactions to this "new normal" situation in theme parks.

Based on this prior evidence, along with proposed theory,

the COVID safety protocols that theme parks have had to apply during the new normal are proposed here to be related to consumer dissatisfaction with their experience in the park. Following the expectancy-disconfirmation theory, satisfaction or

dissatisfaction will occur after the visitor compares its actual experience in the park with his/her prior expectations. These may emerge from two main sources (Kalamas et al., 2002): external and internal. Main sources for external prior expectations may include information provided by the park -in its website, through its advertising, etc.- and information provided by other prior visitors -i.e., online reviews. Regarding first one sources for external expectations, as theme parks provide detailed communication about their health protocols, this external information should not be a discrepant source for consumer expectations, nor for their potential dissatisfaction. Given this, we believe that relevant sources for expectancy bias will be more related to the consumer, especially with their internal sources of information. Such sources refer to past experiences with these and other theme parks, experiences that must have been lived before the COVID health crisis. This generates a fertile basis for disconfirmation, as the extraordinary safety protocols that parks have had to implement makes it impossible for consumers to enjoy the same past experience. Above-commented findings from Kokai and Robson (2022) point to this direction, suggesting greater anxiety and unease derived from COVID protocols among visitors with prior experiences in the park. Also, related research in the hospitality context has observed that the extraordinary measures that companies have to adopt in terms of new safety protocols have an impact on how people experience their leisure activities and may cause them to not fully enjoy the experience (Peco-Torres et al., 2021; Sigala, 2020). Accordingly, we propose:

H1: Consumers' satisfaction with theme parks before the COVID-19 pandemic (summer 2019) was higher than their satisfaction in the new normal (summer 2021).

In addition, we hypothesize that the main changes introduced as a consequence of new COVID safety protocols in theme parks are reasons for consumer dissatisfaction,



being thus a significant common commentary in their negative reviews. The pandemic situation has made people more attentive to hygiene and safety issues, which suggests that these will be a significant factor in travel decisions in the coming years (Nazneen et al., 2020). Additionally, closing attractions could be another cause of dissatisfaction. Although limitations in the number of people at theme parks could decrease congestion and queue lengths something that would reduce the overcrowding problem (Dunbar & Mansouri, 2021), with fewer attractions opened consumers could still find queues or excessive waiting times. As commented before, existing research indicates that waiting times have increased rather than the opposite in the last 2021 season (Cornelis, 2022). In addition, even with less visitors, in these queues it is usual to see large numbers of people congregated in very close physical proximity. As recent research has shown (Kainthola et al., 2021), people are more sensitized towards crowding in this post-COVID phase, which may add another source for a dissatisfying experience in the park. Equity theory (Adams, 1965) also provides a theoretical reason for expecting consumer dissatisfaction with these COVID protocols. According to this theory, consumers tend to compare transactions in terms of perceived value (what I receive against the price I have to pay), and perceptions of lack of equity in this comparison lead them to experience dissatisfaction (Riquelme et al., 2019). In the new normal, it is likely that many users do not perceive as fair having to pay the same price as in their pre-COVID visits, when some of the rides and all or part of the shows are closed. Even if a park has announced on its website what remains available and what is not, this does not guarantee that all users have been informed of the changes, nor does it disprove that many were aware of these closings, but have still decided to go to the theme park and consider it unfair to pay the same price. The same reasoning may also explain why

consumers could feel dissatisfaction due to schedule reductions, as they are paying the same price for fewer hours in the park. According to all of this, we propose:

H2: The reduction of consumers' satisfaction with theme parks in the new normal (summer 2021) is explained by the theme park adaptation to COVID-19, specifically: (a) COVID measure noncompliance; (b) closed attractions; and (c) the reduction in opening hours.

### **3. Methodology**

For the development of this study, we chose the most visited theme parks in Europe (Disneyland Paris) and the two most visited theme parks in Spain (PortAventura and Warner Park) (TEA/AECOM, 2020). We downloaded reviews from TripAdvisor about these parks for the months of June, July, and August 2019 and 2021. In the case of Disneyland Paris, we limited the period to July and August, since this park reopened on June 17. In addition, we only considered reviews written in the language of each country (French at Disneyland Paris and Spanish in the Spanish parks) as the restrictions on international travel that were still active in some countries in the summer of 2021 caused a dramatic drop in the number of international visitors to these theme parks.

We downloaded 1,142 reviews from TripAdvisor. On the one hand, we took data from the score of each review in those periods for each theme park. Online reviews have been used in the hotel sector as a proxy for the number of guests, assuming that the propensity to write reviews remains constant, so that a greater or lesser number of reviews in a period is directly related to a greater or lesser number of visitors to that place (Martin-Fuentes & Mellinas, 2018). In addition, online reviews may serve as a good proxy for measuring consumer satisfaction with the theme park experience,

especially for dissatisfied visitors (Fernandes & Fernandes, 2017). Thus, we considered the reviews' score as a measure of consumer satisfaction. Low scores (1, 2) reflected dissatisfaction, while high scores (4, 5) showed satisfaction.

On the other hand, we identified the reviews that referred to negative aspects about the new measures implemented to avoid COVID-19 contagion through a content analysis, a method also widely used in prior research (Brochado et al., 2016; Mittal & Agrawal, 2022; Yang & Fang, 2004). Specifically, we identified reviews in which consumers mentioned that COVID measures were not followed, those that mentioned there were closed attractions, and those stating that opening hours had been reduced. These aspects were codified as 0 if the review did not mention this reason, and 1 if this reason was mentioned in the review.

Regarding COVID measure compliance, the measures that each park announced in order to avoid contagion among customers were the same in the three parks except for Disneyland, where a Health Pass or PCR test was required to access the park.

We also identified reviews that referred to the temporarily closed attractions. This problem was not present in Warner, where almost everything remained available, but appeared as a frequent topic in PortAventura and Disneyland. People complained that many attractions and shows were closed, but the price of admission remained the same. The available data indicated that, indeed, a few attractions and almost all the shows were closed at Disneyland (ParqueTematico.net, 2021). There were also reduced meetings with characters, such as Mickey Mouse, and social distancing was mandatory, while before the pandemic people could greet and hug these characters. In the case of PortAventura, a few attractions and approximately half of the shows were closed (ParqueTematico.net, 2021).

We also obtained information about the reduction in opening hours in theme parks for summer 2021. This topic was only mentioned in reviews for PortAventura. In 2019 the park opened in summer from 10:00 to midnight, while in 2021 it opened from 10:30 to 20:00 until July 18 and to 23:00 from July 19. However, three of the five areas of the park still closed at 21:00, which seems to have caused crowds in the two areas that remained opened for the last two hours (ParqueTematico.net, 2021).

#### **4. Results**

Table 1 shows the number of reviews analyzed by month, year, theme park, and possible causes in the reduction of consumers' satisfaction. Of the total of 1,142 reviews, 451 were about PortAventura, 366 were about Warner and 325 were about Disneyland.

[Table 1]

As we can see in Table 1, the number of reviews in 2019 is higher than the number of reviews written in 2021, both in general and for each theme park. A binomial test of proportions indicates that the differences in the number of reviews is statistically significant ( $p < 0.01$ ). This is an expected result, as based on prior research (Cornelis, 2022) we expect less visitors in the 2021 season than in a pre-COVID season.

In order to analyze the consumers' satisfaction with the theme parks in 2019 and 2021, we developed an ANOVA analysis. Previous studies have analyzed online reviews by using ANOVA test (D'Acunto et al., 2020). As Table 2 shows, consumers' satisfaction with the three theme parks is lower in 2021 as compared to 2019. Therefore, H1 is supported.

[Table 2]

We developed two analyses to examine the causes of this reduction in consumers' satisfaction. First, we conducted three ANOVA tests (one for cause) in which the theme park was also introduced as a factor. Three different ANOVA tests were developed, as there were theme parks that did not present some causes. As Table 3 shows, individuals who mentioned in their reviews that COVID measures were not followed were less satisfied than individuals who did not mention this cause. This result holds for the three theme parks. Regarding the closed attractions, consumers' satisfaction with the theme park is lower for individuals who mentioned this issue in their reviews than for individuals who did not. However, this result is only significant for Disneyland: consumers who visited PortAventura have the same satisfaction, regardless of mentioning closed attractions. In addition, the reduction in opening hours has no significant effect on the consumers' satisfaction with the theme park.

[Table 3]

We then conducted three different regressions, one for each theme park. Table 4 shows that mentioning COVID-measure noncompliance has an effect on consumers' satisfaction in the Spanish theme parks, but not in Disneyland. Thus, H2a is partially supported. Additionally, similar to the ANOVA results, mentioning closed attractions is only significant for Disneyland, partially supporting H2b. Finally, the reduction of opening hours has no significant effect on consumers' satisfaction with the theme park, thus H2c is rejected.

[Table 4]

## **5. Discussion**

This study is one of the first to empirically analyze consumer satisfaction with theme parks in the new normal brought about by the COVID-19 pandemic. COVID-19 has changed both the way in which companies offer their services and also consumers' expectations and perceptions of them. By doing this, we are covering numerous calls made in prior research regarding improving our understanding about how visitors are reacting to the "new normal" in these leisure contexts (Havard, 2021; Havard et al., 2022; Cornelis, 2022; Kokai and Robson, 2022).

Results show that theme parks received significantly fewer visitors in summer 2021 than in the pre-COVID era (summer 2019). This parallels prior research (Cornelis, 2022), suggesting that consumers may still perceive high risks in visiting these theme parks, something that prior literature has already highlighted as a cause for not traveling (Bae & Chang, 2021; Peco-Torres et al., 2021). The likelihood and perceived risks of being exposed to crowding situations may lead consumers to avoid crowded places (Kainthola et al., 2021), so theme parks may be suffering as a result.

Additionally, the results observed for theme parks show a dramatic drop in the scores of the three parks. The framework of the expectancy-disconfirmation paradigm (Montfort et al., 2000; Wirtz, 1993) may explain the levels of dissatisfaction observed. This difference between expectations and experiences could be caused by excessive expectations on the part of visitors. The decrease in scores of the three parks is strongly significant, and could be explained by three causes related with COVID.

First, the deficiencies in the control of anti-COVID measures appear as the main cause of dissatisfaction in Spain, while in France it turns out to be a less important factor. There is a series of objective data on differences in the provision of the service and the circumstances of each country, which can explain these differences in visitors'

satisfaction. The requirement of a Health Pass in France may lead to the fact that, although the level of compliance with the anti-COVID regulations was similar in both countries, the French did not worry so much about noncompliance situations. Additionally, the lower vaccination rates in France may suggest that its citizens are less concerned about the risk of contagion.

Second, another cause of consumers' dissatisfaction with theme parks is the number of closed attractions. Our results also suggest that consumers may be perceiving a lack of equity in their transactions, as they are paying the same price as in their pre-COVID visits but with more restrictions and fewer shows available. However, this reason was only significant for Disneyland: consumers who visited PortAventura were not significantly dissatisfied due to this issue. In fact, and according to its specific situation (Disneyland had many shows closed or canceled during the summer of 2021), the factor that contributed the most to the French's dissatisfaction was finding practically all the shows and some attractions temporarily canceled. Furthermore, the park had also restricted one of the most important attractions for children (meetings with Disney characters).

Finally, regarding the variations in schedules that we saw in PortAventura, although it is a frequently mentioned topic, it does not seem to play a relevant role in producing high levels of dissatisfaction. Perhaps as this park still had a long schedule of opening hours in the summer 2021 (from 10.30 to 23.00 throughout most of the summer), the schedule reduction was not enough (prior to the pandemic, its schedule was from 10.00 to 00.00) to cause a significant decrease in consumer satisfaction.

Overall, these results highlight the relevance of studying and analyzing how companies face the restrictions imposed by this post-COVID era. We show that these

protocols are not only a strong significant cause for reducing consumer satisfaction with theme parks, but also that different protocols may have different effects on such satisfaction.

### ***5.1 Managerial implications***

Findings from this study have several interesting implications for theme parks and other leisure activities. The deficiencies in surveillance of the measures to avoid COVID contagion appeared very frequently in the reviews, influencing consumer dissatisfaction. The incorrect use or nonuse of masks and the lack of safety distance in queues, shows, and rides are the main factors reported by visitors who rated their experience with a one- or two-star rating review. This suggests that monitoring the following of these protocols may have some benefits for theme parks.

Accordingly, theme parks should ensure that they follow COVID-19 safety protocols, especially in Spanish theme parks. Park managers should indeed consider reopening more shows and attractions in order to increase consumers' satisfaction. This issue is especially relevant for Disneyland, as it is a significant antecedent of their customers' dissatisfaction. An important issue could be to increase their character meetings, as children who visit this theme park are usually looking forward to seeing them. To financially compensate the reopening of shows, park managers could reduce their schedule, as our results suggest that this may not be a significant cause of consumer dissatisfaction. Additionally, a potential way to cope with consumer dissatisfaction within this complex situation may be by reducing entrance prices: this may increase the perceived equity of a situation in which it is highly unlikely that the consumer perceives that they are receiving the same value as they did in the pre-COVID era.



## ***5.2 Limitations and avenues for future research***

This study has a number of limitations that should be recognized. Although the sample of parks tried to be sufficiently representative in Europe, the highly significant differences found among them indicate that it will be advisable to extend this research to theme parks in other geographical areas, also including other types of tourist entertainment sites in which crowds of people may be frequent, i.e., water parks, aquariums, museums, etc. In addition, it would be interesting to reproduce previous studies on complaints in theme parks, which order new reasons for dissatisfaction associated with COVID measures according to their relative importance.

Additionally, although we suggest several reasons for consumers' expectation discrepancy, we did not empirically test them. This provides a new line for expectancy-disconfirmation researchers to work on: how traditional sources for consumer expectations may be affected by changes derived from a health crisis, and if within these contexts there may be a need for revisiting traditional antecedents identified in prior literature. Specifically, it could be very interesting for further research to analyze the extent to which different information sources (i.e., external, internal) may lead to different consumer dissatisfaction levels. Specifically, addressing the role of past experiences may be a promising future avenue. Additionally, further research should analyze if working on price changes (i.e., providing a good deal for visiting a park with COVID-related restrictions) may really help to improve customer satisfaction with the experience, both in theme parks and also in other touristic or leisure activities.

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**Table 1.** Number of reviews per theme park and year

<b>Year</b>	<b>Theme park</b>			<b>Total</b>
	<b>Disneyland</b>	<b>PortAventura</b>	<b>Warner</b>	
2019	188	258	222	668
August	120	124	119	
July	68	84	68	
June	—	50	35	
2021	137	193	145	474
August	86	90	75	
July	51	43	35	
June	—	60	35	
<b>Mention COVID measure noncompliance</b>				
Yes	19	95	48	162
No	118	98	96	312
<b>Mention closed attractions</b>				
Yes	27	40	—	67
No	110	153	—	263
<b>Mention reduction in opening hours</b>				
Yes	—	164	—	29
No	—	29	—	164
<b>Total</b>	<b>325</b>	<b>451</b>	<b>366</b>	<b>1142</b>

**Table 2.** Consumers' satisfaction per theme park and year

Theme park	Year		F	F <sub>interaction</sub>
	2019	2021		
Disneyland	3.50	2.93	12.672**	
PortAventura	3.50	1.86	148.024**	13.407**
Warner	3.16	2.07	51.748**	
<b>Total</b>	3.39	2.29		
<b>F</b>	163.358**			

\*  $p < .05$ ; \*\*  $p < .01$

**Table 3.** Comparison of consumers' satisfaction per complaint reason and theme park

Theme park	Mention COVID measure noncompliance		Mention closed attractions			Mention reduction in opening hours	
	No	Yes	No	Yes	F	No	Yes
Disneyland	3.02	2.37	3.24	1.67	32.023**	-	-
PortAventura	2.14	1.57	1.90	1.70	0.775	1.90	1.62
Warner	2.32	1.56	-	-		-	-
<b>Total</b>	2.49	1.83	2.57	1.68		1.90	1.62
<b>F</b>	60.647**		24.229**			1.193	
<b>F<sub>interaction</sub></b>	0.197		14.440**				

\*  $p < .05$ ; \*\*  $p < .01$

**Table 4.** Effect of complaint reasons on consumers' satisfaction per theme park

Complaint reasons	Disneyland		PortAventura		Warner	
	$\beta$	t	$\beta$	t	$\beta$	t
Mention COVID measure noncompliance	-0.083	-1.059	-0.223	- 3.153**	-0.283	- 3.514**
Mention closed attractions	-0.420	- 5.336**	-0.047	-0.584	—	—
Mention reduction in opening hours	—	—	-0.046	-0.574	—	—
<b>Adjusted R<sup>2</sup></b>	-0.083	-1.059	-0.223	- 3.153**	-0.283	- 3.514**

\*  $p < .05$ ; \*\*  $p < .01$