



## Customer to Customer Information Production: The Evaluation of Customer Reviews in Tripadvisor on Food and Beverage Service Providers in Adiyaman\*\*

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### Abstract

The research aims to evaluate customers' reviews in the social communication networks who received food and beverage services and to examine the information they produce. In this context, customer reviews on food and beverage businesses in Adiyaman were analyzed on the TripAdvisor website that has a wide global user network in social communication. A total of 731 reviews for 52 businesses that provide food and beverage services were determined at search in TripAdvisor website. Descriptive and content analysis, which are widely used in qualitative research, was employed in analyzing obtained data. The results of the research show that customer's evaluations of food and beverage services in the region are clustered into two main categories as satisfaction and dissatisfaction. On this axis, it was determined that customers within the main categories of satisfaction and dissatisfaction made evaluations regarding (i) food and beverages, (ii) service, (iii) staff, (iv) location, (v) venue atmosphere, (vi) physical structure and (vii) price. The information provided by the customers will help business managers and marketers in their efforts to improve their production, while at the same time it will be a focus for researchers on the evolving information-producing role of customers. As a result, this study revealed that the information presented by customers on social networks could help business managers and marketers in their efforts to improve and develop services. Besides, we believe that social networks will serve as a basis for researchers who work on the developments on the role of individuals in information production.

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## INTRODUCTION

Developments in information and communication technologies brought some changes in the function and production of information in industrial and consumer markets (Namin, 2012 pp: 206; Whalen, Belarmino & Taylor, 2019 pp: 309). In the current state, one of the main dynamics of the market is information. The production structure, in which information and commercial activities are dominated by the enterprise and where the customer is considered as a passive production item, has changed (Vargo & Lusch, 2004). After the information came out of the dominance of the enterprises, the customers undertake an information producer and service marketing role for the businesses and the potential customers. This process was possible with the development of information and communication technologies (Mauri & Minazzi, 2013). In parallel, the widespread use and development of social networks have led customers to expand their area of influence. Customers became sources of knowledge that generate information for businesses and potential customers (Kang, 2018; Buhalis & Sinarta, 2019). Following the said developments, in the tourism sector where the communication and interaction between individuals and businesses are quite strong, customers generate intensive information about the tourist region, businesses and services through social networks (Namin, 2012 pp: 206). In social communication and interaction networks such as TripAdvisor, Trivago, Facebook, Twitter, Instagram, customers create a wide range of information for the tourist administrations and businesses as well as potential customers with their posts (Molinillo, Liebana-Cabanillas, Anaya-Sanchez & Buhalis, 2018).

In this study, along with the sectoral responses of the increasing information-generating role of the customers, the customers' shares on the social communication networks and the function they undertook were analyzed from different perspectives in tourism literature. While some of the researchers evaluate the shares of customers on social networks by focusing on the touristic region (Dwivedi, 2009; Yang, 2015; Molinillo et al. 2018; Arica & Çorbacı, 2019); some of the others examined the customer shares on the businesses in the tourism environments (Lei & Law, 2015; Kim, Kim & Heo, 2016; Gao, Tang, Wang & Yin, 2018). In this context, it was determined that the customers produced descriptive information about the characteristics of the region and business services. (Dwivedi, 2009; Arica & Çorbacı, 2019). In the studies examining it has been determined that the customers produce descriptive information regarding the attractions, natural environment, social environment of region and accommodation businesses, service structures, service qualities, and personnel of the businesses (Magnini, Crotts & Zehrer, 2011; Alrawadieh & Demirkol, 2015; Kim et al. 2016; Zhao, Xu & Wang, 2019) and food and beverage businesses (Pantelidis, 2010; Wang, 2011; Chaves, Laurel, Sacramento & Pedron, 2014; Lei & Law, 2015; Dalgıç, Güler & Birdir, 2016; Gao et al. 2018).

In the said researches, studies focused on shares in social networks, but the determinations on the information-generating role of the customers were insufficient. In addition, while the majority of the current research focuses on customer complaints (Alrawadieh & Demirkol, 2015; Dalgıç et al. 2016; Puksi, 2016; Erdem & Yay, 2017; Ertürk, 2019) in the literature, the number of studies evaluating the customer satisfaction and the information-generating role of the customers has been limited. On the other hand, the insufficient examination of the factors that lead to satisfaction and dissatisfaction via the knowledge-producing role of the customers leads to the inability to make holistic evaluations at the sectoral level (Berezina, Bilgihan, Çobanoğlu ve Okumuş, 2016).

The main purpose of the research based on this starting point is the examination of the evaluations made by customers who receive food and beverage services on social networks where the information produced by themselves.

Within this framework, the shares on the TripAdvisor site for businesses serving food and beverage in Adıyaman were examined. Adıyaman is located in the region that forms the border of ancient Mesopotamia and Anatolia. The climate, soil and vegetation diversity of the region attracted the attention of many civilizations. Due to this diversity and richness, Adıyaman history dates back to Palaeolithic times and has hosted many civilizations including Hittite, Helen, Urartu, Arab, Commagene, Rome, Persian and Ottoman. It can be said that the integration of cultures with different lifestyles in Adıyaman contributes to the cultural richness of the region (Sabbağ, 2015). Despite this cultural and natural richness, the tourism potential of the region has not been evaluated sufficiently. Gastronomy has a special place among these cultural riches. Although the dishes in Adıyaman cuisine are similar to those of the neighbouring provinces, the names and ways of making the meals differ from other provinces. The rich water, plant and animal presence of the region have caused Adıyaman cuisine to vary from meat, fish, milk, cereal, vegetable and fruit consumption (Sabbağ, 2015; Sabbağ & Yeşilyurt, 2018). In this context, evaluating the problems related to food and beverage businesses in Adıyaman from a tourist point of view is important for developing the potential of gastronomic tourism. The findings made in the research are important in the context of the improvement and development activities of the businesses that offer food and beverage services in Adıyaman, along with the potential customers' preferences and decision-making processes in the food and beverage services.

## Literature Review

The rapid development of the service economy increases the importance of knowledge and skills in the market. This situation improves the utilization function of the production and marketing approaches of the enterprises. Although increased importance of operational resources is emphasized, the service dominant logic understanding defends the thesis that product dominant logic business models are impossible for life (Vargo & Lusch, 2004). According to service dominant logic, the product refers to the service and is seen as the result of the value generated through the service. And services are accepted as the basic input in shaping the goals in business relations (Ballantyne & Varey, 2008 pp: 11).

Service dominant logic is explained by international marketing communities as a philosophy based on relationship and cooperation (Vargo & Lusch, 2004). And this business model focuses on operational resources, processes, interaction, resource integration, collaboration, joint production, common value and experience creation rather than goods exchange and processed resources (Fitzpatrick, Davey, Muller & Davey, 2013). Businesses succeed in identifying customers' wishes and needs more easily through collaborations with customers, which are an important element of change in service economies, and offer them the opportunity to offer them the product they want unusual and desired (Ballantyne & Varey, 2008; Etgar, 2008). One of the strategies in which service dominated logic is applied is co-creation with customers, where customers can participate in the production processes of businesses.

The intense sharing of customers with social media has led them to become one of the important components of the market, and by giving them a productive role, they have contributed to the production process (Yang, 2015 pp: 3). The participation of the customers in the production implies that they affect the production process by sharing their knowledge and experience in the service processes (Ordanini & Pasini, 2008 pp: 289). While participation in production processes begins at the planning stage (Oxenswardh, 2018), this process continues with production, presentation and evaluation stages (Arıca, 2019). While participation can take place in different ways, the

performance of customers at one phase or more than one phase of the production process imposes them a common producer role (Etggar, 2008 pp: 98).

The productive role that customers acquire through participation in the production phases includes intensive communication and interaction. The developments in information and communication technologies have a large-scale effect on the said communication and interaction is widely accepted in the studies on the subject matter (Prebensen, Vitterso & Dahl, 2013; Oxenswardh, 2018). According to Rust & Lemon (2001), with the advances in information and communication technologies, the possibilities provided by internet technology have increased the communication and interaction between customers and the business along with the development of a new structure in production. Namin (2012) stated that enabling customer information sharing in online communication forums leads customers to gain the feature that produces and acquires information in the market. Customers provide online feedback following their experiences become increasingly important for potential customers and businesspeople. Those feedbacks are fast, up-to-date, and available everywhere, and have become the word-of-mouth of the digital age (Kaplan & Haenlein, 2010). Sharing the criteria about the product or service in customer's social networks following their experiences creates a productive role for them.

The information produced by evaluations creates a treasure trove for potential customers and businesses with similar interests and acts as a guideline (Fang, Ye, Küçükusta & Law., 2016). The information producing role of customers is important in sectors where there are uncertainties regarding the experience to be experienced such as tourism (Fang et al. 2016). In this context, customers can steer their decision processes by taking into account the suggestions and evaluations of those who have previously experienced (Sundaram, Mitra & Webster, 1998). Especially via the communication channels such as Facebook, Instagram, Twitter where virtual communities come together, and the common review sites alike TripAdvisor, Trivago, Yahoo Travel customers' shares on activities, experiences and businesses create a wide range of information about the tourist region and attractions and function as a guide to the behavioral intentions of the consumers (Munar & Jacobsen 2014; Xiang, Du, Ma & Fan, 2017). Wang (2011 pp: 505) defines this situation as the customers' shares provides information and guidance while affecting the business image, then directs and manages the interaction between individuals by creating a social domain. Potential customers seeking information utilize the information in these networks before and after travel and shape their preferences and decisions on this basis. For example, Ganzaroli, Noni & Baalen (2017) found in a study on TripAdvisor that the information produced by restaurant customers in Venice on social networks affects decision making processes and quality expectations along with the business image. Therefore, the positive and negative shares of the customers regarding their experiences in social communication networks also function as marketing tools in terms of their impact on potential demand. Prebensen et al. (2013) emphasizes that while the information produced by customers in social communication networks provides a way for businesses to develop their marketing strategies, it also enables customers to realize production by determining their wishes, preferences and needs. In this context, the quality and scope of the information produced by customers through the posts they make on social networks are important for tourism stakeholders. Since the touristic experience has a complex structure, the scope of the information produced by the customers also varies. In various studies, it has been determined that customers produce information about the natural resources, culture, history, architecture, tourism investments, transportation opportunities, crowded situation, climate conditions, accommodation status, activities and recreation opportunities of a region they visit by sharing their tourism experiences (Dwivedi, 2009; Arıca & Çorbacı, 2019). In some

researches, it has been determined that customers provide information about the physical, architectural and employees quality, location, cleaning and food and beverage services of the accommodation businesses (Magnini et al. 2011; Kim et al. 2016; Xiang et al. 2017; Zhao et al. 2019). In some of the researches, the shares made on the online platforms for businesses that offer food and beverage services that are important for touristic regions were evaluated. In this context, it has been identified that the quality of food (Chaves et al. 2014; Dalgıç et al. 2016; Ertürk, 2019) and the attitudes and behaviors of business employees (Dalgıç et al. 2016; Erdem & Yay, 2017; Ertürk, 2019) were the main topics in which customers provide information. However, service qualities (Pantelidis, 2010; Lei & Law 2015; Dalgıç et al. 2016), menu variety (Chaves et al. 2014; Ertürk, 2019), price level (Pantelidis, 2010; Aydın, 2016; Ertürk, 2019), atmosphere (Lei & Law 2015; Dalgıç et al. 2016; Erdem & Yay, 2017), decoration (Pantelidis, 2010), the responsiveness of services, suitable hours of the business (Chaves et al. 2014), location (Aydın, 2016) and cleaning (Chaves et al. 2014; Aydın, 2016) has been identified as the titles where customers provide positive and negative information for businesses that offer food and beverage services. On the basis of all this information, it is seen that customers provide a wide range of positive and negative information covering the physical and architectural structure, environment, employee qualifications, service features, cleaning and pollution status of the enterprises. This information is an important data source for businesses to identify emerging service problems for developing improvement and development strategies and also affect the business image. Thus, as stated by Buhalis & Sinarta (2019), social communication networks and the information produced by customers in these environments affect the brand value, image and demand of businesses, while functioning as an crucial determinant in the competition on a sectoral scale (Arıca & Kozak, 2018). Considering the widespread use of smart devices and social communication networks by the customers (Buhalis & Foerste, 2015; Kang, 2018), it is obvious that the businesses' readiness for the sharing management on the social communication networks (Whalen et al., 2019), their efficient and effective use of these networks will be one of the important requirements in terms of continuity of the business (Fang et al., 2016).

## Methods

The aim of the research is to determine the evaluations made by customers on social networks who purchase food and beverage services and the information they produce accordingly. In this context, the evaluations on the TripAdvisor site for businesses offering food and beverage services in Adıyaman were studied. Based on the studied shares and related literature, it has been determined to which extent the evaluations for the business offering food and beverage services are concentrated. The results obtained are important in terms of providing source information to the relevant stakeholders for the improvement and development activities of the businesses that offer food and beverage services in Adıyaman, where is a tourism region with high potential.

The research data was compiled from the website of TripAdvisor.com. TripAdvisor is the world's largest travel site among social network sites that allow tourists to share their travel experiences. As of 29 02 2020, TripAdvisor currently averages 390 million monthly visitors with 435 million reviews and opinions covering almost 7 million accommodations, restaurants and attractions globally. The site not only provides customer reviews but also enables businesspeople to reply to reviews (TripAdvisor, 2013).

A total of 731 reviews were determined in TripAdvisor site for Adıyaman for 52 different businesses offering food and beverage services. Of the 52 enterprises evaluated, 29 were restaurants, 12 were hotels, 10 were pastry shops and desserts, and 1 was raw meatballs. The research data were collected between August and September 2019

and analyzed by descriptive analysis and content analysis technique. Content analysis aims to reach concepts and relationships that can explain the data (Yıldırım & Şimşek, 2013: 259). In the study, coding was done by considering the common and similar opinions in the literature for determining the categories by content analysis, and then similar codes, sub-themes and main categories were determined (Chaves et al., 2014; Puksi, 2016; Erdem & Yay, 2017; Ban et al., 2019). Studies were used in determining the sub-themes and main categories. Thus, factors caused the satisfaction and dissatisfaction of the customers were assessed.

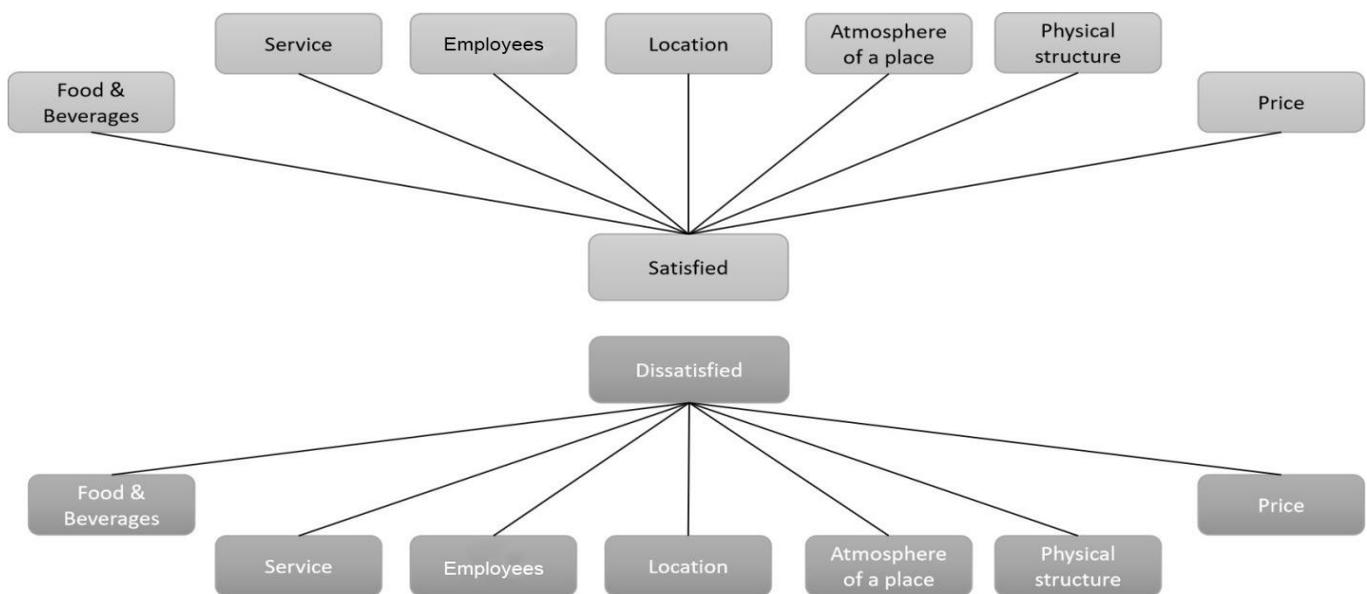
**Results**

Findings show that the majority of customers commented in Turkish (88.4%). The rest, 11.6%, comments on food and beverage services were in English, Russian, German, Italian, Spanish and Chinese (Table 1).

**Table 1.** Distribution of Languages Commented by Customers

	Turkish	English	Russian	German	Italian	Spanish	Chinese	Total
<b>Food and beverage services</b>	647 (88.4%)	71 (9.8%)	5 (0.7%)	2 (0.3%)	3 (0.4%)	1 (0.1%)	2 (0.3%)	731 (100%)

The shares of customers for the services they receive from food and beverage businesses were evaluated in two main categories, namely satisfaction and dissatisfaction. Seven sub-categories were determined under the main categories, which were food and beverages, service, employees, location, atmosphere of place, physical structure and price (Figure 1).



**Figure 1.** Sub-categories Explaining Customers' Satisfaction and Dissatisfaction

**Table 2.** Customers' Evaluations About Food and Beverages

Satisfaction Items	Frequency
The taste of food and beverages	431
The variety of menus	84
Quality of food and beverages	73
Freshness of food and beverages	28
Including of local dishes in the menu	28
Being of properly cooking of the dishes	10
The variety of appetizers	10
Adequacy of the portions	9
Reliability of the foods	5
The heat level of foods	4
Dissatisfaction Items	Frequency
Being of tasteless of food and beverages	85
Poor quality of food and beverages	29
Insufficiency of variety in the menu	11
Insufficiency of appetizers variety	11
Insufficiency of the portions	11
Being of not properly cooking of the dishes	7
Insufficiency of heat level of the foods	7
Being of stale of the foods	2
Being of not safety of the foods	2
Insufficiency of local food in the menu	1

In general, the satisfaction rates of customers from food and beverages were found to be higher than the complaint rates. The category that customers are most satisfied with food and drinks is flavor. Some of the comments regarding the deliciousness of the food are given below.

*... Fabulously delicious. The most famous of Adıyaman is here, even its reputation has overflowed from here. If a branch is opened in Istanbul, it will be overflowed. So delicious...*

*... Dinner was extremely delicious, especially bakery dishes ...*

*... Kebabs, salads and everything that comes out is fresh and delicious...*

*... Everything you eat is extremely delicious and high quality. It can be eaten with peace of mind ...*

*... Local kebabs are delicious ...*

The subject that customers complain about most in the food and beverage was also the taste. Some of the comments about it are as follows:

*... The food was not very tasty. It has an average taste...*

*... The options are really limited and cold, and unfortunately not very tasty ...*

*... Mediocre meals ... mediocre taste and served in very small portions...*

*... The meats are not cooked ...*

*... I ate beans and rice. It was very oily and very juicy. I found the beans grains difficult.*

**Table 3.** Customers' Evaluations About the Services

Satisfaction Items	Frequency
Hygiene	71
Service delivery	52
Quick service	29
Good service	25
Dissatisfaction Items	Frequency
Poor delivery of services	22
Slowness of services	13
Poor quality of services	12
Poor hygiene of services	11

Customers evaluated the service with the focus on the quality and delivery along with the hygiene. In general, service satisfaction rates are higher than complaint rates. When customers evaluate the service in food and beverage businesses, the issues they are most satisfied with are hygiene, service delivery and speed. Some of the comments on this are given below.

*... It wasn't such a nice place, but, but you can go for hygiene and cleanliness.*

*... A quality and modest service, a taste you miss in Anatolia, clean workplace.*

*... Made us happy with its fast service...*

*... I would definitely recommend it to everyone. The plates and services at breakfast are the most important points for me. they clean there too ...*

The issues that customers mostly complain about service are poor delivery, slowness and inadequate quality. Some of the comments about it are as follows:

*... The presentation is inadequate... The place is beautiful, but the old presentations are gone, an ordinary presentation.....*

*... Service is very weak. After the meal, they put tea glasses on the table, but they did not bring tea.*

*... A great place as a venue, the food is considered delicious, the only bad thing is that the service is very slow...*

*... Food quality was not good, the employees switched to beverage service while the meal was over. In general, I did not find it successful.*

*... They poured half of the soup out of the bowl. There was no service platter underneath. Even artisan restaurants do not serve like this ...*

**Table 4:** Customers' Evaluations About the Employees

Satisfaction Items	Frequency
Friendly and helpful behaviors of employees	84
Polite and respectful behaviors of employees	13
Knowledge of employees	12
Dissatisfaction Items	Frequency
Unfriendly and unhelpful behaviors of employees	22
Rude and disrespectful behaviors of employees	12
Ignorance of employees	9

The customers were found to be satisfied with the friendliness of the employees in the food and beverage businesses, and some of the comments about it are given below.

*... Restaurant employees is very relevant and relevant.*

*... Their employees is very interested and they prevent you from suffering being a foreigner.*

*... The employees is mine favorite, especially the employees in the restaurant section was incredibly interested and kind ...*

The most common complaints about the service that the customers received from the food and beverage businesses were the employees' not being friendly and warm. Some of the reviews about this were as follows:

*When you entered a restaurant, the waiter waited for 1-2 minutes, staring blankly, while waiting for words like a welcome and please come in. I sat down when I realized that they would not show a place to sit. This time he came and waited on my head, without saying the menu or what you want. I said kebab, he did not ask for a drink, I also wanted it. There is no such thing as a service.*

*... I think the employees taking care of us were new and not knowledgeable.*

*... Their products may be nice, but their employees are indifferent, rude...*

*... Employees was inadequate and nobody was interested. There was one employees in the breakfast room...*

*... Treats were enough. But it was poor in terms of employees ...*

**Table 5.** Customers' Evaluations About the Location of Businesses

Satisfaction Items	Frequency
Good location and accessible	36
Nice view	2
Dissatisfaction Items	Frequency
Poor location and unaccessible	2

Having a good business location has increased the level of customer satisfaction with the business and some of the comments made for it are given below.

*...The place I came with the advice of my friend is in an easy location as for an address ...*

*... It is quite large and tidy, and top it all is it is in the center of the market.*

*As being in the center of the bazaar, it is one of the places to go.*

*... It is in Adiyaman, its location and accessibility are also easy...*

The situation that customers complain about most about the location of the food and beverage business is its improper place. Two comments for this are given below.

*... I recommend the place to be in a more popular place and bigger ...*

*... I think the location meat behind a gas station is bad.*

**Table 6.** Customers' Evaluations About the Atmosphere of the Place

Satisfaction Items	Frequency
Family-specific style	18
Warmness and friendliness atmosphere	8
Quietness and peacefulness	5
Nice view	4
Authentic atmosphere	3
High ceilings and spaciousness	2
Original music provision	1
Dissatisfaction Items	Frequency
Place's shabby and irregular atmosphere	10
Narrowness	3
Tediousness	2
Boring environment of places	1

The customers' comments on most satisfied with the atmosphere of the place are given below.

First of all, it is a clean restaurant with two floors. They said that there are family places on upstairs.

*... Its new branch, just outside the city center, is a family place.*

*A warm sincere place in Adiyaman, where you will not leave without being full stomach.*

*A relaxing environment devoted to green, small areas...*

*... an environment where everyone can come and eat comfortably, a little authentic, a little modern, but a peaceful and quiet place to eat, without exception, a decent environment where everyone can go and enjoy.*

*... The view on the terrace of the restaurant is very nice and the cuisine is delicious.*

The situation that customers complain about most about the atmosphere of the space is shabbiness. Some of the comments are as follows: The place is too shabby. Prices are average, but the food is not good quality.

*... It was a shabby place but everywhere was very clean ...*

*... It's a shabby place but taste is number 10...*

*... The rooms are ordinary. The restaurant is small...*

*... Its rooms and restaurant are extremely unappealing ...*

**Table 7.** Customers' Evaluations About the Physical Structure of the Place

Satisfaction Items	Frequency
Nice and tidy	42
Spacious	10
Garden of place	8
Style and modernity of place	6
No parking problem	5
The presence playground	3
Beauty of the terrace	1
Dissatisfaction Items	Frequency
Narrowness	20
Parking problems	5
Insufficient heating and ventilation	5
Lack of toilet	1
Not being stylish and modern	

Customers are most satisfied with if place is nice and tidy, and some of the comments about it are given below.

*The building is divided into sections in a wide area outside of the city.*

*... Wider and more comfortable than we expect...*

*... A roomy and spacious environment to relax and spend time with friends...*

Customers complain about the narrow space most and comments about it are as follows:

*... Kebab was really good. However, it was a somewhat narrow and shabby place...*

*... In the center of Adiyaman and easy to reach, but there are too many tables and the space is very narrow ...*

*... Iskender kebab, the family we ate was not bad, but the place is very narrow and gloomy.*

*... If there is a more elegant, spacious environment and interest, it will be number ten.*

The customers have expressed their opinion that the **operating prices** are generally appropriate (92). However, the high cost (29) is the main issue what customers complain about. Customers made comments stating that they are satisfied with the prices of the businesses and some of them are given below.

*... The prices are quite good for these flavors and treats...*

*... Price is worth service and quality.*

*... Prices are free compared to the food eaten. I think this price for this quality is very low price...*

Some customers complained that food and beverage prices were high. Some of the comments for this are given below.

The price is a little more than this flavor and place...

... Its price is above average.

... Halva is unnecessarily expensive. Although the cost is well-known. Fresh cakes are at a medium level ...

... In Adiyaman, it is not natural for a place that has made a name to be so expensive. I definitely did not get the right to the money I gave...

## **Discussion**

The developments in information and communication technologies, social communication networks have become an area where communication and interaction are intense between individuals and businesses. The function of the information produced in these networks in the market and the role of the competition are in a dynamic change, and its domain is expanding day by day. The effectiveness of comments and suggestions made on social networks to market information leads to being one of the primary elements of competition and continuity for businesses. Since the tourism sector has a structure that contains uncertainty and risk before purchasing, tourists can feed prejudices about places they have not seen before (Oxenswardh, 2018). In this context, social networks become an important source of information for tourists who are looking for information before and after travel (Buhalis & Sinarta, 2019). At this point, potential customers benefit from the information produced by individuals who previously experienced the subject-matter. Sharing on networks also helps business executives and marketers develop strategies (Kang, Tang

& Fiore, 2015). In this axis, the shares in social communication networks function at two points. The first is the preferences and decision-making processes of potential customers with similar interests, and the other is the guiding effect of their enterprises and managers by providing information about how they can improve the service. Therefore, the management of potential demand provides valuable information as it helps business executives offering food and beverage services to identify existing and potential problems in order to gain competitive advantage.

In the research, it was determined that the shares of customers are concentrated in the categories of satisfaction and dissatisfaction. Similar studies have been evaluated in two categories as the shares of the customers on the food and beverage service businesses oriented on positive and negative or satisfaction and dissatisfaction issues (Chaves et al. 2014). However, in the literature, only the satisfaction of customers' comments on food and beverage businesses (Arsezen Otamış 2015; Ban et al. 2019), or only complaints and/or dissatisfaction (Puksi, 2016; Erdem & Yay, 2017; Ertürk, 2019) exists. Satisfaction establishes a framework on issues that businesses need to improve and update, while dissatisfaction points out the directions that businesses need to improve. Given that customer dissatisfaction is the main cause of customer losses in enterprises, the determination and solution of the factors leading to dissatisfaction is essential. As stated by Etgar (2008), the analysis of the negativities in the social media by the business managers and the regulations applied within this framework affect the position and sectoral success of the businesses in the market. As stated by Etgar (2008), the regulations applied after the analysis of the negative comments shared in the social communication networks by the business managers are effective in the success of the enterprises.

In the study, the subject that the customers complain about the food and beverage services in the social networks is the taste. In the comments about the businesses operating in the provinces of Hatay and Mersin, the most common complaint of the customers was that the meals were tasteless (Dalgıç et al. 2016). It is common to see differentiation from region to region regarding complaints about flavor. Two factors are effective in this differentiation. The first of these; even if the same ingredients are used in the production process of the dishes, it causes differentiation of flavor related to that food in every region by the reason of amount of the ingredients is not the same proportion and the way of preparing and cooking the dishes differs (Yayla, 2019, p: 334). Secondly; customers' perceptions of taste may differ from each other. Taste perception is an individual situation. Because the number of papilla and taste receptors on the tongue can vary considerably from person to person. Taste sensations change as the number of taste recipients decreases with age. Therefore, a meal that is delicious for one person may be unsavory for another (Korsmeyer, 2002, p: 232). At this point, when the customer that come to the business define to the taste, due to taking the customer's accustomed taste as reference and to comparing flavor is not very measurable, taste can often be the subject of complaints. For example, even in Hatay and Mersin cuisine, which are important representatives of Mediterranean and Middle Eastern cuisine, flavor has been the subject of complaints from time to time (Dalgıç, et al., 2016). In this case, it is not surprising that the consumers in Adıyaman complain about the taste.

Similarly, while many customers were pleased employees was friendly and helpful behavior, some customers expressed dissatisfaction with the employees Considering that the expectations of different cultural structures from business and personnel will differ, it is advised to develop personnel behaviors suitable for the structure of each culture. Therefore, strengthening efforts to improve the communication skills of the personnel will support the development of the operational performance. In addition, it was determined that the customers complain about the slowness of the service delivery and the insufficient quality of the delivery. Therefore, it is thought that the attempts

of the enterprises to improve the speed of the presentation and the quality are necessary to increase the level of satisfaction.

In addition, the results show that customers have complaints about the location of businesses. The businesses symbolizing authentic and local culture are far from the city center causes customers to complain. To eliminate this, it is important by businesses to invest goods and services that reflect local culture in the city center. Narrow spaces are also the subject of customers' complaints. Although food quality and food type are defined as important variables in restaurant selection, the decoration of the restaurant can be effective in the decision of consumers to choose one restaurant more than another (Auty, 1992; Ganzaroli et al. 2017). The feeling of being tight may differ according to the density of the business, frequent arrangement of the tables, brightness, shabbiness and spaciousness. Especially customers sitting at tables placed at very close distances tend to spend less time and spend less at the restaurant (Mil, 2012). It is the first measures to increase the spaciousness and to expand the distance between the tables in order to break the narrowness judgment of the enterprises.

Ultimately, a significant number of customers stated that prices were affordable, while some customers complained about the high prices. Although the suitability or high price is a relative subject for the customer, however, businesses need to diversify their products considering every budget.

Although the tourism sector is an area with large investments, the content and quality of the services provided are effective on the region and business preferences of the customers. In this context, food and beverage services, which are complementary services on a sectoral scale, are accepted as one of the important criteria for the success of touristic regions (Berno, 2011). No matter how comfortable and high-quality hotel and transportation services customers receive, a negativity that will be encountered in food and beverage services will affect the quality of the whole experience. Thus, it causes physical hunger, irritability, dizziness and stress in individuals who need food and drink (Murray & Vickers, 2009; MacCormack & Lindquist, 2019). This situation decreases the error tolerance in the business providing food and beverage services. In order to overcome the problem, improving the quality of food and beverage service activities will be effective in the holistic interpretation of the customer experience. In addition, social networks are important in providing image, information and guidance, creating social impact, influencing virtual communities, and managing interaction between and with individuals (Wang, 2011; Ganzaroli et al. 2017). Customers have the opportunity to directly inform customers with similar interests, and to encourage their behavior, with shares of tourist products and services, activities and offers (Buhalis & Sinarta, 2019).

## **Conclusions**

It is known that today's customers are made up of people who closely follow technological developments, use technology and social networks in many areas of life. In order to achieve commercial success, enterprises' use of social networks to increase efficiency and efficiency are important on this basis. The integration of technology, which is rapidly developing in the tourism sector, to business processes will contribute to the competitiveness and continuity of the business by providing enterprises with the opportunity to benefit from social networks more effectively and efficiently. Directing the improvement and development activities of the business executives in the axis of the sharing on social networks will increase the preference level of the business by raising the satisfaction level of the existing customers and potential customers. In particular, employing employees with social media literacy, responding to customers' complaints, generating procedures to analyze feedback and reviewing feedback are necessary steps in

managing social networks. It is obvious that personnel training, menu planning, space arrangement and initiatives to improve service quality in food and beverage enterprises serving in Adıyaman will contribute to the reduction of complaints and increase the level of preference of businesses. In this study, the positive and negative aspects of businesses were evaluated from the perspective of customers who purchase food and beverage services. The scope of the research is limited to comments on the TripAdvisor website. Examining the posts on social networks other than TripAdvisor will provide a wider range of evaluation. Nevertheless, supporting the research with quantitative research and determining the qualifications of the enterprises according to the employees who are internal users together with the external customers will make it possible to evaluate the subject at a more original level via a holistic perspective.

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