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CUSTOMER COMPLAINT BEHAVIOUR IN RESTAURANTS: LITERATURE REVIEW

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EXTENSIVE SUMMARY

Aim of any good restaurant is to fulfill customers' satisfaction (Jones et al., 2002). Satisfying customers needs are important for restaurants to make profit and carry on business activities. To satisfy customers, it is necessary to find out customers' needs earlier. However, most of the time, customers do not feedback that helps restaurants understand their needs. Feedbacks and complaints are the most effective information source to increase customer satisfaction (Heung and Lam, 2003).

Customer satisfaction/dissatisfaction is a personal assessment of the difference among expectancy and outcomes (Singh, 1988). Landon (1980) explains a consumer complaint as an expression of dissatisfaction by a consumer to a responsible person in either the media channels or a complaint-handling agency. There are many reasons that cause customer complaint behavior such as, price, serving food late and cold (Sökmen, 2010), the food and drinks on the menu card are difficult to read, the foods on the menu card are not ready for service, lack of variety of foods (Albayrak, 2013), bad smells (Chebat vd., 2009), temperature (Westerterp-Platenga, 1999), design of restaurant, colors, used materials etc. (Bitner, 1992; Berry and Wall, 2007; Han and Ryu, 2009; Liu and Jang, 2009).

In this study, studies conducted the years between 2000 and 2016 on customer complaint behavior in restaurants are reviewed. Obtained complaint behaviors from studies were tabulated. The most frequent complaints were; not going to the same restaurant again, bad-mouthing and warning other people, spreading negative comments through media, seeking legal advice, complaining to the owner/manager/waiter, doing nothing, seeking replacement of unsatisfactory food/beverage, asking for refund and less tip.