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EXAMINING THE COMPLAINTS MADE ONLINE ABOUT THE RESTAURANTS IN ADANA: THE CASE OF TRIPADVISOR.COM

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EXTENDED ABSTRACT

The aim of the study is to compare the customer complaints, made at different dates for restaurants in Adana city, to determine the reasons for complaints and to make recommendations on how to deal with these complaints. The research consists of two stages. In the first phase of the study, published as a conference paper, customer complaints on “tripadvisor.com” web site for 40 restaurants in Adana city between 01.01.2016 - 26.06.2017 were examined. In the second phase of the study, customer complaints on the same website for the same 40 restaurants between 27.06.2017 - 13.03.2019 were examined and compared with the results of the first stage of the study. It has been determined that there were 157 customer comments contains complaints on tripadvisor.com web site between the dates of 01.01.2016 - 26.06.2017 and the number of comments increased up to 198 between the dates of 01.01.2016 - 26.06.2017. As a result of the content analysis conducted in the first study, it was found that the subject of service was repeated 114 times and food and beverage (F&B) subject was repeated 98 times. As a result of the content analysis performed on the data obtained in the second stage, it was determined that the service subject was repeated 98 times and the F&B subject was repeated 169 times. This result shows that complaints related to the service were decreased while complaints about F&B increased in time. The categories obtained in the study were re-grouped as sub-dimensions. In the analysis of the data obtained in the first phase of the study, the F&B category was collected in 5 sub-dimensions, while the data obtained in the second stage were gathered in 7 dimensions. The sub-dimensions related to F&B in the first study are flavor, freshness, and menu variety, the quality of the ingredients used in food and the temperature of the food. Cooking and the quality of meal were emerged as two new sub-dimensions. The increase in the number and type of complaints indicates that the restaurants’ managements have not made enough efforts to resolve complaints on tripadvisor.com web site.