

## **An Evaluation of the Restaurant Image of Kayseri, the City of Gastronomy: The Case of TripAdvisor**

Özlem Özdemir Süzer<sup>1</sup>

### **Abstract**

**Introduction:** Restaurants are the most important actors in gastronomy tourism, which has become a new global trend. In the competitive restaurant industry, it is important to create a positive brand image in the minds of consumers. A positive restaurant image creates positive feelings about the restaurant in customers and leads to customer satisfaction. Online user reviews of customer satisfaction with a restaurant's dining and service experience have become a source of e-WOM, influencing potential customers' decisions.

**Aim:** This study aims to evaluate the online reviews and ratings on TripAdvisor of restaurants in Kayseri, which was included in the UNESCO Creative Cities Network National list in the field of gastronomy in 2021, within the scope of restaurant image.

**Method:** In the study, TripAdvisor reviews about Kayseri restaurants were analysed by content analysis. The codes (variables) of food quality, menu variety, cleanliness, price, interior design and decoration, personnel behaviour, restaurant location, waiting time, and service quality were used to evaluate restaurant image.

**Findings:** When the results are examined, it is seen that positive comments are mostly concentrated on food quality, staff behaviour and service quality, while negative comments are concentrated on food quality, price, and service quality. It is understood that the average of the scores given by the customers to the restaurant businesses (3,75) is at a very good level. It was determined that foreign customers (3.97) had a higher average score than local customers (3.72).

**Originality and value:** The study's results will likely provide essential insights into creating a positive image for restaurant businesses operating in Kayseri, which has taken the first step towards becoming a gastronomy city.

**Key Words:** Gastronomy Tourism, TripAdvisor, Restaurant Image, E-Wom, Content Analysis

**Jel Codes:** L830, M310, Z330.

---

<sup>1</sup> Asst. Prof. Dr., Kayseri University, Pinarbasi Vocational School, Marketing, Turkey