

# Do Customer Complaints Differ by Restaurant Types? Evidence from Online Reviews\*

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## ABSTRACT

This study aimed to evaluate the service failures experienced by foreign tourists according to different restaurant types. Document analysis was used as a data collection technique and content analysis was used as a data analysis method in this qualitative study. Within the scope of the study, negative customer comments with ratings (1) terrible and (2) poor made on the internet for fine-dining and casual restaurants in Antalya were evaluated. The findings show that service failures related to food, service, pricing, and employees are experienced in both restaurant types. Service failures related to physical factors are only experienced in fine-dining restaurants. Although most service failure categories are included in both restaurant types, the types of service failures in these categories differ. Differing from the current literature, this study aimed to investigate whether customer complaints differ according to restaurant type.

**Keywords:** Service failure, Restaurant type, Online reviews, TripAdvisor, Customer complaints.

## Introduction

As restaurant industry offers heterogenous and intangible service, is labor-intensive, the service is produced and consumed simultaneously, service failures are inevitable. Even though customer complaints can be seen as annoying situations by businesses, they actually provide one more chance for them to make things right. Expressing complaints directly to businesses, remaining silent, making negative WOM are some of the behaviors dissatisfied customers engage in (Heung & Lam, 2003; Lam & Tang, 2003; Ro, 2015). Spreading negative WOM can also take place in different forms such as complaining to one's social circle, or complaining in online platforms (Sparks & Browning, 2010).

Traditionally, people have been voicing their dissatisfaction directly to the frontline personnel however with the development of Web 2.0, individuals started to be able to create content, share and comment on internet (Reddick & Aikins, 2012). The internet consumers can convey their positive or negative messages anonymously which are easily accessible to many people globally. There has been an increase in the number of websites through which individuals can make reservations and some of them enable users to make comments like TripAdvisor (Sparks & Browning, 2010). The reasons for complaining online can be numerous such as seeking revenge or warning others about the problem (Sparks & Browning, 2010).

Customer comments, particularly negative ones, are of importance since they have the potential to affect other customers' purchasing decisions. With that in mind, eWOM holds even more importance for businesses given its characteristics such as visibility to everyone who has internet connection, availability on social platforms for an indefinite time period, and anonymity of the commenter (Hennig-Thurau et al., 2004). This makes online reviews an important topic of research. Although there are comparative studies on customer complaints that investigates the relationship between complaining behavior and some variables such as nationality (Emir, 2011; He et al., 2012; Ülker et al., 2021; Dutta et al., 2007), gender (Fan et al., 2018), age groups (Lee & Soberon-Ferrer, 1999), loyalty levels, and service stage (Namkung et al., 2011), no study could be encountered investigating whether customer complaints differ according to restaurant types. Different restaurants can create different image perceptions in

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individuals as a result of factors such as expectations, perception of quality and the amount paid. For this reason, it is thought that individuals' tendency to complain may vary according to different types of restaurants. Therefore, this study aimed to examine whether customer complaints differ in two different restaurant types, namely fine-dining and casual.

## Literature Review

Businesses are often unaware of their dissatisfied customers (Swanson & Hsu, 2009). Service failure refers to the situation that occurs when customers' expectations are not met in return for the service they purchased (Migacz et al., 2018; Kim & So, 2023). No matter how careful the service providers are, service failures are inevitable due to variability, inseparability, heterogeneity and intangibility characteristics of services (Kuo & Wu, 2012). Service failures occur when the value of the service provided does not meet the expectations of the customers and can result in negative behaviors such as negative WOM, negative emotions, and switching the business (Ha & Jang, 2009; Kim & Baker, 2019; Lu et al., 2020). For this reason, businesses that want to ensure customer satisfaction should minimize service failures.

The complaint behavior of dissatisfied customers depends on several criteria. Severity of failure, price and quality consciousness, psychological stress, openness to interpersonal influence, exit barriers, personality traits, individuals' tendency towards complaining, the gap between expectation and actual service, and attractiveness of alternatives are some criteria that customers take into account when deciding to complaint (Maute Forrester, 1993; Jones et al., 2002; Blodgett et al., 1995).

Fan et al. (2018) concluded that female customers more tend to voice their complaints in case that the failure is self-service technology related rather than people-related and they voice their complaints in order for the service provider to fix the problem and improve the service. Tolon and Zengin (2011) concluded that Turkish customers, customers in high income groups, old customers, and customers with a better educational background are more inclined to complain. Similarly, Varela-Neira, Vázquez-Casielles and Iglesias (2010) concluded that age is an important determinant of the intensity of the negative feelings experienced after a failure. Namkung et al. (2011) found that propensity to complain differ according to stage of the service in the case of loyal customers. Jones et al. (2002) formed three clusters according to complaining propensity of the participants. Cluster I represent people who are least likely to complain, mainly elderly. Cluster II represent people who complain to anyone including the business itself or the people around them, and cluster III represents only the WOM complainers who do not show their dissatisfaction to the business, but do not have revisit intention at the same time.

Service failures are experienced in most of the service industries like accommodation, transportation, and food and beverage industry (Bitner et al., 1994; Dutta et al., 2007; Lewis & McCann, 2004; Warden et al., 2008; Zulhan et al., 2013). Tsao (2018) indicates service failures such as slow service delivery by accommodation establishments, rooms not ready for sale, and rude behavior of staff. Similarly, Vaerenbergh et al. (2019) state a swimming pool or air conditioners out of order as examples of service failures encountered in accommodation establishments. Service failures are also evident in air transportation. Migacz et al. (2018) state that delayed or canceled flights, luggage loss and reservation-related problems are the most common service failures encountered in airline companies.

In the restaurant industry, the effectiveness of service compensations (Hocutt et al., 2006), the relationship between service failures and consumer satisfaction (Fu & Mount, 2007), the relationship between service failures and consumer complaints (McQuilken & Robertson, 2011) are examined in different studies. Among the service failures frequently encountered in restaurants are incorrect check, not serving the food as requested, rude employee behavior and slow service (Ülker, 2022).

Chung and Hoffman (1998) indicated that although customers are more forgiving about product-related failures than facility-related failures, problems associated with the preparation of the food was rated as the most common one and most severe failures are expressed as seating problems and out-of-stock menu items. In a scenario-based study (Chang et al., 2012), it was concluded that product-oriented failures generally lead to harsh complaining behavior in consumers. Similarly, Bilgihan et al. (2018) revised online reviews about restaurants and concluded that "food" was the most common word that is used both in positive and negative comments. In another study examining service failures in chain restaurants (Tsai & Su, 2009), product-related failures, slow service and inappropriate employee behavior emerged as the most common failures. Silber et al. (2009) stated that the most problematic service failures are inappropriate behavior of staff, slow service, and food and beverage spillage. Karamustafa and Ülker (2020) found that cleaning-related issues matter most among other restaurant attributes for customers. Therefore, lack of cleaning in restaurants may lead to customer complaints.

Conducting cross-cultural comparative research on online customer reviews, He et al. (2012) concluded that Chinese customers make more negative comments than American customers and American customers give more recommendations to other customers than Chinese customers. Similarly, Ülker et al. (2021) investigated whether Turkish and American tourists differ in their complaining behavior and recovery expectations and concluded that while Turkish tourists take notice of production-related failures, American tourists place importance on service-related failures. Emir (2011) on the other hand concluded that while Turkish and German

tourists are inclined to voice dissatisfaction, Russian and Dutch tourists mostly prefer to remain silent and switch the business. Dutta et al. (2007) found that 48% of Indian participants think that the problem they experience in a restaurant is extremely important while this ratio is 41% for Americans.

In addition, service recovery after a service failure plays an important role in creating customers' repurchase intention, customer loyalty and customer satisfaction (Yadav & Dhar, 2021). In particular, customers can possibly share the service they received and their post-purchase experiences online. Therefore, failure to compensate customers for service failures at a satisfactory level may have negative consequences for the business. It is supported by empirical findings that service compensations play an important role in customers' attitudes and behaviors towards the business (Guchait et al, 2019; Öztürk, 2022).

## Methodology

In this research, qualitative research approach was used and document analysis was preferred as data collection technique and content analysis was preferred as data analysis method. The research method consisted of three successive stages. Fine-dining restaurants refer to establishments that provide luxury services in terms of decoration, service quality, service method, and quality of food and beverages. Casual restaurants, on the other hand, are businesses that are more affordable and provide lower-quality service compared to fine-dining restaurants. Fine-dining restaurants are establishments that are in a higher segment than casual restaurants in terms of price and service quality. In the first stage, fine-dining and casual restaurants in Antalya were determined through a website (tripadvisor.com) that allows tourists and consumers to evaluate businesses. At this stage, fine-dining and casual restaurants in the province of Antalya on the relevant website were taken into account. Antalya was chosen as the research area for two reasons. First, Antalya is among the destinations in Turkey that host the largest number of tourists. Second, maybe because of its being a well-known destination for both domestic and international tourists, fine-dining and casual restaurants are high in number in Antalya. However, since there are many restaurants in these categories, expert support was received about which restaurants should be included in the research. While deciding which of the restaurants in the relevant categories should be taken into consideration, the executive chefs in the Antalya Association of Gastronomy and Educators Association (AGEB) were interviewed. With the guidance of the chefs, restaurants in two categories were determined.

In the second stage, comments (in English) of the tourists who were served in these restaurants and who rated the service they received with 1 (terrible) to 2 (poor) points were examined. These comments were subjected to document review by a researcher between 07-16 August 2023. The fact that only comments in English were reviewed is due to the desire to reach foreign visitors. Accordingly, firstly, 14 casual restaurants were determined and the total number of reviews in these restaurants was determined (661). 156 of these comments are in English and 27 of them include ratings of 1 and 2 points (Table 1). It is seen that the total number of comments in 10 fine-dining restaurants examined is 5712, the total number of comments in English is 2438, and the number of comments in English with ratings of 1 and 2 points is 201 (Table 2). In the third stage, the data were subjected to content analysis.

The basis of data analysis in qualitative research is the examination of written or oral texts in terms of content (Kozak, 2014). The purpose of content analysis, which is frequently used in qualitative studies, is to gather and interpret data that are close to each other within the framework of sub-themes and main themes (Neuman, 2012). In this sense, content analysis was used in the analysis of the documents examined in this study. Each analyzed comment was chosen as the unit of analysis.

Table 1. Casual Restaurants

Restaurants	Total comments	Number of comments in English	Number of comments with ratings of poor or terrible
C1 Fa*** Su**** Re*****	121	46	3
C2 Tj***** Re***** Ko*** Mu*****	162	24	1
C3 Ar*** Re*****	27	2	0
C4 Ma*** Te**** Ca** Bi**** Re*****	74	31	6
C5 Pa**** Re*****	31	9	3
C6 Fe*** Ba*****	11	2	1
C7 De***** Et Re*****	32	7	3
C8 Te**** So*** Le*****	97	2	0
C9 B1* St*** & Ka***	33	6	1
C10 Ve*** Ho***	16	5	0
C11 Fo** Ma** Ve*** Fa***** Gu***	9	7	2
C12 Co**** Jo**	28	8	2
C13 Mi** Uy*** Re*****	13	4	3
C14 Ki** Re*****	7	3	2
<b>Total</b>	<b>661</b>	<b>156</b>	<b>27</b>

**Table 2.** *Fine-Dining Restaurants*

Restaurants	Total comments	Number of comments in English	Number of comments with ratings of poor or terrible
F1	Te**** St*** Ho*** Re*****	1167	19
F2	Se**** Fi** Di**** Re*****	941	29
F3	Va*** Us** Et Re*****	227	2
F4	Ar** Re*****	645	37
F5	La** Ba*** E**	704	32
F6	Fe**** Fi** Di**** Re*****	70	2
F7	7 Me****	1561	63
F8	Ne*** Ba***	201	7
F9	Al* Ak*** Re*****	17	0
F10	As**** Re*****	179	10
<b>Total</b>	<b>5712</b>	<b>2438</b>	<b>201</b>

In the analysis phase, the model suggested by Strauss & Corbin (1998) as (a) coding, (b) determining the categories, (c) naming the categories and (d) determining the characteristics of the categories was followed. In this context, the code schemes of the examined documents were created by one researcher, and then these code schemes were applied to the texts by two other researchers. The reason for this is that it is recommended to have at least two different coders to ensure credibility in qualitative research (Hall & Valentin, 2005). In addition, in order to increase credibility, detailed information about the research process was given and direct quotations were given. Subsequently, these codings were compared by all researchers and in case of any differences, consensus was reached. Making these discussions at the stage of determining the categories is also important in terms of the credibility of the research (Graneheim & Lundman, 2004). As a result, codes formed subcategories and subcategories formed main categories.

### Findings and Discussions

In this study, the comments made by tourists on an online evaluation site about the service failures they experience in fine-dining and casual restaurants were compiled. Accordingly, service failures experienced by tourists in casual restaurants in the province of Antalya are grouped into 4 main categories: (a) failures related to food, (b) failures related to service, (c) failures related to pricing, and (d) failures related to employees (Table 3). When food-related failures are examined, it is understood that tourists are mostly dissatisfied with the food being tasteless, frozen products being used in the food, foreign objects coming out of the food, and inconsistency between the food served and the photo on the menu. When previous studies are examined, food being tasteless (Ülker, 2022) and foreign object found in the food (Chua et al., 2010; Loo et al., 2013) are found to be food-related failures. However, the failures revealed in this study, such as using of frozen ingredients in the food ordered and inconsistency between the food served and the photo on the menu can be considered as a contribution to the relevant literature. The service-related failures that tourists encounter in casual restaurants have emerged as late service, incomplete delivery of the order, and charging money from food offered as free of charge. Late service (Kim et al., 2016) and incomplete delivery of orders (Mueller et al., 2003) are expressed as service failures in different studies. Despite this, the failure of charging money from food offered as free of charge could not be found in the literature.

Pricing-related failures, another category of service failures that occur in casual restaurants, include high-priced menu items and charging more than what is written on the menu. Namkung & Jang (2010) and Dutta et al. (2007) found that receiving incorrect checks is a service failure. Finally, one of the categories that emerge in casual restaurants is employee-related failures. The only sub-category in the main category of employee-related failures is rude employee behavior. Rude employee behavior is encountered as a service failure in many studies specific to restaurants (Hoffman et al., 1995; Yang & Mattila, 2012).

Service failures experienced by tourists in fine-dining restaurants is another issue examined in this study. The results of the content analysis show that the service failures experienced by tourists in fine-dining restaurants can be grouped under five as (a) failures related to food, (b) failures related to service, (c) failures related to employees, (d) failures related to physical, and (e) failures related to pricing (Table 4). When the food-related failures are examined, similar to casual restaurants, tasteless food and foreign object in food (like hair) have emerged as the service failures experienced in fine-dining restaurants. In addition, serving food that is not fresh, inappropriate cooking degree of food (meat), and small portion size are also failures related to the food. Foreign object in food is known as the service failure frequently encountered in restaurants (Chua et al., 2010; Loo et al., 2013) and it is mentioned that consumers may complain when they think the portion is small (Ülker, 2022).

Another category of failure that tourists complain about in fine-dining restaurants is service-related failures. In this category, service failures are observed as late service, forgetting the orders, reserved table given to another customer, and serving the wrong food. In the relevant literature, waiting for a long time for orders (Kim et al., 2016), reserved table given to another customer

(Dutta et al., 2007), and serving the wrong food (Zhu et al., 2004) are stated as frequently encountered failures. In addition, failures related to employees, physical factors and pricing were also identified as failures encountered in fine-dining restaurants.

**Table 3.** Service Failures that Tourists Experience in Casual Restaurants

Main Cate.	Sub-category	Quotations	
Failures related to food	Tasteless food	“The food is fat” (C1). “...thing is the cheapest stale bread was served” (C5). “What a scam... Simple dish like falafel or hummus was totally out of taste and i can't even say i eat falafel anything but falafel crap and scam” (C11). “Horrible places the food is not good. I ordered a hamburger, and I got one that was cooked in the microwave. the cheese has a glue taste” (C12). “...the food is bland, tasteless, and greasy. The chicken is undercooked, as the beef is overcooked. The lamb consisted of merely skin, fat, and bones” (C13). “Service quality is very bad, food are not eatable, the rice is not included in dishes” (C13). “We had a dorade, a portion of calamari and a portion of prawn, and the food was not tasty at all” (C14). “Most number of ordered dishes were cooked from freezer to microwave. It was a semi-finished products strait from the closest supermarket” (C1).	
		Using frozen ingredients	“Another found a snail in her salad - the lettuce clearly hadn't been washed” (C5).
		Foreign objects (like hair) in food Inconsistency between the food served and the photo on the menu	“Ordered food does not match the pictures in the menu. Order food does not match delivered food” (C2).
Failures related to service	Late service	“Terrible experience. One of our party was left waiting for his meal for 20 mins” (C4). “Also service was horrible the food came after 50 minutes (C11). “It took too long to get my pasta, 40 min at Wednesday evening, maybe waiter just forgot about us, and after I've reminded he brought my order” (C12). “Ordered at 19:20 and still here without food at 20:29... Will update when food arrives. People that arrived half an hour later already started eating” (C13).	
		Incomplete delivery of the order	“My family and I ordered tons of food and when we got our food we noticed that the meals were incomplete. For example there was just meat on the plate and no rise or likewise as we ordered. When we kindly asked the staff about it they said that they were out of the things that were missing in our order” (C5).
	Charging money from food offered as free of charge	“We were offered 1 x free Efes beer each with our main meal. When the bill came, they denied the offer and the promotions guy had vanished. Argued with me over 25 Turkish Lira for 10 mins” (C5).	
Main Cate.	Sub-category	Quotations	
Failures related to pricing	High-priced menu items	“Super expensive, wait staff add their own tip on at the end without giving an option and literally took my cash out of my hand even after I said no. was more than 3000 Turkish lira for 2 people, scam” (C4). “Then the bill come! It was suggested to us we should try 'a small lobster' - so we did. They charged us £85 for approximately 200 grams of lobster. That would be enough for more than a kilo in London” (C6). “I large breakfast spread, 7teas and a milk =800TL. This is extortionate for Turkey! The receipt just read breakfast 800tl that's how you know it's a scam” (C7). “But the prices do not match the quality of the dishes. Sometimes they go too far offering a wine (an ordinary one, which costs 30 liras in the store) for 300 liras” (C7). “Brought us over a Cabernet Sauvignon around £8 if we bought at home. We ate and drank the one bottle of wine. Asked for the bill and they charged us £50 for the bottle of wine. So annoying that we got caught out with this and certainly won't be back” (C7) “The calamari portion was tiny for the price (even in London where I live, the price for calamari is cheaper and way more tasty” (C14). “Food is actually good but waiter allows himself to add his tip to our bill without even asking us. You can see he's playing the friendly guy just to scam people” (C4). “Unfortunately, the bill surprised us. When we would pay we see an extra costs 'service' this was 10% of our whole bill” (C9). “The owner told us if we paid by card, we have to pay extra 20 TL (perhaps bank commission) but at the end we decided to pay by cash as the card reader was off and the owner charge us the extra 20TL even with cash payment” (C14).	
		Charging more than what is indicated on menu	
Failures related to employees	Rude employee behavior	“I went there alone, at the entrance the waiter rudely told me that we don't serve drinks, only with the meal. I ordered cease salad with a cocktail. But I got the most disgusting meal I have ever eaten, I called the waiter told him about it, and instead he responded what do you expect it is just chicken” (L4). “Horrible service the staff were rude and they lied to us about reserved tables. They did not allow us to sit but 5 minutes later they allowed others who did not have a reservation either to sit in the selfsame "reserved" table” (L4). “I asked from the rude waitress that if I can sit there? He said no, you are alone and it's for 3 person” (L4). “As a response they got rude and gave us no complete answer and basically told us that we can eat it or not but we would have to pay for it no matter what” (L5). “The worst experience ever in Turkey, very bad cuisine, rude staff not worth any penny paid” (L14).	



**Table 4.** Service Failures that Tourists Experience in Fine-Dining Restaurants

Main Cate.	Sub-category	Quotations
Failures related to food	Tasteless food	"Pizza €18 was undercooked, and soggy toppings was disgusting. Garlic bread was undercooked and soggy" (F1).
		"...the quality of steak was awful and small cold sides!" (F1).
		"The adana kebabs are below what you expect (they taste better in the UK than they did in their origin country)" (F1)
		"I got something different from others (lamb something) which was meant to come with a few chips (it had 4 chips in it) and was just really fatty pieces of meat and not very nice" (F1).
		"Mine and the Mrs steaks were chewy and also full of fat. They were accompanied by around 8 chips each with the smallest pots of sauce and veg i have seen" (F1).
	Food served is not fresh	"...we tried to eat our very fatty cuts and the portion that was meat 50/50 was very tough and almost un-edible" (F1).
		"Pretty nice atmosphere, but food is not super tasty" (F2).
		"The lamb cutlet had very little flavor, the seabass cerviche was tough and its black-eyed pea accompaniment were undercooked" (F2).
		"About the food though we couldn't go further than first sip with any of the dishes that we ordered" (F2).
		"...food is very poor and not eatable" (F4).
Inappropriate cooking time of food	"Their fish is very old; we ordered grilled calamari the waiter brought them fried and greasy and he didn't admit that was fried not grilled!! We ordered also fried fish; the fish are very old full of old oil" (F4).	
	"Do not order zucchini flowers, it's not what you think! Avocado shrimp it's a joke! (It has mustard)" (F5).	
	"When the food finally came out, it was drenched in sauce and had no taste" (F6).	
Foreign objects in the food	"Şakşuka eggplant appetizer was mostly potatoes and large pieces of eggplant, not tasty at all" (F7).	
	"The ambiance is nice but other than that everything was really horrible from food quality to service" (F7).	
	"The food we ordered was rubbery and the bread was stale" (F5).	
Orders being cooked with wrong ingredients	"We order the lamb rack and one of the racks came frozen inside not freshly cooked!" (F6).	
	"The service was very bad; every table was getting good bread but to us they served old bread" (F7).	
Inappropriate portion size	"The fish, octopus and starters was not fresh at all" (F8).	
	"The steaks were sent back twice and still were undercooked according to the order, once we had all finished our meals, one steak finally arrived" (F1).	
Failures related to service	Late service	"Beef was overcooked" (F5).
		"First time they served cold fries. We asked them to take it back. And then seems like they just heated in microwave and sent it back (P7).
		"The rice was floating in oil and the meat itself was good quality but over cooked" (F7).
		"Ordered two fillet steaks, mine specified "well done" when it arrived RARE, I requested it to be cooked further. My partner ate his dinner as was going cold. My steak was returned & was still way to rare for my liking (with blood) so I did not eat my dinner..." (F8).
		"Shrimp was uncooked and gave 4 members of our group severe food poisoning & ruined our holiday" (F10).
	Reserved table being given to another customer	"We found in spinach side dish broken glasses" (F7).
		"My wife almost cracked her teeth on a stone in the bread; an actual small pebble. French fries were soggy" (F7).
	Serving wrong food	"I ordered Lamb CHOPS and they served me a plate with pieces of meat swimming in a sauce made of water and oil" (F7).
		"The food was ok but the portions were WAY TOO small for the money" (F1).
		"The grouper filet and kebabs were rubbery and tiny portions although the bream was nice (and much cheaper)" (F4).
Failures related to physical	Late service	"...one guest who is coeliac has ended up glutened about 1 hour after dinner!!" (F1).
		"...they forgot our mains and when they finally arrived" (F4).
		"We had to ask for wine menu and wait ages to order. There seemed to be a lot of staff but service was slow and not welcoming" (F4).
	Forgetting the orders	"The waiter poured water for us and ran away... waiting... finally the waiter came and opened a bottle of wine and only then brought glasses.. and finally poured wine for us" (F5).
		"The restaurant was empty, and we ordered 2 starters and 2 mains and it took over an hour for the food to arrive" (F6).
Reserved table being given to another customer	"Starting with the starters which took around 45 minutes to be served and finishing with the main dishes which took around 45 minutes to one and half hours to come this was unbearable" (F6).	
	"Wrong order delivered and such a long wait for the correct order, most of us had finished our food" (F10).	
Serving wrong food	"They forgot our salad and the cacik we ordered" (F7).	
	"We had reservation, but we were going to have 15 minutes late, I called the restaurant for noticed them we will be a little late, but no one took the call. We arrived in restaurant 16 minutes too late; they said us we had reservation at 20:00 and not 20:30 so they gave our table a 3 Russians guys" (F2).	
	"When we arrived next day for my b-day, those table, and next one was busy... So he called Özge, and her explanation was «I'm sorry, the guest from the terrace wanted to come and sit inside» - shortly speaking she even didn't check her reservation, didn't call my fiancé to be sure if we are coming or not" (F10).	
Insufficient lighting	Lack of bathrooms available for use	"Not to mention that most of the main dishes were served cold and many of the orders were wrong" (F6).
		"No ambience, bright lights, no music, only sound was waiters picking up plates and cutlery" (F7).
		"Also toilets were blocked" (F1).
Insufficient air conditioning	Insufficient air conditioning	"You don't have the customers boil in the steaming heat, and tell them you have no fans" (F1).

Table 4. (Continued)

Main Cate.	Sub-category	Quotations
Failures related to employees	Communication problems related to lack of foreign language knowledge	<p>“Came the next day and after 20 minutes of torture by personnel we left. No one spoke English or Russian so they could not answer our questions about the dishes, there were no pictures of the dishes or the prices on the menu! As tourists we don’t have mobile internet and almost all restaurants have QR code menus in Turkey nowadays which is extremely inconvenient” (F3).</p> <p>“Staff is rude and their only objective is to sell more at ridiculously high prices” (F1).</p> <p>“...the staff was rude” (F1).</p> <p>“You don’t employ uncaring, slow, inattentive waiters” (F2).</p> <p>“A few servers were coming up but couldn’t answer any questions, they were irritated, annoyed, the restaurant was very busy. The cherry on the top was when I finally started to order, he took my order and left to clean up the nearby table completely ignoring my boyfriend, it was comical” (F3).</p>
	Rude employee behavior	<p>“Very rude staff so unprofessional in dealing with the visitors. Another waiter was already taking us to a table so rude, so unprofessional with tourists” (F4).</p> <p>“Rude waiters!” (F4).</p> <p>“Then when the bill was presented &amp; we were charged for both dinners I was completely shocked &amp; said so. I was objecting to paying for a meal that I did not eat due to their incompetence. I was then verbally attacked by the said waiter &amp; told that I was rude!” (F8).</p> <p>“Service was arrogant. Nobody asked how our food was, if we wanted any more to drink, or if we were interested in dessert or coffee. So, with empty plates, empty glasses, and not a single waiter nearby, we paid and left” (F5).</p> <p>“7 Mehmet Restaurant looks great but that means nothing when your servers are not attentive, you are left waiting for long periods of time, the order is incorrect, the server actually snorts it looks down on you when you make simple requests, and no one really cares” (F7).</p>
	Indifferent employee behavior	<p>“We had to ask for the bill several times and had to wait for over 20 mins for someone to bring it over” (F7).</p> <p>“We wanted to order more drinks but the waiters were only talking between them and were not looking to the tables” (F7).</p> <p>“There were many waiters, but they seemed absent and not paying attention to our table, haven’t been asked once if we are enjoying the dinner or if there’s anything else we would like” (F7).</p> <p>“Asked the waiter to remove a broken glass pieces from under the table TWICE, he said “of course” and never did anything, so we were sitting with broken glass around us all along” (F7).</p> <p>“I had to use the torch on my phone to see my food as it was so dark, and they didn’t bring candles despite asking for them” (F4).</p>
	Employees being insistent to customers to make comments about the restaurant	<p>“At the end when we were done, we kept getting told to leave a review to which we informed him we will do it when we’re back at the hotel. But no he didn’t like that response and started saying things and LITERALLY BEGGING TO LEAVE A REVIEW. He wanted to be present while we were leaving a review. When we told him we were not going to do it at the restaurant and to stop asking as we’ll do it back at the hotel, he became rude and just started making faces and sarcastic comment” (F1).</p> <p>“The waiter stood by our table and more or less begged us to write a good review on TripAdvisor, even trying at 1 point to tell us what to write.....absolutely no chance pal” (F1).</p>
Main Cate.	Sub-category	Quotations
Failures related to pricing	High-priced menu items	<p>“My lads rib eye £30 asked for well-done came medium and lots of grizzle £111 pound and this place is robbing everyone” (F1).</p> <p>“Awful experience, just been charge over £300 for 2 t bones, 2 fillets, a kids pizza, spag bol and a few drinks” (F1).</p> <p>“...£180 for below average food and poor produce a complete rip off. (F1).</p> <p>“There was no way were going to pay £30-£40 just for one steak! We had one beer and one vodka, and this cost is £20!” (F1)</p> <p>“This place was so expensive, on handed the drinks menu first we decided that’s all we’d be having. Our neighbors were as shocked as us. We paid 18€ for a small beer and gin tonic!!!” (F1).</p> <p>“Absolutely shocking. Food quality was nonexistent staff clearing table before I was finished eating. Overpriced dog meat” (F1).</p> <p>“All in all in wasn’t worth the 150 euro for 3 meals and 4 drinks” (F1).</p> <p>“...£110 for a mixed grill. In Turkey?? Yeah right. 2 diet coke and a pint £13. Given the exchange rate atm they are charging over 5x what the price should be” (F1).</p> <p>“Their steak was a whole entire 30 euros, I stay in central London soho and don’t pay that much for a NONE Michelin star restaurant” (F1).</p> <p>“...the end they cheat on the bill prices their prices are too high compared to their menu price” (F4).</p> <p>“Total scammers!!!!!! Terrible!!!!!! They ripped off 500€ but got only a table of grilled fish” (F5).</p> <p>“Overpriced. For this price the waiters should at least speak minimum English” (F5).</p> <p>“For a couple we have paid much as we were supposed to. We paid for 2-person 2.500 TRY for one fish for dinner. WARNING they are cheating” (F5).</p> <p>“Definitely overpriced” (F7).</p>
	Charging more than what is written on menu	<p>“...we choose 3 lobster and before I ask the price, I said how much for 3 lobsters, the waiter answered me, its 1850 liras = 185 euros, the moment of paying came, I was shocked, 6500 lyra = 650 euros, the waiters said the price before of the diner, 185 euros for 3 lobster, I understood that it was a scam” (F4).</p> <p>“Bad service and the food were overpriced. They charged us more than the actual price” (F5).</p> <p>“After we signed the bill, I found they charged me for a bottle of wine 5x more expensive than the dessert on my bill. I asked if they do this to tourists and they claimed it was a mistake. Any 5-star restaurant would apologize or comp us with something free (we already spent more than \$200 on our meal). They gave us nothing” (F2).</p>

In this study, in addition to the service failures that tourists experience in both fine-dining restaurants and casual restaurants, it was also examined whether there were different failures occurring in these two different restaurant types. The conceptual map for this is shown in Figure 1. As can be seen in the figure, service failures expressed by tourists are numerous and diverse in fine-dining restaurants. When examined in more detail, it is seen that failures related to food, service, pricing and employees are found in both casual and fine-dining restaurants. Despite this, it is understood that failures related to physical factors are expressed only in fine-dining restaurants. Based on this, it can be interpreted that tourists who prefer fine-dining restaurants also attach more importance to physical elements such as lighting, toilets and ventilation. It is noteworthy that the tourists who prefer casual restaurants find the employees rude, but the tourists who prefer fine-dining restaurants complain about the rudeness of the employees, their lack of knowledge of a foreign language, their indifferent behavior and their insistence to customers on making comments about the restaurant. Similarly, when service-related failures are examined, it is understood that visitors who prefer fine-dining restaurants care about even rare service failures such as reserved table being given to someone else, incorrect content of the food, and serving the wrong food. Finally, the food-related failures identified in the fine-dining restaurant type, but not in the casual restaurant type, are that food is not fresh, inappropriate cooking degree, and small portion size.

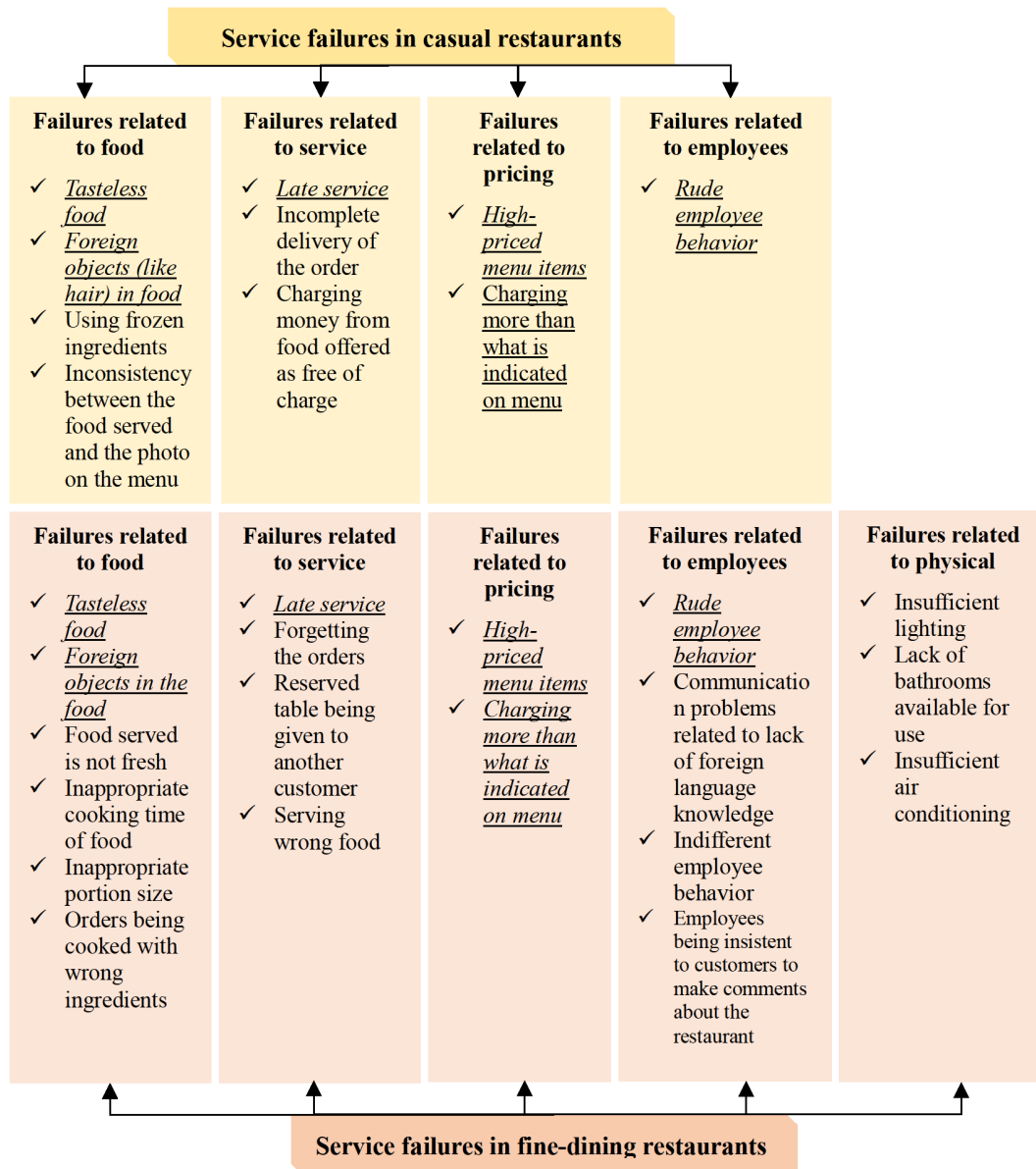


Figure 1. Service failures experienced by restaurant type (conceptual model)

Examining the similarities and differences of service failures encountered in fine dining and casual restaurants is an important contribution of this study to the relevant literature. Although the categories "failures related to food", "failures related to service", "failures related to pricing" and "failures related to employees" are similar in both types of restaurants, some of the failures in these categories differ. For example, when the food-related service failures category is examined, it is seen that fewer failures are expressed in casual restaurants and that there are failures with relatively low severity, such as the use of frozen products. However, in fine-dining restaurants, it is seen that the food-related service failures category includes more detailed and sensitive failures such as inappropriate cooking time, inappropriate portion size and inappropriate side products served with main course. Similarly, when service failures in casual restaurants are examined, it is seen that there are very basic failures such as incomplete service of the order and charging for food offered free of charge. However, service failures in fine-dining restaurants consist of more serious situations such as serving the wrong food and giving the reserved table to someone else. When it comes to failures related to employees, in addition to the rude employee behavior encountered in both types of restaurants, failures such as communication difficulties due to foreign language knowledge and inappropriate employee behavior have emerged in fine-dining restaurants. In addition to failures related to pricing, which are similar in both types of restaurants, it has been determined that failures related to physical elements only occur or are being voiced in fine-dining restaurants. When a general evaluation is made, it can be said that consumers who prefer fine-dining restaurants have higher expectations and therefore express service failures in more detail. In



addition, the fact that the prices in fine-dining restaurants are considerably higher than the prices in casual restaurants may cause consumers who prefer fine-dining restaurants to want to complete the service process with fewer flaws.

## Conclusion

It is possible to present both theoretical and practical implications in this research, which examines service failures in restaurants with different service types such as fine-dining and casual. First of all, it is understood that the service failures encountered in fine-dining restaurants are much more diverse than the service failures experienced in casual restaurants. One reason may be that the expectations of tourists may be higher due to the high prices of menu items. Therefore, fine-dining restaurant owners, managers and employees in tourism destinations should know that tourist expectations are high and that even small flaws are expressed as service failures. On the other hand, in both types of restaurants, the categories of food-related, service-related, pricing-related and employee-related service failures were common. However, failures related to physical factors that occur in fine-dining restaurants have not been encountered or voiced in casual restaurants. Therefore, restaurants offering fine-dining restaurant type services can be advised to pay attention to issues such as lighting, ventilation and cleaning in addition to other services.

Although many main categories of service failures are common in both restaurant types, the failures within these categories differ. For example, service failures encountered in fine-dining restaurants, such as food cooked with wrong ingredients, serving the wrong food, and reserved table given to another customer, did not occur in casual restaurants. Similarly, it can be considered as a contribution to the relevant literature that only the rude employee behavior is stated among the failures related to the employees in casual restaurants, but in addition to this, the emergence of relatively more specific issues such as the employees' lack of knowledge of a foreign language, their indifferent behavior and their insistence to customers on making comments on the Internet.

When the literature on service failure is examined, it is understood that failures such as using frozen ingredients in food, charging money from food offered free of charge, and inconsistency of the food with the photo on the menu were not detected. In this context, it can be presented as a contribution to the relevant literature that such service failures can also occur in different types of restaurants. Although service failures in other categories differ, it is seen that service failures related to pricing are similar in both restaurant types. In other words, high-priced menu items and charging more than what is written on the menu have been identified as service failures in both fine-dining and casual restaurants.

Based on this study, in addition to the practical implications mentioned above, some theoretical implications can also be presented. First, this study provides an understanding of different service failures customers report across different types of restaurants. Secondly, previous studies that analyzed service failures through online reviews made a general assessment and did not segment the relevant market. However, different types of restaurants preferred may cause customers to evaluate the service process differently, depending on the expectations and quality perception they create. At this point, this study examined service failures in different types of restaurants, providing the opportunity to make evaluations for different market segments. Thirdly, this study contributes to the relevant literature by examining the service failure evaluations of foreign visitors in a tourist destination according to different restaurant types.

As with many studies, this study also has limitations. These limitations can also be considered as suggestions for future studies. First, in this study, restaurants in Antalya, where the sea-sand-sun tourism type is common, were examined. Future research can be carried out within the context of destinations that offer different tourism types. Second, only fine-dining and casual restaurants were evaluated in this study. In future research, service failures in ethnic, thematic, regional and international restaurant types can be examined. Third, only comments in English were considered in this study. Therefore, the findings of this study are limited to tourists who can comment in English. Further research can also evaluate the comments of tourists with different foreign languages. For example, Ülker et al. (2021), in his study, found that while American tourists pay more attention to service-oriented service failures, Turkish tourists care more about food-oriented service failures.

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