

Attitudes of local people towards local restaurants in Cappadocia: relationship between perceived value, loyalty and revisit intention

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Abstract

This study investigates the relationships between perceived value, loyalty, and revisit intention from the perspective of local residents, addressing the limited focus on host communities in restaurant research. While prior studies have predominantly examined tourist behavior, the behavioral dynamics of local consumers remain underexplored. Using purposive sampling, data were collected from 392 residents in Nevşehir (Cappadocia), Türkiye. The study employs covariance-based structural equation modeling (CB-SEM) to test the proposed relationships. The findings reveal that perceived value has a strong and significant positive effect on loyalty, and loyalty, in turn, significantly influences revisit intention. However, contrary to dominant assumptions in the literature, perceived value does not have a direct effect on revisit intention. This result indicates that loyalty fully mediates the relationship between perceived value and revisit intention. The findings suggest that local residents' revisit behavior is shaped less by direct value assessments and more by relational and habitual loyalty mechanisms. The study contributes to the literature by demonstrating that the perceived value-behavioral intention link may operate differently for local consumers compared to tourists. It also provides managerial implications for local restaurants, emphasizing the importance of fostering long-term loyalty rather than focusing solely on value-based strategies.

Keywords

Keywords: local people, local restaurant, perceived value, loyalty, revisit intention

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Conflict of Interest

The authors declare no conflict of interest.

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Artificial Intelligence Usage Statement

The authors declare that no generative or AI-assisted tools were used at any stage of the study, including idea development, data analysis, text writing, or language editing. All academic, ethical, and legal responsibility for the content, analyses, and conclusions rests entirely with the authors. The manuscript contains no AI-generated or fabricated data, results, analyses, references, or citations.



1. Introduction

Interest in local cuisine and local restaurants is a growing consumer trend. Locally produced and sourced food products are considered more valuable to consumers, and restaurants should prioritize locally based products and services (Mehrjerdi & Woods, 2022). This is because consumers may perceive local products as different and tend to pay more (Frash *et al.*, 2015). Although local foods play a crucial role in shaping people's consumption perceptions and behaviors, the content of the products and services offered by local restaurants is also very important (Lang & Lemmerer, 2019). However, the perception of locality should be considered as a situation that emerges not only from the services offered by the restaurants but also from experiences.

Local restaurants are generally seen as establishments preferred by visitors and tourists (Hernández-Rojas & Huete Alcocer, 2021). Studies on local restaurants have mostly been conducted from the perspective of tourists. Therefore, studies on local restaurants generally include findings on the perceptions of people living outside the destination (Guan & Jones, 2014; Ming & Chua, 2016; Rahman *et al.*, 2018). Visiting restaurants serving local cuisine and experiencing local dishes is often seen as an opportunity to interact with the local culture (Sengel *et al.*, 2015). This study aims to examine the perceptions of local restaurants from the perspective of local people with a different approach. Because local people have more knowledge about the service, food quality, content and ingredients of local dishes in the restaurants in the area where they live, and they are more familiar with the local cuisine (Ji *et al.*, 2024). In this study, the perceived value, loyalty and revisit intention of local people towards local restaurants in Nevşehir, the most important tourist destination in the Cappadocia region, were attempted to be obtained. Rather than the tourist's perspective, what are the local people's perceptions and attitudes towards local restaurants? From this point of view, what is the relationship between the perceived value, loyalty and revisit intention of local people towards local restaurants and what is the level of impact of these relationships? In this study, these research questions constitute the scope of the study. Studying on restaurants that offer local products and determining the positive and negative variables associated with them is important for repeat visits, quality, satisfaction, loyalty and perceived value of local restaurants (Cordova *et al.*, 2024). Because there is a large gap between customers and service providers regarding local foods, and the variables related to them need to be analyzed (Frash *et al.*, 2015). Therefore, local restaurants, which are generally considered tourist services or attractions, were evaluated from the perspective of local people in this study and the perceptions of local people towards these restaurants were tried to be revealed.

2. Conceptual Framework

Perceived value

Perceived value is a process related to the sum of expectations and perceptions about a product or service that has been purchased. Moreover it involves a mental value based on getting what one expects from the product or service in exchange for the price (Zeithaml, 1988). Perceived value is a concept based on the subjective expectations of the product and service process, and people's perceptions can vary depending on numerous variables (Eggert & Ulaga, 2002). Perceived value plays an important role in determining the psychological factors that customers consider when choosing a product or service. For example, perceived sensory and utilitarian values are important predictors of revisiting and preferring restaurants. The perceived value of the benefits people obtain from the restaurant is crucial in determining whether to choose or re-choose the restaurant (Teng & Wu, 2019).

Perceived value in restaurants has a multivariate structure that includes the quality of food and service, price, and other variables related to restaurants and meals (Konuk, 2019; Ryu *et al.*, 2008), as well as social and emotional satisfaction variables (Sweeney & Soutar, 2001). However, quality and price can be more important on perceived value compared to other variables (Konuk, 2019). Service quality of restaurants can have a significant and positive impact on perceived value (Kang & Wang, 2009). Because service quality, like perceived value, is closely related to the realization of expectations and it ensures customer satisfaction (Qin & Prybutok, 2009). Similarly, in the case of perceived value, the expectation of getting value for the price is the reward for one's sacrifice. In this case, the person can associate the price with both the value and quality of the product or service (Ashton *et al.*, 2010).

Perceived value viewed as a process consisting of price, quality, emotional and social perceptions, and all these perceptions constitute the total perceived value (Mendonça da Costa Birchal *et al.*, 2025). In addition to service quality, the perception of authenticity and reflection of tradition in restaurants can also have a positive effect on perceived value (Chen *et al.*, 2020). The physical environment of restaurants, as well as the food and restaurant image, are also important determinants of perceived value (Ryu *et al.*, 2012). Restaurant image can significantly affect people's perceived value and satisfaction by influencing their perceptions. Perceived value towards restaurants is an important determinant of satisfaction and behavioral intention (Ryu *et al.*, 2008).

Technological variables have recently become important in affecting the perceived value of restaurants. Shah *et al.* (2021) found that mobile applications including navigation facilities, information quality, evaluation and source reliability have a positive effect on the perceived value of restaurants. In their study, Zaitouni and Murphy (2025) state that kiosk applications in restaurants have a positive effect on the perceived value of customers and it is important for satisfaction. They also determined that satisfaction with technological variables has a positive effect on customer retention.

Loyalty

Customer loyalty, which expresses a commitment to a brand, refers to consumers' tendency to choose the same brand repeatedly. Customers often exhibit a sense of loyalty and tend to stick with the same brand over others. In addition, social norms and situational factors are also important for loyalty (Dick & Basu, 1994). Oliver (2010: pp. 333-334) considers loyalty in four phases (cognitive, affective, conative, and action). Cognitive loyalty refers to an individual's knowledge of the brand and is characterised as belief-based. Therefore, it is a knowledge-based part of the satisfaction process. Affective loyalty, a switching process, is associated with positive feelings and a liking for the brand. However, this can also change over time. Conative loyalty is the behavioral intention stage that emerges as a result of positive variables toward the brand. Because purchase behavior is a desire, it may not occur as in the previous stages. Action loyalty is the stage where the individual puts the purchase into action. This stage is the beginning of a process that also influences future repeat purchases.

In food and beverage businesses, which are a vital part of the service industry, a significant relationship exists between customer loyalty and satisfaction, as well as food quality and other food-related variables. Customer satisfaction with food service is a necessary factor affecting loyalty (Han & Ryu, 2009). Additionally, restaurants with healthy and nutritious menus are perceived as valuable by customers, which can lead to repeat visits (Namkung & Jang, 2007). Service quality, a fair pricing policy, brand image and customer satisfaction are among the key determinants of restaurant loyalty, and loyalty is a fundamental concept in maintaining the preference for restaurants (Singh *et al.*, 2021). Customer loyalty to a restaurant is a very important determinant in choosing the restaurant again, and customers who are satisfied with the restaurant's products and services generally develop loyalty towards the restaurant. Therefore, customer loyalty influences the subsequent behaviors of customers towards the restaurant (Abdullah *et al.*, 2022).

Ha and Jang (2010) state that atmosphere is a factor that affects customer perception in restaurants, even service quality, and increases customer loyalty. Kivela *et al.* (2000) stated that customers with high food satisfaction also tend to revisit restaurants, and that repeat customers are very important for the profitability and continuity of restaurants. Therefore, it is necessary to increase customers' expectations and satisfaction and ensure their repeat visits. Food quality, chef's image and food have an impact on restaurant customers' negative and positive emotions and these emotions affect customers' loyalty to restaurants (Peng *et al.*, 2017). Customer satisfaction towards restaurants also increases their loyalty (Wang *et al.*, 2018). A good gastronomic experience in restaurants and a positive restaurant image increase the perceived value of customers, and this value plays an important role in customers' repeat choice and loyalty to restaurants (Cankül *et al.*, 2024). Services provided as promised in restaurants, the originality of products and services, and the behavior of employees are very effective factors in customer loyalty (Naini *et al.*, 2022). However, Croitoru *et al.* (2024) note that customer loyalty in restaurants may vary due to cultural differences, especially in multicultural structures such as tourism. Although there are differences in perceptions of restaurants based on the nationality of the customers, it has been determined that customer satisfaction is a variable that generally increases loyalty (Croitoru *et al.*, 2024).

Revisit intention

Revisit Intention, as a concept based on Ajzen's (1991) theory of planned behavior, is fundamentally considered. According to this theory, behavior is influenced by intentions, and intentions are influenced by subjective norms, attitude, and perceived behavioral control. Accordingly, the individual's positive or negative evaluation of the attitude, the approval of the family and immediate environment for the behavior, and the degree of ease with which the behavior can be controlled are all important factors (Ajzen, 1991). The theory of planned behavior is seen as an important explanatory factor on revisit intention (Soliman, 2019). Revisit, which refers to the state of re-choice, is generally explained by variables such as behavioral intention towards a place or revisit intention and expresses the state of repurchase (Mannan *et al.*, 2019). This situation reflects the tendency of people to choose the same business or brand again in the future, often as a result of their past experiences. Revisiting is related to variables such as customer satisfaction, perceived value, and service (Ryu & Han, 2010). One of the most important variables in choosing a destination or restaurant is the gastronomic experiences, and local cuisine plays a significant role in these experiences (Yeşilçimen & Akın, 2025).

Alternative products and services offered by businesses play an important role in customer revisiting, especially in a competitive environment. Revisiting the restaurant, which means customers' re-choice of the same restaurant's products and services, is influenced by the quality, price and value of the food as well as the service quality and atmosphere of the restaurant (Yan *et al.*, 2015). The perception of the restaurant regarding

clean environment, employees and clean food is also a determining factor in revisiting (Taştan & Soylu, 2023). While food and food-related variables are a significant factor in choosing a restaurant again, guests also pay attention to factors such as employee behavior, cleanliness and price. In addition, traffic convenience and parking availability may also be important in revisiting the restaurant, and guests can share these situations on online platforms (Zhao & Liu, 2023). Reviews from guests who have experienced restaurants are considered a very reliable source for repeat visits to the restaurant (Ji *et al.*, 2024). Furthermore, repeat customers were found to be more sensitive to quality and local customers are more discerning and cautious than first-time visitors (Ji *et al.*, 2024). In a study involving local people, Karunaratne (2025) listed the reasons for revisiting restaurants as continuity of food quality, reasonable prices, friendly service, nice atmosphere, loyalty reward system or discounts, while low food quality, high prices, unpleasant atmosphere, poor service and long waiting time were listed as reasons for not revisiting restaurants. The restaurant experience is a significant factor influencing customer revisit decisions and negative experiences can negatively affect revisit. However, in this case, the behaviours of the restaurant employee are very important in eliminating the negative perception (O'g'li *et al.*, 2025).

Customers' search for alternative food and their sense of trust can also positively impact repeat visits, along with the customers' satisfaction with the restaurant and the restaurant's image (Mannan *et al.*, 2019). The Restaurant's food and service quality have a positive impact on customer revisitation (Tuncer *et al.*, 2020) and social and individual characteristics have an important role in it (Choo *et al.*, 2016). Perceived value positively affects loyalty and loyalty affects revisiting (Slack *et al.*, 2021). The restaurant's green practices and attention to sustainability principles in its products and services can also be seen as an important variable in terms of repeat visits. It is stated that consumers who pay particular attention to green practices tend to re-purchase sustainable products and services of restaurants', and the perceived value of these products positively affects repeat visit behavior (Shaikh *et al.*, 2025).

The Relationship Between Perceived Value, Loyalty, and Revisit Intention

Perceived restaurant value is an important variable on customer satisfaction and it has a positive effect on restaurant revisiting behavior. Because perceived value is a concept related to previous experiences at the restaurant (Ryu *et al.*, 2008), it is one of the most important determinants of customers' subsequent behavior toward a restaurant. Perceived value can also have a reinforcing effect on word-of-mouth marketing not only for the customer but also for potential customers. When a person perceives the service they receive from a restaurant as highly valued, their satisfaction level increases, they may revisit the same restaurant and recommend it to others (Ryu *et al.*, 2012). Konuk (2019) found that perceived value has a positive effect on the repeat visit behavior of restaurants and that it is important for perceived value to increase customer satisfaction in this context.

In the service industry, customer perceived value plays a determining role in revisiting and customer loyalty (Cronin *et al.*, 2000; Sánchez-Fernández & Iniesta-Bonillo, 2007). Food quality is among the most important variables affecting repeat visits to restaurants and is also a factor that increases customer satisfaction and loyalty (Ha & Jang, 2010). Perceived food quality, as a concept that is associated with the customer's experiences and the whole of what he/she buys, ensures customer satisfaction and encourages repurchases, thus ensuring that the restaurant is consistently preferred. Continuous purchasing behavior can also be considered as a situation that increases loyalty (Namkung & Jang, 2007).

Ryu and Han (2009) found direct and indirect effects of perceived value on revisit intention and loyalty in restaurants. They also determined that price, food quality perception and customer satisfaction, which affect perceived value, have a positive effect on repeat visits. Chen and Hu (2010) examined the relationships and loyalty of cafe customers to businesses and they found that perceived value has a positive effect on customer loyalty and they considered loyalty was a variable that increases repeat purchase behavior. Peng *et al.* (2017) determined that the perception of service and food quality of restaurants has an impact on customers' loyalty, which can increase the likelihood of customers revisiting. Kang and Wang (2009) found that service quality has a positive effect on perceived value, and perceived value has a positive effect on revisiting the restaurant by increasing satisfaction. Chen *et al.* (2020) determined that the service, food and environmental quality of restaurants increase the perceived value, which has a positive effect on revisit intention.

Studies have shown that perceived value has a positive effect on revisit (Chen *et al.*, 2020; Kang & Wang, 2009; Shah *et al.*, 2021; Shaikh *et al.*, 2025; Yan *et al.*, 2015) and loyalty (Cankül *et al.*, 2024; Mendonça da Costa Birchal *et al.*, 2025; Wang *et al.*, 2018).

H1: Restaurant perceived value positively affects restaurant revisit intention.

H2: Restaurant perceived value positively affects restaurant loyalty.

Perceived value increases loyalty and the loyalty is a positive determinant of revisiting (Chen *et al.*, 2020). In this case, it is stated that there is a positive relationship between revisiting/repurchasing and loyalty (Namkung & Jang, 2007; Slack *et al.*, 2021).

H3: Restaurant loyalty positively affects restaurant revisit intention.

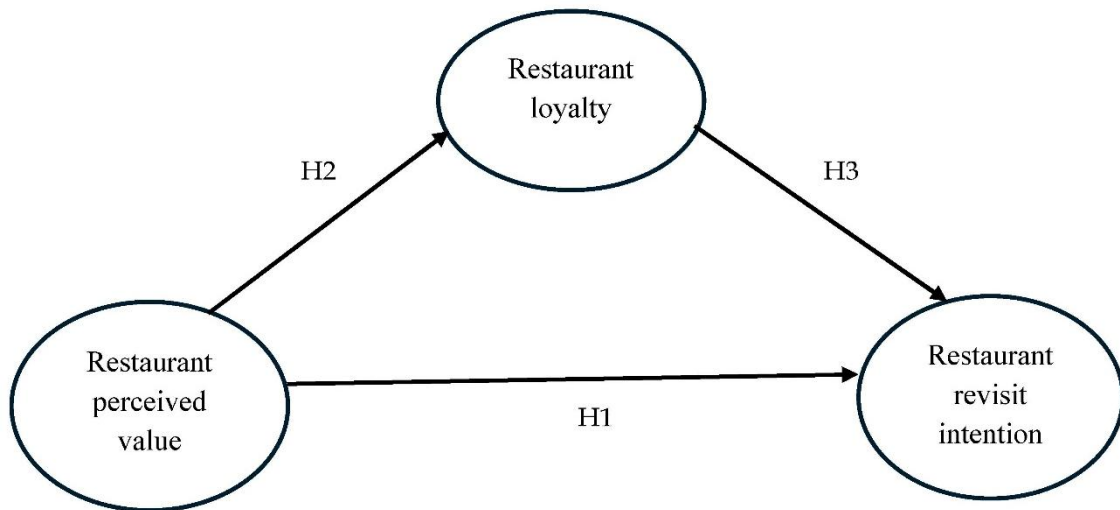


Figure 1: Research model of hypotheses

Source: Authors own elaboration

3. Methodology

In this study, the perceived value, loyalty and revisit intention towards restaurants were tried to be determined. To achieve this, the perceived value scale of Jang *et al.* (2012), the loyalty scale of Mattila (2001), and for revisit intention the behavioral intention scale of Tuncer *et al.* (2020) were employed to assess. Although the behavioral intention scale was originally developed as a 5-point Likert scale, it was adapted as a 7-point Likert scale in this study to ensure compatibility with other scales. Since there were no Turkish studies with scales suitable for this study, the scales were translated into Turkish and applied in a way that could measure the perception of local people towards restaurants. In this process, the scales were firstly translated by a researcher and an associate professor (expert in English) with mutual consensus. Expert opinions about the translation process were then obtained from four faculty members: two in the field of tourism management (one associate professor and one professor) and two in the field of gastronomy and culinary arts (two associate professors). As a result, there was a disagreement on two items of the revisit intention scale (item 2 and item 3) and one item of the loyalty scale (item 4), and the original version of the scale and its applicability to the local population were re-evaluated and the scale was translated by reaching a consensus. After item translations and consensus, the pilot survey was conducted. During the pilot study, considering that the local people may not understand the items, feedback was received from the participants. The first 20 participants were asked if they had any unclear questions regarding the scales and no negative feedback was received. The pilot study consisted of 100 participants and there was no response regarding the items not being understood. Cronbach's Alpha values for the pilot study were 0.901 for perceived value, 0.895 for loyalty, and 0.944 for revisit intention, indicating that the scales have demonstrated high level of reliability (Kilic, 2016).

Local restaurants in the study were considered as restaurants that serve local food products. Therefore, local restaurants are defined as establishments that offer local dishes and ingredients of Nevşehir cuisine on their menus. The local product definition of local restaurants in this study does not include local production distance and area (Duram & Cawley, 2012; Thomas & Cha, 2020). Because the participant may not know the variables of the local products used in the restaurants, this may lead to unfair evaluation of the data.

The data in the study includes information from 392 local people living in Nevşehir/Cappadocia. The sample in the study included participants who visited local restaurants at least once in the last year in Nevşehir. Therefore, the sample was selected using the purposive sampling method. Participants who met this requirement were included in the study. The data were collected through face-to-face (342 respondents) or online surveys (50 respondents) between 15.05.2025 and

30.06.2025. SPSS (V22.00), AMOS (V21) and Excel (Microsoft 365, 2508) programs were used to perform the validity, reliability and hypothesis analysis of the study.

4. Findings

In the study, demographic variables of the participants and some preference variables for local restaurants were discussed. In addition, the relationship between restaurant perceived value restaurant loyalty and restaurant revisit intention was discussed.

Table 1: Demographic characteristics of the respondents

Variables	n	%	Variables	n	%			
Gender	Female	214	54.6	Primary Education	34	8.7		
	Male	178	45.4	High School	79	20.2		
Occupation	Student	54	13.8	Education	Associate Degree	90	23	
	Civil servant	115	29.3		Bachelor's Degree	142	36.2	
	Tourism services	64	16.3		Postgraduate Degree	47	12	
	Private sector	83	21.2		Age	Between 18-28	141	36
	Others	76	19.4			Between 29-39	98	25
			Between 40-50	96		24.5		
			51 y.o. and older	57		14.5		

Source: Authors own elaboration

Demographically, 54.6% of the participants were female, 29.3% were public sector employees, and 21.2% were private sector employees. The proportion of those working in the tourism sector was 16.3% (Table 1). According to the distribution of educational background, 36.2% of the participants had a bachelor's degree, while 8.7% had a primary school degree. A significant portion of the participants had a university degree. According to age distribution, the majority of participants (36%) were between the ages of 18 and 28. The participants had a high level of education and they were generally middle-aged.

Table 2: Distributions of participants' local restaurant variables

Variables	n	%	Variables	n	%		
Frequency of visiting local restaurants	Twice a month or more	112	28.6	Visiting area of local restaurants	Ürgüp	233	59.4
	At least once a month	106	27		Central D.	153	39
	At least once every 2months	47	12		Avanos	139	35.5
	At least once every 3 months	50	12.8		Göreme	66	16.8
	Once every 4 months or less	77	19.6		Uçhisar	46	11.7
			Others		27	6.9	

Source: Authors own elaboration

According to the frequency of visits to restaurants serving local cuisine products (Table 2), 28.6% of the participants visit twice a month or more, and 27% of participants visit restaurants serving local cuisine at least once a month. It is seen that more than half of the participants visit these restaurants at least once a month. Additionally, approximately 20% of participants reported visiting restaurants serving local cuisine more than once every three months. This period can be relatively long. The areas most frequently visited by local restaurants are Ürgüp, Nevşehir Central, Avanos, Göreme, and Uçhisar in that order. In this case, it can be said that among the regions that are also the tourism centre of the Cappadocia region, the local people prefer Ürgüp the most for local restaurants.

Table 3: Validity, reliability and analysis distributions of the scales

	Mean	S.d.	Skew.	Kurt.	EFA loadings	Stand. Estimate	AVE/CR
Restaurant perceived value	3.6						AVE=0.82 CR=0.93
(α : 0.933)							
The service I received at LRiN was good for the price.	3.76	1.7610	0.018	-1.059	0.928	0.884	
The food at LRiN was reasonably priced.	3.44	1.7640	0.237	-0.95	0.947	0.916	
My dining experience at LRiN was worth the money.	3.63	1.7499	0.128	-0.97	0.942	0.924	
Restaurant loyalty	4.49						AVE=0.79

(α: 0.936)							CR=0.94
I say positive things about the LRiN to other people	4.55	1.6993	-0.393	-0.772	0.933	0,9	
I recommend the LRiN to someone who seeks my advice	4.63	1.7732	-0.481	-0.777	0.943	0.917	
I encourage friends and relatives to eat at LRiN	4.48	1.8470	-0.355	-1.022	0.950	0.944	
I first consider LRiN for quality, comfortable, and affordable (casual) dining	4.31	1.9204	-0.286	-1.124	0.843	0.789	
Restaurant revisit intention	4.54						AVE=088 CR=0.96
(α: 0.956)							
I would like to come back to LRiN in the future.	4.49	1.8664	-0.383	-1.002	0.955	0.926	
I would recommend LRiN to my friends or others	4.49	1.8443	-0.377	-0.994	0.968	0.956	
I would say positive things about LRiN to others.	4.63	1.7945	-0.493	-0.758	0.954	0.934	

Items were rated on a 7-point Likert scale, α =Cronbach's alfa, LRiN: Local Restaurants in Nevşehir

Source: Authors own elaboration

According to the results of the explanatory and confirmatory factor analyses conducted to ensure the validity and reliability of the scales, it can be said that the factor loadings are at a good level (Table 3). Restaurant perceived value, restaurant loyalty and restaurant revisit intention variables were each collected under a single factor. It was determined that the values of the KMO and Barlett's sphericity tests for the scales (restaurant perceived value KMO=0.797, Barlett's=0.000, total variance explained= 88.2%; restaurant loyalty KMO=0.768, Barlett's=0.000, total variance explained= 84.3% and restaurant revisit intention KMO=0.739, Barlett's=0.000, total variance explained= 92%) were suitable for factor analysis. In addition, when the model fit indexes for analysis (CMIN/DF=3.313, GFI=0.951, AGFI=0.913, CFI=0.985, RMSEA=0.077, NFI=0.978) are examined, it is seen that the CMIN/DF and RMSEA values are in the acceptable range, and the other values are in the good fit range (İlhan & Çetin, 2014; Karaman, 2023). The HTMT (heterotrait-monotrait ratio of correlations) values for the scales are below 0.80 for restaurant perceived value>restaurant revisit intention (0.683) and restaurant perceived value>restaurant loyalty (0.726), and below 0.90 for restaurant loyalty>restaurant revisit intention (0.892). Thus, it can be said that discriminant validity is provided with these values (Franke & Sarstedt, 2019; Henseler *et al.*, 2015). The Cronbach's alpha (α) value for the scales has a high level of reliability. The mean value of restaurant perceived value was 3.6, the mean of restaurant loyalty was 4.49, and the mean of intention to revisit the restaurant was 4.54 (Table 3). According to this result, the perceived value of local restaurants has the lowest mean. Furthermore, it can be said that the mean value of customer loyalty and revisit intention is not very high.

Table 4: Analysis results for hypotheses

Hypotheses relationships	β	S.E.	C.R.	p	Results
Perceived value → Revisit intention	0.018	0.046	0.426	0.67	H1 Rejected
Perceived value → Loyalty	0.741	0.047	14.794	***	H2 Accepted
Loyalty → Revisit intention	0.897	0.066	15.547	***	H3 Accepted

*** Significant at $p < 0.01$

Source: Authors own elaboration

In this study, there is no significant relationship between perceived value and revisit and thus H1 is rejected (Table 4). The restaurant perceived value significantly and positively affected restaurant loyalty ($\beta=0.741$, $p < 0.01$) and, H2 hypothesis was accepted. As perceived restaurant value increases, restaurant loyalty also increases. In the interaction between restaurant loyalty and revisit intention, restaurant loyalty had a positive and significant effect on revisit intention to restaurant ($\beta=0.897$, $p < 0.01$) and, H3 was accepted. The study's findings indicate that restaurant loyalty is the most significant variable influencing customers' intention to revisit a restaurant. Additionally, perceived value is also a significant determinant of loyalty.

Table 5: Significant differences of the visit frequency of local restaurants on variables

Variable	Significant differences of visit frequency of local restaurants
Restaurant perceived value	at least once every 2 months > at least once every 3 months, once every 4 months or less
Restaurant loyalty	once a month > once in every 4 months or less
Restaurant revisit intention	once a month > at least once every 3 months, once every 4 months or less

Significance level at 0,05 (ANOVA)

Source: Authors own elaboration

In the study, significant differences were found between perceived value, loyalty, revisit intention and the frequency of restaurant visits as determined by ANOVA with SPSS (Table 5). There were no significant differences between perceived

value, loyalty, revisit intention and gender, occupation, and education. The mean of restaurant perceived value is higher for those who visit at least once every 2 months than for those who visit at least once in 3 months and once in 4 months or less. The mean of restaurant loyalty was higher among those who visited once a month than among those who visited once every 4 months or less. The mean value of restaurant revisit intention of those who visited the restaurant once a month was higher than for those who visited once every 3 months, once every 4 months or less. In general, those who visit restaurants less often have lower perceived value, loyalty, and revisit intentions mean than those who visit restaurants relatively more often.

5. Conclusion and Implication

Traditional food, one of the most essential elements of gastronomy, plays a crucial role in attracting tourist to destinations. In gastronomic mobility, food is not only a product made with local ingredients but is also seen as a value that reflects cultural heritage (Vujko *et al.*, 2017). Traditional restaurants are important places where traditional dishes and local products are served (Hernández-Rojas & Huete Alcocer, 2021). In this case, local restaurants need to reflect local characteristics and community attachment (Shin *et al.*, 2017). Serving local products in local restaurants is very important both local people and tourists. Local products are also associated with the environment, health, and community attachment and they can also increase local people's purchase intention and willingness to pay more (Choi *et al.*, 2021). Restaurants that reflect the social and cultural characteristics of the local people and offer quality, affordable food and service are more supported by the local people (Khasmi *et al.*, 2025). Based on the relationship between local people and local restaurants, this study examined the perceived value, loyalty and revisit intention of local people towards local restaurants in Nevşehir Cappadocia.

In this study, approximately one-fifth of the participants visit local restaurants more than every four months. This number is particularly low considering the frequency of visits to restaurants serving local cuisine. In addition, more than half of the participants visit local restaurants at least once a month. This situation may have been influenced by the fact that restaurants do not exclusively offer local products, but also include them in their general menus. In the study, there are significant differences between the frequency of visiting local restaurants and the restaurant perceived value, loyalty and revisit intention. According to this result, low visit frequency may be a negative determinant on the perceived value of local restaurants, restaurant loyalty and intention to revisit restaurants.

In the Cappadocia region, Ürgüp was the most visited local restaurant by residents, followed by the central district and Avanos. In addition, Göreme and Uçhisar are preferred by fewer participants for local restaurants, even though they are very popular tourist destinations. Restaurants with lower prices for locals and domestic tourists in Cappadocia/Nevşehir are generally located in other districts, the central district and then Avanos and Ürgüp. The restaurants in Göreme and Uçhisar primarily catering to international tourists with relatively higher prices. Although this situation ensures a high number and variety of restaurants in areas where tourism is developed, an affordable service price may be important for the local people. Therefore, it can be said that local people generally prefer areas with lower priced local restaurants in this study. It can also be considered that the local food concept explicitly developed for tourists may be perceived differently by the local people. Reflecting local identity is especially important for local people's preference for local restaurants (Khasmi *et al.*, 2025), and perceptions of authenticity and tradition also influence opinions about restaurants (Chen *et al.*, 2020).

In this study, although perceived value alone does not have a significant effect on revisiting, it can be an important variable that increases loyalty. According to the results, customer loyalty was the most important determinant of revisit intention. In this case, perceived value can be seen as a variable that is important for revisit intention and increases loyalty. Similar to these results, other studies have found that customer loyalty was an important determinant on repeat visits (Chen *et al.*, 2020; Namkung & Jang, 2007; Slack *et al.*, 2021). However, loyalty creates a positive and significant effect on revisiting, while perceived value does not in this study. This may indicate that the perspectives of local restaurant managers and local people on local cuisine products may differ. In this case, the loyalty of local people towards local restaurants may have a different perception than the perceived value. Although the perceived value of local people for local restaurants is low, local people may consistently choose restaurants that they can access and afford, and this may increase restaurant loyalty. Because affordable price and accessibility are very important in local people's choice of local restaurants (Khasmi *et al.*, 2025). While price is a significant variable in perceived value, restaurant businesses should not only regulate prices but also regulate product ingredients, atmosphere, and employee behavior to improve service quality and the gastronomic experience. Furthermore, local and national governments should implement legal regulations to protect service quality and local culinary experiences, in addition to price controls. The authorities can support local restaurants through efforts to preserve local cuisine. An example of this is that local people visit local restaurants in Uçhisar and Göreme less frequently, as they tend to be more touristic and have higher price. Even if the service quality is low compared to the price, the obligation to choose the same restaurant repeatedly may lead people to define themselves as loyal to these establishments.

Although studies have found that perceived value generally has a positive effect on revisit behavior (Konuk, 2019; Ryu *et al.*, 2008; Ryu & Han, 2009), in this study, perceived value did not directly affect revisit intention. Additionally, the lowest mean in this study belongs to the perceived value of local restaurant and perceived value of local people towards local restaurants is relatively low. There may be a gap between the price local people pay for local restaurants and the service they receive, which may negatively affect the perception of these restaurants. Perceived value depends on the direct proportion of the service to the price. In addition, good communication with customers also makes them feel valued and it is seen as a situation that increases perceived value. Thus, when customers' loyalty increases, they may show a tendency to visit again (Chen & Hu, 2010). Perceived value can be influenced by various factors, and sometimes the benefits obtained from the restaurant can also impact it. For example, the perceived benefits of visiting medical restaurants are more often associated with healthy food, and traditionalism also comes to the fore. However, in addition to these, restaurant's food and service quality, atmosphere and decoration quality, as well as employee behavior are also important factors (Kim *et al.*, 2025). In this case, it is essential to consider variables that can increase the benefits and value of people, especially in local restaurants. Local people have more knowledge about local restaurants and local cuisine than tourists (Ji *et al.*, 2024) and it may have caused a different effect on perceived value. Local restaurant managers should consider this and tailor their products and services according to the needs of the local people.

Restaurant perceived value has a positive effect on restaurant loyalty in this study. Perceived value can increase customer satisfaction and make them loyal customers (Namkung & Jang, 2007; Ryu *et al.*, 2012). Therefore, the quality of the products offered by the restaurant, price, and employee behavior are important factors that affect perceived value and satisfaction (Chen *et al.*, 2020; Ha & Jang, 2010). All of these are important factors in creating customer loyalty and preferring the same business again. A destination's strengthening of its infrastructure, such as improving cleanliness and accessibility, also increases loyalty to that destination (Wahyono *et al.*, 2021). From this perspective, improving infrastructure and service factors, such as cleanliness, equipment, employee quality, and accessibility, at local restaurants can influence repeat visits and loyalty. This can increase visitors' perceived value, thereby increasing the economic sustainability of local restaurants. Local restaurants are seen as a tool for preserving local culture as well as economic activity. Therefore, it may be important for local governments to prepare and promote dishes that incorporate elements of cultural heritage.

In this study, it was tried to address the perspective of local people towards local restaurants in the city where they live, from a different perspective. In this respect, although the results of this study are generally similar, the perceptions of local people differ, especially in the perceived value, where the price element is the most dominant variable. The habit of eating and drinking outside is still in its development stage in Nevşehir especially except in the touristic areas. Therefore, consuming kitchen products that people are familiar with, by paying for them in a restaurant may cause a different perception. Therefore, it is important for restaurants offer satisfactory products and services not only for tourists but also for local people who are familiar with the local cuisine.

Although Nevşehir is the tourist centre of Cappadocia and an important city for tourism and localization, the study does not include other cities in Cappadocia. Therefore, studies conducted throughout the Cappadocia region may yield different results, especially those where tourism does not negatively affect the local culture. In addition, considering other variables that may affect the choice of local restaurants in future studies may provide different explanatory results. A significant limitation of the study relates to the participants' perception of local restaurants. For example, the number of restaurants that fit the concept of local restaurants is quite limited. This is because most restaurants offer local cuisine but they also have extensive menus. From this perspective, the concept of local restaurants may have different effects on the variables. The study sample encompasses a significant portion of Nevşehir. Therefore, different results may emerge in more rural areas. Furthermore, the foods labelled "local cuisine" and featured on restaurant menus may be perceived differently by participants. Therefore, participants may need to first thoroughly define and be knowledgeable about the local cuisine. However, such a sample group was not selected for this study. Therefore, it would be beneficial to include participants with a strong understanding of the local cuisine, especially in qualitative studies. In this study, revisit intention was assessed with a behavioral intention scale, which can be considered a limitation of this study. Scales that better reflect revisit intention may be preferred for future studies. The theories discussed in this study aim to explain the variables conceptually. Therefore, theories and their dimensions have not been empirically tested in the study.

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