

**A STUDY ON THE PERCEPTION
OF SAFETY IN RESTAURANT
CONSUMERS**

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ISBN

978-625-375-962-9

Page and Cover Design

Typesetting and Cover Design by
Akademisyen

Book Title

A Study on the Perception of Safety in
Restaurant Consumers

Publisher Certificate Number

47518

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Printing and Binding

Vadi Printingpress

Bisac Code

SOC000000

Publishing Coordinator

Yasin DİLMEN

DOI

10.37609/akya.4094

Library ID Card

Diñç Yakup, Sökmén Cevdet.

A Study on the Perception of Safety in Restaurant Consumers / Yakup Diñç, Cevdet Sökmén.

Ankara : Academician Bookstore, 2026.

90 p. ; 135x210 mm.

Includes References.

GENERAL DISTRIBUTION

Akademisyen Kitapevi AŞ

Halk Sokak 5 / A Yenişehir / Ankara

Tel: 0312 431 16 33

siparis@akademisyen.com

www.akademisyen.com

PREFACE

The food and beverage sector has become one of the important evaluation criteria for today's consumers in terms of the quality of service provision, hygiene and safety standards. Especially in restaurant businesses, consumers' expectations are not only limited to the quality or taste of the product, but also include multidimensional factors such as the hygiene of the physical environment, employee behaviour, security measures and the level of preparedness for crisis moments.

In this study, the factors that constitute the safety perception of restaurant consumers and how these factors are reflected on consumer behaviours are discussed. Within the scope of the research; many factors such as food safety practices, employee hygiene and training, physical conditions of the environment, inspection processes, risk management and emergency preparations were analysed. In addition, the effects of these factors on consumers' restaurant preferences, satisfaction levels and revisit intentions were evaluated.

Nowadays, increasing hygiene concerns, food-borne health problems and global crises such as pandemics have caused the perception of consumer safety in the food and beverage sector to gain more importance. In this direction, the research carried out in this direction is aimed to contribute to both sectoral practices and the accumulation of knowledge in the literature.

It is thought that the findings of the study will guide restaurant operators in developing strategies to increase consumer safety and contribute to the process of understanding and meeting consumer expectations. In addition, the study is expected to serve as a source for similar studies to be conducted in this field in the future.

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