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Research Article

THE EFFECT OF MEASURES TAKEN BY FOOD AND BEVERAGE BUSINESSES DURING CORONAVIRUS PANDEMIC PERIOD ON CONSUMERS' PERCEIVED VALUE, SATISFACTION AND BEHAVIORAL INTENTIONS**

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Abstract

Changes in service sectors have affected consumer behavior with the development of technology and communication. The Covid-19 pandemic has also affected the services and consumer behavior of food and beverage businesses. In this context, based on the lack of current literature, this study was conducted to evaluate the effects of coronavirus measures taken by food and beverage businesses on consumers' perceived value, satisfaction, and behavioral intentions. In addition, it is aimed that the study will provide up-to-date information to the literature and practitioners and contribute as a guiding resource for the future. In the study, research data were collected from 670 consumers who received service from food and beverage businesses in Kayseri, Turkey between 1-31 July 2021, using the survey technique and convenience sampling method. Descriptive statistics, explanatory factor analysis, correlation, and regression analysis were used in the analysis of the data. In the research, it was determined that there is a positive relationship between the coronavirus measures taken by the food and beverage businesses and a positive effect of measures taken on perceived values, satisfaction, and behavioral intentions of the consumers, and as a result of the study, theoretical and practical outcomes for future studies were discussed and recommendations were given.

Keywords: Food and beverage businesses, perceived value, customer satisfaction, behavioral intention, Covid-19

Introduction

The tourism industry is one of the important sources of income for many countries around the world, and this importance is increasing day by day. The tourism industry contributes significantly to the service sector. Food and beverage businesses, which are part of the service sector, are institutions and organizations that support the development and income policies of countries not only in the national context but also in the international context (Sabir et al., 2014). The impact of food and beverage businesses on the service sector has become a common subject of study (Namkung and Jang, 2007). As the service sector develops within the tourism industry, the increase in the sense of competition between businesses has become inevitable. In cases where the sense of competition increases, there are many factors that food and beverage businesses will develop and implement strategies to achieve superiority.

Perceived value, customer satisfaction, and behavioral intentions, which are the main topics of this study, are also seen as factors that are important for the development of businesses. First of all, the concept of perceived value has a feature that affects consumer behavior in food and beverage businesses (Sanchez-Fernandez and Iniesta-Bonillo, 2007). Considering the studies conducted on perceived value, it is seen that the values perceived by consumers affect purchasing behavior and that consumers form a perception of the business as a result of service evaluation (Sanchez et al., 2006). This value perception occurring in the minds of consumers affects the perceived value of food and beverage businesses quite a lot (Ha and Jang, 2010). Another factor that will help to achieve superiority in the competition in food and beverage businesses is customer satisfaction.

Satisfaction occurs in cases where food and beverage businesses meet the needs and expectations of their consumers with the quality of service (Söderlund and Öhman, 2005). Customer satisfaction is related to many factors besides the quality of service. One of these factors is the coronavirus pandemic that we had experienced. The measures taken during the pandemic process are aimed to ensure customer satisfaction not only with the quality of service but also with the forms of implementation. In case of dissatisfaction, on the other hand, consumers' repurchase intentions will also be affected (Cho, et al., 2016). Therefore, food and beverage businesses have to develop their strategies themselves. Finally, behavioral intentions are another factor that affects the purchasing behavior of consumers in food and beverage businesses (Dwaikat et al., 2019). In other words, it is the evaluation of the result of processes such as perceived value and customer satisfaction that influence the purchasing behavior of consumers (Rika and Dirgiatmo, 2015). The fact that this assessment is positive also allows businesses to be successful. Although perceived value, customer satisfaction, and behavioral intentions are very important issues in everyday life, one should keep in mind that these are also issues that need to be taken into account in the processes in which extraordinary situations occur. The coronavirus pandemic period, in which the whole world was deeply shaken, can be given as an example of these extraordinary situations.

The coronavirus pandemic period is a period that is universally witnessed as a very difficult process for the food and beverage sector. The virus, which has been rapidly spreading to other countries around the world as a global deadly threat by evolving since it first appeared in China (Liu et al., 2020), has caused the habitual life order to undergo changes throughout the world. So, governments around the world have mobilized their resources to fight the Covid-19 pandemic (Brauner et al., 2021). Various travel restrictions and isolation measures, including quarantine measures, have been implemented by the governments of many countries around the world (Columbus et al., 2020). Infectious diseases are usually controlled by minimizing contact between infectious and sensitive individuals (Caley et al., 2008). For isolation, the most effective way to prevent infections is to stop human-to-human transmission (Zhao et al., 2020). Personal measures taken to reduce potentially infectious contacts are often referred to as "social distancing" (Caley et al., 2008). Travel restrictions have been imposed in order to maintain social distancing and prevent the rapid spread of the disease, and all stakeholders of the tourism industry have been deeply affected by the process. While many countries have imposed international travel bans, closed their borders, or announced quarantine periods, domestic and international tourism has declined rapidly in a short time (Verma et al., 2020). Food and beverage businesses were also forced to close, but package/home delivery sales were allowed in some countries, and some were allowed to continue their activities with serious measures (Gössling et al., 2020). Although many precautionary decisions have been taken, which are frequently followed and updated with the ongoing process, the coronavirus measures in Türkiye basically for the food and beverage businesses themed "Controlled Normalization Process in Food and Beverage Businesses'' specified with the date of 20.05.2020 and in the circular 2020/8 of Republic of Turkey Ministry of Culture and Tourism of the Board of Controllers of the General Directorate for Investment and the businesses were tightly controlled whether they practised these measures or not.

In this study, the effect of the measures taken by food and beverage businesses on the perceived value, customer satisfaction, and behavioral intentions of consumers during the coronavirus pandemic is evaluated. As a result of the literature review conducted, there were no sufficient and current studies examining the impact of coronavirus measures taken by food and beverage businesses on consumers' perceived value, customer satisfaction, and behavioral intentions. It is possible that the findings of this study, which was carried out based on this gap in the literature, will contribute to the lack of information in the relevant literature and sector practitioners. In this context, it can be said that the current study is an important study that provides healthy and up-to-date data for academic circles and sector stakeholders, especially in the field of food and beverage management and gastronomy. In this study, first of all, a detailed literature review was included, then in the methodology section, the details of the field research carried out within the scope of the study were mentioned. Later, the findings obtained as a result of the analyzes were presented, and in the conclusion section, the results of the findings obtained for academic circles and sector practitioners were discussed and suggestions for future research were done.

Conceptual Framework

Perceived Value

The concept of perceived value is defined as the consumer's general assessment of the usefulness of a product based on perceptions of what is received and what is given (Zeithaml, 1988). Yang and Peterson (2004) express

the perceived value as the ratio of the benefits received from suppliers to the costs sacrificed by customers. From a different point of view, perceived value is also defined as an assessment in which benefits and sacrifices are compared, and which is also influenced by emotions (Sanchez et al., 2006). Perceived value is concerned with how the customers evaluate what is offered to them and while a strategic perspective is needed about how the business will best meet customer needs, customer satisfaction also requires a tactical perspective about how well service delivery can be performed (Eskiler and Altunisik, 2015). For example, the customers waiting for their order may interpret it as worth waiting for if the incoming order exceeds their expectations. However, encountering an order that comes below their expectations may lead the customers to perceive it as a negative value. Therefore, consumers tend to choose services that they perceive as high value. In this context, it can be said that the issue of perceived value is also a closely related issue to customer satisfaction.

Customer Satisfaction

Oliver (2010) defines customer satisfaction as a response in the context of the state of fulfilment of a customer. Customer satisfaction refers to the perception of the service by the consumer in all aspects. Satisfaction can be explained as the difference between perceived quality and expectations (Kocak, 2020). In other words, in order to reach a satisfaction assessment, the customer must have consumed the product (Söderlund and Öhman, 2005). Satisfaction can be seen as a result of a consumption activity or experience; however, it is also represented as a process (Parker and Mathews, 2001). Customer can express their satisfaction or dissatisfaction in many ways. If the quality of the service provided is below the expectation and has not met the expectations of the consumer, a situation of dissatisfaction arises. If the service provided is equal to the customer's expectations or meets their expectations at a high level, satisfaction status occurs. It is observed that customer satisfaction affects re-purchase intentions and behaviors that lead an organization to future income and profit (Qin and Prybutok, 2009). In this context, it is also possible to say that customer satisfaction and behavioral intentions are closely related issues.

Behavioral Intentions

The actual consumer behavior is influenced by the behavioral intentions of consumers (Mosavi and Ghaedi, 2013). It is expected that the intention related to the behavior is formed before the definite behaviors are realized (Cakici and Iflazoglu, 2019). Customers often develop an attitude about buying based on previous service experience (Ryu et al., 2008). Understanding consumer behavior will facilitate management to develop products or services that are appropriate to the needs and desires of consumers (Rika and Dirgiatmo, 2015). While high service quality perceived by customers generally leads to positive behavioral intentions, poor service quality tends to cause negative behavioral intentions (Mosavi and Ghaedi, 2013). Therefore, the positive comments about food and beverage businesses and a better understanding of positive after-dinner behavioral intention determinants by the business managers such as recommending the business to others and repurchasing intentions are for guiding successful businesses (Liu and Jang, 2009). Positive behavioral intentions usually represent customer loyalty (Chen and Chen, 2010). Loyal customers with positive behavioral intentions also have the potential to recommend the business they are satisfied with to their environment. On the contrary, customers who are not satisfied with the quality of service may have negative behavioral intentions. Customers who perceive service performance as lower are more likely to exhibit behaviors that indicate that they are ready to leave the business or spend less on the business (Zeithaml et al., 1996).

The Relations between Variables

Value is a general quality price assessment of service characteristics and is measured using two indicators; quality given the price and price given the quality (Andreassen and Lindestad, 1997). When a product or service is purchased, the customer expects to receive a greater benefit than the cost, that is, the customer expects to receive value (Hellier et al., 2003). This then affects the purchasing intention of consumers (Meng et al., 2011). Therefore, it can be assumed that the quality-related factors represent most of the positive utility factors of customer value, so here it is assumed that high service quality will ultimately lead to higher perceived value (Hu et al., 2009). Since positive behavioral intentions are the basis for long-term and profitable relationships with consumers, it is important to isolate and analyze the main sources of perceived value (Bajs, 2015). In addition, it has been suggested that future intentions are partially determined by the perceived value (Hu et al., 2009). The results show that value is a superior predictor of repurchase intentions both before and after the experience (Petrick, 2004). As a result, customer value is something that is perceived by customers rather than objectively determined by sellers (Hu et al., 2009). Business administrations should not only focus on increasing customer satisfaction but also aim to increase consumer perceived value. For this reason, service providers and businesses should improve the perceived value. For business managers, it is very important to

determine the role and impact of perceived value in determining customer satisfaction. When the perceived value is an impulse of customer satisfaction and managers exclude this measurement from their satisfaction models, they will try to increase customer satisfaction through improvements in relational service quality (McDougall and Levesque, 2000). By determining the role of perceived value, decisions aimed at increasing customer satisfaction should be more effective. Therefore, it is possible that satisfaction is the precursor of the outcome of the perceived value and that the perceived value leads to repurchase and brand loyalty over time (Petrick, 2004). As a result, perceptions of value can be generated without the purchase or use of a product or service, while satisfaction depends on the experience of using a product or service (Sweeney and Soutar, 2001). It is seen in the literature that different studies have been conducted on consumers' satisfaction and behavioral intentions. The concept of satisfaction is a concept that is at the center of many definitions in marketing. Consumers today are looking for value, choice, and a great customer experience (Mosavi and Ghaedi, 2013). This is important in tourism because there is trust in word-of-mouth transmission for a new business (Williams and Soutar, 2009). Higher performance quality and satisfaction levels result in greater loyalty, visits in the future, greater tolerance for price increases, and greater reputation (Baker and Crompton, 2000). Therefore, customer satisfaction, which is turned into a more practical consideration of whether customers will come back to a business or recommend it to others, is very important for the success of the business (Namkung and Jang, 2007). Due to the experiential nature of the services, word-of-mouth recommendations are seen as reliable and robust (Williams and Soutar, 2009). When managers understand how customers evaluate their services and the effects of these evaluations on satisfaction and future intentions, they can better distribute resources to increase loyalty to the business (McDougall and Levesque, 2000). At the same time, customers will be satisfied with their experience when they feel they are being valued. This, in turn, will positively affect their behavioral intentions. In general, the literature emphasizes that customer satisfaction is an important premise for behavioral intention. Considering these findings, the relationship between satisfaction and behavioral intentions may vary depending on the product and the service received. It is important for the business owners and managers to understand the behaviors and expectations of customers during the Covid-19 pandemic and it is highly likely to help them continue their business, indeed (Al-Marzouqi and Ben Yahia, 2022).

As a research problem, as mentioned before, adequate and current studies examining the impact of coronavirus measures taken by food and beverage businesses on the consumers' perceived value, customer satisfaction, and behavioral intentions were not found as a result of the literature review conducted. Within the scope of this study, which was carried out to contribute to the lack of information, the following research model was proposed and depicted (Figure 1).

Figure 1. Research Model
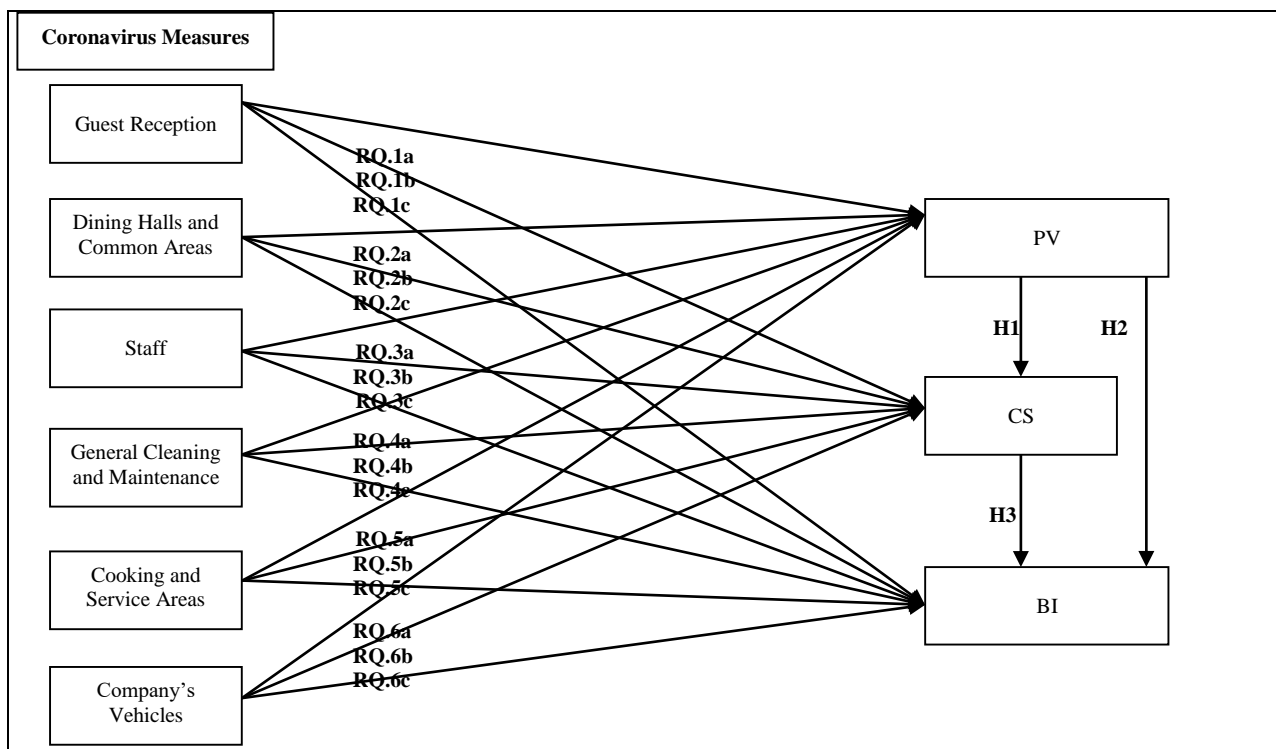
The hypotheses tested with the research questions of which answers are sought within the scope of the research are stated in Table 1.

Table 1. Research Questions and Hypotheses

RQ 1	**a)** Do the coronavirus measures taken regarding the reception of guests have a positive effect on the perceived value?
	b) Do the coronavirus measures taken regarding the reception of guests have a positive effect on customer satisfaction?
	c) Do the coronavirus measures taken regarding the reception of guests have a positive effect on behavioral intention?
RQ 2	**a)** Do coronavirus measures taken in dining halls and common areas have a positive effect on perceived value?
	b) Do coronavirus measures taken in dining halls and common areas have a positive effect on customer satisfaction?
	c) Do coronavirus measures taken in dining halls and common areas have a positive effect on behavioral intention?
RQ 3	**a)** Do the coronavirus measures taken regarding the staff have a positive effect on the perceived value?
	b) Do the coronavirus measures taken regarding the staff have a positive effect on customer satisfaction?
	c) Do the coronavirus measures taken regarding the staff have a positive effect on behavioral intention?
RQ 4	**a)** Do the coronavirus measures taken regarding general cleaning and maintenance have a positive effect on the perceived value?
	b) Do the coronavirus measures taken regarding general cleaning and maintenance have a positive effect on customer satisfaction?
	c) Do the coronavirus measures taken regarding general cleaning and maintenance have a positive effect on behavioral intention?
RQ 5	**a)** Do the coronavirus measures taken in the cooking and service areas have a positive effect on the perceived value?
	b) Do the coronavirus measures taken in the cooking and service areas have a positive effect on customer satisfaction?
	c) Do the coronavirus measures taken in the cooking and service areas have a positive effect on behavioral intention?
RQ 6	**a)** Do the coronavirus measures taken regarding company's vehicles have a positive effect on the perceived value?
	b) Do the coronavirus measures taken regarding company's vehicles have a positive effect on customer satisfaction?
	c) Do the coronavirus measures taken regarding company's vehicles have a positive effect on behavioral intention?
H1	Perceived value has a positive effect on customer satisfaction.
H2	Perceived value has a positive effect on behavioral intention.
H3	Customer satisfaction has a positive effect on behavioral intention.

Methodology

Sampling, Data Collection and Coding Procedure

Within the scope of the study, the universe of the research consists of consumers who receive services from food and beverage businesses operating in Kayseri province in Turkey. In this context, as a part of the research, the convenience sampling technique, which is not based on probability, was used in the selection of consumers representing the universe, and people who volunteered to participate in the research from consumers who received services from food and beverage businesses operating in Kayseri in July of 2021 were included in the sampling. Data collection went on until the desired sample size was reached. In this context, the base opinion in the calculation of the desired sample size in research was taken from DeVellis (2014: 157) "the required sample size for each item in the scale of healthy data for analysis is expected to be between approximately five to ten times''. Based on this point, since the number of expressions in the questionnaire is 59, it was thought that a sample of approximately 590 consumers would be sufficient and it was aimed to reach the maximum possible sample size within the scope of the research.

A questionnaire form was used as a data collection tool in the research. In this context, in order to be included in the questionnaire form, first of all, for coronavirus measures, the statements specified in the food and beverage businesses themed "Controlled Normalization Process in Food and Beverage Businesses'' with the date of 20.05.2020 and in the circular 2020/8 of Republic of Turkey Ministry of Culture and Tourism of the

Board of Controllers of the General Directorate for Investment were taken into account and a total size of 6 and 46 statements of a questionnaire was created. Coronavirus measures have been converted into statements in the form of questions and these statements have been submitted to the opinion of five different academicians who are experts in their field to be examined in terms of scope and comprehensibility. After the positive opinions received from the academicians, the scale consisting of 46 statements on coronavirus measures was included in the first part of the questionnaire. The other scales used are the perceived value scale consisting of four expressions, the customer satisfaction scale consisting of four expressions, and the behavioral intention scale consisting of five expressions that Ryu, Lee and Kim (2012) used in their studies. This section, which consists of 13 statements about a total of three different variables, constitutes the second part of the questionnaire. In addition, the open-ended and multiple-choice questions aimed at revealing the demographic characteristics of consumers and their eating and drinking experiences took place in the survey form. The ethics committee permission document required for the collection of research data was obtained. The research surveys were applied in person face-to-face and drop-collect methods by using the convenience sampling technique from the non-probability-based method between 1-31 July 2021 for the visitors who volunteered to fill in the questionnaire using the method, and a total of 670 surveys were obtained. The collected questionnaires were examined by the researcher, 70 questionnaires that were found to be incomplete and incorrectly filled were eliminated, a total of 600 questionnaires were encoded into the statistical analysis program and a data set was obtained, considering that sufficient sample size was reached, since more than 590 questionnaires were calculated, and data analysis was started.

The ethics committee permission was taken with the decision of Erciyes University Social and Human Sciences Research Ethics Committee dated 29/06/2021 and numbered 286.

Outliers and Normal Distribution Tests

Outlier analysis was applied using the Mahalanobis Distance Value. The t-test approach was used. According to the t-test approach, in order for any Mahalanobis Distance Value to be considered an "outlier", it must be greater than the t-value at a significance level of $p < 0.001$ based on the number of items (Kalayci, 2010). It was seen that there were 6 survey forms (66, 254, 406, 408, 412, 455) that are above the critical t value (0,001) in the t-test distribution table of $p < 0,001$ significance level for 46 items. According to the 46-item scale, these questionnaires with outlier values were excluded from the data set. The analyses were continued over 594 questionnaires that were available. After the outlier analysis was performed, ShapiroWilks and Kolmogorov Smirnov tests, which are normality tests, were applied (Table 2). However, when the survey technique was applied, it was observed that the non-normally distribution of the data increased. In the results of the normality distribution analysis, it was seen that the skewness and kurtosis values were between ± 2. For most psychometric purposes, a kurtosis value between ±1.0 is considered excellent, but in many cases, a value between ±2.0 is also acceptable (George and Mallery, 2010). In light of the information stated by George and Mallery (2010) in their study, it was accepted that the data showed a normal distribution. It is thought that more solid results can be obtained by using parametric tests for the data obtained in this study.

Table 2. Shapiro Wilk, Kolmogorov Smirnov Tests Significance Level Results and Skewness vs Kurtosis Values

Scales/Dimensions	n	Skewness	Kurtosis	*ShapiroWilk (p)*	*Kolmogorov Smirnov (p)*
Coronavirus Measures Regarding Staff	594	-,157	,089	,000	,000
Coronavirus Measures Taken in Cooking and Service Areas	594	-,279	-,280	,000	,000
Coronavirus Measures Regarding Guest Reception	594	-,178	-,440	,000	,000
Coronavirus Measures Regarding Company's Vehicles	594	-,051	-,075	,000	,000
Coronavirus Measures Taken in Dining Halls and Common Areas	594	-,047	-,388	,000	,000
Coronavirus Measures Regarding General Cleaning and Maintenance	594	,098	1,886	,000	,000
Behavioral Intention	594	-,352	-,052	,000	,000
Perceived Value	594	-,101	-,522	,000	,000
Customer Satisfaction	594	-,032	-,067	,000	,000

Reliability Analysis

In the research done within the scope of the study, the reliability analysis results regarding the coronavirus measures taken by the food and beverage businesses and consumers' perceived value, customer satisfaction, and behavioral intentions are shown in Table 3. According to the results of the reliability analysis applied in the research, according to Cronbach's Alpha method, since the alpha coefficients of the entire scale and 9 different dimensions are approximately between 0.80 and 1.00, it can be said that the scales are highly reliable.

Table 3. Reliability Analysis Results

Scales/Dimensions		Cronbach's Alpha
Coronavirus Measures Regarding Staff		,771
Coronavirus Measures Taken for Cooking and Service Areas		,782
Coronavirus Measures Regarding Guest Reception		,786
Coronavirus Measures Regarding Company's Vehicles		,782
Coronavirus Measures Taken in Dining Halls and Common Areas		,791
Coronavirus Measures Regarding General Cleaning and Maintenance		,788
	Whole Scale	,819
Behavioral Intention		,764
Perceived Value		,794
Customer Satisfaction		,724
	Whole Scale	,831

Validity Analysis

Factor analysis is a collection of methods used to explain correlations between variables in terms of more fundamental entities called factors (Cudeck, 2000). For this reason, it is aimed to determine the number of basic effects of a variable by doing factor analysis in scientific studies and to measure the extent to which each variable is related to factors. In this way, information is obtained about which factors influence and contribute to which variables. In factor analysis, a set of variables that have a high correlation between them are brought together to form general variables, and these variables are called factors. (Kalayci, 2010). Two different explanatory factor analyses (EFA) were applied for independent and dependent variables and it was seen that more successful results were obtained. In the factor analysis, the Kaiser-Meyer-Olkin (KMO) sample adequacy test and Bartlett's Test of Sphericity were applied first to see the suitability of the data set for factor analysis. Since the KMO coefficient and Bartlett's Test of Sphericity are found to be significant, it is seen that the data are suitable for analysis. In the analysis for coronavirus measures taken by food and beverage businesses, the KMO coefficient of the scale was found (KMO=,903); in the result of the analysis done for perceived value, customer satisfaction, and behavioral intention variables, the KMO coefficient of the scale was found (KMO=,914). Since the KMO coefficient of the scale is greater than ,90, the sample adequacy can be considered "excellent'' (Kalayci, 2010). In the analysis done for the coronavirus (Covid-19) measures taken by food and beverage businesses, the results of Bartlett's Test of Sphericity, another eligibility test, the test degree of significance value (p≤,000) was seen as "7508,761''; in the result of the analysis done for the perceived value, customer satisfaction and behavioral intention variables as "3943,888''. Accordingly, it was observed that the data set is suitable for factor analysis. The factor analysis results of the coronavirus measures taken by food and beverage businesses are shown in Table 4 and the factor analysis results of perceived value, customer satisfaction, and behavioral intention variables are shown in Table 5. The method that is used quite a lot in the determination of factors is the "Principal Component Analysis-PCA" method. This analysis method proceeds by explaining the maximum variance by creating the first factor and then the second factor with the remaining maximum variance (Kalayci, 2010). Basic components analysis was applied to determine the factor structure and to reach the factors that can be interpreted in a meaningful way. The Varimax technique was selected from the vertical rotation techniques. The data with over ,40 factor load were taken into account. To explain the structure, usually; factor loads between "0.30 and 0.40'' in both directions are the lowest acceptable factor loads, factor loads "0.50 and above'' are the loads of application significance, and factor loads "0.70 and above'' are defined as the loads that can explain the structure well (Alpar, 2011). Another opinion, it is also stated that variance values in the range of 40% to 60% are acceptable (Scherer et al., 1988). It is seen that these values are among the accepted values in the two-factor analyses done. Finally, the idea of removing items that are not dimensioned to any factor from the scale was considered (Kalayci, 2010). As a result of the analysis conducted on the coronavirus measures taken by food and beverage businesses with 46 items, the items that are not dimensioned to any factor such as S9 regarding staff; CSA8 regarding cooking and service areas; DHCA1, DHCA 2, DHCA 3, DHCA 4, DHCA 5, DHCA 9 ve DHCA 10 items regarding dining halls

and common areas; GCM4, GCM5, GCM6, GCM7 ve GCM8 items regarding general cleaning and maintenance were removed from the scale and factor analysis was applied again to the final version of the total 32-item scale and the final factor structure of the scale was revealed as follows.

Table 4. EFA Results for Coronavirus Measures

Factors/Items	Factor Loadings						Communality	Eigenvalues	Variance Explained	Mean	Cronbach's Alpha
	1	2	3	4	5	6					
Coronavirus Measures Regarding Staff											
S1	,464						,373			3,21	
S2	,528						,426			3,29	
S3	,622						,515			3,28	
S4	,671						,535	9,177	28,629	3,30	,771
S5	,752						,632			3,29	
S6	,630						,483			3,28	
S7	,628						,491			3,27	
S8	,554						,377			3,29	
Coronavirus Measures Taken for Cooking and Service Areas											
CSA1		,574					,510			3,48	
CSA2		,649					,514			3,49	
CSA3		,743					,625			3,52	
CSA4		,788					,679	2,389	7,465	3,52	,782
CSA5		,700					,582			3,39	
CSA6		,606					,502			3,55	
CSA7		,464					,439			3,46	
Coronavirus Measures Regarding Guest Reception											
GR1			,753				,607			3.10	
GR2			,729				,615			3,50	
GR3			,712				,601	1,767	5,523	3,14	,786
GR4			,665				,540			3,23	
GR5			,566				,532			3,28	
GR6			,471				,469			3,18	
Coronavirus Measures Regarding Company's Vehicles											
CV1				,593			,527			3,49	
CV2				,795			,713	1,516	4,739	3,45	,782
CV3				,801			,741			3,36	
CV4				,752			,691			3,33	
Coronavirus Measures Taken in Dining Halls and Common Areas											
DHCA6					,690		,532			3,37	
DHCA7					,748		,612	1,397	4,365	3,41	,791
DHCA8					,477		,372			3,40	
DHCA1					,523		,328			3,55	
Coronavirus Measures Regarding General Cleaning and Maintenance											
GCM1						,682	,642			3,29	
GCM2						,741	,701	1,224	3,824	3,28	,788
GCM3						,693	,563			3,28	

Factor Extraction Method: Principal Components Analysis; **Rotation Method:** Varimax; *Kaiser-Meyer-Olkin* **Sample Adequacy:** ,903; *Chi-Square for Bartlett's* **Test of Sphericity:** 7508,761; sd: 496; p<0,000; **Total Variance Explained:** %54,595; **Reliability Coefficient for the Whole Scale:** ,819; **Scale Values:** 1. Strongly Disagree, … 5. Strongly Agree

Table 5. EFA Results for Perceived Value, Customer Satisfaction and Behavioral Intention

Factors/Items	Factor Loadings			Communality	Eigenvalues	Variance Explained	Mean	Cronbach's Alpha
	1	2	3					
Behavioral Intention								
BI1	,740			,672			3,49	
BI2	,757			,695			3,52	
BI3	,809			,777	6,059	55,082	3,45	,764
BI4	,804			,762			3,44	
BI5	,819			,765			3,47	
Perceived Value								
PV1		,842		,797			2,97	
PV2		,848		,826	1,201	10,919	3,10	,794
PV3		,653		,608			3,24	
Customer Satisfaction								
CS1			,792	,738			3,33	
CS2			,708	,704	,776	7,057	3,41	,724
CS3			,733	,693			3,28	

Factor Extraction Method: Principal Components Analysis; **Rotation Method:** Varimax; *Kaiser-Meyer-Olkin* **Sample Adequacy:** ,914; *Chi-Square for Bartlett's* **Test of Sphericity:** 3943,888; sd: 55; p<0,000; **Total Variance Explained:** %73,058; **Reliability Coefficient for the Whole Scale:** ,831; **Scale Values:** 1. Strongly Disagree, … 5. Strongly Agree

As a result of the factor analysis done for the 13-item perceived value, customer satisfaction, and behavioral intentions, the items of PV4 and CS4 that are not dimensioned to any factor are removed from the scale, and then re-factor analysis was applied. The final factor structure of the scale was revealed as shown above. In the explanatory factor analysis, items related to coronavirus measures taken by food and beverage businesses were collected in 6 dimensions; items related to perceived value, customer satisfaction, and behavioral intention variables were collected in 3 dimensions.

Results

Demographics and Food Experiences of the Sample Group

Table 6 shows the findings related to the demographic characteristics of consumers and their dining experiences. When examining the data in Table 6, it is seen that the demographic profile of the participants consists mainly of people between the ages of 26-35, university graduates, who do not have children, single, female, and wage-earners. When the food experiences are examined, it is understood that the majority of the participants are consumers who eat out 2 to 5 times a month and receive services from fast food establishments.

Table 6. Demographics and Food Experiences of the Sample Group

Variables		n	%	Variables		n	%
Gender				**Working Status**			
Female		313	52,7	Paid Employee		307	51,7
Male		281	47,3	Employer		70	11,8
	Total	594	100	Student		119	20,0
Marital Status				Retired		31	5,2
Married		286	48,1	Housewife		50	8,4
Single		308	51,9	Unemployed		17	2,9
	Total	594	100		Total	594	100
The Status of Having Children				**Frequency of Eating Out**			
Yes		255	42,9	Once per month		181	30,5
No		339	57,1	2-5 Times a month		234	39,4
	Total	594	100	6-9 times a month		106	17,8
Educational Status				More than 10 times a month		73	12,3
Primary School		22	3,7		Total	594	100
Secondary School		36	6,1	**Types of Food and Beverage Businesses They Receive Services From**			
High School		94	15,8	Accommodation Establishments		53	8,9
University		326	54,9	Luxury Restaurants		63	10,6
Graduate		116	19,5	Local Restaurants		108	18,2
	Total	594	100	Fast food Restaurants		180	30,3
Age				Cafeterias		67	11,3
Between 18-25		148	24,9	All		123	20,7
Between 26-35		252	42,4		Total	594	100
Between 36-45		110	18,5				
46 and Over		84	14,1				
	Total	594	100				

Analysis Results Regarding Research Questions and Hypothesis Tests

Under this heading, correlation and regression analyses done to answer the research questions determined within the scope of the research and to test the hypotheses are included. In this context, correlation analysis was carried out primarily to determine the relationships between the variables (Table 7).

Table 7. Correlation Analysis Results Between Variables

		CM	PV	CS	BI
Coronavirus Measures (CM)	Pearson r	1	,459**	,508**	,506
	p		,000	,000	,000
Perceived Value (PV)	Pearson r		1	,628**	,575
	p			,000	,000
Customer Satisfaction (CS)	Pearson r			1	,659
	p				,000
Behavioral Intention (BI)	Pearson r				1
	p				

* N=594; ** Correlation p<0,01 is meaningful at this level (2-tailed).

Looking at the correlation results for the variables, a moderately positive significant relationship was found between coronavirus measures and perceived value at the level of ,459. It can be said that the relevant measures make consumers feel valued since there is a positive relationship between the coronavirus measures taken by food and beverage businesses and the consumers' perceived value. A moderately positive significant relationship was found between coronavirus measures and customer satisfaction at the level of ,508. The fact that there is a positive relationship between coronavirus measures taken by food and beverage businesses and customer satisfaction shows that consumers are satisfied with the measures. It can be said that consumers are satisfied with receiving services from these food and beverage businesses. A moderately positive significant relationship was found between coronavirus measures and behavioral intention at the level of ,506. It can be said that there is a positive relationship between the coronavirus measures taken by food and beverage businesses and consumers' behavioral intentions contributing to consumers' exhibiting positive attitudes. A moderately positive significant relationship was found between perceived value and customer satisfaction at the level of ,628. The fact that there is a positive relationship between the perceived value and satisfaction of consumers can be interpreted as the fact that consumers feel valued and satisfied because of the service they receive. A moderately positive significant relationship was found between perceived value and behavioral intention at the level of ,575. The fact that there is a positive relationship between consumers' perceived value and behavioral intentions can be explained as a positive contribution to consumers' behavioral intentions of feeling valued. A moderately positive significant relationship was found between customer satisfaction and behavioral intention at the level of ,659. There is a positive relationship between customer satisfaction and behavioral intentions, and it can be said that consumers develop positive behaviors due to the service they are satisfied with. From these results, the fact that there is a positive relationship between the coronavirus measures taken by food and beverage businesses and the perceived value, customer satisfaction, and behavioral intentions, it can be said that the consumers are contentful with the coronavirus measures taken by these food and beverage businesses.

Multiple regression analysis was used to investigate the effects of all correlated variables on each other. Within the scope of the analyses, firstly, it was examined whether there is a multicollinearity problem between the independent variables of the research. A multicollinearity is observed when two or more independent variables in the regression model are associated. (Daoud, 2017). In other words, the correlation between two or more independent variables is described as a multicollinearity. The multicollinearity reduces the explainability of any independent variable found in the research (Hair et al., 1998). Since there were more than two independent variables in the research model, it was examined whether there was a multicollinearity between the independent variables. By examining the variance inflation factor-VIF and tolerance values of the independent variables, it was determined whether there was multicollinearity between the variables. When the variance inflation factor is greater than 10.0 and the tolerance value is determined to be less than 0.10, it is seen that there is a multicollinearity problem (Hair et al., 1998). In this study, it was determined that the variance inflation factor of the independent variables was less than 10.0 and the tolerance value was over 0.10. Based on this, it is seen that there is no multicollinearity problem in the regression analyses done.

The Results of Multiple Regression Analysis on the Effects of Coronavirus Measures Taken Regarding Guest Reception on Perceived Value, Customer Satisfaction and Behavioral Intention

Three sub-research questions have been developed regarding coronavirus measures regarding guest reception and consumers' perceived value, customer satisfaction, and behavioral intention variables (RQ1A, RQ1B, RQ1C). The results of the regression analysis done to test the research questions are shown in Table 8.

Table 8. The Effect of Coronavirus Measures Taken Regarding Guest Reception on Perceived Value, Customer Satisfaction and Behavioral Intention

Model	Unstandardized Coefficients		Standardized Coefficients	T Value	Significance Level (p)	Tolerance	V.I.F
	B	**Std. Error**	**Beta**				
(Constant)	1,490	,149		10,001	,000		
Perceived Value	,134	,044	,150	3,048	,002	,560	1,785
Customer Satisfaction	,203	,057	,191	3,584	,000	,474	2,112
Behavioral Intention	,189	,053	,180	3,539	,000	,523	1,911
Independent Variable: Coronavirus Measures Taken Regarding Guest Reception							
R: ,451 ; **R²:** ,204 ; **Adjusted R²:** ,199 ; **F for Model:** 50,248 ; **p=** ,000 ; **s.d.:** 3; **D-W:** 1,828							

Table 8 shows the findings of regression analysis on the effect of coronavirus measures taken regarding guest reception on perceived value, customer satisfaction, and behavioral intention. When the findings were examined, it was determined that the coronavirus measures taken regarding guest reception had an effect on the perceived value, customer satisfaction, and behavioral intentions of consumers. It indicates 19.9% of the variance is related to consumers' perceived value, customer satisfaction, behavioral intentions, and coronavirus measures are taken regarding guest reception (R2: ,199). Accordingly, it is observed that the coronavirus measures taken regarding guest reception have a significant impact on the perceived value, customer satisfaction, and behavioral intentions of consumers.

Results of Multiple Regression Analysis on the Effects of Coronavirus Measures Taken in Dining Halls and Common Areas on Perceived Value, Customer Satisfaction and Behavioral Intention

Three sub-research questions have been developed for consumers' perceived value, customer satisfaction, and behavioral intention variables regarding coronavirus measures taken in dining halls and common areas (RQ2a, RQ2b, RQ2c). The results of the regression analysis done to test the research questions are shown in Table 9.

Table 9. The Effect of Coronavirus Measures Taken in Dining Halls and Common Areas on Perceived Value, Customer Satisfaction and Behavioral Intention

Model	Unstandardized Coefficients		Standardized Coefficients	T Value	Significance Level (p)	Tolerance	V.I.F
	B	**Std. Error**	**Beta**				
(Constant)	1,826	,134		13,653	,000		
Perceived Value	,085	,039	,105	2,150	,032	,560	1,785
Customer Satisfaction	,196	,051	,205	3,856	,000	,474	2,112
Behavioral Intention	,198	,048	,210	4,132	,000	,523	1,911
Independent Variable: Coronavirus Measures Taken in Dining Halls and Common Areas							
R: ,454 ;**R²:** ,206 ; **Adjusted R²:** ,202 ;**F for Model:** 51,171 ; **p=** ,000 ; **s.d.:** 3 ; **D-W:** 1,480							

Table 9 shows the findings of regression analysis on the effect of coronavirus measures taken in dining halls and common areas on perceived value, customer satisfaction, and behavioral intention. When the findings were examined, it was determined that coronavirus measures taken in dining halls and common areas had an impact on consumers' perceived value, customer satisfaction, and behavioral intentions. It indicates 20.2% of the variance is related to consumers' perceived value, customer satisfaction, and behavioral intentions of coronavirus measures taken in dining halls and common areas (R2: ,202). Accordingly, it is observed that coronavirus measures taken in dining halls and common areas have a significant impact on consumers' perceived value, customer satisfaction, and behavioral intentions.

The Results of Multiple Regression Analysis on the Effects of Coronavirus Measures Taken Regarding Staff on Perceived Value, Customer Satisfaction and Behavioral Intention

Three sub-research questions have been developed for consumers' perceived value, customer satisfaction, and behavioral intention variables regarding coronavirus measures taken for staff (RQ3a, RQ3b, RQ3c). The results of the regression analysis done to test the research questions are shown in Table 10.

Table 10. The Effect of Coronavirus Measures Taken Regarding Staff on Perceived Value, Customer Satisfaction and Behavioral Intention

Model	Unstandardized Coefficients		Standardized Coefficients	T Value	Significance Level (p)	Tolerance	V.I.F
	B	**Std. Error**	**Beta**				
(Constant)	1,826	,115		15,935	,000		
Perceived Value	,100	,034	,144	2,972	,003	,560	1,785
Customer Satisfaction	,194	,044	,234	4,462	,000	,474	2,112
Behavioral Intention	,141	,041	,171	3,427	,001	,523	1,911
Independent Variable: Coronavirus Measures Taken Regarding Staff							
R: ,478 ;**R²:** ,228 ; **Adjusted R²:** ,225 ; **F for Model:** 58,228 ; **p=** ,000 ; **s.d.:** 3 ; **D-W:** 1,896							

Table 10 shows the findings of regression analysis on the impact of coronavirus measures taken regarding staff on perceived value, customer satisfaction, and behavioral intention. When the findings were examined, it was determined that the coronavirus measures taken regarding the staff had an effect on the perceived value,

customer satisfaction, and behavioral intentions of consumers. It indicates 22.5% of the variance related to consumers' perceived value, customer satisfaction, and behavioral intentions of coronavirus measures taken for staff (R2: ,225). Accordingly, it is observed that the coronavirus measures taken regarding staff have a significant impact on the perceived value, customer satisfaction, and behavioral intentions of consumers.

The Results of Multiple Regression Analysis on the Effects of Coronavirus Measures Taken Regarding General Cleaning and Maintenance on Perceived Value, Customer Satisfaction and Behavioral Intention

Three sub-research questions have been developed for consumers' perceived value, customer satisfaction, and behavioral intention variables of coronavirus measures taken regarding general cleaning and maintenance (RQ4a, RQ4b, RQ4c). The results of the regression analysis done to test the research questions are shown in Table 11.

Table 11. The Effect of Coronavirus Measures Taken Regarding General Cleaning and Maintenance on Perceived Value, Customer Satisfaction and Behavioral Intention

Model	Unstandardized Coefficients		Standardized Coefficients	T Value	Significance Level (p)	Tolerance	V.I.F
	B	Std. Error	Beta				
(Constant)	1,751	,176		9,947	,000		
Perceived Value	,100	,052	,100	1,935	,053	,560	1,785
Customer Satisfaction	,170	,067	,143	2,547	,011	,474	2,112
Behavioral Intention	,187	,063	,158	2,971	,003	,523	1,911
Independent Variable: Coronavirus Measures Taken Regarding General Cleaning and Maintenance							
R: ,348 ;R²: ,121 ; Adjusted R²: ,117 ; F for Model: 27,162 ; p= ,000 ; s.d.: 3 ; D-W: 1,777							

Table 11 shows the findings of regression analysis on the effect of coronavirus measures taken regarding general cleaning and maintenance on perceived value, customer satisfaction, and behavioral intention. When the findings were examined, it was determined that the coronavirus measures taken regarding general cleaning and maintenance had an impact on the perceived value, customer satisfaction, and behavioral intentions of consumers. It indicates 11.7% of the variance related to consumers' perceived value, customer satisfaction, and behavioral intentions of coronavirus measures taken regarding general cleaning and maintenance (R2: ,117). Accordingly, it is observed that the coronavirus measures taken regarding general cleaning and maintenance have a significant impact on the perceived value, customer satisfaction, and behavioral intentions of consumers.

The Results of Multiple Regression Analysis on the Effects of Coronavirus Measures Taken in Cooking and Service Areas on Perceived Value, Customer Satisfaction and Behavioral Intention

Three sub-research questions have been developed for consumers' perceived value, customer satisfaction, and behavioral intention variables of coronavirus measures taken in cooking and service areas (RQ5a, RQ5b, RQ5c). The results of the regression analysis done to test the research questions are shown in Table 12.

Table 12. The Effect of Coronavirus Measures Taken in Cooking and Service Areas on Perceived Value, Customer Satisfaction and Behavioral Intention

Model	Unstandardized Coefficients		Standardized Coefficients	T Value	Significance Level (p)	Tolerance	V.I.F
	B	Std. Error	Beta				
(Constant)	2,225	,131		17,021	,000		
Perceived Value	,100	,039	,132	2,592	,010	,560	1,785
Customer Satisfaction	,087	,050	,096	1,742	,082	,474	2,112
Behavioral Intention	,191	,047	,215	4,084	,000	,523	1,911
Independent Variable: Coronavirus Measures Taken in the Cooking and Service Areas							
R: ,385 ;R²: ,148 ; Adjusted R²: ,144 ; F for Model: 34,196 ; p= ,000 ; s.d.: 3 ; D-W: 1,549							

Table 12 shows the findings of a regression analysis on the impact of coronavirus measures taken in cooking and service areas on perceived value, customer satisfaction, and behavioral intention. When the findings were examined, it was determined that the coronavirus measures taken in the cooking and service areas had an impact on the perceived value, customer satisfaction, and behavioral intentions of consumers. It indicates

14.4% of the variance related to consumers' perceived value, customer satisfaction, and behavioral intentions of coronavirus measures taken in cooking and service areas (R2: ,144). Accordingly, it is observed that the coronavirus measures taken in the cooking and service areas have a significant impact on the perceived value, customer satisfaction, and behavioral intentions of consumers.

Results of Multiple Regression Analysis on the Effects of Coronavirus Measures Taken Regarding Company's Vehicles on Perceived Value, Customer Satisfaction and Behavioral Intention

Three sub-research questions have been developed for consumers' perceived value, customer satisfaction, and behavioral intention variables of coronavirus measures taken regarding the company's vehicles (RQ6a, RQ6b, RQ6c). The results of the regression analysis done to test the research questions are shown in Table 13.

Table 13. The Effect of Coronavirus Measures Taken Regarding Company's Vehicles on Perceived Value, Customer Satisfaction and Behavioral Intention

Model	Unstandardized Coefficients		Standardized Coefficients	T Value	Significance Level (p)	Tolerance	V.I.F
	B	Std. Error	Beta				
(Constant)	2,016	,143		14,128	,000		
Perceived Value	,069	,042	,083	1,629	,104	,560	1,785
Customer Satisfaction	,160	,054	,163	2,945	,003	,474	2,112
Behavioral Intention	,185	,051	,191	3,623	,000	,523	1,911
Independent Variable: Coronavirus Measures Taken Regarding Company's Vehicles							
R: ,382 ;**R²:** ,146 ; **Adjusted R²:** ,141 ; **F for Model:** 33,530 ; **p=** ,000 ; **s.d.:** 3 ; **D-W:** 1,800							

Table 13 shows the findings of regression analysis on the impact of coronavirus measures taken regarding the company's vehicles on perceived value, customer satisfaction, and behavioral intention. When the findings were examined, it was determined that the coronavirus measures taken regarding the company's vehicles had an impact on the perceived value, customer satisfaction, and behavioral intentions of consumers. It indicates 14.1% of the variance related to consumers' perceived value, customer satisfaction, and behavioral intentions of coronavirus measures taken regarding the company's vehicles (R2: ,141). Accordingly, it is observed that the coronavirus measures taken regarding the company's vehicles have a significant impact on the perceived value, customer satisfaction, and behavioral intentions of consumers.

The Results of Simple Linear Regression Analysis for the Effect of Perceived Value on Customer Satisfaction

A hypothesis has been developed for the effect of perceived value on customer satisfaction (H1). Table 14 shows the regression analysis findings indicating the effect of the perceived value of consumers on their satisfaction.

Table 14. The Effect of Perceived Value on Customer Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	T Value	Significance Level
	B	Std. Error	Beta		
(Constant)	,619	,130		4,743	,000
Perceived Value	,743	,038	,628	19,612	,000
Independent Variable: Customer Satisfaction					
R: ,628 ;**R²:** ,394 ; **Adjusted R²:** ,393 ; **F for Model:** 384,626 ; **p=** ,000 ; **s.d.:** 1					

The perceived value indicates 39.3% of the variance in customer satisfaction (R2: ,393). When this result is examined, it is seen that perceived value has a positive effect on customer satisfaction. This situation can be interpreted as an important factor in creating customer satisfaction of the perceived value of consumers who receive services from the food and beverage business. As a result of this situation, it is possible that consumers will want to receive services from the same business in the future and recommend it to their relatives.

The Results of Simple Linear Regression Analysis on the Effect of Perceived Value on Behavioral Intention

A hypothesis has been developed for the effect of perceived value on behavioral intention (H2). Table 15 shows the findings of regression analysis indicating the effect of the perceived value of consumers on their behavioral intentions.

Table 15. The Effect of Perceived Value on Behavioral Intention

Model	Unstandardized Coefficients		Standardized Coefficients	T Value	P Significance Level
	B	**Std. Error**	**Beta**		
(Constant)	,759	,141		5,378	,000
Perceived Value	,675	,040	,575	17,087	,000
Independent Variable: Behavioral Intention					
R: ,575 ;R²: ,330 ; Adjusted R²: ,329 ; F for Model: 291,964 ; p= ,000 ; s.d.: 1					

The perceived value indicates 32.9% of the variance in customer satisfaction (R2: ,329). When this result is examined, it is seen that the perceived value has a positive effect on behavioral intention. This can be interpreted as the fact that the perceived value may be an important factor in their future purchasing behavior. As a result, the higher the perceived value of consumers who receive services from a food and beverage business, the more likely they will want to receive services from the same business in the future and recommend it to their relatives.

The Results of a Simple Linear Regression Analysis on the Effect of Customer Satisfaction on Behavioral Intention

A hypothesis has been developed for the effect of customer satisfaction on behavioral intention (H3). Table 16 shows the findings of regression analysis indicating the effect of customer satisfaction on behavioral intentions.

Table 16. The Effect of Customer Satisfaction on Behavioral Intention

Model	Unstandardized Coefficients		Standardized Coefficients	T Value	P Significance Level
	B	**Std. Error**	**Beta**		
(Constant)	1,073	,109		9,802	,000
Customer Satisfaction	,653	,031	,659	21,300	,000
Independent Variable: Behavioral Intention					
R: ,659 ;R²: ,434 ; Adjusted R²: ,433 ; F for Model: 453,699 ; p= ,000 ; s.d.: 1					

Customer satisfaction indicates 43.3% of the variance in behavioral intention (R2: ,433). When this result is examined, it is seen that customer satisfaction has a positive effect on behavioral intention. As a result, the higher the satisfaction level of consumers who receive service from these food and beverage businesses, the more likely they will request service in the future from the same business and recommend it to their relatives.

Conclusion

This study was conducted to evaluate the effects of the measures taken by food and beverage businesses during the coronavirus (Covid-19) pandemic on the perceived value, satisfaction, and behavioral intentions of consumers. It aimed to fulfill the lack of information in the literature from a theoretical point of view and contribute to filling this gap. On the other hand, providing food and beverage business owners and employees, as well as policymakers in the tourism sector with up-to-date information to guide and contribute to strategy determination, is one of the implementation goals. For these purposes, data were collected from the field using the survey technique on consumers who received services from food and beverage businesses in Kayseri who volunteered to participate in the research representing the universe by using the sampling method in the field research. The primary data of the study were obtained by the researcher herself using the face-to-face and drop-collect survey techniques. The demographic characteristics of the consumers participating in the study, their education and working status, the frequency of eating out, and the findings that are important about which types of food and beverage businesses they receive services from were examined. It was seen that gender and marital status of consumers distributions are close to each other; these consumers predominantly do not have children, they are college or university graduates, their age range is 26-35, and working people with different income levels. When the frequency of consumers' eating out and the type of food and beverage businesses they receive service regarding their eating and drinking experiences were examined, it was seen that they received services from all kinds of food and beverage businesses two or more times a month and mostly consume fast food. The results obtained are very important in terms of the fact that the findings are generalizable to consumers who receive services from food and beverage businesses in Kayseri province. The fact that the convenience sampling technique was used in the research limits the study. In addition to these findings, when looking at the perceived value, satisfaction, and behavioral intention levels of consumers

regarding coronavirus measures taken by food and beverage businesses; it can be said that perceived value of service and consumer satisfaction is high in terms of coronavirus measures taken at food and beverage businesses in Kayseri, where they receive services and we can comment on that consumers will indicate their satisfaction to their relatives through advice and suggestions. By interpreting the demographic characteristics of the consumers participating in the study, their profiles, their experiences of eating and drinking and receiving services, the level of perceived value, satisfaction, and behavioral intentions regarding coronavirus measures taken by food and beverage businesses, other findings and results of the research are discussed both from a theoretical point of view and for practitioners. In addition, suggestions for future studies are also mentioned under a separate heading.

Theoretical Implications

Within the scope of the study, a questionnaire prepared by considering coronavirus measures for food and beverage businesses and the perceived value, customer satisfaction, and behavioral intention scales used by Ryu et al. (2012) in their studies were used in a questionnaire form to collect data. In the analysis of the collected data, one of the programs widely used in the field of social sciences was used and the findings were interpreted. In their studies they aimed to examine the effect of service quality dimensions on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions in food and beverage businesses Ryu et al. (2012) found that the restaurant image is a antecedent of the value perceived by the customer, in addition, they stated that the value perceived by the customer is an important determinant of customer satisfaction. The results obtained in this study are similar to the findings of the related study.

When the levels of participation in statements on coronavirus measures and the averages of consumers for coronavirus measures taken by food and beverage businesses are examined; we can say that in the dimension of coronavirus measures taken by food and beverage businesses regarding the guest reception, consumers most care about whether food and beverage businesses have disinfection and whether employees pay attention to the distance between themselves and guests. In terms of the coronavirus measures taken by food and beverage businesses in the dining hall, it can be said that the guests pay attention to the distance between the seating arrangements in the dining halls most. In the dimension of coronavirus measures taken by food and beverage businesses regarding staff, it can be said that consumers care most about whether the working staff complies with the mask, distance, and cleanliness rules and whether they use protective equipment. In the dimension of coronavirus measures taken by food and beverage businesses regarding general cleaning and maintenance, it can be said that consumers pay the most attention to the ways of arranging, supplying, and ventilating new ones instead of the finished ones regarding cleaning and hygiene materials. In the scope of coronavirus measures taken by food and beverage businesses in the cooking and service areas, it can be said that businesses attach importance to the cleanliness of service materials, the ways in which food is preserved and stored in the kitchen, and hygiene practices. It can be said that consumers pay attention to the disinfectants in company's vehicles and the use of masks by staff in the scope of coronavirus measures taken by food and beverage businesses. In addition, when looking at the averages of consumers' responses to perceived value, customer satisfaction, and behavioral intention variables; regarding the coronavirus measures taken by food and beverage businesses, it can be interpreted that perceived value of service and consumer satisfaction is high because Covid-19 measures are taken and they have a money-worth paying experience valued. It can be said that food and beverage businesses are satisfied with the measures taken in the satisfaction dimension of consumers regarding the coronavirus measures they have taken. As a conclusion, it can be said that customers are likely to satisfied with the measures they experience, feel valued, they want to live this experience again and they want to give recommendations about their experience in the food and beverage businesses.

Practical Implications

This research, which collected data from a sample of consumers receiving services from food and beverage businesses in Kayseri, Turkey, has outputs for practitioners. Within the scope of this research, the coronavirus measures taken by food and beverage businesses were discussed and the impact of these measures on the perceived value, satisfaction, and behavioral intentions of consumers was analyzed. In this context, the attention of consumers was drawn to the coronavirus measures taken by food and beverage businesses and the findings were obtained. At the same time, this study provides healthy and reliable data to both food and beverage business owners and managers, and consumers in terms of strategy and policy planning. It is thought that the data obtained can contribute to food and beverage business owners and managers to evaluate them from the consumer's point of view and develop strategies to ensure success and profit. Accordingly, based on the findings and data obtained within the scope of this study, a number of recommendations for practitioners

can be provided. It is recommended that food and beverage business owners and managers take steps to improve themselves within their businesses by following the consumer profile analysis. For example, they should pay more attention to the items they give the most importance to the coronavirus measures taken within their businesses in the next process. As a result of research, the fact that food and beverage businesses give importance to measures shows that they also care about their consumers and guests. In line with this result, it may be possible for business owners and managers who add value to their business to please their guests by making them feel valued. In this sector, where competition is increasing day by day and the food and beverage market is developing, it is considered very important for businesses to prioritize their guests' health during the pandemic process by being up to date. It can be said that the consumer profile participating in this study can serve as an example for business owners and managers to determine their consumer potential. In terms of guidance, the demographic profile of consumers that receive services from the businesses in Kayseri is predominantly the ages of 26-35, college graduates, without children, single, female, and working people with different income levels. When the food experiences were examined, it was determined that the majority of the participants were consumers who eat out 2 to 5 times a month and receive services from fast food businesses. In addition, assuming that these consumers provide services to their relatives from food and beverage businesses through recommendations, it can be said that consumers mostly want to leave satisfied by feeling valued in food and beverage businesses.

Recommendations for Future Research

Based on this study, which evaluates the coronavirus measures taken by food and beverage businesses in Kayseri and the effect of these measures on the perceived value, satisfaction, and behavioral intentions of consumers receiving services from these businesses, recommendations can be developed for similar studies to be carried out in the future. The results obtained in this study should be evaluated and generalized taking into account the limitations of the study. Within the scope of the study, consumers who volunteered to participate in the research representing the universe, and who received services from food and beverage businesses in Kayseri, were surveyed using the convenience sampling method. In this context, it should be taken into account that the findings and the results obtained are generalized according to this technique. The scale applied to measure the effect of coronavirus measures taken by food and beverage businesses on consumers' perceived value, satisfaction, and behavioral intentions may be a guide for future research. The reason for this idea is that business owners and managers can analyze the perspectives and profiles of their consumers and guests and have the opportunity to develop a strategy accordingly. The results obtained within the scope of the research are revealed to contribute to theoretical discussions by developing suggestions for practitioners and filling the knowledge gap in the literature on this field and subject. As stated before, the findings obtained as a result of this research are limited to the primary data collected from consumers who receive services from food and beverage businesses in Kayseri. In order to take this issue into account from a more general and broad point of view, the studies to be carried out in different time periods with larger universe and sample selections and the evaluation of these results through the findings obtained can make advanced contributions to the literature. In this study, the perceived value, satisfaction, and behavioral intentions of consumers were analyzed and it is thought that conducting analyses using different variables in future pandemic studies will greatly benefit research.

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