



Development of Green Kitchen Quality (G-KITCHQUAL) Scale

Rahman TEMİZKAN^a, Saadet Pınar TEMİZKAN^a, *Yılmaz SEVER^b

^a Eskişehir Osmangazi University, Faculty of Tourism, Department of Travel Management and Tourism Guidance, Eskişehir/Turkey

^b Uludağ University, Harmancık Vocational School, Bursa/Turkey

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Abstract

The purpose of this study was to develop G-KITCHQUAL (Green Kitchen Quality) Measurement Model, which measures the direction of the relation between the customer expectations and environment-friendly kitchen applications of businesses as Quality Points. Also the purpose of this study to propose a model in the field of measuring the green quality in kitchens, which is currently an empty field in the relevant literature. When the scale was being developed, the existing and different international green certification standards and service quality models were examined and adapted to kitchens; and the environmental sensitivity of the kitchens were grouped under 22 statements and 7 dimensions. Reliability Analysis was applied to the data obtained after validity and understandability tests. The confirmation of the quality scores of the scale was realized by comparing the covering the expectation rates. The functionality of the model was tested in restaurant businesses that had Tourism Operation License in Bursa and their customers in December 2015. This study also revealed the fact that there were similarities and differences at various diensions between the customer expectations and the practices of the business in terms of Green Kitchen practices. Finding out the expectations of their customers on environmental sensitivity, businesses can compare their practices and the expectations, make their sensitivity on environmental issues visible in the eye of the customers and thus obtain a competition advantage. The G-KITCHQUAL, which was developed in this context, is the first study in that it makes visible the environmental sensitivity of commercial kitchens.

* Corresponding Author.

E-mail: ysever@uludag.edu.tr (Y. Sever)