



## A Study on the Role of Food and Beverage Service Quality in the Preference of Air Transport Companies

\*Mehmet SARIOĞLAN<sup>a</sup> , Fadime YABACI<sup>b</sup> 

<sup>a</sup> Balıkesir University, Faculty of Tourism, Department of Gastronomy and Culinary Arts, Balıkesir/Turkey

<sup>b</sup> Balıkesir University, Social Sciences Institute, Department of Tourism and Hotel Management, Balıkesir/Turkey

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### Abstract

The main purpose of this project is to find out if Turkish Airlines passengers' preferences are related with the quality of food that is being served during flight. With this purpose, 432 passengers who are travelling with Turkish Airlines conducted a poll at Kapadokya and Kayseri Airports. As a general result, the quality of food and beverage services are effective on passengers while deciding which airway transportation company they will prefer. The research shows that as distance increases, passengers care more about food, hygiene, drinks and menu, quality of service equipments and cabin attendants' service quality. Another results shows that passengers who mostly travels by plane cares more about food service and thinks that ticket prices should supply good food and beverage services. As research shows, non of the passengers thinks that tickets are cheap but high-income passengers think that prices are normal and also supplies food and beverega services.

\* Corresponding Author

E-mail: [mehmets@balikesir.edu.tr](mailto:mehmets@balikesir.edu.tr) (M. Sarıođlan)

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