



## **An Investigation of Negative Reviews on Tripadvisor about the Seafood Restaurants in Kyrenia**

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### **Abstract**

In this research, negative reviews written on tripadvisor.com about the seafood restaurants in Kyrenia were examined. The average of the ratings of the restaurants is 4.14 on a 5 point scale. This average indicates high satisfaction. Customers wrote 938 reviews about the restaurants. Of the customers who wrote these reviews, 62% rated their experience as excellent, 24% as very good 7% as average, 3% as poor, and 4% as terrible. These ratings also indicate high satisfaction. Of all the reviews, 137 are negative. Of the customers who wrote these negative reviews, 3% rated their experience as excellent, 6% as very good, 45% as average, 18% as poor, and 29% as terrible. Of these negative reviews, 30% are about the dishes, 23% about the staff, 19% about the prices, 16% about the service, 6% about the service environment, and 6% about the menus.

**Keywords:** TRNC- Kyrenia, Seafood Restaurants, TripAdvisor, Negative Reviews, Complaints