

**REPUBLIC OF TURKEY
ISTANBUL GELISIM UNIVERSITY
INSTITUTE OF GRADUATE STUDIES**

Department of Business Administration

**THE RELATIONSHIP BETWEEN PERFECTIONISM,
DISCONFIRMATION SENSITIVITY, GAP BETWEEN
EXPECTED AND PERCEIVED SERVICE QUALITY,
CUSTOMER SATISFACTION AND REVISIT
INTENTION: A RESEARCH IN A HOTEL**

Master Thesis

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DECLARATION

I hereby declare that in the preparation of this thesis, scientific ethical rules have been followed, the works of other persons have been referenced in accordance with the scientific norms if used, there is no falsification in the used data, any part of the thesis has not been submitted to this university or any other university as another thesis.

Zeynep Cansu TEKİN

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The thesis study of Zeynep Cansu Tekin titled as The Relationship Between Perfectionism, Disconfirmation Sensitivity, Gap Between Expected and Perceived Service Quality, Customer Satisfaction and Revisit Intention: a Research in a Hotel has been accepted as MASTER THESIS in the department of Business Administration by out jury.

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SUMMARY

The aim of this study is to reveal the relationship between perfectionism, disconfirmation sensitivity, gap between expected and perceived service quality, customer satisfaction and revisit intention in hotel enterprises. For this purpose, a survey of 400 customers of a hotel in Beylikdüzü was conducted. In addition to demographic characteristics, the survey includes scales of service quality, disconfirmation sensitivity, perfectionism, customer satisfaction, and revisit intention.

As a result of the study, it was understood that customer satisfaction and perceived service quality vary according to personal characteristics such as perfectionism and disconfirmation sensitivity. In other words, it was discovered that personal qualities such as perfectionism and disconfirmation sensitivity influence customer satisfaction and perceived service quality. In addition, there is a positive relationship between customer satisfaction and revisit intention.

In the light of this information, it is important for both the literature and the hotel industry to realize the necessary new approaches.

Key Words: SERVQUAL, Perfectionism, Disconfirmation Sensitivity, Customer Satisfaction

ÖZET

Bu çalışmanın amacı otel işletmelerinde mükemmeliyetçilik, uyuşmazlık duyarlılığı, beklenen ve algılanan hizmet kalitesi farkı, müşteri memnuniyeti ve tekrar ziyaret niyeti arasındaki ilişkinin ortaya çıkarılmasıdır. Bu amaçla Beylikdüzü'nde bir otelin 400 müşterisi anket çalışması yapılmıştır. Ankette demografik özelliklerin yanı sıra, hizmet kalitesi, uyuşmazlık duyarlılığı, mükemmeliyetçilik, müşteri memnuniyeti ve tekrar ziyaret niyeti ölçekleri bulunmaktadır.

Çalışmanın sonucunda, müşteri memnuniyeti ve algılanan hizmet kalitesinin mükemmeliyetçilik ve uyuşmazlık duyarlılığı gibi kişisel özelliklere göre değiştiği anlaşılmıştır. Başka bir deyişle, mükemmeliyetçilik ve uyuşmazlık duyarlılığı gibi kişisel niteliklerin müşteri memnuniyeti ve algılanan hizmet kalitesini etkilediği keşfedilmiştir. Ayrıca, müşteri memnuniyeti ve tekrar ziyaret niyeti arasında pozitif yönlü bir ilişki bulunmaktadır.

Bu bilgiler ışığında gerekli yeni yaklaşımları gerçekleştirmek hem literatür hem de otel endüstrisi için önem arz etmektedir.

Anahtar kelimeler: SERVQUAL, Mükemmeliyetçilik, Uyuşmazlık Duyarlılığı, Müşteri Memnuniyeti

TABLE OF CONTENTS

SUMMARY.....	i
ÖZET.....	ii
TABLE OFCONTENT.....	iii
ABBREVIATIONS.....	vi
LIST OF TABLES.....	vii
LIST OF GRAPHICS.....	ix
LIST OF FIGURES.....	x
PREFACE.....	xi
INTRODUCTION.....	1

CHAPTER ONE

BACKGROUND OF THE STUDY

1.1. Backroung of the Study.....	3
1.2. The Research Problem.....	3
1.3. The Research Question.....	4
1.4. Importance of the Research.....	4
1.5. Scope of the Research.....	4

CHAPTER TWO

LITERATURE REVIEW

2.1. Tourism and Hotel Management in Turkey.....	5
2.2. Service.....	7
2.2.1. Service Description.....	7
2.2.2. Characteristics of Service.....	9
2.2.2.1. Intangibility.....	10
2.2.2.2. Inseparability.....	10
2.2.2.3. Variability.....	10
2.2.2.4. Perishability.....	11
2.2.3. Service Quality.....	11
2.2.3.1. Quality Description.....	11
2.2.3.2. Service Quality Description.....	12
2.2.3.3. Characteristics of Service Quality.....	14
2.2.3.4. Expected Service Quality.....	15
2.2.3.5. Perceived Service Quality.....	16
2.2.3.6. Requirements to Improve Service Quality.....	17
2.2.3.7. Barriers to Improve Service Quality.....	17
2.2.3.8. Models Used in Measurement of Service Quality.....	18
2.2.3.8.1. SERVQUAL.....	18
2.2.3.8.2. GAP Analysis.....	19
2.2.3.8.3. Application of the SERVQUAL Model.....	21

2.2.3.8.4.	SERVQUAL Criticism.....	21
2.2.3.8.5.	Other Measurement Methods.....	21
2.3.	Overview of Customer Satisfaction Concept.....	22
2.3.1.	Customer Definition.....	22
2.3.2.	Customer Types For Hotels.....	22
2.3.3.	Customer Satisfaction Definition.....	23
2.3.3.1.	Customer Expectation.....	24
2.3.3.2.	Customer Perception.....	26
2.3.4.	Customer Satisfaction Importance.....	26
2.3.5.	Factors Affecting Satisfaction.....	27
2.3.6.	Customer Satisfaction Measurement.....	27
2.4.	Expectancy Disconfirmation Theory.....	29
2.5.	The Concept of Disconfirmation Sensitivity.....	29
2.6.	The Concept of Perfectionism.....	30
2.7.	Overview of Revisit Intention Concept.....	31
2.7.1.	Revisit Intention Definition.....	31
2.7.2.	An Overview of the Revisit Intention Concept.....	31
2.7.3.	Revisit Intention Approaches.....	31
2.7.4.	Importance for Businesses.....	32
2.7.5.	Importance for Customers.....	33
2.7.6.	Factors Affecting Revisit Intention.....	34

CHAPTER THREE

A RESEARCH IN A HOTEL

3.1.	Research Objective.....	35
3.2.	Research Model & Research Variables.....	35
3.3.	Hypotheses.....	36
3.4.	Sampling.....	37
3.5.	Data Collection Method.....	37
3.6.	Data Analysis.....	41
3.6.1.	Findings Regarding the General Information of the Participants.....	41
3.6.2.	Reliability of Scales.....	44
3.6.3.	Validity of Scales.....	45
3.6.3.1.	Expected & Perceived Service Quality Factor Analysis.....	45
3.6.4.	Findings of the Research.....	52
3.6.4.1.	The General Evaluation of the Service Quality.....	52
3.6.4.2.	Findings Regarding to Satisfaction.....	52
3.6.4.3.	Findings Regarding to Revisit Intention.....	53
3.6.5.	The Analysis.....	54
	RESULTS.....	65
	CONCLUSION.....	71
	LIMITATIONS OF THE RESEARCH.....	73
	SUGGESTIONS FOR FUTURE RESEARCH.....	73

REFERENCES.....	74
APPENDIXES.....	82



ABBREVIATIONS

KMO	:	Kaiser-Meyer-Olkin Measure
ACSI	:	American Customer Satisfaction Index
ECSI	:	The European Customer Satisfaction Index
WTO	:	World Tourism Organization
TUIK	:	Turkish Statistical Institute
ASQC	:	American Association for Quality Control
ISO	:	International Organization for Standardization
ES	:	Expected Service Quality
PS	:	Perceived Service Quality
F&B	:	Food and Beverages
SPSS	:	Statistical Package for the Social Sciences

LIST OF TABLES

Table 2.1. Tourism Income, Average Expenditure, Tourism Revenue in GDP.....	5
Table 2.2. Tourism Income and Number of Visitors.....	6
Table 3.1. SERVQUAL Scale Items.....	38
Table 3.2. Expectation & Perception Survey Example.....	39
Table 3.3. Disconfirmation Sensitivity Survey Example.....	39
Table 3.4. Disconfirmation Scale Items.....	39
Table 3.5. Perfectionism Survey Example.....	39
Table 3.6. Perfectionism Scale Items.....	40
Table 3.7. Customer Satisfaction Survey Example.....	40
Table 3.8. Satisfaction Scale Items.....	40
Table 3.9. Revisit Intention Survey Example.....	40
Table 3.10. Revisit Scale Items.....	40
Table 3.11. Participant Gender.....	41
Table 3.12. Participant Age.....	42
Table 3.13. Participant Marital Status.....	42
Table 3.14. Participant Education.....	42
Table 3.15. Participant Occupation.....	43
Table 3.16. Frequency of Stay at Hotels.....	43
Table 3.17. Reason for Staying at the Hotels.....	44
Table 3.18. Reliability Coefficient.....	44
Table 3.19. Expected Service Quality KMO Analysis Table.....	45
Table 3.20. Expected Service Quality Total Variance Explained Table.....	46
Table 3.21. Rotated Component Matrix.....	46
Table 3.22. Factors' Mean and Std. Deviation.....	47
Table 3.23. Perceived Service Quality KMO Analysis Table.....	47
Table 3.24. Perceived Service Quality Total Variance Explained Table.....	47
Table 3.25. Rotated Component Matrix.....	48
Table 3.26. Factors' Mean and Std. Deviation.....	48
Table 3.27. Disconfirmation Sensitivity KMO Analysis Table.....	48
Table 3.28. Disconfirmation Sensitivity Total Variance Explained Table.....	49
Table 3.29. Component Matrix.....	49
Table 3.30. Perfectionism KMO Analysis Table.....	49
Table 3.31. Perfectionism Total Variance Explained Table.....	50
Table 3.32. Component Matrix.....	50
Table 3.33. Satisfaction KMO Analysis Table.....	50
Table 3.34. Satisfaction Total Variance Explained Table.....	51
Table 3.35. Component Matrix.....	51
Table 3.36. Revisit Intention KMO Analysis Table.....	51
Table 3.37. Revisit Intention Total Variance Explained Table.....	51
Table 3.38. Component Matrix.....	52
Table 3.39. General Evaluation of the Service Quality.....	52

Table 3.40. Satisfaction Statement 1	52
Table 3.41. Satisfaction Statement 2	53
Table 3.42. Satisfaction Statement 3	53
Table 3.43. Revisit Intention Statement 1	53
Table 3.44. Revisit Intention Statement 2	54
Table 3.45. Paired Sample T Test for Tangibles.....	54
Table 3.46. Paired Sample Statistics for Tangibles.....	55
Table 3.47. Paired Samples T test for Adequacy.....	56
Table 3.48. Paired Samples Statistics for Adequacy.....	56
Table 3.49. Paired Sample T test for Convenience.....	57
Table 3.50. Paired Samples Statistics for Convenience.....	57
Table 3.51. Paired Sample T Test for Understanding and Caring.....	58
Table 3.52. Paired Samples Statistics for Understanding and Caring.....	58
Table 3.53. Paired Sample T Test for Assurance.....	59
Table 3.54. Paired Sample Statistics for Assurance.....	59
Table 3.55. Correlations for Tangible.....	60
Table 3.56. Correlations for Adequacy.....	60
Table 3.57. Correlations for Convenience.....	61
Table 3.58. Correlations for Understanding and Caring.....	61
Table 3.59. Correlations for Assurance.....	61
Table 3.60. Disconfirmation Sensitivity & Expected Service Quality Factor Correlation on Total Values.....	62
Table 3.61. Disconfirmation Sensitivity & Perceived Service Quality Factor Correlation on Total Values.....	62
Table 3.62. Perfectionism & Expected Service Quality Factor Correlation on Total Values.....	63
Table 3.63. Perfectionism & Perceived Service Quality Factor Correlation on Total Values.....	63
Table 3.64. Satisfaction & Disconfirmation Sensitivity Correlation.....	63
Table 3.65. Satisfaction & Perfectionism Correlation.....	64
Table 3.66. Satisfaction & Revisit Intention Correlation.....	64
Table 3.67. Hypotheses Findings Summary.....	65

LIST OF GRAPHICS

Graphic 2.1. Rate of change of expenditure types.....	7
Graphic 2.2. Annual industry and service statistics 2020.....	8



LIST OF FIGURES

Figure 2.1. SERVQUAL Model.....	19
Figure 2.2. Service Quality Gap Model.....	20
Figure 2.3. The ACSI (American Customer Satisfaction Index) model.....	28
Figure 2.4. The ECSI (the European Customer Satisfaction Index) model.....	28
Figure 3.1. The model of the Research.....	36



PREFACE

I would like to thank to Dr. Çaęla Tuęberk Ariker who patiently answers all my questions and allows me to develop different perspectives with her valuable knowledge during the study process.

I would also want to express my gratitude to Hatice Tekin, my mother, who has always been by my side and supported me throughout my life.



INTRODUCTION

The service industry in Turkey, as well as the rest of the globe, continues to expand fast. The growth in tourism activities has benefited hotels, which are part of the service industry. However, as a result of this benefit, competition has intensified. Customers are becoming more conscious and selective at the same time. In this increasingly competitive environment, hotels need to attract new customers and protect existing ones. Many factors, of course, play a part in this. However, perfectionism and disconfirmation sensitivity were discussed in this study. In this study, gap between expected and perceived service quality was examined while focusing on customer satisfaction and revisit intention. This study can produce unique service understandings in addition to contributing to the literature. In addition, new applications can be introduced with pioneering approaches. Therefore, this study is very important for researchers and practitioners.

In this study, questions were asked to the customers of the hotel and answers were received by survey method. The answers of 400 customers were included in the analysis. After the reliability test, sub-dimensions were tried to be found by factor analysis. Paired sample T test and correlation analysis were applied.

As a result of the analysis, a positive correlation was found between disconfirmation sensitivity and customer satisfaction. In other words, the satisfaction rate of people with high disconfirmation sensitivity was high. Another important point is the negative correlation between perfectionism and customer satisfaction. It is seen that perfectionist customers are less satisfied. In addition, a negative correlation was found between perfectionism and perceived service quality. People with high perfectionism had lower perceived service quality. This and similar findings make it easier for hotels to recognize their customers. It provides guidance on how to approach them. For this reason, this study is very important.

In the first chapter of the study, there is the back ground of this study. The problem, question and purpose of the research are also included in this section. In addition, the importance and scope of the study are also included in this chapter. The second chapter is for literature. This section attempts to summarize key and useful information from the literature. The third chapter is the application part of the research.

This section includes the methodology, findings and analysis. Conclusions and recommendations are found in the last section.



CHAPTER ONE

BACKGROUND OF THE STUDY

1.1 Background of the Study

Service quality gap is “the difference between customer expectations of service quality and customer perceptions of the organization’s performance.” (Qu & Tsang, 1998). If the word "quality service" is used, it refers to a service that addresses the desires or wishes of customers. The quality service offered by businesses results in customer satisfaction and this becomes permanent, enabling companies to gain loyal customers who have repurchase behavior. This means that loyal customers bring more revenues, because finding new customers is much more difficult for companies than when existing customers become loyal customers. It is important for businesses to retain customers in the long run (Çoban S., 2005). In other words, a hotel business with loyal customers who revisit the hotel reduces sales and marketing costs and increases revenues. It cannot be stated that the perceived service quality alone affects revisit intention. It is known that every customer is different from each other. For example, you can get along swimmingly with some customers but fail to interact effectively with others. There is a relationship between revisit intention and disconfirmation sensitivity and perfectionism.

The tourism industry is vital in terms of both supplying jobs and growing foreign exchange reserves, both of which we urgently need. However, hotel occupancy rates in Turkey are about 25-30%, due to COVID 19, which has increased rivalry (Kırac, 2020). In terms of deciding operational strategies for this period, hotels are experiencing difficulties. They are still looking for new ways to raise their number of customers. Hotels may attract loyal customers who revisit by proactively improving service quality and analyzing their service quality gap as well as customers’ traits namely perfectionism and disconfirmation sensitivity. As a consequence, more study in this field is needed, and hotels should be prepared for variations in service quality and customers.

1.2 The Research Problem

Because of the industrial areas nearby and the Tüyap Congress Center, Beylikdüzü is a popular destination for travellers and it is important to make a

difference in the services offered. In the literature, there are several models with suggestions for hotel managers. However, different approaches including personality traits are needed.

The impact of service quality gap on consumer satisfaction and revisit intention of hotel customers will be investigated in this study. Additionally, the impact of perfectionism and disconfirmation sensitivity on service quality gap and customer satisfaction will also be analyzed since individual characteristics of hotel customers may change the level of service gap and customer satisfaction. Data collected from a four star hotel at Beylikdüzü will be used for this purpose.

1.3 The Research Question

The relationship between perfectionism, disconfirmation sensitivity, gap between expected and perceived service quality, customer satisfaction and revisit intention will be investigated.

1.4 Importance of the Research

It's critical to consider why customers revisit, their traits, the degree their satisfaction as well as service quality. To understand this would contribute to the literature. It would also help in the development of realistic approaches for hotel managements.

Especially, individual customer traits are thought to have an effect on the service quality gap. This study will bring an innovation to the studies in the service quality gap research by taking into consideration the perfectionism and disconfirmation sensitivity variables.

1.5 Scope of the Research

Because of the industrial areas nearby and the TUYAP Congress Center, Beylikdüzü is a popular destination for travellers and it is important to make difference in the services offered. In the literature, there are several models with suggestions for hotel managers. However, different approaches including personality traits are needed. This study looks at these personality attributes in a four-star hotel to explore how service quality gap effect customer revisit tendency, with satisfaction.

CHAPTER TWO

LITERATURE REVIEW

2.1 Tourism and Hotel Management in Turkey

According to WTO (World Tourism Organization) Tourism is “traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure and not less than 24 hours, business and other purposes.” (World Tourism Organization, 1995). Since the second half of the 20th century, tourism has become one of the fastest growing and expanding sectors in the world economy (Çoban & Özcan, 2013).

There is a relationship between tourism and economic growth. However, the causality aspect of this relationship varies from country to country. Turkey is one of the countries that wants to rely on tourism for economic growth, and as a result, it has a number of regulations that promote Tourism such as Tourism Incentive Law (Turizmi Teşvik Kanunu, 1982).

There is no short-term relationship from tourism to growth or from growth to tourism in Turkey. On the other hand, in the long run, tourism in Turkey strongly affects economic growth unidirectionally. Turkey, like other Mediterranean countries, is a country that can grow based on the tourism sector (Özdemir & Öksüzler, 2006).

Table 2.1: Tourism Income, Average Expenditure, Tourism Revenue in GDP

YEARS	TOURISM INCOME	AVERAGE EXPENDITURE	SHARE OF TOURISM REVENUE IN GDP (%)
	(1000 \$)	(\$)	
2017	26 283 656	681	3,1
2018	29 512 926	647	3,8
2019	34 520 332	666	4,6
2020	8 145 561		

9 Months of Data*

(Türkiye Seyahat Acentaları Birliği, 2020).

According to Turkish Statistical Institute, “in the fourth quarter which is October, November and December months of 2021 tourism income increased by 95% and reached to 7 billion 631 million 374 thousand dollars.”

Table 2.2: Tourism income and number of visitors

Tourism income and number of visitors, Quarter IV: October-December, 2021

Year	Quarter	Departing visitors					
		Tourism income (Thousand \$)	Rate of change ⁽¹⁾ (%)	Number of visitors	Rate of change ⁽¹⁾ (%)	Average expenditure per capita (\$)	Average expenditure per night (\$)
2020	Annual	12 059 320	-65.1	15 826 266	-69.5	762	61
	I	4 101 206	-11.4	5 639 413	-15.1	727	70
	II ⁽²⁾	-	-	-	-	-	-
	III	4 044 356	-71.2	5 604 155	-74.1	722	61
	IV	3 913 758	-50.4	4 582 698	-57.7	854	54
2021	Annual	24 482 332	103.0	29 357 463	85.5	834	66
	I	2 452 213	-40.2	2 600 468	-53.9	943	56
	II ⁽²⁾	3 003 628	-	4 066 210	-	739	57
	III	11 395 117	181.8	13 640 672	143.4	835	74
	IV	7 631 374	95.0	9 050 112	97.5	843	63

Figures in table may not add up to totals due to rounding.

(1) Rate of change: Calculated according to the same period of the previous year.

(2) Since survey could not be conducted at border gates due to corona virus (COVID-19) pandemic at the 2nd quarter of 2020, rate of change related to the 2nd quarter of 2021 is not calculated.

(Türkiye İstatistik Kurumu, 2022)

Hotels are a Tourism product. A hotel is a place where the needs of individuals are met by the establishment, willingly paying the price determined for the service provided, and accommodation with food and beverage services (Şener , 2009).

Hospitality is a global industry that spans the globe. There are a variety of hotels available, each with its own set of qualities. The hotel industry is becoming increasingly competitive. In this study, a 4-star hotel was preferred.

When we look at the history of the facilities built to meet the accommodation needs of people, it is seen that they date back to the Middle Ages. There are many caravanserai ruins from those times in Turkey. Anatolia was a crucial trading region throughout the Seljuk era. The Seljuk Turks brought the Arab caravanserai culture to Anatolia to meet the housing demands of caravans traveling through (Kınacı, 2018).

When we look at the modern history and evolution of hotel management in Turkey, we can see that the Pera Palace Hotel was the first hotel in Turkey to open in a modern sense. After that time, the number of accommodation facilities in Turkey has been steadily increasing throughout time (Ayeri, 2020).

Rate of change of expenditure types over the same period of the previous year (%), Quarter IV and Annual, 2021



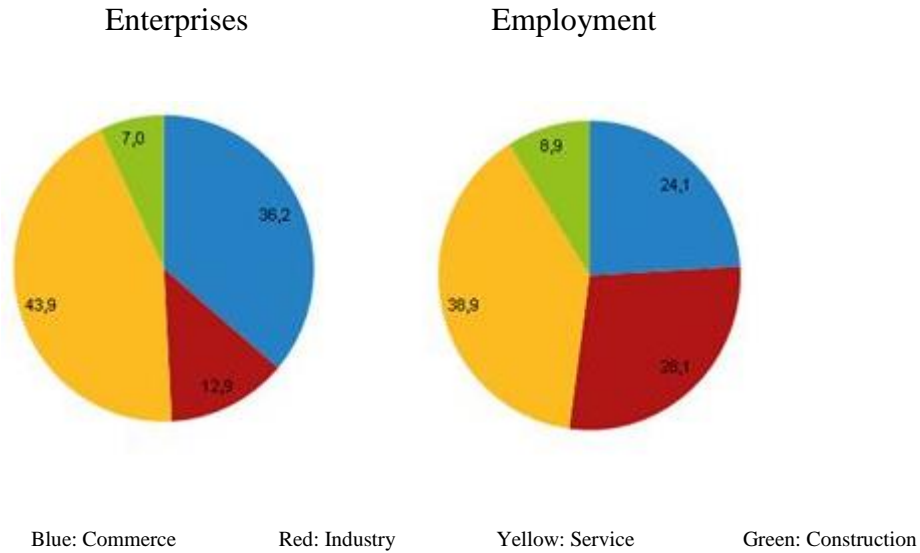
Graphic 2.1: Rate of change of expenditure types

(Türkiye İstatistik Kurumu, 2022) <https://data.tuik.gov.tr/Bulten/Index?p=Tourism-Statistics-Quarter-IV:-October-December-and-Annual,-2021-45785>

2.2 Service

2.2.1 Service Description

In both developed and developing countries, the service sector serves as the backbone of the economy, providing jobs and financial contributions. The service sector, for example, has the greatest percentage of enterprises and employment in Turkey, according to TUIK's (Turkish Statistical Institute) annual industry and service statistics report for 2019. According to the provisional results, 43.9% of the active enterprises in 2019 are in the service sector, and in employment, the service sector constitutes 38.9% of the total employment.



Graphic 2.2: Annual industry and service statistics 2020

(TUIK, 2020) <https://data.tuik.gov.tr/Bulten/Index?p=Yillik-Sanayi-ve-Hizmet-Istatistikleri-2019-33599>

Other industries benefit from it as well. It is becoming increasingly important in international trade (Önal, 2020). For example, a fabric manufacturer may purchase accommodation service from a hotel when they want to visit a textile manufacturer in another city to promote their newly launched fabrics.

Due to the wide range of services available, service is a challenging topic to describe. A service cannot be assessed along the same dimensions as a good. Service and good are sometimes intertwined even though they are different concepts. For instance, hotel businesses generate goods and services at the same time (Şimsek, 2008). A variety of goods might be provided in exchange for a service.

It is difficult to standardize the service since it cannot be assessed as a good, and each service has its unique features. In addition, we encounter a new service concept every day. To illustrate, when the internet was not yet a part of our life, there was no such thing as an internet provider service.

The topic of service has been approached by researchers in a variety of ways. Kotler and Keller's definition is the most commonly seen and utilized in the literature. Services are a type of performances that consists of intangible activities that, when consumed, do not result in the ownership of any tangible property and do not need the

transfer of ownership from one party to the other (Kotler & Keller, Marketing Management, 2016).

Service, according to Skinner, is any non-physical good created by human or machine labor that directly benefits customers (Skinner, 1990).

Service: "A service is a process that consist of activities that are more or less tangible. The activities are usually but not necessarily always taking place in the interaction between a customer and service personnel, and/or physical resources or goods and/or the system of the service provider. The service is a solution to a customer's problem." (Grönroos, 2007).

Payne defines service as "transactions between consumers and their property that do not result in a change of ownership." (Payne, 1998).

Service, according to Islamoğlu et al., is the total of systems, actions, and rewards that solve or assist the resolution of largely non-physical issues that arise in customers' lives (İslamoğlu, 2006).

Services, according to Öztürk, are economic activities that generate value and provide benefits (Öztürk, Hizmet Pazarlaması - Kuram Uygulama ve Örnekler. (Geliştirilmiş ve Güncellenmiş 18.Baskı), 2021).

In conclusion, as all of the definitions above show, service is an abstract concept. The elements that make up the service are not ownership, but the right to use or experience. Production and consumption occur simultaneously.

The service industry is extremely diversified and tourism is one of them, according to this definition. Due to technological advancements, rising disposable income levels, increasing speed and comfort of transportation vehicles, and greater leisure time, the service sector, particularly tourism, has grown in significance day by day (T.C. Cumhurbaşkanlığı Strateji ve Bütçe Başkanlığı, 2018).

2.2.2 Characteristics of Service

The idea of service encompasses human activities such as transportation, communication, and tourism, which are consumed as soon as they are generated. Although it satisfies some human needs, service refers to actions that offer advantages to individuals that are not visible to the naked eye.

According to Kotler and others, there are four key aspects of the service that distinguish it from the goods and are as follows: intangibility, inseparability, variability and perishability (Kotler & Keller, A Framework for Marketing Management 3rd ed. , 2007).

2.2.2.1 Intangibility: Service is an abstract notion (Türk, 2009), in other words, it is intangible and therefore unseen. A hotel can be considered as an example. Customers do not know the exact result they will encounter before purchasing a service from the hotel. This condition adds to the uncertainty and makes assessing service quality more difficult (Kotler & Keller, Marketin Management, 2006). In other words, the quality of the service is related to the experience. The customer can evaluate the service during or after using it. The service's evaluation will have an impact on future visit decisions. Services cannot be seen, tasted, touched, heard, or smelled before they are purchased, which is known as intangibility (Mucuk, 2009)

2.2.2.2 Inseparability: Customers use the service in the same time that it is created. This means that, while most commodities are sold and consumed after they are manufactured, the vast majority of services are manufactured after they are sold and consumed immediately. In the majority of service businesses, the transaction takes place in the presence of both the service provider and the customer (Temizel & Garda, 2017)

After the manufacture of a good, it is usually consumed and this indicates that it is not visible in production to the customer. However, the consumer is able to observe and even participate in the development of the service. For example, a customer who eats at a hotel places the order first, waits while the meal is being prepared, and eats the food. In other words, during the production and presentation, there is communication and interaction.

2.2.2.3 Variability: The service differs depending on the person providing it, the person receiving it, the time, and the place. To put it another way, it is impossible to deliver the same level of service. For example, the same hotel room may be comfortable for one customer and an uncomfortable experience for another. While some hotels provide high-speed check-in, some offer low-speed check-in, but they all operate in a similar manner, because there is no such thing as two different offerings of the same service having the same features. The quality of services varies depending

on the service provider, where the services are offered, and when they are supplied (Öztürk, Hizmet Pazarlaması, 2003).

2.2.2.4 Perishability: It is impossible to store services. A hotel room that is unoccupied on a certain day will never be resold once that day has passed. To look at it another way, if the accommodation is not sold for that day, the income will be lost forever. The economic loss that results from a service not being consumed once it is placed on the market cannot be reimbursed later. That is to say, because services are perishable, they cannot be saved and sold or used later (Churchill & Peter, 1998).

2.2.3 Service Quality

2.2.3.1 Quality Description

The concept of quality is frequently discussed both in daily life and in the literature, because developments such as technology, crisis and COVID 19 in the world bring changes in consumption. The need for quality is steadily increasing. As a result, in order to survive, businesses must improve their quality.

Quality, it is believed, arises from the fact that individuals and systems "make mistakes" and "want to achieve perfection.". The first records of quality, according to the literature, date back to 2150 BC and are referenced in the renowned Hammurabi Laws (Şimşek, 2007). The earliest research on the idea of quality by Taylor and Fayol, on the other hand, are widely recognized. The Latin definition of the term quality is "qualites" in the literature. The term qualites is said to come from the Latin word "qualis". Despite the fact that the word "qualis" implies "how it is formed," there is now a condition of superiority when it comes to quality (Işık & Beykoz, 2018).

Many common concepts of quality have been suggested in the literature.

“the consumer's assessment of the business's goods or service”

“fitness for use” (Juran, 1974)

“conformance to requirements” (Crosby, 1979)

According to American Association for Quality Control (ASQC) it is “degree to which a set of inherent characteristics of an object fulfils requirements”.

According to ISO (International Organization for Standardization) "Quality is the totality of features and characteristics of a good or service that bear on its ability to satisfy stated or implied needs." (FAO).

As previously noted, the concept of quality, which can also be seen as "purchased benefit" in the literature, has more than one definition.

According to many sources, quality is defined as "compliance to the stipulated requirements." Quality is viewed as a criterion for assessing and categorizing related goods and services. Quality, according to Tekin, is the improvement of the work done in the enterprise's procedures. The ambition to "achieve perfection" and the fact that "humans and systems make mistakes" gave rise to the notion of quality (Öğüt, Tekin, & Güleş, 2003).

Quality is a subjective, non-standardized term that varies depending on the customer's attitude, financial status, and life.

2.2.3.2 Service Quality Description

Some researchers have argued that service quality can be defined by the customer. However, many researchers have stated that service quality is the level of meeting customer expectations, requests and needs (Lewis & Mitchell, 1990). Consumer needs are increasing, and service providers are getting more competitive. In other words, today, service diversity is quickly expanding, consumer demands are rising, and service providers are becoming more competitive. In the literature, it is known that service quality leads to customer satisfaction and customer loyalty in many studies. As a result, the significance of service quality is growing by the day.

The concept of service itself is an ambiguity. Consumers question service quality in order to decrease ambiguity (Temizel & Garda, 2017). When acquiring a good, it is simple to determine the good's quality because if it fits the demand, the operating functions are accurate, and the good is fit for usage, it can be said that the good's quality is good (Food and Agriculture Organization of the United Nations).

However, service quality is a more relative concept due to its service characteristics and its quality becomes difficult to measure. Service quality is a topic on which there is no widespread agreement, both in terms of definition and measurement. In the literature, there are several definitions of service quality.

For example, the delivery of exceptional or great service to fulfill customer expectations is referred to as service quality in the literature. Additionally, according to the literature, service quality is determined by comparing expectations to the service provider's performance. According to Kotler and Keller, when the vendor's service meets or surpasses the consumers' expectations, the seller has supplied quality (Kotler & Keller, Marketing management, 2009).

Service quality, according to Bitner and Hubbert (1994), is “the consumer’s overall impression of the relative inferiority or superiority of the organization and its services” (Bitner & Hubbert, 1994). Service quality is a challenging topic to define and assess since each customer's impression of the service may change. As a result, several models and methods for defining and measuring service quality are utilized. Because the success of a business is directly related to the quality of the service it offers, it is critical to utilize the most appropriate models and methodologies for companies in order to obtain the best results in service quality measurement.

When comparing these definitions, it is clear that consumer expectations are at the top of the list. To put it another way, a company's ability to adapt to its consumers' expectations is critical. Additionally, service quality can be expressed with both concrete and abstract evaluations. For example, while the material utilized to provide the service is tangible, the manner in which the service is communicated is intangible (Silik & Ünlüönen, 2018)

Many common concepts of service quality have been suggested in the literature. The customer’s evaluation of the service is known as perceived quality. Customers’ expectations from the service they receive are described as expected service quality (Shah, Zeis, Regassa, & Ahmadian, 2000).

Under all these explanations, service quality is the comparison between expected service quality and perceived service quality according to the general opinion in the literature. The comparison is called service quality gap. It is “the difference between customer expectations of service quality and customer perceptions of the organization’s performance.” (Qu & Tsang, 1998). In other words, the customer's expectation and perception of the service, as well as how it may be measured, are critical considerations. According to Parasuraman, Zeithaml, and Berry, the gap

between "expected service" and "perceived service" should be reduced to improve a good service quality (Kushwah & Bhargav, 2014).

Tourism is one of the service industries in our country and throughout the world that has seen significant growth. In terms of building competitive advantage in tourism and good differentiation, service quality is a significant (Hudson & Shephard, 1998). Understanding the notion of service quality, measuring it accurately, and taking the appropriate measures are critical for the tourism industry. For example, on a hotel basis, customers will not want to return to a hotel with poor accommodation service quality. As a result, hotels must precisely assess the quality of their service and take the necessary precautions. It is very difficult to define and measure service quality in hotel businesses because service standards cannot be determined. In addition, there is face-to-face interaction and the variety of guest demands is high (Kılıç & Eleren, 2010). According to these definitions above, service quality may be stated from the perspective of hotel management if a hotel business has the capacity to meet or surpass customer expectations. Because, in general, the literature highlights the need of comparing expectations and performance when it comes to service quality.

As a conclusion, in the service industry, one of the most essential aspects to highlight is service quality. It is exceedingly difficult to evaluate service quality since it is intangible and changing. Many common concepts of service quality have been suggested in the literature. Two concept linked to service quality stand out in the literature: expected service quality and perceived service quality. To put it another way, quality service necessitates a thorough understanding of the expectations and perceptions of the customers who receive the service. Customers' expectations may therefore be satisfied, and perceived service quality can be improved.

2.2.3.3 Characteristics of Service Quality

Due to the essential aspects of the service, it is impossible to talk about a standard quality for the service. The attitude of the customer, the customer's expectations, and the customer's lifestyle may all influence service quality. In other words, the customer's attitude, expectations, and lifestyle all have the potential to impact service quality. However, the phrases "service excellence" and "superiority" are widely employed in the literature to define service quality. Another recurring theme in the

literature is that customer perception influences service quality. According to Aksit, it is crucial to consider how the customer perceives the quality (Akşit Aşık, 2016). As a result, service quality, according to Parasuraman, meets or exceeds customer expectations (Parasuraman, Zeithaml, & Berry, A Conceptual Model of Service Quality and its Implication for Future Research (SERVQUAL), 1985). Kotler et al. states that service quality is very beneficial for a business. (Kotler vd., 2003: 50). High quality indicates a possibility for long-term consumer loyalty. Profits rise as a result.

Service providers must have a thorough understanding of service quality. However, because it is an abstract idea, it makes the work more difficult. Service is structurally multidimensional. Gilmore defines service dimensions as: accessibility, communication, competence, courtesy, credibility, empathy, image, physical assets, reliability, responsiveness and security (Gilmore, 2003): For example,

Accessibility: The customer should be able to reach the service provider easily and establish good communication (Chin, Law, Lo, & Ramayah, 2018). For example, it might be aggravating for a customer who wishes to make a reservation over the phone to find that the phones are continually busy.

Communication: In general, communication refers to the numerous methods in which one expresses one's feelings, thoughts, or ideas to another person (Cambridge Dictionary). It is critical that the service provider listens, understands, and communicates with the consumer in a clear and understandable manner.

2.2.3.4 Expected Service Quality

Customers have an expectation and attitude toward service as well as these expectations influence customer satisfaction. According to Zeithaml expectations are opinions about a service provider's ability to offer a certain quality of service. Three sorts of expectations have been identified in the literature namely normative (expected from an excellent service provider), predictive (expected from a given service provider) and adequate (the lowest acceptable level of service) (Hamer, 2006).

Customers' expectations from the service they receive are described as expected service quality (Shah, Zeis, Regassa, & Ahmadian, 2000). Expected service quality, in other words, is a presumption made while selecting whether or not to utilize the service.

Word of mouth, personal requirements, and previous experiences all contribute to the expected level of service. Expected services are the needs and demands of a customer, i.e. what they believe the service should provide rather than what it really does (Kushwah & Bhargav, 2014).

Knowing precisely what customers want is the most significant step in providing high quality (R. N., Viraiyan, Ringle, & Sunnassee, 2020).

Service quality, according to Parasuraman, is the comparison between expected and perceived service quality (Arpacı & Batman, 2015). In other words, service's ability to satisfy expectations is compared. The customer's evaluation of the service is known as perceived service quality. It is not a satisfactory experience if the level of service expected by the customers greater than the level of service perceived ($ES > PS$). Conversely, it is possible to describe a customer experience as satisfactory if the service expected by the customers is less than or equal to the service perceived $ES = PS$, $ES < PS$ (Çöp & Türkoğlu Önder, 2020).

2.2.3.5 Perceived Service Quality

Perceived service quality refers to how you interpret an experience while using or after using a service. It is the comparison of expected service with perceived service and is crucial to consider how the consumer perceives the quality (Akşit Aşık, 2016).

Perceived quality is defined as the degree and direction of disconfirmation between customers' expectations and perceptions (Parasuraman, Zeithaml, & Berry, SERVQUAL: A Multiple- Item Scale for Measuring Consumer Perceptions of Service Quality, 1988). In the literature, there are a variety of theoretical models on customer satisfaction and expectancy disconfirmation theory is one of them. According to this theory, a customer has expectations before making a purchase, and then compares the expected and perceived service quality after using the service This comparison has 3 consequences: positive disconfirmation, negative disconfirmation, and confirmation. If the expected service quality is lower than perceived service quality, it will receive positive disconfirmation. If the expected service quality is higher than the perceived service quality, it will receive negative disconfirmation. The expected service quality will be confirmation at the same level as the perceived service quality (Şentürk Özer, 1999). In summary, according to several research, maintaining a successful perceived service quality leads to customer satisfaction and loyalty. As a result, it is critical to

assess perceived service quality. Many publications in the literature use the gap theory of perceived service quality and the disconfirmation model of consumer satisfaction/dissatisfaction. In addition, the effect of disconfirmation sensitivity and perfectionism in this connection is investigated by Kopalle and Lehmann (2001).

2.2.3.6 Requirements to Improve Service Quality

Accommodation businesses, which are one of the most important pillars of the tourism industry, should prioritize service quality in order to adapt to changing customer needs and maintain competitive advantage in the increasing competitive conditions.

In their study in 1998, Gwinner, Gremler and Bitner asked the question "What are the benefits, from the consumer's perspective, of maintaining a relationship with a service firm?". They came to the following conclusion. Long-term connections with service organizations provide three types of rewards to customers: confidence, social benefits, and special treatment benefits (Gremler, Bitner, & Gwinner, 1998).

In other words, these three factors are the most fundamental factors for service businesses to establish long-term relationships with their customers. It is vital to focus on the customer, define quality explicitly, and have well-trained and motivated workers in order to increase service quality in organizations. As a result, hotels should understand customer needs, respect customer expectations and ideas, and be able to find solutions to customer problems.

2.2.3.7 Barriers to Improve Service Quality

It is seen that the steps taken for quality sometimes do not yield positive results. There could be a variety of reasons for this. Some of these causes include a lack of customer focus, a lack of clarity in defining the required quality, and a lack of well-trained and motivated workers. Inadequate planning, a lack of effective communication, and an inability to respond to customer service requests are all barriers to enhancing service quality. If the employees have the knowledge, experience and competencies required by their job, work in a way that fulfills the requirements of the service, and the requirements of the service are met on time, the quality will increase by itself (Pitt, Berthon, & Lane, 1998).

2.2.3.8 Models Used in Measurement of Service Quality

It is significantly more difficult for businesses to get new customers than it is for existing customers to become loyal. As a result, it's critical that consumers be satisfied with the level of service provided. That is, the most crucial factor for a service provider's success is its service quality. For this reason, service quality management is important. For service quality management, a variety of quality measurement models have been developed, because the measurement of service quality is the first step in the process of improving and developing service quality (Kılıç & Eleren, 2010). When performance falls short of what the customer expects, it is seen as poor quality. If, on the other hand, the performance meets or surpasses the customer's expectations, the quality is perceived as good, resulting in customer satisfaction (Hoffman & Bateson, 2001).

2.2.3.8.1 SERVQUAL

In the literature, there are several models. The SERVQUAL model will be employed in this study, which was created by Parasuraman, Zeithaml, and Berry in 1985 using the exploratory research approach. SERVQUAL briefly examines the difference between customer expectations and perceptions. Because, according to them, the quality perceived by customers about the service they receive is a function of the size and orientation of the gap formed between the service expected by the customers and the service they perceive. The SERVQUAL system is based on the discrepancies between the service a customer obtains and the service they anticipate. SERVQUAL is a five-dimensional model for measuring service quality. Although SERVQUAL has been criticized in the literature, it is clear that it is commonly utilized. Service quality may be measured in five aspects, according to SERVQUAL: Reliability, Assurance, Tangibles, Empathy, and Responsiveness.

Reliability: Ability to perform a promised service accurately and reliably

Assurance: Employees' ability to instill a sense of trust in customers

Tangibles: Building, equipment and personal appearance in service delivery, etc.

Empathy: Ability to understand customers

Responsiveness: Willingness to help the customer and provide prompt service

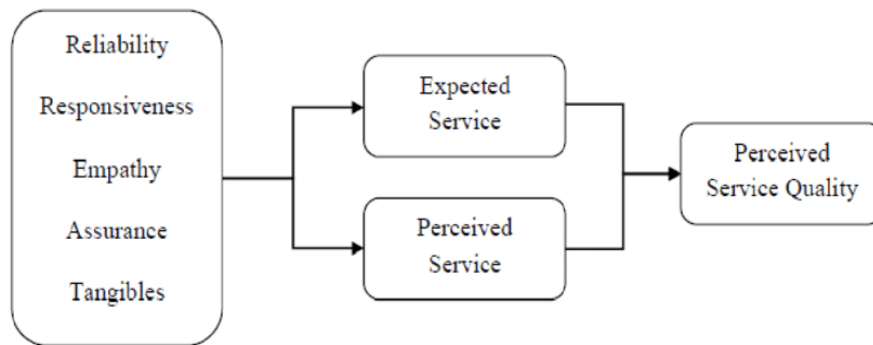


Figure 2.1 SERVQUAL Model

(Parasuraman, Zeithaml, & Berry, SERVQUAL: A Multiple- Item Scale for Measuring Consumer Perceptions of Service Quality, 1988)

In Akbaba's study, these dimensions are named as follows: "tangibles", "adequacy in service supply", "understanding and caring", "assurance" and "convenience" (Akbaba, 2006). Akbaba's work was taken as an example in this study.

There are two elements to the SERVQUAL scale. It is a component of consumers' expectations of the business from which they would purchase services, as well as a component of customers' perceptions of the experience they receive from the services of the business from which they purchase services (Kılıç & Eleren, 2010).

The SERVQUAL model describes five situation in which companies cannot meet consumer expectations. These situations are called "gaps" and service quality gap is "the difference between customer expectations of service quality and customer perceptions of the organization's performance." (Qu & Tsang, 1998).

2.2.3.8.2 GAP Analysis

Gap analysis, according to Parasurman et al. (1994), plays a significant role in finding service quality deficiencies. Following the identification of these quality shortfalls, planning methods that match consumers' fundamental expectations may be met, ensuring customer satisfaction (Negi, 2009).

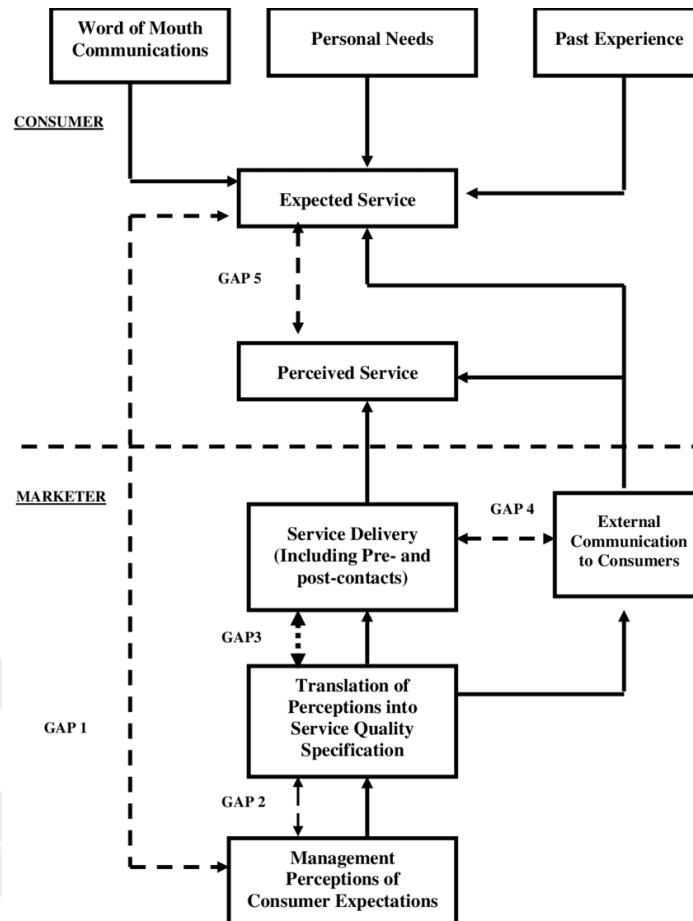


Figure 2.2: Service Quality Gap Model

(Parasuraman, Zeithaml, & Berry, 1985)

Gap 1: Knowledge Gap: This gap happens when the firm is unaware of the customer's expectations.

Gap 2: The Policy Gap: This gap arises when the firm does not match the customer's want and the service standard.

Gap 3: The Delivery Gap: It is the condition of poor service delivery.

Gap 4: The Communication Gap: The reason for this gap is that the promised service and the service provided to the customer are not same.

Gap 5: The Customer Gap: It occurs when the customer's expectations and perceptions do not align.

(Parasuraman, Zeithaml, & Berry, 1985).

2.2.3.8.3 Application of the SERVQUAL Model

It's more difficult to assess service quality than it is to assess good quality. Because it is difficult to assess the value of a service concept using quantitative criteria. Many methods are used to measure service quality, and the most widely used of these methods is the SERVQUAL scale developed by Parasuraman, Zeithaml and Berry.

SERVQUAL is divided into 3 components in this study. The first part measures the expectations and perception level of the customer from the service. It consists of 5-point likert questions: Very low-Low-Medium-Very High. These questions evaluate 5 dimensions: Tangibles, Adequacy in Service Supply, Understanding and Caring, Assurance and Convenience. Section 2 measures the customer's overall service evaluation of the hotel. Customers rate the quality of the service they receive at the hotel on a 5-point Likert scale: Very low-Low-Medium-High-Very High. In the third part, demographic information is evaluated. In this study, SERVQUAL is applied to only one hotel. Customer segments with different quality perceptions are examined. The results are evaluated in relation to these differences.

2.2.3.8.4 SERVQUAL Criticism

SERVQUAL is one of the most often used methods for assessing service quality due to its benefits.

However, it is clear that it has been subjected to a great deal of criticism in the literature. The main theoretical evaluations for the SERVQUAL model consist of five titles: evaluations for the paradigm, evaluations for the "perception-expectation" difference, evaluations for dimensions (factors), evaluations for the differences in the factors caused by the variables, and evaluations for focusing the model only on the service delivery process. The criticisms are in this direction (Değermen, 2005).

2.2.3.8.5 Other Measurement Methods

There are many studies in the literature on service quality measurement such as SERVQUAL, SERVPERF, HOLSERV, and LODGSERV. In their scale, Parasuraman et al. attempted to define service quality, determine the elements that influence it, and construct a generic model based on this so that service quality could be assessed (Kılıç & Eleren, 2010). According to this model, service quality is an abstract concept and is

a comparison of customer expectation and perceived service performance. Although it is a widely used model, there are other scales such as SERVPERF and GRÖNROOS.

GRÖNROOS

One of the pioneering service quality models was developed by Grönroos in 1984. Technical quality, functional quality, and corporate image are all considered in this model. In other words, it proposes to evaluate the service quality in three dimensions as technical, functional and image. Functional quality refers to the consumer's perception of quality, whereas technical quality refers to the business's service to the customer (Akoğlan Kozak & Aydın, 2018).

SERVPERF

Cronin and Taylor (1992) used the success factor instead of the expectation factor specified in the SERVQUAL scale (Gürbüz & Ergülen, 2006).

2.3 Customer Satisfaction

2.3.1 Customer Definition

According to Cambridge Online Dictionary, a customer is “a person who buys goods or a service”. Of course, this definition is insufficient on its own. In today's business structures, the customer is at the center. Profits are necessary for a company's survival, and profits are dependent on its customers. In other words, companies must maintain long-term connections with their customers. The customer plays the most important role in achieving profitability in hotels, and it is critical to thoroughly understand each customer. As mentioned before, customers are generally referred to as "guests" or “visitors”, since customers are treated as "guests" and “visitors” in hotels. The terms “customer”, “visitor” and “guest” are interchangeable in this study.

2.3.2 Customer Types for Hotels

Expectations, perceptions, and satisfaction are all influenced by people's personalities. Customer needs are steadily growing. As a result, it's critical to comprehend the psychological and societal factors that encourage customers to revisit again. Although this study will focus on perfectionism and disconfirmation sensitivity,

customer types with various personality qualities have been studied extensively in the tourism literature.

For example, Eraslan (2009) grouped hotel customers into three categories namely customers types, purpose of arrival and other features (Akçakanat, Kılıklı, & Çarıkçı, 2015). Customer satisfaction may be improved by understanding these variances and applying various tactics as a result.

2.3.3 Customer Satisfaction Definition

Customer satisfaction is not just crucial for a specific industry, but it is also necessary for all enterprises, according to the literature. Customer satisfaction is currently one of the most critical challenges for which the service industry is struggling to develop a standard. Many research look at the impact of customer satisfaction on the creation of future behavioral intentions. Both the literature and business practices show that there is a link between customer satisfaction and customer re-purchase behavior. To put it another way, if the customer is satisfied with the good or service, he or she can buy the same good or service again, or even intend to buy it continuously (Teoman, 2003). This means that as a company, if you satisfy your customer you will have a loyal customer. This gives your business a great success in the competition race.

“Customer satisfaction means business philosophy which tends to the creation of value for customers, anticipating and managing their expectations, and demonstrating ability and responsibility to satisfy their needs” (Altın Gümüüşsoy & Köseoğlu, 2016). In other words, customer satisfaction refers to a business concept that focuses on creating value for customers by anticipating and managing their expectations, as well as displaying the capacity and obligation to meet their demands.

According to Oliver, customer satisfaction is “the psychological state that emerges as a result of comparing consumers' expectations with their post-consumption perceptions” (İlban, Bezirgan, & Çolakoğlu, 2016).

It is the psychological condition that occurs when buyers' expectations are compared to their post-purchase perception. According to Teoman Duman study, customer satisfaction, which Oliver defines as "fulfillment response" in short, consists of at least two factors called outcome and comparison referent. In the same study, outcome is stated as a result that occurs with the use of a service or good. The reference

point to be compared with this result is called comparison referent. So, whether the service is good and its quality is the outcome when it is considered for a hotel. Comparison referent is the satisfaction at that time if the same service has been received before, or the satisfaction perceptions of the customers' acquaintances (Teoman, 2003).

According to Paul Farris, “customer satisfaction is the number of customers, or percentage of total customers, whose reported experience with a firm, its goods, or its services exceeds specified satisfaction goals” (Farris, Bendle, Pfeifer, & Reibstein, 2010). In other words, customer satisfaction refers to the satisfaction rate of the customer after meeting their needs and meeting their demands. In short, it can be defined as the level of satisfaction of the customer with the services received. Based on this definition, it is stated that customer satisfaction is a concrete concept. In other words, we can measure it. In addition, satisfaction targets depending on the service provider can be mentioned. These satisfaction targets can change from firm to firm.

According to Philip Kotler, customer satisfaction is “a ‘person’s feeling of pleasure or disappointment, which resulted from comparing a good’s perceived performance or outcome against his/her expectations.” (Kotler P. , Marketing: An Introduction (2nd ed.), 1997). He defines customer satisfaction as a function of perceived performance and customer expectations. The customer is dissatisfied if the service does not meet his or her expectations. When performance surpasses expectations, the customer would be delighted. That is, the customer will be satisfied when the service provided meets the expectation (Türk, 2009).

Hotel Customer Satisfaction

Hospitality is based on guest experience. For this reason, hotel customer satisfaction is a complicated topic. It has been researched since the 1970s. Hotel customer satisfaction, according to Parasuraman's definition of customer satisfaction, as mentioned above, is the difference between the guest's service level expectation and the service level perceived.

2.3.3.1 Customer Expectation

Is there such a thing as perfect service to establish long-term relationships with customers? It is difficult to come to a definite conclusion on this subject, but excellent

service and high customer satisfaction starts with understanding the expectations. Understanding expectations also starts with understanding who our customers are and what they want.

According to the general opinion in the literature, expectation is the prediction of what the customer will encounter in a particular service delivery. In terms of service quality, it is considered as the customer's desires and requests from service delivery (Sandıkçı, 2007). As a result, meeting customer expectations is critical for hotels and other businesses in the service industry.

Customer expectation, which is influenced by past purchasing experiences, the opinions of people around us, promotions and advertisements, is a measurable concept (Yılmaz & Filiz, 2007). Customer expectations are measured in a number of research in the literature. The primary goal of evaluating consumer expectations is to be able to direct and meet customer expectations. The customer whose expectations are met is satisfied with the purchase of the good or service and becomes a loyal customer over time (Yıldız, 2012).

In the literature, there are many studies on customer requests and expectations. Odabaşı summarized customer requests and expectations as follows:

- The customer wants to feel valued.
- The customer expects the service offered to be low priced but of good quality.
- Customers want their services to be tailored to their specific requirements.
- The customer, in general, desires an open, close, friendly, and trustworthy relationship.

(Odabaşı, 2000).

Expectations have both a positive and negative relationship with satisfaction. In terms of the negative effect, rising customer expectations tends to elicit disconfirmation and hence has a negative influence on satisfaction since higher expectations are more difficult to satisfy (Oliver J. , 2007). In other words, lowering the customer's expectations or increasing the perceived service quality increases the satisfaction rate. In summary, service satisfaction is influenced by both service expectations and perceived service performance, which leads to loyalty to the service provider (Johannes, Alavi, Schmitz, Schneider, & Wieseke, 2016).

It has already been stated that customer expectations vary depending on the kind and characteristics of the customer. According to the tourism literature, the expectations of customers from hotels businesses vary depending on the stages of accommodation namely before arrival, at the entrance and during, after leaving the accommodation business (Ariffin & Maghzi, 2012). Those who want to study the subject of expectations for the hotel in more detail can examine these stages. The quality of service expectations prior to accommodation were investigated in this study.

2.3.3.2 Customer Perception

In the literature, there are several research on expectation and perception. Many studies have been conducted on customer expectations, perception and satisfaction in the tourism industry. It is necessary to understand the perception of the customer, which has emerged with the existence of trade. Because the business that understands the customer perception can achieve how to win the customer, retain the customer and gain competitive advantage.

“In psychology and the cognitive sciences, perception is the process of getting, interpreting, selecting, and organizing sensory information” (Gilbert, Wegner, & Schacter, 2011).

It is very important for businesses to know the factors that create customer perception and the variables that affect it. The narrower the gap between customer expectations and customer perception, as stated several times throughout this study, the better the consumer satisfaction.

2.3.4 Customer Satisfaction Importance

In today's competitive industry, customer satisfaction is an essential component. If businesses want to maintain their presence in the market, they must satisfy the customer and ensure the continuation of this satisfaction (Bulgan & Soybalı, 2011). To put it another way, it is known if customer satisfaction is successfully handled, more loyal customers are maintained, and the company's market share and profitability rise. Because satisfied customers are loyal, generally they are willing to pay more and comment in a good way to others. Customer satisfaction has evolved into a vital indicator of the service/quality offered as well as future revenue possibilities (Ismail, Haron, İbrahim, & Isa, 2006). As a result, many businesses strive for high levels of

customer satisfaction. Even a satisfied customer might quickly switch to a superior service (Kotler P. , Marketing: An Introduction (2nd ed.), 1997).

2.3.5 Factors Affecting Satisfaction

Hotel businesses want to satisfy their customers. Customer satisfaction is affected by changing customer habits, expectations, and customer perceptions as discussed above. As a result, it's critical to comprehend the aspects that influence satisfaction.

As discussed above, one element of satisfaction is service quality. However, there are many aspects that affect satisfaction, since the service offered by hotel businesses consists of many factors.

In his article "Determinants of Hotel Guests' Satisfaction", Dr. Lecturer Murat Bayram stated in addition to the basic good offered by hotel businesses, such as the room, complementary and supportive hotel features such as service, location, value, security, and employees are also effective in hotel customer satisfaction (Bayram, 2018).

Cultural differences, the purpose of travel, and personal characteristics are all mentioned as contributing variables in the same article. However, the focus of this study is on service quality, perfectionism, and disconfirmation sensitivity.

2.3.6 Customer Satisfaction Measurement

Businesses can survive to the extent that they can satisfy their customers. For this reason, whether a business is successful or not can be understood by measuring how well the business manages the customer satisfaction process (Esen, 2011). Customer satisfaction measurement provides numerical and systematic data.

Customers' expectations and requirements are recognized thanks to this measurement, the firm determines how effectively it meets those expectations and wants, and the service standard is produced as a result (Güderoglu, 2017). In other words, it is absolutely necessary to measure customer satisfaction in order to direct or meet expectations. Customers whose expectations are met will be satisfied to purchase the services offered and will come back to the hotel over time.

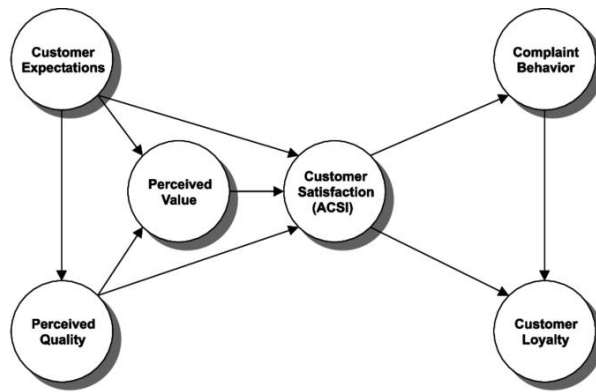


Figure 2.3: The ACSI (American Customer Satisfaction Index) model

(Fornell, Johnson, Anderson, Cha, & Bryant, 1996)

Customer expectations, perceived quality and perceived value affect customer satisfaction. Customer loyalty is a result of customer satisfaction.

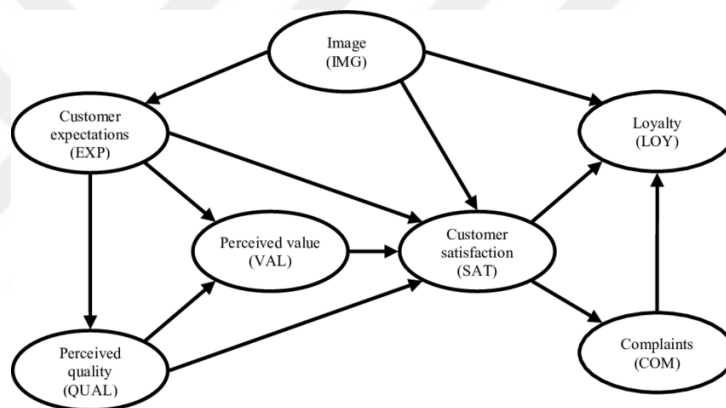


Figure 2.4: The ECSI (the European Customer Satisfaction Index) model

(Staničková, Melecký, Kovářová, & Dvoroková, 2018)

Customer expectations, perceived quality, perceived value and image affect customer satisfaction. Customer loyalty is a result of customer satisfaction.

There are many customer satisfaction measurement techniques in the literature, such as focus groups, advisory panels, and surveys.

Focus Groups: In recent years, it has been widely used to obtain important non-numeric information. These are small group interviews with a moderator to gain in-depth knowledge on a topic (Odabaşı, 2000).

Advisory Panels: Experts deliver vital information about a subject to participants in a pre-planned manner through panels (Demirel, 2007).

Surveys: A survey is a method in which people are asked questions (Seyidođlu, 2009). Questionnaire is used in this study.

2.4 Expectancy Disconfirmation Theory

The expectancy-disconfirmation theory is a frequently used model to explain customer satisfaction. This approach looks at how customers evaluate service quality to their expectations and it occupies a crucial position. According to this theory, customer satisfaction is shaped by the difference between expected service quality and perceived service quality (Pizam & Milman, 1993). In summary, the higher the expectation relative to the perceived service, the greater the dissatisfaction. In other words, since customer expectation and perception are the two key variables that influence satisfaction, the service provider may improve customer satisfaction by either boosting perceived service quality or lowering expected service quality (Eugene & Sullivan, 1993).

2.5 Disconfirmation Sensitivity

When service is better than expected, disconfirmation sensitivity seeks to assess a customer's tendency to be more satisfied than the typical consumer or it seeks to assess a customer's tendency to be more dissatisfied than the typical customer when service is worse than expected (Kopalle & Lehmann, 2001). This means that, disconfirmation sensitivity changes from customer to customer since each customer places a different value on different aspects of the service when assessing it. As a result, the link between Disconfirmation and Perceived Service Quality varies greatly from customer to customer.

Customers who are more disconfirmation sensitive are said to have lower expectations. This indicates that customers are more satisfied when the service exceeds their expectations (Kopalle and Lehmann 2001; Monga and Houston 2006). Briefly, disconfirmation sensitivity is a measurement of a customer's proclivity to be more satisfy than the average customer. Customers who are more sensitive to disconfirmation have lower expectations. This shows that when a service surpasses a customer's expectations, they are more satisfied.

There are many parameters that affect expectations and perceptions (Goering 1985; Kopalle and Lehmann 1995; van Raaij 1991). Therefore, characteristics of

customers influence expected and perceived service levels. In this context, customers' disconfirmation sensitivity and perfectionism levels have a role expectations and perceptions. According to literature shown above, high disconfirmation sensitivity customers may have lower expected service quality levels which in turn increase the positive disconfirmation between expected and perceived service quality and customer satisfaction.

2.6 Perfectionism

It is critical to comprehend how customers become interested in and purchase a service. This process is influenced by a variety of factors, including individual traits. The word "perfectionism" which is one of the individual traits has been bandied around a lot in recent years. Actually, perfectionism in psychology is a concept we've heard often for a long time. Despite the fact that there is no one definition, people have come to a consensus. In general, perfectionism is defined as having overly high standards or expectations as well as striving for perfection (Stoeber & Childs, 2010).

Perfectionistic customer is one of the 5 customer motivations classified by Vigneron and Johnson in 1999 (conspicuous, unique, social, hedonic, perfectionistic) (Vigneron & Johnson, 1999). In addition, in the literature, this word has a number of definitions. The psychological drive to complete a goal is referred to as perfectionism and customers who are perfectionists place a higher value on quality (Leea & Hwang, 2011). Therefore, the expectations of perfectionists are higher.

According to Kopalle and Lehmann, high perfectionism customers may have higher expected service quality levels which in turn increase the negative disconfirmation between expected and perceived service quality and decrease customer satisfaction. Therefore, lowering expectations is a smart way to boost consumer satisfaction. Lowering expectations for perfectionist customers, on the other hand, is difficult. Perfectionist customers have greater expectations than non-perfectionist customers (Kopalle & Lehmann, 2001). It will be simpler to attain customer satisfaction by employing these two traits as segmentation and targeting low perfectionism customers with high disconfirmation sensitivity.

These two concepts disconfirmation sensitivity and perfectionism seem to be opposites of each other. Disconfirmation sensitivity decreases expectation, whereas perfectionism raises it.

2.7 Revisit Intention

2.7.1 Revisit Intention Definition

The intention of customers to return to the same product, brand, place, or area in the future is known as revisit intention (Zeithaml, Berry, & Parasuraman, 1996). Simply said, if customers return to you after receiving excellent service, they intend to visit you again. One of the most important measures of a hotel's success is the revisit intention. Building a deep and lasting relationship with the customers might persuade them to revisit. That's why, measuring re-visit intention plays an important role in identifying areas for improvement in customer relations.

2.7.2 An Overview of the Revisit Intention Concept

When the literature is examined, it is seen that there are many approaches to revisit intention. This research will investigate the relationship among service quality, disconfirmation sensitivity, perfectionism, satisfaction and revisit intention, because it is being conducted at a hotel. Revisit intention is only one dimension of loyalty. The definitions and approaches to customer loyalty in the literature will, nevertheless, be relevant for this investigation. The summary represented by this thesis can be stated as follows before moving on to definitions and approaches connected to revisit intention: The higher the customer satisfaction, the more likely they are to revisit (Karademir, 2019). This means that customers can visit again when they are satisfied. If customers have a positive experience during their stay, they will have revisit intentions (Abubakar, Ilkan, Al-Tal, & Eluwole, 2017). As a result, service quality can be said to have a statistically significant effect on behavioral intentions (Çöp & Türkoğlu Önder, 2020).

2.7.3 Revisit Intention Approaches

There are many definitions in the literature. Customer loyalty, according to Oliver (1999), is defined as a customer's repeated purchase of the goods they prefer, as well as their commitment to remaining a customer of the goods and the company, despite marketing efforts that may create a shift in the customers' preferences (Oliver R. , 1999).

Different approaches to loyalty have been developed in the literature. Behavioral and attitudinal approaches come to the fore in this study. The behavioral approach is focused with the customer's frequency of service purchases. There is a school of thought in the literature that the behavioral approach alone cannot explain loyalty. Because the customer may have no other choice and chooses the same firm every time (Tayfun & Yayla, 2014). In other words, if the revisit intention is handled only with a behavioral approach, very good results may not be obtained in terms of commitment. For example, if the benefit of the customer from the hotel changes, if there are alternatives to get the service or if it loses its attractiveness for the customer, customer preferences may change and customer revisit intention may disappear.

A customer's psychological commitment is explained by the attitudinal approach. Even if they do not utilize the business's services on a regular basis, a customer with attitudinal loyalty may suggest it to others (Çatı, Koçoğlu, & Gelibolu, 2010). For example, even if the customer does not visit the hotel again, they can say positive things about the hotel and recommend it to others, which shows that the customer is still a loyal customer.

2.7.4 Importance for Businesses

Businesses that consistently have loyal customers may reduce expenses in the service industry, increase profitability, and pull ahead of the competition. Today, success is assessed in many ways than just market share. The most essential thing is to keep consumers for a long time and sell them additional goods/services (Şahin, 2006).

Regular customers are required for businesses to continue operating and earning a consistent revenue (Lee, Jeon, & Kim, 2011). For this reason, today it is seen that hotel managers also focus on customer revisit intention. As a result, they employ a variety of techniques to influence their visitors' desire to return to the hotel. In short, it's critical to comprehend the revisit intention.

The intention to revisit significantly affects sustainable tourism activities. For this reason, the customers' intention to visit again should be strengthened. For this, a high level of satisfaction and taking into account the emotional characteristics of visitors are required (Muzaffer & Yooshik, 2005).

It is known that loyalty to a business allows the firm to make numerous sales, guaranteeing that demand for the company's goods and services remains stable and unaffected by market. Re-visitors give potential visitors information about places they are satisfied with. As a result, it becomes a reliable source of revenue for Tourism (Akbolat & Durmuş, 2017).

Because loyal customers repeatedly purchase goods or services and recommend those goods or services to others, thereby increasing profitability, it can be said that one of the most basic goals of all businesses is to create loyal customers. Therefore, the advantage of the companies that increase their profitability in the competitive environment also increases (Aksu, 2006). In other words, the most essential thing for businesses to accomplish, according to several studies, is to develop customer loyalty. It is stated that for a sustainable tourism activity, customers who choose the same destination again in the long run are less costly than those who visit for the first time (Um, Chon, & Ro, 2006).

Loyal customers buy the same good and service over and over again, and that they tend to recommend the good, service or business to others by making positive propaganda provides an important competitive advantage to businesses (Barutçu, 2008). This circumstance will undoubtedly apply to customers who have expressed a strong desire to revisit. For this reason, customers should be encouraged to visit again. Hotel customers, if they have high expectations and get less for service than they expect, they will not be satisfied and have no intention of visiting again.

2.7.5 Importance for Customers

In the literature, customer benefits for loyalty are divided into two as functional and social. Functional benefits are more accurate and better purchasing decisions. Social benefits are friendly relations with the hotel, making friends and spending quality time (Satendra & Singh, 2012). The troubles that may arise will be mitigated as a result of these advantages. Revisiting a hotel has a huge impact on the hotel as well as customer benefits. Even if there is a problem, it will be solved more easily because it will always be in contact (Karademir, 2019). For example, being a regular customer of a hotel means reducing the risk associated with the service we will receive. It also makes it easier to decide whether to get service or not. For example, everything can be easier because we have confidence in the hotel. Apart from these, a company

will be more concerned with its customers and would provide additional benefits (Patterson & Smith, 2003). It is clear that all of these benefits will apply to repeat visitors.

2.7.6 Factors Affecting Revisit Intention

When it comes to loyalty, some essential principles for customer retention are as follows: listening to them, developing policies, solving complaints, and meeting demands and expectations etc. In the same things, it will definitely be effective for the customer to have the intention of visiting again. However, if it is considered specifically, factors such as satisfaction, service quality, previous travel experiences, perceived value will be effective (Li, Wen, & Ying, 2018).

In the literature, it is emphasized that the satisfaction of the customer is very important. If the customer is satisfied, most likely continues to buy, if not satisfied, most likely buys an alternative product (Oliver & Swan, 1989). As this list shows, the hotel must deliver significant satisfaction to its customers. They can only provide these values by developing its relationship with its customers. It is important to establish good relationships at both the personal and corporate level.

CHAPTER THREE

PERFECTIONISM, DISCONFIRMATION SENSITIVITY, GAP BETWEEN EXPECTED AND PERCEIVED SERVICE QUALITY, CUSTOMER SATISFACTION AND REVISIT INTENTION A RESEARCH IN A HOTEL

3.1 The Research Objective

The main purpose of this study is to investigate the relationship between service quality gap, satisfaction and customer revisit intention. Additionally, the impact of perfectionism and disconfirmation sensitivity on service quality gap and customer satisfaction will also be analyzed since individual characteristics of hotel customers may change the level of service gap and customer satisfaction. Understanding this will contribute to the literature. The results may present practical implications for hotel managers as to segment the customers based on their perfectionism and disconfirmation sensitivity levels and fixing problematic areas that result in service quality gap. Tourism is a service business, and customer revisit tendency is important for long-term growth. The success of a hotel is strongly linked to its service quality, customer satisfaction and customer traits namely disconfirmation sensitivity and perfectionism. These customers' traits are important factors because you may get along very splendidly with some of your customers and may be unable to communicate adequately with others. Therefore, the key aim of this study is to look at these customer traits to see how service quality gap impacts customer satisfaction and customer revisit tendency. The purpose of this research is to examine the relationship between perfectionism, disconfirmation sensitivity, gap between expected and perceived service quality, customer satisfaction and revisit intention.

3.2 Research Model and Research Variables

The model of the research was inspired by relational modeling. Correlation and causal comparisons were used. In this way, it was expected to see the relationship between expected service quality, perceived service quality, disconfirmation sensitivity, perfectionism, customer satisfaction and revisit intention. The model of the research is as follows:

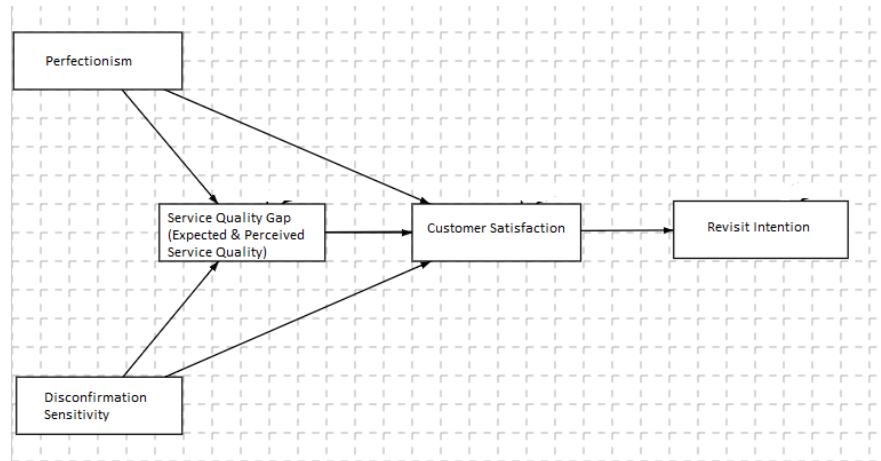


Figure 3.1: The model of the Research

Perfectionism: As previously said, perfectionism is simply defined as having excessively high standard. It is independent variable.

Disconfirmation Sensitivity: As mentioned above, when goods perform better (worse) than predicted, consumers are more likely to be satisfied (dissatisfied) than the typical customer. It is independent variable.

Service Quality Gap: As mentioned earlier, it is the difference between what people expect from a service and how they perceive the service they receive. It is dependent variable.

Customer Satisfaction: As already said, customer satisfaction may be defined as the level of satisfaction with the services obtained by the consumer. It is dependent variable.

Revisit Intention: As previously stated, revisit intention refers to a customer's desire to return to the same good, brand, location, or area in the future. It is dependent variable.

3.3 Hypotheses

The hypotheses are as follows:

H1: As disconfirmation sensitivity increases, expected service quality decreases.

H2: As disconfirmation sensitivity increases, perceived service quality increases.

H3: As disconfirmation sensitivity increases, negative disconfirmation decreases. (Perceived service quality gets higher than expected service quality.)

H4: As negative disconfirmation increases, customer satisfaction decreases.

(Expected service quality gets higher than perceived service quality.)

H:5 As disconfirmation sensitivity increases, customer satisfaction increases.

H6: As perfectionism increases, expected service quality increases.

H7: As perfectionism increases, perceived service quality decreases.

H8: As perfectionism increases, negative disconfirmation increases. (Expected service quality gets higher than perceived service quality).

H9: As perfectionism increases, customer satisfaction decreases.

H10: As customer satisfaction increases, revisit intention increases.

3.4 Sampling

The universe of the research consists of the customers of all 4-star hotels operating in Beylikdüzü. The sample is the customers of the 4-star hotel. Convenience sampling, which is simple random sampling was used in this analysis. In other words, the data was gathered from the 4-star hotel customers who are easily accessible to us. The questionnaires were given to the departments (F&B, Housekeeping, Front Office, Sales & Marketing) that had face-to-face contact with the customers. At the same time, an online survey form was created on google and sent to customers who had stayed before, via email or whatsapp. In total, 412 questionnaire forms were obtained. 12 of them were found to be missing or inaccurate and therefore were not included in the study.

3.5 Data Collection Method

A survey research based on primary data was undertaken in this study. Quantitative analysis was conducted to measure the level of expected service quality and perceived service quality by the customers, disconfirmation sensitivity, perfectionism, satisfaction and revisit intention. Data were collected from customers visiting the hotel through a questionnaire. The survey was conducted between December 2021 and May 2022. The data was analyzed and the hypotheses was tested using SPSS package software. A 5-point Likert scale was used. The questionnaire form consists of 7 parts.

The SERVQUAL scale developed by Parasuraman et al. was used to measure service quality. This scale's final version was adapted from Akbaba's (2006) article. The original language of the questionnaire is English. For this reason, it was translated into Turkish by the researcher. SERVQUAL scale items can be seen in Table 3.1.

Table 3.1: Servqual Scale Items

SERVQUAL Scale Items
The hotel has visually appealing buildings and facilities
The Service units of the hotel have a adequate capacity (dining rooms, meeting rooms, swimming pools, business center facilities, etc.
The hotel has modern looking equipment (air conditioner, furniture, elevator, communication devices, etc.)
The atmosphere and equipment are comfortable and appropriate for purpose of stay (beds, chairs, rooms, etc. comfortable, clean, and tranquil)
The equipment of the hotel works properly without causing breakdowns
Materials associated with the services are adequate and sufficient (soap, shampoo, towel, etc.)
Food and beverages served are hygienic, adequate, and sufficient
Employees of the hotel appear neat and tidy (as uniforms and personal grooming)
The hotel provides the services as they were promised
The hotel performs the services right the first time
Employees provide prompt service
The hotel provides the services at the time it promises to do so
Employees are always willing to serve customers
Employees are always available when needed
The hotel keeps accurate records (reservations, guest records, bills, orders, etc.)
The hotel resolves guest complaints and compensate for the inconveniences guests go through
The hotel provides flexibility in services according to guest demands
The hotel provides consistent services(providing the same services and associated materials every time)
Employees have knowledge to provide information and assistance to guests in areas they would require(shopping, museums, places of interest, etc.)
Employees always treat guests in a friendly manner
Employees of the hotel understand the specific needs of guests
The hotel is also convenient for disabled guests(necessary arrangements made for the disabled)
Employees give guests individualized attention that makes them feel special
The hotel and its facilities have operating hours convenient to all their guests
The hotel provides its guests a safe and secure place
Employees instill confidence in guests
Employees have in-depth occupational knowledge (professional skills, foreign language, communication skills, etc.)
It is easy to access to the hotel (transportation, loading and unloading area, car parking area, etc.)
Getting information about the facilities and services of the hotel is easy (reaching Information via phone,internet, etc., direction signs,etc.)

(Akbaba, 2006).

The first part consists of statements that measure the expectations and perceptions of the customers from the service. There are 29 expressions in total. In the 2nd part, customers evaluate the service quality. The third section includes demographic characteristics. In addition, this section asks about the frequency of staying in hotels. The reason for staying in hotels was also added to the third section by the researcher. The example is as follows:

Table 3.2: Expectation & Perception Survey Example

Your expectation before you come to our hotel					The level of our hotel meeting your expectations					
Very Low	Low	Moderate	High	Very High	List of attributes	Very Low	Low	Moderate	High	Very High
1	2	3	4	5	The hotel has visually appealing buildings and facilities	1	2	3	4	5

In the part 4, the disconfirmation sensitivity scale was employed, which was improved by Kopalle and Lehmann (2001) by adding two items. Coefficient α is 0.64. In this section, it is aimed to measure the disconfirmation sensitivities of the customers. It consists of 6 expressions in total. A 5-point Likert scale was used. Disconfirmation sensitivity scale items can be seen in table 3.4. The scale and scoring are as follows:

Table 3.3: Disconfirmation Sensitivity Survey Example

Please indicate your level of agreement with the following statements.

Statements	I strongly disagree	I disagree	I'm undecided	I agree	I strongly agree
I notice when service performance does not match the quality I expect from the service.	1	2	3	4	5

Table 3.4: Disconfirmation Scale Items

Disconfirmation Scale Items
I notice when service performance does not match the quality I expect from the service.
Guests should be delighted when services perform better than expected.
I am not at all satisfied when services perform worse than I expect.
I am very satisfied when services perform better than I expect
Guests are legitimately irritated when services perform worse than expected.
I typically compare a service's performance to my expectations for that service.

(Kopalle & Lehmann, 2001)

The perfectionism scale created by Kopalle and Lemann (2001) using the literature (Frost and colleagues (1990) and Hewitt and Flett (1991)) was used in the part 5. The coefficient α is 0.69. There are 8 statements. A 5-point Likert scale was used. Perfectionism scale items can be seen in table 3.6. The example is as follows:

Table 3.5: Perfectionism Survey Example

Please indicate your level of agreement with the following statements.

Statements	I strongly disagree	I disagree	I'm undecided	I agree	I strongly agree
I hate being less than the best at things.	1	2	3	4	5

Table 3.6: Perfectionism Scale Items

Perfectionism Scale Items
I hate being less than the best at things.
I get mad at myself when I make mistakes.
It is very important for me to be right.
It makes me uneasy to see an error in my work.
One of my goals is to be perfect in everything I do.
I should be upset if I make a mistake.
Little errors bother me a lot.
People will probably think less of me if I make a mistake.

Part 6 covers the satisfaction levels of the customers. In this section, it is aimed to measure the satisfaction level of the customer during their stay at the hotel. There are 3 statements. The first statement is about overall performance. The second statement is about meeting expectations. Statement 3 relates to the level of proximity to the ideal hotel. This scale was taken from Deng, Yeh, and Sung's 2013 study. Satisfaction scale items can be seen in table 3.8. The example is as follows:

Table 3.7: Customer Satisfaction Survey Example

Please indicate your level of agreement with the following statements.

Statements	I strongly disagree	I disagree	I'm undecided	I agree	I strongly agree
I feel satisfactory of hotel's overall performance	1	2	3	4	5

Table 3.8: Satisfaction Scale Items

Satisfaction Scale Items
I feel satisfactory of hotel's overall performance
The hotel performance has met your expectation
The satisfaction level of hotel is quite close to your ideal hotel.

The final section measures the customers' revisit intentions. It consists of 2 expressions. It was taken from Maxham III's 2001 study. A 5-point Likert scale was used. Revisit scale items can be seen in table 3.10. Example and scoring are as follows:

Table 3.9: Revisit Intention Survey Example

Please indicate your level of agreement with the following statements.

Statements	I strongly disagree	I disagree	I'm undecided	I agree	I strongly agree
I consider this hotel as my first choice compared to other hotels	1	2	3	4	5

Table 3.10: Revisit Scale Items

Revisit Intention Scale
I consider this hotel as my first choice compared to other hotels
I have a strong intention to visit this hotel again

3.6 Data Analysis

After the data were collected, they were coded for analysis. Since Spss program will be used for analysis, the data were transferred to Spss. Reliability and factor analysis were performed for each scale. Pearson correlation analysis was then performed to understand the significance, direction and degree of the relationship between expected service quality, perceived service quality, disconfirmation sensitivity, perfectionism, satisfaction and revisit intention.

Distributions such as standard deviation, mean and frequency were examined in order to determine the details of demographic characteristics, frequency of stay in hotels and the reason for staying at the hotel.

3.6.1 Findings Regarding the General Information of the Participants

This section comprises the responses to the third portion of the questionnaire's questions namely gender, age, marital status, education, occupation, frequency of staying at hotels and the reason for staying at the hotel.

Frequency Tables of Participants' Demographic Information

The total number of participants is 400. Frequency values and percentages are given in the tables.

Table 3.11: Participant Gender

Variables		Frequency	Percentage
Gender	Female	157	39,3
	Male	243	60,8

When it comes to gender, males account for 60,8 percent of the sample. It can be said that hotel customers are generally men.

Table 3.12: Participant Age

Variables		Frequency	Percentage
Age	18-24	26	6,5
	25-34	119	29,8
	35-44	144	36
	45-54	89	22,3
	55-64	20	5
	65 or above	2	0,5

Most of the participants are between the ages of 35 and 44. The 36 percent slice corresponds to this. There are only 2 participants 65 and over. It is seen that hotel visits increase with age up to the age range of 35-44. But after the 35-44 range, it is seen that the accommodation in the hotel decreased with age.

Table 3.13: Marital Status

Variables		Frequency	Percentage
Marital Status	Married	234	58,5
	Single	166	41,5

More than half of the participants are married. It can be said that hotel customers are generally married people.

Table 3.14: Education

Variables		Frequency	Percentage
Education	No School Education	1	0,3
	Elementary School	3	0,8
	Junior High School	5	1,3
	High School	94	23,5
	Junior College	134	33,5
	Bachelor's Degree	134	33,5
	Master's Degree	26	6,5
	Doctorate Degree	3	0,8

There is only 1 participant with no school education. The number of participants who graduated from doctorate and elementary school is the same: 3 participants. The highest number of participants by education level is those with a Junior college and Bachelor's degree diploma. It can be concluded that most hotel customers have a bachelor's degree or junior college diploma.

Table 3.15: Participants' Occupation

Variables	Frequency	Percentage	
Occupation	Self Employed	61	15,3
	Executive/Manager	79	19,8
	White Collar	179	44,8
	Blue Collar	24	6
	Student	16	4
	Retired	15	3,8
	Housewife	26	6,5

It is seen that 179 people and 44.8 percent of the participants are white collar. This is followed by 19.3% executive/manager, 15.3% self-employed, 6.5% house wife, 6% blue collar, 4% student and 3.8% retired participants, respectively.

Frequency of Stay at Hotels and Reason for Staying at the Hotel

Table 3.16: Frequency of stay at hotels

Variables	Frequency	Percentage	
Frequency of stay at hotels	Less than once a year	8	2
	Once a year	15	3,8
	Twice a year	48	12
	Three times a year	78	19,5
	Four times a year	49	12,3
	Five times or more a year	202	50,5

More than half of the participants reported that they made 5 or more accommodation in 1 year. In general, it can be said that the frequency of hotel customers staying at the hotel is high.

Table 3.17: Reason for staying at the hotel

Variables	Frequency	Percentage	
Reason for staying at the hotel	Business	132	33
	Holiday	37	9,3
	Health	57	14,3
	Rest	63	15,8
	Entertainment	21	5,3
	Education	6	1,5
	Touristic	11	2,8
	Fair & Congress	61	15,3
	Sports Competition	12	3

According to the table, 33 percent of the participants indicated business travel as the reason for staying in this hotel. It's reasonable to assume that the hotel is mostly utilized for business visits.

3.6.2 Reliability of Scales

In scientific investigations, reliability is crucial. The Cronbach Alpha reliability analysis, created by Lee Cronbach in 1951, was employed in this investigation. Cronbach Alpha indicates if the analysis is internally consistent (Ercan & Kan, 2004).

The reliability test coefficient ranges are considered as follows:

$0,70 \leq \alpha$ this is acceptable.

$0,80 \leq \alpha$ this is preferred (Cortina, 1993).

The table below shows the findings of this analysis:

Scale Reliability Coefficients

Table 3.18: Reliability Coefficient

Scale	Coefficient	Degree of the Reliability
Expected Service Quality	0,892	Preferred
Perceived Service Quality	0,945	Preferred
Disconfirmation Sensitivity	0,888	Preferred
Perfectionism	0,897	Preferred
Satisfaction	0,623	Acceptable
Revisit Intention	0,961	Preferred

With the exception of one, all of the scale items were over 0.80. That is, their reliability is high. Only the satisfaction scale's reliability coefficient remained below

0.70. This coefficient was accepted because it was close to 0.70 and this scale was used in the analysis. According to Kayis (2010):

Not reliable if $0.00 \leq \alpha < 0.40$.

If $0.40 \leq \alpha < 0.60$, the reliability is low,

If $0.60 \leq \alpha < 0.80$, it is quite reliable,

If $0.80 \leq \alpha < 1.00$, highly reliable, (Kayış, 2010).

The revisit intention scale had the highest level of reliability coefficient.

3.6.3 Validity of Scales

Explanatory Factor analysis was applied to find out whether our large number of variables could be expressed with a few basic variables. The concept validity was tested using explanatory factor analysis. Since the Barlett test result was $p=0.000<0.05$, it was accepted that there was a relationship between the variables. Since the KMO values are greater than 0.60, it can be said that the sample size is sufficient for the factor analysis application. In order to keep the structure of the variables the same, the varimax method was chosen in the factor analysis application (Kalaycı, SPSS Uygulamalı Çok Değişkenli İstatistik Teknikleri, 2018).

3.6.3.1 Expected Service Quality & Perceived Service Quality Factor Analysis

The statements that were not included in any factor were eliminated and the factor analysis was repeated. Similarly, the statements under more than one factor were eliminated and the factor analysis was repeated. The table and explanations of the factor group formed as a result of factor analysis are given below.

Table 3.19: Expected Service Quality KMO Analysis Table

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.918
Bartlett's Test of Sphericity	Approx. Chi-Square	6226,371
	Df	171
	Sig.	,000

$p=0.000<0.05$

$KMO>0.60$

The KMO value is greater than 0.60. The Barlett value is 0.000. Therefore, the variables are suitable for factor analysis.

Table 3.20: Expected Service Quality Total Variance Explained Table

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10,485	55,183	55,183	10,485	55,183	55,183	4,029	21,205	21,205
2	1,379	7,257	62,440	1,379	7,257	62,440	3,652	19,220	40,426
3	1,019	5,365	67,804	1,019	5,365	67,804	3,010	15,840	56,266
4	0,884	4,650	72,455	0,884	4,650	72,455	2,057	10,825	67,091
5	0,822	4,329	76,783	0,822	4,329	76,783	1,842	9,693	76,783

As a result of factor analysis, 5 factors were determined. 5 Factors explain 76,7% of the survey.

The statement with factor loadings below 0,50 are not included. The statements that were not included in any factor were eliminated and the factor analysis was repeated. Similarly, the statements under more than one factor were eliminated and the factor analysis was repeated.

Table 3.21: Rotated Component Matrix

Rotated Component Matrix					
Component	Understanding & Caring	Adequacy	Adequacy of Tangibles	Convenience	Modern Equipment
Employees of the hotel understand the specific needs of guests	0,792				
Employees have knowledge to provide information	0,75				
Employees give guests individualized attention	0,748				
Employees always treat guests in a friendly manner	0,663				
The hotel provides flexibility in services according to guest demands	0,617				
The hotel and its facilities have operating hours convenient to all their guests	0,59				
Employees provide prompt service		0,816			
The hotel performs the services right the first time		0,791			
The hotel provides the services at the time it promises to do so		0,717			
Employees are always willing to serve customers		0,659			
The hotel provides the services as they were promised		0,612			
Materials associated with the services are adequate and sufficient			0,778		
The equipment of the hotel works properly without causing breakdowns			0,769		
The atmosphere and equipment are comfortable			0,69		
Food and beverages served are hygienic, adequate, and sufficient			0,678		
It is easy to access to the hotel				0,792	
Getting information about the facilities and services of the hotel is easy				0,772	
The service units of the hotel have a adequate capacity					0,821
The hotel has modern looking equipment					0,748

Table 3.22: Factors' Mean and Std. Deviation

Expected Service Quality	Mean	Std. Deviation
Understanding and Caring	4,7463	0,44385
Adequacy	4,732	0,46768
Adequacy of Tangibles	4,8431	0,33571
Convenience	4,8213	0,39568
Modern Equipment	4,6575	0,58399

Table 3.23: Perceived Service Quality KMO Analysis Table

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,900
Bartlett's Test of Sphericity	Approx. Chi-Square	3960,926
	df	120
	Sig.	,000

$p=0.000 < 0.05$

$KMO > 0.60$

The KMO value is greater than 0.60. The Barlett value is 0.000. Therefore, the variables are suitable for factor analysis.

Table 3.24: Perceived Service Quality Total Variance Explained Table

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7,414	46,339	46,339	7,414	46,339	46,339	3,734	23,339	23,339
2	1,482	9,264	55,603	1,482	9,264	55,603	2,956	18,472	41,811
3	1,345	8,408	64,010	1,345	8,408	64,010	1,933	12,079	53,890
4	1,050	6,564	70,574	1,050	6,564	70,574	1,857	11,606	65,496
5	0,951	5,943	76,517	0,951	5,943	76,517	1,763	11,021	76,517

As a result of factor analysis, 5 factors were determined. 5 Factors explain 76,5% of the survey.

The statement with factor loadings below 0,50 are not included. The statements that were not included in any factor were eliminated and the factor analysis was repeated. Similarly, the statements under more than one factor were eliminated and the factor analysis was repeated.

Table 3.25: Rotated Component Matrix

Rotated Component Matrix					
Component	Adequacy	Adequacy of Tangibles	Assurance	Understanding and Caring	Convenience
The hotel provides the services at the time it promises to do so	0,871				
Employees provide prompt service	0,869				
The hotel performs the services right the first time	0,811				
Employees are always willing to serve customers	0,700				
Employees are always available when needed	0,649				
The equipment of the hotel works properly without causing breakdowns		0,753			
Materials associated with the services are adequate and sufficient		0,743			
The atmosphere and equipment are comfortable and appropriate		0,688			
The hotel has modern looking equipment		0,687			
Food and beverages served are hygienic, adequate, and sufficient		0,652			
The hotel provides its guests a safe and secure place			0,847		
Employees instill confidence in guests			0,805		
The hotel provides flexibility in services according to guest demands				0,852	
The hotel resolves guest complaints and compensate				0,801	
It is easy to access to the hotel					0,824
Getting information about the facilities and services of the hotel is easy					0,803

Table 3.26: Factors' Mean and Std. Deviation

Perceived Service Quality	Mean	Std. Deviation
Adequacy	4,313	0,73606
Adequacy of Tangibles	4,363	0,62707
Assurance	4,72	0,50471
Understanding and Caring	4,4138	0,71113
Convenience	4,5788	0,56699

Table 3.27: Disconfirmation Sensitivity KMO Analysis Table

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,875
Bartlett's Test of Sphericity	Approx. Chi-Square	1365,908
	df	15
	Sig.	,000

p=0.000<0.05

KMO>0.60

The KMO value is greater than 0.60. The Barlett value is 0.000. Therefore, the variables are suitable for factor analysis.

Table 3.28: Disconfirmation Sensitivity Total Variance Explained Table

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,977	66,277	66,277	3,977	66,277	66,277
2	0,678	11,307	77,584			
3	0,431	7,179	84,763			
4	0,341	5,680	90,443			
5	0,330	5,499	95,941			
6	0,244	4,059	100,000			

As a result of factor analysis, 1 factor was determined. 1 Factor explains 66% of the survey.

As only one component was extracted, there is no rotated component matrix.

Table 3.29: Component Matrix

Component Matrix ^a	
	Component
	1
I notice when service performance does not match the quality I expect from the service.	0,848
I am very satisfied when services perform better than I expect	0,839
Guests are legitimately irritated when services perform worse than expected.	0,830
Guests should be delighted when services perform better than expected.	0,827
I typically compare a service's performance to my expectations for that service.	0,792
I am not at all satisfied when services perform worse than I expect	0,745

a. 1 components extracted.

Table 3.30: Perfectionism KMO Analysis Table

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,879
Bartlett's Test of Sphericity	Approx. Chi-Square	1667,914
	df	28
	Sig.	,000

p=0.000<0.05

KMO>0.60

The KMO value is greater than 0.60. The Barlett value is 0.000. Therefore, the variables are suitable for factor analysis.

Table 3.31: Perfectionism Total Variance Explained Table

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,670	58,376	58,376	4,670	58,376	58,376
2	0,786	9,829	68,205			
3	0,656	8,199	76,404			
4	0,564	7,045	83,449			
5	0,443	5,541	88,990			
6	0,353	4,418	93,408			
7	0,279	3,485	96,892			
8	0,249	3,108	100,000			

As a result of factor analysis, 1 factor was determined. 1 Factor explains 58% of the survey.

As only one component was extracted, there is no rotated component matrix.

Table 3.32: Component Matrix

Component Matrix ^a	
	Component
	1
Little errors bother me a lot.	0,790
It makes me uneasy to see an error in my work.	0,784
It is very important for me to be right.	0,779
I should be upset if I make a mistake.	0,777
One of my goals is to be perfect in everything I do.	0,770
I get mad at myself when I make mistakes.	0,751
I hate being less than the best at things	0,734
People will probably think less of me if I make a mistake.	0,724

Table 3.33: Satisfaction KMO Analysis Table

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,500
Bartlett's Test of Sphericity	Approx. Chi-Square	653,597
	df	1
	Sig.	,000

p=0.000<0.05

KMO<0.60

Table 3.34: Satisfaction Total Variance Explained Table

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	1	1,898	94,912	94,912	1,898	94,912
2	0,102	5,088	100,000			

As a result of factor analysis, 1 factor was determined. 1 Factor explains 95% of the survey.

As only one component was extracted, there is no rotated component matrix.

Table 3.35: Component Matrix

Component Matrix ^a	
	Component
	1
The satisfaction level of hotel is quite close to your ideal hotel.	0,974
The hotel performance has met your expectation	0,974

Table 3.36: Revisit Intention KMO Analysis Table

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,500
Bartlett's Test of Sphericity	Approx. Chi-Square	790,974
	df	1
	Sig.	,000

p=0.000<0.05

Table 3.37: Revisit Intention Total Variance Explained Table

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	1	1,929	96,457	96,457	1,929	96,457
2	0,071	3,543	100,000			

As a result of factor analysis, 1 factor was determined. 1 Factor explains 66% of the survey.

As only one component was extracted, there is no rotated component matrix.

Table 3.38: Component Matrix

Component Matrix ^a	
	Component
	1
I consider this hotel as my first choice compared to other hotels	0,982
I have a strong intention to visit this hotel again	0,982

Reliability analysis was performed on the questionnaire applied to 400 people in total. Alpha and the explained variance value show that the scales is valid. Reliability coefficients for each factor were evaluated together with the factor analysis results.

3.6.4 Findings of the Research

The following are the results of the data analysis:

3.6.4.1 The General Evaluation of The Service Quality of the Participants

Table 3.39: General Evaluation of The Service Quality

Statement		Frequency	Percentage
Overall, How would you rate the quality of service you received in this hotel?	Very Low	1	0,3
	Low	5	1,3
	Moderate	71	17,8
	High	170	42,5
	Very High	153	38,3

Most of the participants expressed the quality of the service they received in this hotel as high. Only 1 person said it is very low. “Very high” expression was marked by 38.3% of the participants.

3.6.4.2 Findings Regarding to Satisfaction of Participants

Table 3.40: Satisfaction Statement 1

Statement		Frequency	Percentage
I feel satisfactory of hotel’s overall performance	I strongly disagree	2	0,5
	I disagree	13	3,3
	I’m undecided	42	10,5
	I agree	159	39,8
	I strongly agree	183	45,8

Participants said that they strongly agree with the statement “I feel satisfactory of hotel’s overall performance” with a ratio of 45,8%.

Table 3.41: Satisfaction Statement 2

Statement		Frequency	Percentage
The hotel performance has met your expectation	I strongly disagree	2	0,5
	I disagree	22	5,5
	I'm undecided	64	16
	I agree	132	33
	I strongly agree	180	45

Participants said that they strongly agree with the statement “The hotel performance has met your expectation” with a ratio of 45%.

Table 3.42: Satisfaction Statement 3

Statement		Frequency	Percentage
The satisfaction level of hotel is quite close to your ideal hotel.	I strongly disagree	15	3,8
	I disagree	39	9,8
	I'm undecided	82	20,5
	I agree	95	23,8
	I strongly agree	169	42,3

Participants said that they strongly agree with the statement “The satisfaction level of hotel is quite close to your ideal hotel.” with a ratio of 42,3%.

3.6.4.3 Findings Regarding to Revisit Intention of Participants

Table 3.43: Revisit Intention Statement 1

Statement		Frequency	Percentage
I consider this hotel as my first choice compared to other hotels	I strongly disagree	3	0,8
	I disagree	32	8
	I'm undecided	73	18,3
	I agree	120	30
	I strongly agree	172	43

Participants said that they strongly agree with the statement “I consider this hotel as my first choice compared to other hotels” with a ratio of 43%.

Table 3.44: Revisit Intention Statement 2

Statement		Frequency	Percentage
I have strong intention to visit this hotel again	I strongly disagree	3	0,8
	I disagree	20	5
	I'm undecided	59	14,8
	I agree	133	33,3
	I strongly agree	185	46,3

Participants said that they strongly agree with the statement “I have strong intention to visit this hotel again” with a ratio of 46,3%.

3.6.5 The Analysis

Paired Sample T Test and Correlation test were applied to the variables. The correlation test was used to find out the relationship between the variables. The Paired Sample T test compares the means of a variable observed in two different situations.

Paired Sample T Test

In this study, a paired sample T test was applied to the sub-factors in order to compare the expected and perceived service. The results are as follows:

Tangibles

Table 3.45: Paired Sample T-Test for Tangibles

Paired Samples Test					
			Paired Differences		Sig. (2-tailed)
			Mean	Std. Deviation	
Pair 1	The hotel has visually appealing buildings and facilities	Perceived	-0,545	1,093601807	0,00
		Expected			
Pair 2	The Service units of the hotel have a adequate capacity	Perceived	-0,69	1,160718816	0,00
		Expected			
Pair 3	The hotel has modern looking equipment	Perceived	-0,445	0,924180867	0,00
		Expected			
Pair 4	The atmosphere and equipment are comfortable	Perceived	-0,5775	1,003249732	0,00
		Expected			
Pair 5	The equipment of the hotel works properly	Perceived	-0,4775	0,93363426	0,00
		Expected			

Pair 6	Materials associated with the services are adequate	Perceived	-0,48	0,84935476	0,00
		Expected			
Pair 7	Food and beverages served are hygienic, adequate	Perceived	-0,26	0,77711632	0,00
		Expected			
Pair 8	Employees of the hotel appear neat and tidy	Perceived	-0,235	0,803984439	0,00
		Expected			

Since $P < 0.05$, there is a significant difference between expected and perceived service quality.

Table 3.46: Paired Samples Statistics for Tangibles

Paired Samples Statistics				
			Mean	Std. Deviation
Pair 1	The hotel has visually appealing buildings and facilities	Perceived	4,0525	0,93645
		Expected	4,5975	0,77589
Pair 2	The Service units of the hotel have a adequate capacity	Perceived	3,9425	1,01329
		Expected	4,6325	0,69905
Pair 3	The hotel has modern looking equipment	Perceived	4,2375	0,77627
		Expected	4,6825	0,60216
Pair 4	The atmosphere and equipment are comfortable	Perceived	4,24	0,90246
		Expected	4,8175	0,44123
Pair 5	The equipment of the hotel works properly	Perceived	4,3625	0,84728
		Expected	4,84	0,42409
Pair 6	Materials associated with the services are adequate	Perceived	4,385	0,78951
		Expected	4,865	0,36346
Pair 7	Food and beverages served are hygienic, adequate	Perceived	4,59	0,68416
		Expected	4,85	0,39100
Pair 8	Employees of the hotel appear neat and tidy	Perceived	4,4975	0,67538
		Expected	4,7325	0,50157

By comparing the means, the difference between expected service quality and perceived service quality can be seen. In all statements, the expected service quality is higher than the perceived service quality.

Adequacy

Table 3.47: Paired Sample T-Test for Adequacy

Paired Samples Test						
				Paired Differences		Sig. (2-tailed)
				Mean	Std. Deviation	
Pair 1	The hotel provides the services as they were promised	Perceived				0,00
		Expected	0,3575	0,828498506		
Pair 2	The hotel performs the services right the first time	Perceived				0,00
		Expected	0,4825	0,912015999		
Pair 3	Employees provide prompt service	Perceived				0,00
		Expected	0,4775	0,988400774		
Pair 4	The hotel provides the services at the time it promises to do so	Perceived				0,00
		Expected	0,485	0,965455987		
Pair 5	Employees are always willing to serve customers	Perceived				0,00
		Expected	0,3325	0,904981341		
Pair 6	Employees are always available when needed	Perceived				0,00
		Expected	0,54	2,689140885		
Pair 7	The hotel provides consistent services	Perceived				0,00
		Expected	0,4325	0,794999251		

Since $P < 0.05$, there is a significant difference between expected and perceived service quality.

Table 3.48: Paired Samples Statistics for Adequacy

Paired Samples Statistics				
			Mean	Std. Deviation
Pair 1	The hotel provides the services as they were promised	Perceived	4,42	0,74160
		Expected	4,7775	0,44552
Pair 2	The hotel performs the services right the first time	Perceived	4,2775	0,85283
		Expected	4,76	0,48268
Pair 3	Employees provide prompt service	Perceived	4,265	0,88698
		Expected	4,7425	0,53564
Pair 4	The hotel provides the services at the time it promises to do so	Perceived	4,2625	0,88348
		Expected	4,7475	0,53334
Pair 5	Employees are always willing to serve customers	Perceived	4,4	0,54469
		Expected	4,7325	0,82868
Pair 6	Employees are always available when needed	Perceived	4,36	0,79181
		Expected	4,9	2,56152
Pair 7	The hotel provides consistent services	Perceived	4,375	0,73534
		Expected	4,8075	0,41938

By comparing the means, the difference between expected service quality and perceived service quality can be seen. In all statements, the expected service quality is higher than the perceived service quality.

Convenience

Table 3.49: Paired Sample T-Test for Convenience

Paired Samples Test						
				Paired Differences		Sig. (2-tailed)
				Mean	Std. Deviation	
Pair 1	The hotel keeps accurate records	Perceived		0,5025	2,605179678	0,00
		Expected				
Pair 2	The hotel resolves guest complaints	Perceived		0,3975	0,806921033	0,00
		Expected				
Pair 3	It is easy to access to the hotel	Perceived		0,2025	0,705505556	0,00
		Expected				
Pair 4	Getting information is easy	Perceived		0,2825	0,654802004	0,00
		Expected				

Since $P < 0.05$, there is a significant difference between expected and perceived service quality.

Table 3.50: Paired Samples Statistics for Convenience

Paired Samples Statistics					
				Mean	Std. Deviation
				Pair 1	The hotel keeps accurate records
	Expected	4,94	2,54413		
Pair 2	The hotel resolves guest complaints	Perceived	4,4225	0,74860	
		Expected	4,82	0,42785	
Pair 3	It is easy to access to the hotel	Perceived	4,6075	0,62403	
		Expected	4,81	0,43517	
Pair 4	Getting information is easy	Perceived	4,55	0,63127	
		Expected	4,8325	0,39349	

By comparing the means, the difference between expected service quality and perceived service quality can be seen. In all statements, the expected service quality is higher than the perceived service quality.

Understanding and Caring

Table 3.51: Paired Sample T-Test for Understanding and Caring

Paired Samples Test					
			Paired Differences		Sig. (2-tailed)
			Mean	Std. Deviation	
Pair 1	The hotel provides flexibility in services	Perceived			0,00
		Expected	0,3725	0,797077211	
Pair 2	Employees have knowledge to provide information	Perceived			0,00
		Expected	0,56	1,036380824	
Pair 3	Employees always treat guests in a friendly manner	Perceived			0,00
		Expected	0,175	0,778389186	
Pair 4	Employees of the hotel understand the specific needs of guests	Perceived			0,00
		Expected	0,375	0,917321479	
Pair 5	The hotel is also convenient for disabled guests	Perceived			0,00
		Expected	1,0125	2,11388624	
Pair 6	Employees give guests individualized attention	Perceived			0,00
		Expected	0,3625	0,953081666	

Since $P < 0.05$, there is a significant difference between expected and perceived service quality.

Table 3.52: Paired Samples Statistics for Understanding and Caring

Paired Samples Statistics				
			Mean	Std. Deviation
Pair 1	The hotel provides flexibility in services	Perceived	4,405	0,78901
		Expected	4,7775	0,49356
Pair 2	Employees have knowledge to provide information	Perceived	4,1175	0,93589
		Expected	4,6775	0,63205
Pair 3	Employees always treat guests in a friendly manner	Perceived	4,6225	0,62927
		Expected	4,7975	0,49710
Pair 4	Employees of the hotel understand the specific needs of guests	Perceived	4,3725	0,82792
		Expected	4,7475	0,53334
Pair 5	The hotel is also convenient for disabled guests	Perceived	3,625	1,31289
		Expected	4,6375	1,79140
Pair 6	Employees give guests individualized attention	Perceived	4,34	0,84628
		Expected	4,7025	0,59150

By comparing the means, the difference between expected service quality and perceived service quality can be seen. In all statements, the expected service quality is higher than the perceived service quality.

Assurance

Table 3.53: Paired Sample T-Test for Assurance

Paired Samples Test					
			Paired Differences		Sig. (2-tailed)
			Mean	Std. Deviation	
Pair 1	The hotel has operating hours convenient to all their guests	Perceived			0,00
		Expected	0,38	0,84402663	
Pair 2	The hotel provides its guests a safe and secure place	Perceived			0,00
		Expected	0,17	0,526110236	
Pair 3	Employees instill confidence in guests	Perceived			0,00
		Expected	0,225	0,583288577	
Pair 4	Employees have in-depth occupational knowledge	Perceived			0,00
		Expected	0,51	0,840634681	

Since $P < 0.05$, there is a significant difference between expected and perceived service quality.

Table 3.54: Paired Samples Statistics for Assurance

Paired Samples Statistics				
			Mean	Std. Deviation
Pair 1	The hotel has operating hours convenient to all their guests	Perceived	4,395	0,76514
		Expected	4,775	0,46896
Pair 2	The hotel provides its guests a safe and secure place	Perceived	4,75	0,51299
		Expected	4,92	0,28950
Pair 3	Employees instill confidence in guests	Perceived	4,69	0,56983
		Expected	4,915	0,30497
Pair 4	Employees have in-depth occupational knowledge	Perceived	4,2825	0,75771
		Expected	4,7925	0,49503

By comparing the means, the difference between expected service quality and perceived service quality can be seen. In all statements, the expected service quality is higher than the perceived service quality.

In conclusion, there was a significant difference between expected and perceived service quality levels when the t test was used to compare them.

Correlation Analysis

Tangibles

Table 3.55: Correlations for Tangibles

Perfectionism Total & Disconfirmation Sensitivity (Total) & Satisfaction & Tangibles (Expected)											
Variables	Perfectionism	Disconfirmation	Satisfaction	t1	t2	t3	t4	t5	t6	t7	t8
Perfectionism	1	0,05	-,286**	,219**	,123*	,142**	,139**	,137**	,150**	,184**	,140**
Disconfirmation	0,05	1	,243**	0,021	-0,022	-,0068	-,101*	0,027	0,074	0,003	-0,006
Satisfaction	-,286**	,243**	1	-,354**	-,378**	-,366**	-,505**	-,441**	-,463**	-,409**	-,373**

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

According to the results of the Pearson correlation analysis, the following conclusions were reached:

-There is a significant and negative correlation between perfectionism and satisfaction.

$r = -,286, p < ,01$

-There is a significant and positive correlation between perfectionism and the difference between expected and perceived service quality for tangibles.

- There is a significant and positive correlation between disconfirmation sensitivity and satisfaction. $r = ,243, p < ,01$

Adequacy

Table 3.56: Correlations for Adequacy

Perfectionism Total & Disconfirmation Sensitivity (Total) & Satisfaction & Adequacy (Expected)										
Variables	Disconfirmation	Perfectionism	Satisfaction	a9	a10	a11	a12	a13	a14	a18
Disconfirmation	1	0,05	,243**	-,00189	-,115*	-,008	-,008	-,00357	0,033	0,011
Perfectionism	0,05	1	-,286**	,104*	,180**	,162**	,185**	,148**	0,073	,099*
Satisfaction	,243**	-,286**	1	-,499**	-,549**	-,524**	-,536**	-,539**	-,174**	-,501**

* . Correlation is significant at the 0.05 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed).

- There is a significant and positive correlation between perfectionism and the difference between expected and perceived service quality for adequacy.

Convenience

Table 3.57: Correlations for Convenience

Perfectionism Total & Disconfirmation Sensitivity Total & Satisfaction& Convenience (Expected)							
Variables	Perfectionism	Disconfirmation	Satisfaction	c15	c16	c28	c29
Perfectionism	1	0,05	-,286**	-0,019	,154**	0,066	,114*
Disconfirmation	0,05	1	,243**	-0,026	-0,051	-0,042	-,124*
Satisfaction	-,286**	,243**	1	-,071	-,477**	-,338**	-,408**

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

- There is a significant and positive correlation between perfectionism and some of the difference between expected and perceived service quality for convenience (c16 & c29).

Understanding and Caring

Table 3.58: Correlations for Understanding & Caring

Perfectionism Total & Disconfirmation Sensitivity Total & Satisfaction& Understanding (Expected)									
Variables	Perfectionism	Disconfirmation	Satisfaction	u17	u19	u20	u21	u22	u23
Perfectionism	1	0,05	-,286**	,144**	,152**	,135**	,204**	,214**	,107*
Disconfirmation	0,05	1	,243**	0,013	0,026	0,047	0,016	0,063	0,047
Satisfaction	-,286**	,243**	1	-,434**	-,450**	-,310**	-,400**	-,227**	-,423**

* Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

-There is a significant and positive correlation between perfectionism and the difference between expected and perceived service quality for understanding and caring.

Assurance

Table 3.59: Correlations for Assurance

Perfectionism Total & Disconfirmation Sensitivity Total & Satisfaction& Assurance (Expected)							
Variables	Perfectionism	Disconfirmation	Satisfaction	a24	a25	a26	a27
Perfectionism	1	0,05	-,286**	,120*	,164**	,155**	0,066
Disconfirmation	0,05	1	,243**	0,018	0,039	,113*	0,083
Satisfaction	-,286**	,243**	1	,337**	-,422**	-,433**	-,466**

* Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

-There is a significant and positive correlation between perfectionism and some of the difference between expected and perceived service quality for assurance.

Table 3.60: Disconfirmation Sensitivity & Expected Service Quality Factor Correlation on Total Values

Disconfirmation Sensitivity & Expected Service Quality Factor Correlation on Total Values						
Variable	1	2	3	4	5	6
1.Disconfirmation Sensitivity	1	,278**	,263**	,124*	,218**	,228**
2.Understanding & Caring	,278**	1	,762**	,612**	,673**	,588**
3.Adequacy	,263**	,762**	1	,675**	,668**	,577**
4.Tangible	,124*	,124**	,675**	1	,595**	,529**
5.Convenience	,218**	,673**	,668**	,595**	1	,515**
6.Tangible 2	,228**	,588**	,577**	,529**	,515**	1

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

-There is a significant and positive correlation between disconfirmation sensitivity and expectation factors.

Table 3.61: Disconfirmation Sensitivity & Perceived Service Quality Factor Correlation on Total Values

Disconfirmation Sensitivity & Perceived Service Quality Factor Correlation on Total Values						
Variable	1	2	3	4	5	6
1.Disconfirmation Sensitivity	1	,246**	,163**	,180**	,174**	,250**
2. Adequacy	,246**	1	,614**	,496**	,528**	,452*
3. Tangibles	,163**	,614**	1	,461**	,491**	,414**
4. Assurance	,180**	,496**	,461**	1	,428**	,493**
5. Understanding	,174**	,528**	,491**	,428**	1	,435**
6.Convenience	,250**	,452**	,414**	,493**	,435**	1

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

-There is a significant and positive correlation between disconfirmation sensitivity and perception factors.

Perfectionism

Table 3.62: Perfectionism & Expected Service Quality Factor Correlation on Total Values

Perfectionism & Expected Service Quality Factor Correlation on Total Values						
Variable	1	2	3	4	5	6
1. Perfectionism	1	-0,013	0,053	0,043	0,052	0,026
2. Understanding	-	1	,762**	,612**	,673**	,588**
3. Adequacy	0,053	,762**	1	,675**	,668**	,577**
4. Tangible	0,043	,612**	,675**	1	,595**	,529**
5. Convenience	0,052	,673**	,668**	,595**	1	,515**
6. Tangible 2	0,026	,588**	,577**	,529**	,515**	1

*. Correlation is significant at the 0.05 level (2-tailed).
 **. Correlation is significant at the 0.01 level (2-tailed).

-There is no significant correlation between perfectionism and expectation factors.

Table 3.63: Perfectionism & Perceived Service Quality Factor Correlation on Total Values

Perfectionism & Perceived Service Quality Factor Correlation on Total Values						
Variable	1	2	3	4	5	6
1. Adequacy	1	,614**	,496**	,528**	,452**	,174**
2. Tangible	,614**	1	,461**	,491**	,414**	,180**
3. Assurance	,496**	,461**	1	,428**	,493**	,136**
4. Understanding	,528**	,491**	,428**	1	,435**	,168**
5. Convenience	,452**	,414**	,493**	,435**	1	0,071
6. Perfectionism	-,174**	-,180**	-,136**	-,168**	-0,071	1

*. Correlation is significant at the 0.05 level (2-tailed).
 **. Correlation is significant at the 0.01 level (2-tailed).

-There is a significant and negative correlation between perfectionism and some perception factors.

Table 3.64: Satisfaction & Disconfirmation Sensitivity Correlation

Satisfaction & Disconfirmation Sensitivity		
Variable	Satisfaction	Disconfirmation
Satisfaction	1	,243**

*. Correlation is significant at the 0.05 level (2-tailed).
 **. Correlation is significant at the 0.01 level (2-tailed).

-There is a significant and positive correlation between satisfaction and disconfirmation sensitivity. $r = ,243 p < 0,01$

Table 3.65: Satisfaction & Perfectionism Correlation

Satisfaction & Perfectionism		
Variable	Satisfaction	Perfectionism
Satisfaction	1	-,286**

*. Correlation is significant at the 0.05 level (2-tailed).

**.. Correlation is significant at the 0.01 level (2-tailed).

-There is a significant and negative correlation between satisfaction and perfectionism. $r = -,286 p < 0,01$

Table 3.66: Satisfaction & Revisit Intention Correlation

Satisfaction & Revisit Intention		
Variable	Satisfaction	Revisit Intention
Satisfaction	1	,932**

*. Correlation is significant at the 0.05 level (2-tailed).

**.. Correlation is significant at the 0.01 level (2-tailed).

-There is a significant and positive correlation between satisfaction and revisit intention. $r = ,932 p < 0,01$.

It was difficult to find similarities in the results of expected service quality and perceived service quality factor analysis. For this reason, statement comparisons were made for hypotheses 3, 4 and 8. In other words, for each statement, the difference was calculated and its significance was examined. All of the customers who came to the hotel had higher expectations, the performance they perceived turned out to be lower, and this had a slight correlation with perfectionism.

Table 3.67: Hypotheses Findings Summary

Hypotheses Findings Summary		
Number	Hypotheses	Situation
H1	As disconfirmation sensitivity increases, expected service quality decreases.	Not accepted
H2	As disconfirmation sensitivity increases, perceived service quality increases.	Accepted
H3	As disconfirmation sensitivity increases, negative disconfirmation decreases.	Rejected For Each Item
H4	As negative disconfirmation increases, customer satisfaction decreases.	Accepted For Each Item
H5	As disconfirmation sensitivity increases, customer satisfaction increases.	Accepted
H6	As perfectionism increases, expected service quality increases.	Not Accepted
H7	As perfectionism increases, perceived service quality decreases.	Accepted
H8	As perfectionism increases, negative disconfirmation increases.	Accepted For Each Item
H9	As perfectionism increases, customer satisfaction decreases.	Accepted
H10	As customer satisfaction increases, revisit intention increases.	Accepted

RESULTS

It is critical for a hotel business to satisfy its guests and keep them visiting back. There are many factors that affect customer satisfaction and revisit intention. In this study, perfectionism, disconfirmation sensitivity and gap between expected and perceived service quality, which are important elements, are aimed to be studied. The following results were reached with the analyzes.

It is understood that the hotel customers are mostly male (60,8%). Customers are mostly between the ages of 35-44 (36%). More than half of the customers reported being married (58,5%). Junior College and Bachelor's Degree are the majority in terms of education level (both 33,5%). It was observed that more white-collar employees were the customers of the hotel (44,8%). 50,5% of customers reported making 5 or more stays per year. 33% of customers reported making business stays. Most of the participants expressed the quality of the service they received in this hotel as high (42,5%). Only 1 person said it is very low. "Very high" expression was marked by 38.3% of the participants.

Hypothesis 1 is not accepted. According to this hypothesis, as disconfirmation sensitivity increases, expected service quality decreases. They are correlated but in a positive way. In other words, customers with high disconfirmation sensitivity tend to expect higher levels of service performance. Accordingly, high levels of disconfirmation sensitivity seem to result in an increased level of expectations. There could be several reasons for this. For example, customers with high disconfirmation

sensitivity may have a high level of knowledge about the service they will receive and therefore have increased expectations.

Hypothesis 2 is accepted. According to this hypothesis, as disconfirmation sensitivity increases, perceived service quality increases. Disconfirmation sensitivity and perceived service quality is positively correlated. This shows as customers with high disconfirmation sensitivity tend to perceive higher level of service quality probably because of their unconscious effort to reduce a possible disappointment effect.

Hypothesis 3 is rejected for each item. According to this hypothesis, as disconfirmation sensitivity increases, negative disconfirmation decreases (Perceived service quality gets higher than expected service quality.). There was no correlation between them in the results of the analysis. In other words:

- There was no correlation for tangibles.
- There was no correlation for adequacy in service supply items.
- There was no correlation for understanding and caring.
- There was no correlation for assurance.
- There was no correlation for convenience.

These customers may be more selective and therefore their expectation level may exceed their perception level. For example, customers with high disconfirmation sensitivity may also have a different personality trait. Because of this personality trait, they may want this service to fully meet their needs. For this reason, expectations may be rising. In short, internal or external factors may have led to an increase or decrease in expectations.

Hypothesis 4 is accepted for each item. According to this hypothesis, as negative disconfirmation increases, customer satisfaction decreases (Expected service quality gets higher than perceived service quality.).

The results of Paired Sample T-Tests showed that expected service quality for each item of tangibles are higher than perceived service quality for each item of tangibles, significantly. For this reason a correlation analysis was conducted for each negative disconfirmation and customer satisfaction. Accordingly, there is a negative correlation between negative disconfirmation of tangibles and satisfaction. In other words, as expected service quality for tangibles is higher than the perceived service

quality for tangibles, customer satisfaction decreases. Shortly, as negative disconfirmation increases, customer satisfaction decreases. In other words, as the gap between expected and perceived service quality for tangibles increases, customer satisfaction decreases.

The results of Paired Sample T-Tests showed that expected service quality for each item of adequacy in service supply are higher than perceived service quality for each item of adequacy in service supply, significantly. For this reason a correlation analysis was conducted for each negative disconfirmation and customer satisfaction. Accordingly, there is a negative correlation between negative disconfirmation of adequacy in service supply and satisfaction. In other words, as expected service quality for adequacy in service supply is higher than the perceived service quality for adequacy in service supply, customer satisfaction decreases. Shortly, as negative disconfirmation increases, customer satisfaction decreases. In other words, as the gap between expected and perceived service quality for adequacy in service supply increases, customer satisfaction decreases.

Expected service quality for each item of understanding and caring is considerably greater than perceived service quality for each item of understanding and caring, according to the findings of Paired Sample T-Tests. As a result, for each negative disconfirmation and customer satisfaction, a correlation study was undertaken. To conclude, negative disconfirmation of understanding and caring has a negative correlation with satisfaction. That is, when expected understanding & caring service quality exceeds perceived understanding & caring service quality, customer satisfaction declines. In short, customer satisfaction drops as the number of negative disconfirmations rises. In other words, as the gap between expected and perceived service quality for understanding and caring increases, customer satisfaction decreases.

Paired Sample T-Tests revealed that expected service quality for each assurance item is considerably greater than perceived service quality for each assurance item. As a consequence, for each negative disconfirmation and customer satisfaction, a correlation analysis was performed. As a result, negative assurance disconfirmation and satisfaction have a negative correlation. That is, when expected service quality for assurance surpasses perceived service quality for assurance, customer satisfaction drops. Briefly, when negative disconfirmation rises, customer satisfaction falls. To put

it another way, when the difference between expected and perceived service quality for assurance widens, customer satisfaction decreases.

Paired Sample T-Tests found that expected service quality is significantly higher than perceived service quality for each convenience item. Therefore, a correlation study was performed for each negative disconfirmation and customer satisfaction. Thus, there is a negative correlation between negative convenience disconfirmation and satisfaction. To put another way, customer satisfaction decreases when expected service quality for convenience surpasses perceived service quality for convenience. In brief, customer satisfaction declines when negative disconfirmation increases. That is to say, customer satisfaction falls when the gap between expected and perceived service quality for convenience grows.

Hypothesis 5 is accepted. According to this hypothesis, as disconfirmation sensitivity increases, customer satisfaction increases. There is a positive correlation between disconfirmation sensitivity and customer satisfaction.

Hypothesis 6 is not accepted. According to this hypothesis, as perfectionism increases, expected service quality increases. There is no correlation between perfectionism and expected service quality. Different personality traits of these customers may affect them differently. For example, they may not have high expectations for service quality, but the service price may be very important to them. For this reason, expectations may not have increased with perfectionism. In short, internal or external factors may have led to an increase or decrease in expectations.

Hypothesis 7 is accepted. According to this hypothesis, as perfectionism increases, perceived service quality decreases. There is a negative correlation, although it is low, between perfectionism and perceived service quality. In other words, perfectionist guests tend to perceive lower levels of service quality.

Hypothesis 8 is accepted for each item. According to this hypothesis, as perfectionism increases, negative disconfirmation increases (Expected service quality gets higher than perceived service quality).

The results of Paired Sample T-Tests showed that expected service quality for each item of tangibles are higher than perceived service quality for each item of tangibles, significantly. For this reason a correlation analysis was conducted for each negative disconfirmation and perfectionism. Accordingly, there is a positive

correlation between negative disconfirmation of tangibles and perfectionism. In other words, as customer perfectionism increases, the difference between expected service quality for tangibles and the perceived service quality for tangibles also increases. Shortly, as perfectionism increases, negative disconfirmation for tangibles also increases. In other words, as perfectionism increases, the gap between expected and perceived service quality for tangibles also increases.

The results of Paired Sample T-Tests showed that expected service quality for each item of adequacy in service supply are higher than perceived service quality for each item of adequacy in service supply, significantly. For this reason a correlation analysis was conducted for each negative disconfirmation and perfectionism. Accordingly, there is a positive correlation between negative disconfirmation of adequacy in service supply and perfectionism. In other words, as customer perfectionism increases, the difference between expected service quality for adequacy in service supply and the perceived service quality for adequacy in service supply also increases. Shortly, as perfectionism increases, negative disconfirmation for adequacy in service supply also increases. In other words, as perfectionism increases, the gap between expected and perceived service quality for adequacy in service supply also increases.

Expected service quality for each item of understanding & caring is considerably greater than perceived service quality for each item of understanding & caring, according to the findings of Paired Sample T-Tests. As a result, for each negative disconfirmation and perfectionism, a correlation analysis was performed. As a result, negative disconfirmation of understanding and caring and perfectionism have a positive correlation. To put it another way, when customer perfectionism rises, the gap between expected and perceived service quality for understanding and caring widens. In sum, as the level of perfectionism rises, the level of negative disconfirmation for understanding and caring increases. To put it another way, as perfectionism grows, so does the gap between expected and perceived service quality for understanding and caring.

Paired Sample T-Tests revealed that expected service quality for each assurance item is considerably greater than perceived service quality for each assurance item. As a result, for each negative disconfirmation and perfectionism, a correlation analysis was undertaken. Hence, there is a positive correlation between negative

disconfirmation of assurance and perfectionism. In other words, when customer perfectionism rises, the gap between expected and perceived service quality for assurance widens. Negative disconfirmation for assurance rises in tandem with increasing perfectionism. To put it another way, as perfectionism grows, so does the gap between expected and perceived service quality for assurance.

The expected service quality for each convenience item is significantly higher than the perceived service quality for each convenience item, according to paired Sample T-Tests. As a consequence, a correlation study was conducted for each negative disconfirmation and perfectionism. As a result, negative disconfirmation of convenience and perfectionism have a positive correlation. To put it another way, increasing customer perfectionism increases the gap between expected and perceived service quality for convenience. Briefly, as perfectionism increases, negative disconfirmation for convenience also increases. To put it another way, the gap between expected and perceived service quality for convenience rises as perfectionism increases.

Hypothesis 9 is accepted. According to this hypothesis, as perfectionism increases, customer satisfaction decreases. There is a negative correlation between the level of perfectionism and satisfaction. Not surprisingly, it is more difficult to satisfy perfectionist customers.

Hypothesis 10 is accepted. According to this hypothesis, as customer satisfaction increases, revisit intention increases. These variables are highly correlated, as expected.

CONCLUSIONS

The study contains important data in terms of demographic characteristics and other information. For example, most of our customers stay for business purposes. Those who stay for other reasons may be lured to the hotel through various marketing activities. For example, the age range of the majority is 35-44. This segmentation can be extended. It is possible to increase the number of customers by looking at the general characteristics of the participants. Thus, one can stay ahead of the competition by using existing resources. For example, hotels can develop strategy studies for the sub-market they choose according to participants' education level in the market in which they operate. In other words, they can apply different strategies according to the needs and desires of the target segmentation they have determined according to these results.

According to the results of the analysis, it was seen that as disconfirmation sensitivity increased, expectations also increased. For this reason, hotel managements should first work to understand the personality traits of their customers. If their customers' disconfirmation sensitivity is high, they should understand their expectations. Once they understand these expectations, they can meet some, if not all, of them. Thus, it achieves high customer satisfaction. Because the study analysis showed that the perceived quality of service of customers with high disconfirmation sensitivity is also high. This means that even a small step taken by the hotel management to meet customer expectations will be as effective as the butterfly effect.

Perfectionism, in its simplest form, is when a person sets high standards for himself or for others. The analyses conducted in this study show that perfectionist customers have high expectations. Unfortunately, according to the analysis, the perceived quality of service of these customers is lower. It is not possible to do a job one hundred percent without error. Likewise, it is not possible to meet all the expectations of a customer one hundred percent. However, the hotel management should work to minimize the margin of error. Employees can improve the process by continuously receiving feedback from customers. If the employees ask for feedback from the customers, it will also make the customer feel cared for and leave a good impression. For this reason, employees need to be trained. Employees who receive training can understand perfectionist customers and propose the right solutions to

problems. With the right approach, it is possible to please even people who pursue perfection.

According to the results, it was observed that perceived service quality increased as disconfirmation sensitivity increased. A positive impact on customers' perceptions often means they will repurchase or recommend the service. For this reason, there will be an increase in customers.

It was observed that customer satisfaction decreased when negative disconfirmation increased. Strategies applied in a business where there is a lot of negative disconfirmation should be improved. In this regard, individual performances of employees alone may not be sufficient. A quality control system should be established.

It is known that as disconfirmation sensitivity increases, satisfaction increases. This means that customers with high disconfirmation sensitivity are more likely to be satisfied. This gives the business an advantage.

It is seen that as perfectionism increases, negative disconfirmation also increases. For this reason, it is very important to meet expectations. That's why, it is so important to understand customers' needs, logic, and emotions. Because customers want service in accordance with their logic, needs and feelings. Customer requests and objections should be taken into account.

According to the results, perfectionism is one of the enemies of customer satisfaction. In order to cope with this enemy, first of all, it is necessary to know the perfectionist customers well. The best way to deal with perfectionism is for businesses to have their own standards. Perfectionist customers may be more demanding. They can examine the entire service in detail, for this reason, it is necessary to prioritize customer needs.

As customer satisfaction increases, revisit intention also increases. For this reason, details that are important for customer satisfaction should be taken into account. The quality of the service offered should be increased and the price-performance balance should be kept at the optimum. After-sales services and reliability should be prioritized.

LIMITATIONS OF THE RESEARCH

The survey study is limited to a 4-star hotel. A broader survey is more costly and also takes more time. There was no literature study showing that the variables varied according to demographic characteristics. There may be other variables such as nationality, personality, etc. that will affect customer satisfaction, but they could not be included in the model. The use of convenience sampling is also one of the limits of this work. The generalizability of the findings is reduced by using convenience sampling procedures.

SUGGESTIONS FOR FUTURE RESEARCH

With this study, the gap between expected and service quality, disconfirmation sensitivity, perfectionism, satisfaction and revisit intention were examined and formed the basis for future studies. Only perfectionism and disconfirmation sensitivity were used as personality traits in the studies. In future studies, the effect of different personality traits can be examined. In addition, the study was carried out in a hotel in Beylikdüzü. A more comprehensive result can be achieved if studies are carried out in different hotels in different destinations.

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APPENDIXES

Dear guest,

This questionnaire aims to collect data that will be used in quality development efforts. The questionnaire measures your expectations from a business hotel and your perceptions shaped during your stay in this particular hotel. Instructions to fill out the questionnaire are given at the top of each part. Thank you very much for your cooperation. Do you consent to voluntarily participate in this study?

YES	
NO	

Part 1

Please read each judgment below. Answer these judgments by first thinking about your expectations before you come to our hotel, and then by considering the level of meeting your expectations of our hotel. 1 means “Very low” and 5 means “Very high”.

Your expectation before you come
to our hotel

The level of our hotel meeting
your expectations

Very Low	Low	Moderate	High	Very High	List of attributes	Very Low	Low	Moderate	High	Very High
1	2	3	4	5	The hotel has visually appealing buildings and facilities	1	2	3	4	5
1	2	3	4	5	The Service units of the hotel have a adequate capacity (dining rooms, meeting rooms, swimming pools, business center facilities, etc.	1	2	3	4	5
1	2	3	4	5	The hotel has modern looking equipment (air conditioner, furniture, elevator, communication devices, etc.)	1	2	3	4	5
1	2	3	4	5	The atmosphere and equipment are comfortable and appropriate for purpose of stay (beds, chairs, rooms, etc. comfortable, clean, and tranquil)	1	2	3	4	5
1	2	3	4	5	The equipment of the hotel works properly without causing breakdowns	1	2	3	4	5
1	2	3	4	5	Materials associated with the services are adequate and sufficient (soap, shampoo, towel, etc.)	1	2	3	4	5
1	2	3	4	5	Food and beverages served are hygienic, adequate, and sufficient	1	2	3	4	5

1	2	3	4	5	Employees of the hotel appear neat and tidy (as uniforms and personal grooming)	1	2	3	4	5
1	2	3	4	5	The hotel provides the services as they were promised	1	2	3	4	5
1	2	3	4	5	The hotel performs the services right the first time	1	2	3	4	5
1	2	3	4	5	Employees provide prompt service	1	2	3	4	5
1	2	3	4	5	The hotel provides the services at the time it promises to do so	1	2	3	4	5
1	2	3	4	5	Employees are always willing to serve customers	1	2	3	4	5
1	2	3	4	5	Employees are always available when needed	1	2	3	4	5
1	2	3	4	5	The hotel keeps accurate records (reservations, guest records, bills, orders, etc.)	1	2	3	4	5
1	2	3	4	5	The hotel resolves guest complaints and compensate for the inconveniences guests go through	1	2	3	4	5
1	2	3	4	5	The hotel provides flexibility in services according to guest demands	1	2	3	4	5
1	2	3	4	5	The hotel provides consistent services(providing the same services and associated materials every time)	1	2	3	4	5
1	2	3	4	5	Employees have knowledge to provide information and assistance to guests in areas they would require(shopping, museums, places of interest, etc.)	1	2	3	4	5
1	2	3	4	5	Employees always treat guests in a friendly manner	1	2	3	4	5
1	2	3	4	5	Employees of the hotel understand the specific needs of guests	1	2	3	4	5
1	2	3	4	5	The hotel is also convenient for disabled guests(necessary arrangements made for the disabled)	1	2	3	4	5
1	2	3	4	5	Employees give guests individualized attention that makes them feel special	1	2	3	4	5
1	2	3	4	5	The hotel and its facilities have operating hours convenient to all their guests	1	2	3	4	5
1	2	3	4	5	The hotel provides its guests a safe and secure place	1	2	3	4	5
1	2	3	4	5	Employees instill confidence in guests	1	2	3	4	5
1	2	3	4	5	Employees have in-depth occupational knowledge (professional skills, foreign	1	2	3	4	5

					language, communication skills, etc.)					
1	2	3	4	5	It is easy to access to the hotel (transportation, loading and unloading area, car parking area, etc.)	1	2	3	4	5
1	2	3	4	5	Getting information about the facilities and services of the hotel is easy (reaching Information via phone, internet, etc., direction signs, etc.)	1	2	3	4	5

Part 2

This part measures your assessment of overall service quality about the hotel. Please read the question and tick the scale that indicates your judgment.

Overall, how would you rate the quality of service you received in this hotel?

Very Low Low Moderate High Very High

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Part 3

Please tick the appropriate box below.

<p>You are:</p> <ul style="list-style-type: none"> • Female • Male <p>Your age falls into following groups of:</p> <ul style="list-style-type: none"> • 18–24 • 25–34 • 35–44 • 45–54 • 55–64 • 65 or above <p>Your Marital Status:</p> <ul style="list-style-type: none"> • Married • Single • Other: (Please indicate) <p>The level of education you received:</p> <ul style="list-style-type: none"> • No School Education • Elementary School • Junior High School • High School • Junior College • Bachelor's Degree • Master's Degree • Doctorate Degree <p>Your Occupation:</p> <ul style="list-style-type: none"> • Self Employed 	<p>Your frequency of stay at hotels:</p> <ul style="list-style-type: none"> • Less than once a year • Once a year • Twice a year • Three times a year • Four times a year • Five times or more a year <p>Your Reason for Staying at the Hotel:</p> <ul style="list-style-type: none"> • Business • Holiday • Health • Rest • Entertainment • Education • Touristic • Fair & Congress • Sports Competition
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<ul style="list-style-type: none"> • Executive/manager • White Collar • Blue Collar • Student • Retired • Housewife • Other: (Please indicate) 	
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Part 4

Please indicate your level of agreement with the following statements.

Statements	I strongly disagree	I disagree	I'm undecided	I agree	I strongly agree
I notice when service performance does not match the quality I expect from the service.					
Guests should be delighted when services perform better than expected.					
I am not at all satisfied when services perform worse than I expect.					
I am very satisfied when services perform better than I expect					
Guests are legitimately irritated when services perform worse than expected.					
I typically compare a service's performance to my expectations for that service.					

Part 5

Please indicate your level of agreement with the following statements.

Statements	I strongly disagree	I disagree	I'm undecided	I agree	I strongly agree
I hate being less than the best at things.					
I get mad at myself when I make mistakes.					
It is very important for me to be right.					
It makes me uneasy to see an error in my work.					
One of my goals is to be perfect in everything I do.					
I should be upset if I make a mistake.					
Little errors bother me a lot.					

People will probably think less of me if I make a mistake.					
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Part 6

Please indicate your level of agreement with the following statements.

Statements	I strongly disagree	I disagree	I'm undecided	I agree	I strongly agree
I feel satisfactory of hotel's overall performance					
The hotel performance has met your expectation					
The satisfaction level of hotel is quite close to your ideal hotel.					

Part 7

Please indicate your level of agreement with the following statements.

Statements	I strongly disagree	I disagree	I'm undecided	I agree	I strongly agree
I consider this hotel as my first choice compared to other hotels					
I have a strong intention to visit this hotel again					

Thank you for participating in the survey.

Sayın misafir,

Bu anket, kalite geliştirme çabalarında kullanılacak verileri toplamayı amaçlamaktadır. Anket, bir 4 yıldızlı otelden beklentilerinizi ve bu otelde kaldığınız süre boyunca beklentilerinizin karşılanma düzeyini ölçer. Anketi doldurmak için talimatlar her bölümün en üstünde verilmiştir. Bu çalışmaya gönüllü olarak katılmayı onaylıyor musunuz?

EVET	
HAYIR	

BÖLÜM 1

Lütfen aşağıdaki her bir yargıyı okuyunuz. Bu yargılara önce otelimize gelmeden önceki beklentilerinizi düşünerek sonra otelimizin beklentilerinizi karşılama düzeyini düşünerek yanıt veriniz. 1 “Çok düşük” anlamına gelirken 5 “Çok yüksek” anlamına gelmektedir.

Otelimize gelmeden önceki
beklentiniz

Otelimizin beklentilerinizi
karşılama düzeyi

Çok Düşük	Düşük	Orta	Yüksek	Çok Yüksek	Özellikler Listesi	Çok Düşük	Düşük	Orta	Yüksek	Çok Yüksek
1	2	3	4	5	Otelin görsel olarak çekici binası ve tesisleri olması	1	2	3	4	5
1	2	3	4	5	Otelin hizmet birimlerinin yeterli kapasiteye sahip olması (yemek odaları, toplantı odaları, yüzme havuzları, iş merkezi tesisleri vb.)	1	2	3	4	5
1	2	3	4	5	Otelin modern görünümlü ekipmanlara sahip olması (klima, mobilya, asansör, iletişim cihazları vb.)	1	2	3	4	5
1	2	3	4	5	Atmosferin ve ekipmanların rahat ve konaklama amacına uygun olması(<i>yataklar, sandalyeler, odalar vb. rahat, temizvesakin</i>)	1	2	3	4	5
1	2	3	4	5	Otel ekipmanlarının arızalara neden olmadan düzgün çalışması	1	2	3	4	5
1	2	3	4	5	Hizmetlerle ilgili malzemelerin uygun ve yeterli olması(sabun, şampuan, havlu vb.)	1	2	3	4	5
1	2	3	4	5	Servis edilen yiyecek ve içeceklerin hijyenik, uygun ve yeterli olması	1	2	3	4	5
1	2	3	4	5	Otel çalışanlarının temiz ve düzenli görünmesi (üniformalar ve kişisel bakım olarak)	1	2	3	4	5
1	2	3	4	5	Otelin vadettiği hizmetleri sağlaması	1	2	3	4	5

1	2	3	4	5	Otelin hizmetleri ilk Seferinde yerine getirmesi	1	2	3	4	5
1	2	3	4	5	Çalışanların hızlı hizmet vermesi	1	2	3	4	5
1	2	3	4	5	Otelin, hizmetleri vaat ettiği anda sağlaması	1	2	3	4	5
1	2	3	4	5	Çalışanların her zaman misafirlere hizmet etmeye istekli olması	1	2	3	4	5
1	2	3	4	5	Çalışanların her zaman ihtiyaç duyulduğunda ulaşılabilir olması	1	2	3	4	5
1	2	3	4	5	Otelin kayıtları doğru tutması (rezervasyonlar, misafir kayıtları, faturalar, siparişler vb.)	1	2	3	4	5
1	2	3	4	5	Otelin, misafir şikayetlerini çözmesi ve misafirlerin yaşadığı rahatsızlıkları telafi etmesi	1	2	3	4	5
1	2	3	4	5	Otelin, misafir taleplerine göre hizmetlerde esneklik sağlaması	1	2	3	4	5
1	2	3	4	5	Otelin sağladığı hizmet tutarlıdır (her seferinde aynı materyaller ve hizmet)	1	2	3	4	5
1	2	3	4	5	Çalışanların misafirlere ihtiyaç duydıkları alanlarda yardım edebilecek bilgiye sahip olması (alışveriş, müzeler, ilgi çekici yerler vb.)	1	2	3	4	5
1	2	3	4	5	Çalışanların konuklara her zaman dostça davranması	1	2	3	4	5
1	2	3	4	5	Otel çalışanlarının, misafirlerin özel ihtiyaçlarını anlıyor olması	1	2	3	4	5
1	2	3	4	5	Otelin engelli misafirler için de uygun olması (engelli bireyler için gerekli düzenlemeler yapılmış olması)	1	2	3	4	5
1	2	3	4	5	Çalışanların, konuklara misafirlerin özel hissetmesini sağlayan kişiselleştirilmiş ilgi göstermesi.	1	2	3	4	5
1	2	3	4	5	Otel ve tesislerinin tüm misafirlere uygun çalışma saatlerinin olması	1	2	3	4	5
1	2	3	4	5	Otelin, misafirlerine güvenli ve emniyetli bir yer sağlaması	1	2	3	4	5
1	2	3	4	5	Çalışanların misafirlere güven vermesi	1	2	3	4	5
1	2	3	4	5	Çalışanların derinlemesine mesleki bilgiye sahip olması (mesleki beceriler, yabancı dil, iletişim becerileri vb.)	1	2	3	4	5
1	2	3	4	5	Otele ulaşımın kolay olması (ulaşım, yükleme ve boşaltma alanı, otopark alanı vb.)	1	2	3	4	5
1	2	3	4	5	Otelin tesisleri ve hizmetleri hakkında bilgi almanın kolay olması (telefon, internet vb. Yön levhaları vb. ile bilgiye ulaşılması)	1	2	3	4	5

BÖLÜM 2

Bu bölüm, otelle ilgili genel hizmet kalitesi değerlendirmenizi ölçer. Lütfen soruyu okuyun ve kararınızı gösteren ölçeği işaretleyin.

Genel olarak, bu otelde aldığınız hizmetin kalitesini nasıl değerlendirirsiniz?

Çok Düşük

Düşük

Orta

Yüksek

Çok Yüksek

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BÖLÜM 3

Lütfen aşağıdaki uygun olanı işaretleyin.

<p>Cinsiyetiniz:</p> <ul style="list-style-type: none">• Kadın• Erkek <p>Yaşınız:</p> <ul style="list-style-type: none">• 18–24• 25–34• 35–44• 45–54• 55–64• 65 ya da üstü <p>Medeni Durumunuz:</p> <ul style="list-style-type: none">• Evli• Bekar• Diğer: (Lütfen belirtiniz.) <p>Eğitim Düzeyiniz:</p> <ul style="list-style-type: none">• Okul Eğitimi Yok• İlköğretim• Ortaokul• Lise• 2 Yıllık Yüksek Okul• Lisans• Yüksek Lisans• Doktora	<p>Otellerde kalma sıklığınız:</p> <ul style="list-style-type: none">• Yılda birden az• Yılda bir kez• Yılda iki kez• Yılda üç kez• Yılda dört defa• Yılda beş veya daha fazla kez <p>Otelde Kalma Nedeniniz:</p> <ul style="list-style-type: none">• İş Seyahati• Tatil• Sağlık• Dinlenme• Eğlence• Eğitim• Turistik• Fuar & Kongre• Spor Müsabakası
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<p>Mesleğiniz:</p> <ul style="list-style-type: none"> • Kendi işi • Üst Yönetici/Yönetici • Beyaz Yaka • Mavi Yaka • Öğrenci • Emekli • Ev Hanımı • Diğer: <p>(Lütfen belirtiniz.)</p>	
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BÖLÜM 4

Aşağıdaki ifadelere katılma derecenizi işaretleyiniz.

İfadeler	Kesinlikle Katılmıyorum	Katılmıyorum	Kararsızım	Katılıyorum	Kesinlikle Katılıyorum
Hizmet performansını, hizmetten beklediğim kaliteyle eşleşmediğinde bunu fark ederim.					
Hizmetler beklenenden daha iyi performans gösterdiğinde konuklar memnun olmalıdır.					
Hizmetler beklediğimden daha kötü performans gösterdiğinde hiç memnun kalmam.					
Hizmetler beklediğimden daha iyi performans gösterdiğinde çok memnun olurum.					
Hizmetler beklenenden daha kötü performans gösterdiğinde konuklar haklı olarak rahatsız olur.					
Genellikle bir hizmetin performansını o hizmete yönelik beklentilerimle karşılaştırırım.					

BÖLÜM 5

Aşağıdaki ifadelere katılma derecenizi işaretleyiniz.

İfadeler	Kesinlikle Katılmıyorum	Katılmıyorum	Kararsızım	Katılıyorum	Kesinlikle Katılıyorum
Her şeyde en iyiden daha az olmaktan nefret ederim.					
Hata yaptığımda kendime kızarım.					
Haklı olmak benim için çok önemlidir.					
İşimde bir hata görmek beni rahatsız eder.					
Hedeflerimden biri yaptığım her şeyde mükemmel olmaktır.					
Bir hata yaparsam üzülürüm.					
Küçük hatalar beni çok rahatsız eder.					
Bir hata yaparsam insanlar muhtemelen benim hakkımda olumsuz düşünür.					

BÖLÜM 6

Aşağıdaki ifadelere katılma derecenizi işaretleyiniz.

İfadeler	Kesinlikle Katılmıyorum	Katılmıyorum	Kararsızım	Katılıyorum	Kesinlikle Katılıyorum
Otelin genel performansından memnunum.					
Otelin performansı beklentilerimi karşıladı.					
Otelin memnun etme seviyesi ideal otelime oldukça yakındı.					

BÖLÜM 7

Aşağıdaki ifadelere katılma derecenizi işaretleyiniz.

İfadeler	Kesinlikle Katılmıyorum	Katılmıyorum	Kararsızım	Katılıyorum	Kesinlikle Katılıyorum
Bu oteli diğer otellere göre ilk tercihim olarak görüyorum.					
Bu oteli tekrar ziyaret etme niyetim güçlüdür.					

Ankete Katıldığınız İçin Teşekkür Ederiz.