

CHAPTER 8

THE EFFECT OF THE SERVICE QUALITY PERCEPTION ON THE RECOMMENDATION BEHAVIOR OF THE GUESTS IN HOTEL OPERATIONS

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Introduction

The understanding, which has disregarded the customer demands and dictated that customers would buy any product as long as it was produced since the 2000s, has been completely reversed in today's world. As a result of globalization, economical and technological developments, as well as the 4% annual growth rate in tourism, the growth trend of customer demands in tourism industry have been robust, despite the economic crises. Consequently, a number of changes has taken place in customer demands and based on these changes, establishments have made alterations in their planned goals and strategies to further benefit from these new developments in the industry (Benli and et al., 2017, p.236). In the recent years, existing establishments have started to put more emphasis on the complete customer satisfaction and customer loyalty, and various Customer Relationship Management (CRM) theories have been presented in this regard. Establishments, through the service quality they have provided their guests with, have created customer loyalty and thus, the fact that these establishments will have the advantage over their counterparts has now been widely accepted (McCain and et al., 2005). Hotel operations that created customer loyalty has achieved in building a self-induced fanbase, and each customer shares their satisfaction with at least 5 additional people. Now, said establishments, owing to the choices made by the customers in their favour, have the upper hand against the competition; as it has been statistically proven that gaining a new customer requires a budget six times bigger than it is required to retain a previous customer (Tsaur, Chiu and Huang, 2002).

For this reason, satisfaction level of existing customers are increased to attract potential customers to further promote accommodation establishments, while marketing costs are driven down to achieve effectiveness and efficiency in customer relationship management. The aim of this study is to determine the effect of service quality perception on the recommendation behaviors of the guests staying in five star hotels in Bodrum and Marmaris districts.

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It has been concluded that the service quality perception of the guests has an effect on the recommendation behaviors, following the analysis of the results of multiple regression analysis in the study. It has also been determined that factors of service quality, such as physical elements, willingness, assurance and empathy have explained the recommended behavior at 24.5% (adjusted R² = 0.245). Accordingly, factors of service quality (physical elements, willingness, assurance and empathy) can be said to have a moderate effect on the recommendation behavior. Additionally, when the previous studies on the subject at hand is examined, the findings of this paper seem to coincide with the results of the studies carried out by Çabuk et al. (2013), Timur (2015); Ilban et al. (2016).

The current paper has examined the effect of service quality perceptions of the guests, who were staying in five star hotels, on the advice of the accommodation businesses. Since the target population of the study has been limited to guests staying in five star hotels located in Bodrum and Marmaris districts, subsequent assessments should be made with this point in mind. Consequently, the future use of the questionnaire, which has been employed in the present study, across different regions of Turkey and the subsequent findings may be helpful in offering further solutions. In the meantime, the relationship between the service quality perception and different variables (satisfaction, belonging, travel motivation, etc.) can be investigated.

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