The Impact of the Hotel Hospitality on the Customer Satisfaction: A Research on Foreign Tourists

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Extensive Summary

Introduction

In new marketing strategies, businesses aim not only to make profit but also to create value by giving quality presentation and to provide customer satisfaction and loyalty. As a general rule supported by sufficient evidence, increasing the number of customers is a more costly and difficult process than protecting the number of customers. For all these reasons, businesses in the tourism sector have to closely monitor both technological and social developments and changes to maintain the number of existing clients.

Today, the concept of customer satisfaction is of even greater importance for businesses. The most important reason for this, along with many other reasons, is that the dissatisfaction of the customers is very easy to satisfy. It is not possible for businesses that do not develop customer retention and on-going tactics or that only treat customers as day-to-day transactions to survive in modern market conditions (Gümüş, 2014). In the past, customers who bought what they saw on the market and replaced their unquestioning customers were replaced by more conscious customers who could easily access the global market with advancing technology, expect different goods and services from businesses, and easily compare market options.

The marketing literature emphasizes that one of the most effective and profitable ways to compete is to increase the sales volume and frequency of existing customers. If this is possible, it depends on ensuring customer satisfaction at the highest level. Accommodation businesses should offer quality, satisfaction and value to their customers with product use experience so that existing customers can re-purchase the product, recommend it to others or even play the role of volunteer seller. This research will determine which is considered as an effective and effective way of creating customer loyalty, service quality and customer value perception and naturally customer loyalty by determining "The Impact of the Hotel Hospitality on the Customer Satisfaction".

Analysis and Results

This study is a descriptive study in the type of general screening to determine the effect of hotel hospitality perception on customer satisfaction in accommodation businesses. Describing is the first step in understanding and describing events, objects and problems. Scientific activities start with the description of events. At this point, it is possible to understand and group them well and the relations between them are determined (Kaptan, 1998: 59). In the descriptive scanning model, science observes, records, identifies the relationships between events, and reaches the generalizations over invariant principles that are controlled (Yıldırım ve Şimşek 2000: 75).

In order to determine the effect of hotel hospitality on customer satisfaction, this research conducted in July-August 2016, opinions were received from the tourists staying at the hotels after communication with the 18 number 5 star hotels in Antalya and obtaining the necessary permissions. 485 tourists participated in the survey to fill the data collection vehicle. There were 15 incomplete and incorrect data from the recycled questionnaires and 470 questionnaires were evaluated in total. For the calculation of the sample size, 470 tourists were reached with the error margin exceeding 384, which is the threshold value, so that the sample can represent the universe.

The suitability of the data for factor analysis was determined by Kaiser-Meyer-Olkin (KMO) and Bartlett Sphericity Test. Factor analysis has been applied to all of the variables included in the data collection tool and a meaningful factor structure has been reached. The factor load of the scales was taken as 0.50 as the lower cut-off point. Accordingly, the KMO value of the scale used in the research was 94. This indicates that data are appropriate for factor analysis (Leech ve diğ., 2005).

Factor analysis was applied by Varimax Rotation to the measurement tool to evaluate the effect of hotel hospitality on customer satisfaction. The first dimension, "Personalization" accounts for 13.5%, the second dimension, "Warm Welcoming", was 16.2%, third dimension "Special Relationship" 12.7%, the fourth dimension, "Straight from the Heart"" 24.0% and the last dimension "Comfort" 11.0%. A strong factor structure in the factor analysis of the variables related to the Hotel Hospitality Perception measurement tool of tourists has been obtained. Therefore, the high factor loads indicate that the questions share a common variance with other questions.

Conclusion and Discussion

When the relationship between the factors affecting customer satisfaction is examined; the most influential factor is the respect for the guest and the food and beverage services; Respect for the guests and the satisfaction of food and beverage services are the most important dimensions of hotel staff behaviour. Customer satisfaction in hotels is determined by comparing customer expectations and expectations (Akbar ve Fie, 2005: 47). Determination of satisfaction in hotel business is made in the service presentation because of the simultaneous service and it consists of an interaction between the customer and the service providing the service (Pizam ve Ellis, 1999: 330). Customer perceptions of the service provided by the hotel staff in this interaction (Fakaryan vd., 2014; Demir, 2013) and It is important to demonstrate the importance of studying how personnel perform through behaviours and attitudes (Choi ve Chu, 2001) towards tourists.

Correlation analysis results were positive for all independent variables with "Customer Satisfaction" and linear, significant, and meaningful relationship. The strongest relationship is with Straight from the Heart (r=,803 ve p<.01) dependent variable observed, the weakest link is related to personalization (r=,514 ve p<.01). It is aimed to determine the level of satisfaction that will be incurred by the satisfaction of the desired level of operation of the customers during the realization of the tourism activities, which is the main source of the desire of the hospitality enterprises to provide the final aim profit and the continuity of the business like all other commercial enterprises. It has been seen that hotel hospitality has a positive effect on customer satisfaction with the completion of our work. As the competition in the tourism sector will increase every day, it will increase the perceived satisfaction by designing the hotel hospitality in this frame more clearly by the accommodation enterprises to determine the needs and demands of the customers more clearly.

What is important for businesses nowadays is not to win many customers but to what extent they have long-term relationships with their customers. For this reason, it is to establish long-term relationships with customers who want to maximize their profitability, who are considering opening their company from local market to national or international markets and who should carry forward the company of future generations.