

## **The Effect of Customer-Employee Rapport on Customer Satisfaction and Behavioral Intention: A Study at Accommodation Facilities in Fethiye<sup>1</sup>**

**Abdullah USLU**

Muğla Sıtkı Koçman University  
Fethiye Vocational High School  
Department of Travel-Tourism and Entertainment  
Fethiye/Muğla, Turkey  
[auslu@mu.edu.tr](mailto:auslu@mu.edu.tr)

### **Extensive Summary**

Accommodation businesses have to take advantage of relational marketing activities in which the use of effective and innovative approaches and the development of more meaningful and sincere relationships with customers offer businesses with an opportunity to get rid of unnecessary costs and increase their profits, in order to understand the needs and preferences of their employee and customers.

Customer- employee rapport can also be regarded as an activity of relational marketing. The rapport has been discussed and defined in many different disciplines. The first comprehensive definition of rapport in marketing literature was proposed by Coan (1984). According to Coan (1984), rapport "is a feature in which there is a high level of behavioral care between the two sectors and empathy and a common expectation are shared". The first interdisciplinary study on the concept of rapport belongs to Gremler and Gwinner (2000). The relevant researchers have discussed rapport under two dimensions. These dimensions are "enjoyable interaction" and "personnel connection".

The purpose of this research is to determine the effect of rapport between the employee and customers staying in accommodation businesses in Fethiye on satisfaction and behavioral intention. When the literature in our country was examined, no study on the rapport between customer and employee in accommodation businesses was found. It was expected that the research would make certain contributions to application in terms of accommodation businesses as well as making contributions to the literature.

---

<sup>1</sup>This study derived from Doctorate Thesis at Akdeniz University Institute of Social Sciences. The name of the thesis is "The Relationship Of Customer-Employee Bond with Satisfaction, Perceived Value and Behavioral Intention".

The questionnaire technique was used in this research. English tourists, the foreigners who mostly come to Fethiye district of Muğla constituted the population of the questionnaire study which was applied based on the purpose of the research. At the end of the study period, data were collected by conducting face to face surveys with 825 foreign tourists and this number was considered sufficient to perform the analyses.

The reliability analyses of the scales used in the research were performed separately, so the scale used was found highly reliable. The data obtained in accordance with the purpose of the study were evaluated using SPSS 22.0 and AMOS 22.0 package programs. As a result of this research, positive and statistically significant relationships were found between the customer-employee rapport in accommodation businesses and satisfaction and behavioral intention, by the research model created.