Service quality in hospitality businesses and its effect on revisit intention during the Covid-19

Yusuf Günaydın[1*]

[1]Final International University (Asst. Prof. Dr.), Kyrenia, TRNC, ORCID: https://orcid.org/0000-0002-0638-5621

Abstract

The tourism industry has been one of the sectors most affected by the Coronavirus (Covid-19). Hospitality businesses constitute an important part of the tourism industry. In the new era, it is vital producing safe service under Covid-19 to the hotel customers. In the study, it was examined the effect of service quality given under Covid-19 conditions on guest satisfaction and the effect of the "Safe Tourism" certificate on buying behavior of tourists towards hotels. In the first part of the study, there are two questions about the socio-demographic characteristics of the participants. In the second part, the reasons why the customers prefer the hospitality establishments were asked. In the third part, the perceived quality level of the customers about the service of the hospitality business was measured. In the fourth part, there are five dependent variables based on a five-point It was found in the study that the quality of the service provided in the hospitality establishments and the level of satisfaction provided under Covid-19 conditions affect the intention to revisit the establishments. It was also found that the "Safe Tourism" certificate used by travel operators for marketing had a positive effect on choosing/buying hospitality establishments for holidays.

Keywords: Hotel, service quality, satisfaction, loyalty, Covid-19, Bodrum

1. Introduction

The Covid-19 has caused severe physical and moral losses in human life like other outbreaks (Sars, Mers, Ebola, etc.) that have occurred in the world previously (Ashikul et al., 2020; Gössling et al., 2020; Rivera, 2020). The tourism industry is one of the most affected sectors by the Covid-19 (Demir et al., 2020; Demir, 2021; Pavlatos et al., 2020). The big sectoral income loss is still actual by the spread of the Covid-19 starting from China at the end of 2019. Industry executives who want to be hopeful for the future are also concerned about the continuation of the effects of the virus (Gursoy & Chi, 2020; Rivera, 2020). As in many sectors/sub-sectors, tourism is an area where travelers and employees interact to produce and consume many different services. The level of this communication is also quite high and intense in hospitality establishments (Ashikul et al., 2020; Henderson & Ng, 2004; Rivera, 2020).

Hospitality businesses constitute an important part of the tourism industry. In such facilities, customers meet not only rest/holiday but also other needs such as entertainment, restaurant and bar services, gambling, sports, SPA, swimming pools. The satisfaction level of customers and their intention to revisit can be affected by the quality of services provided, the location of the business, and the satisfaction level felt by customers (Hapsari et al., 2016; Hu et al., 2021; Kim et al., 2007; Manhas & Tukamushaba, 2015). The resulting satisfaction will encourage the tourist to come back to the hospitality establishment. Otherwise, repeat purchasing behavior may be adversely affected (Mudie et al., 2003). Like the new situation in the Covid-19 conditions, the management and the success of the hospitality business are very closely tied to the new economic conditions.

There are still difficulties in changing and developing technology, new health protocols, compliance of customers with new Covid-19 conditions, service detail, production, and consumption in the same environment (Hu, et al., 2021). Regulations of health authorities and expectations of customers, the difficulty of creating customer satisfaction, and repeat visit behavior of hospitality businesses are felt more at every stage of service (Gursoy & Chi, 2020; Rivera, 2020). The loss of the travel and hospitality industry has reached the level of 90% - during the beginning of the Covid-19 restrictions. The number of tourists coming to

Turkey in 2019 reached 51.7 million, in 2020 15.9 million due to restrictions, and 25 million in 2021 with intensive vaccination (KTB, 2022).

It is very difficult and time-consuming to eliminate the negative effect of the service used by a customer for any reason. Thus, hospitality businesses need to make efforts to ensure customer satisfaction and make this satisfaction sustainable even under difficult conditions such as Covid-19 (Japutra & Situmorang, 2021; Wen et al., 2020; Wen et al., 2021). It is important to produce and deliver the service at the desired quality, to measure service quality/satisfaction, and to evaluate repurchase intent as a result of feedback, even under special conditions such as pandemic conditions (Ritchie & Jiang, 2019). The purpose of this study is to reveal the service quality perception and the revisit intention of customers who had a holiday under Covid-19 conditions in a five-star hotel operating in Bodrum.

2. Literature review

The key success of today's competitive market depends on providing high-quality service and this leads to an increased level of customer satisfaction. Therefore, customer assessment for the quality of service level in the hospitality industry is important in the development of the business (Chen & Tsai, 2008; Khan et al., 2016). However, hospitality facilities need to provide a competitive service to satisfy their customers and gain customer loyalty (Chen et al., 2020). Kotler (2001) defines service as "any intangible act or performance that one party offers to another that does not result in the ownership of anything." In another way, we can define service as an intangible offer from service provider to his/her service receiver in exchange of money for comfort and pleasure. Grönroos (2000), on the other hand, stated that service is normally a process consisting of an important of more/fewer intangible activities but does not always, occur physically and/or having mutual effect between customer and service personnel.

Two separate offerings/presentations of the same service can't be the same, as the service is often performances produced by humans. The quality and contents of the service will change from one service provider to another, from customer to customer, and even from day to day. The service has no standards and the variability is quite high. Heterogeneity in services is often the result of human interaction. On one hand, the service is not easy to be offered at the same level by the service producers, on the other hand, all the customers may not perceive service at similar feelings. We can say that the same service provided at different periods cannot be felt the same by the same buyer (Kumar & Shah, 2004; Zeithaml & Bitner, 2000). Hospitality managers are concentrating on quality and standards to receive the basic demand of customers. When managers identify and understand their customers' needs, it will be easier to provide and fulfill their needs and wants (Juwaheer & Ross, 2003). It is so clear that a more satisfied customer

may turn into a repeat or more/longer staying guests (Choi & Chu, 2001).

Customer satisfaction is the attitude/evaluation formed by comparing the customer's expectations before purchasing a product/service with the level of satisfaction they get with their subjective perceptions. In another definition, satisfaction is also interpreted as a customer's satisfaction or unhappiness resulting from comparing the perceived performance of a good/service with his/her expectation (Kotler 2000; Lucini et. al., 2020; Oliver, 1980; Yi, 1990). Service quality and customer satisfaction in hospitality businesses are the main reasons for businesses to continue their long-term activities and profitability. In particular, the positive behaviors of loyal customers for the business during the crisis turn into a very critical and important advantage (Gupta & Zeithaml, 2006). In this case, service quality and customer loyalty are two main issues for hospitality businesses (Slack & Singh, 2020). Today, customers expect a more detailed and different type of service from hospitality businesses. Customers' origin, nationality, gender, etc., are among the important details in planning and improving service and service quality.

A satisfied customer may turn to repurchase behavior by evaluating and interpreting the service he/she receives positively. At the same time, it can cause feelings of loyalty by sharing its evaluations with other people (Del Bosque & Martin, 2008). On the other hand, a customer with a negative experience may act in the opposite direction and cause the company to lose customers (Narangajavana, 2007; Pizam et al., 2016; Walters et al., 2002). The survival of companies depends on the level of satisfaction they provide to their customers due to the goods/services they produce (Nitecki & Hernon, 2000; Parasuraman et al., 1985).

Kotler et al., (2003) mentions the benefits of service quality to businesses. A quality service set will lead to the formation of loyal customers (Rindfleisch & Moorman, 2003) and favor the company. Such a situation will also be effective in purchasing decisions. Re-preferring the service contributes to customer satisfaction and the recommendation of the satisfied customer to other potential customers. A business known for providing quality service will have a stronger and more sustainable competitive advantage than others (Lucini et al., 2020). On the other hand, it is expected that the personnel who will work in the service industry and especially in the hospitality enterprises act quickly and produce quality products. Successful and innovative personnel will also contribute to the quality of the service (Pizam et al., 2016). It will be easier to employ a successful workforce and the cost of training and adapting to the job will be lower (Hu et al., 2009; Lai, 2019). On the other hand, a high-quality service system will have an operating cost. Ensuring continuity in service quality depends on a planned management and training system and is important for the continuity of the mentioned advantages.

The service industry and especially the hospitality businesses should not ignore the customer loyalty factor. In the simplest terms, if the service quality and performance are lower than expected, the customer will be disappointed and loyalty will not occur. However, if the quality meets the expectations, customer satisfaction will occur and it will be possible to turn into loyalty (Pacheco, 2017). In this case, loyalty is the formation of a consumer's attitudes and behaviors towards purchasing and using the product as a result of previous experiences. There is a strong positive relationship between customer satisfaction and customer loyalty (Cheng & Tsai, 2008; Donio et al., 2006; Rauch et al., 2015; Story & Hess, 2006). Most researchers have concluded that customer satisfaction is a predictor of customer loyalty (Faullant et al., 2008; Leverin & Liljander, 2006; Ren et al., 2015).

Pont & McQuilken (2005) found that customer satisfaction and customer loyalty are related, but they pointed out that customers with high satisfaction levels are not always loyal customers. Similarly, Pleshko (2009) and Al-Wugayan & Pleshko (2010) pointed out that there is no relationship between customer satisfaction and loyalty. Al-Wugayan and Pleshko (2010) mention that their findings contradict the results of most studies.

Customers are the demanding party in every industry. However, in hospitality establishments, this demand constitutes the most important issue that is service quality. Since service quality is the main factor that ensures guest satisfaction, implementing a successful service quality strategy will be an important requirement for the hospitality business (Lucini et al., 2020). Inadequate service quality will create dissatisfied customers in the hospitality business. This will naturally reduce the intention to revisit the hospitality business and its competitive advantage (Demir et al., 2020, 2021a, 2021b; Günaydın, 2015). Due to the effects of the Covid-19 pandemic conditions on the tourism revenues, product supply, management, and state-firm relations of the countries, it was inevitable to redefine the standards of services (Azlan et al., 2020; Günaydın & Kozak, 2022). For this reason, the WHO and the health authorities of the countries have announced the new rules. Accommodation businesses have also started to produce services by the new normal.

Early academic studies stated that the tourism industry was affected by pandemics dramatically (Cr´o & Martins, 2017; Dalgıç et al., 2021). In such pandemic conditions, it is mentioned that experienced managers take responsibility, develop a new strategic management approach and solve problems according to local needs (Pavlatos et al., 2020). The covid-19 crisis has made it difficult for businesses to manage their human sources on a global scale and has become an important cost issue (Koirala & Acharya, 2020). Hospitality managers stated that their incomes decrease (Gursoy & Chi, 2020), their expenses increase and their occupancy decreases dramatically (Hameed et al., 2021; Lai & Wong, 2020), and faced difficulties for future finan-

cial planning (Günaydın & Özer, 2021; Ramelli & Wagner, 2020). Due to the crisis to continue, it is imperative to carefully maintain the new normal service approach by health regulations (Naumov et al., 2020). The travel industry states that vacationers' health concerns still persist. In line with the Covid-19 recommendations of WHO and local authorities, social distance and hygiene practices (Gossling et al., 2020) affect customers' perceptions of quality. In changing conditions, service/quality expectations and perceptions of customers also change (Günaydın et al., 2021; Oliver, 1980). Zenker & Kock (2020) identified six topics caused by the crisis. These; level of complexity, change in the destination image, change in guest behavior, change in life and behavior of local people, change in the tourism industry, and long-term direct/indirect effects.

There have also been significant changes in the hospitality industry services due to Covid-19. Social distance, hygiene, masks became a necessity for airports, vehicles, cities, and hotels. Covid-19 or similar infectious diseases have become an important health problem that starts from the local and spreads to the general (Delea et al., 2020). Regular, clean, and hygienic service and environment in hotel businesses are very important in terms of customer perception and first impression (Vilnai-Yavetz & Gilboa, 2010). For this reason, for customers who know the holiday, hygiene and quality service are very effective in terms of customer satisfaction and repurchase intention (Pizam & Tasci, 2019). Due to Covid-19 procedures, a new disinfection method process was started in the room, public areas, lobby, restaurant, bar, beach, indoor pool, SPA center, etc. Guests accustomed to the all-inclusive system in the normal period initially found these practices strange, objected, and protested the health and safety practices with comments that "this is an all-inclusive hotel, not a prison" (Günaydın & Özer, 2021). In this process, there were serious differences/criticisms in the service process and quality perception (Günaydın & Kozak, 2022). Especially in all-inclusive hotels, an open buffet food presentation was made by the staff. A similar method was applied in bar services.

The above studies have discussed the main effects and suggestions of Covid-19 in the tourism industry. However, studies on service quality and its effects on repurchasing in accommodation establishments under Covid-19 conditions are limited. The purpose of this study is to understand what service factors are effective on tourists' re-visit intention to hotels under Covid-19 conditions. Therefore, this study is expected to make an important contribution to the literature.

3. Method

The continuous measurement of service level lies behind the continuous improvement of quality in hospitality establishments. Hotel managers should measure their service quality to decide where to start and set priorities.

Managers and employees should use customer satisfaction and quality measurement results to find and solve the causes of problems by working systematically (Chen & Gursoy, 2001). As in hospitality businesses, traditional qualitative (interviews), quantitative (surveys), or a combination of both approaches are used by academics to assess customer satisfaction dimensions (Guo et al., 2017). However, these methods have clear shortcomings regarding time consumption and accuracy of results, as noted in many studies (Lucini et al., 2020; Wan & Gao, 2015). The size of the sample, the inconsistency of the indicators in the factors, or the random answers of the questionnaire may lead to biased results (Chow, 2015).

The questionnaire, which was created based on the information in the literature and the scale applied by the author before, was used as a model in this study (Günaydın, 2015). In the first part, there are two questions about the socio-demographic characteristics of the participants. In the second part, the reasons why the customers prefer the hospitality business were asked. In the third part, the perceived quality level of the customers about the service of the hospitality business was measured. In this section, there were 32 questions following the five-point Likert scale coded as "Strongly agree-Strongly disagree". In the fourth part, there are five dependent variables based on a five-point Likert scale, showing the general satisfaction level of customers, their intent to revisit and recommend to others under the conditions of Covid-19.

The fact that the study was conducted in the summer of 2021 caused the participants to be from limited countries. International travel restrictions have resulted in a low number of target markets expected to arrive in Bodrum. Accordingly, the occupancy rate in hospitality establishments remained below compared to a normal period. Therefore, participation in the research was limited. A pilot study was conducted to be tested with 20 customers between 1-5 July 2021. According to the preliminary findings, it was seen that the questions were understandable and sufficient. The main data collection process of the research was completed between 15 July and 14 October 2021. The questionnaires were given to the customers just before they left the hospitality establishment and they were asked to fill in the questionnaires voluntarily. This research has ethical approval from Isparta University of Applied Sciences, Ethics Committee of Human Researches in Social Sciences (Date: 14.08.2020; Approval: 27/2)

4. Results

As a result of the research, 119 questionnaires filled completely were evaluated and 12 questionnaires filled incorrectly and incompletely were excluded from the evaluation. The demographic distribution of the participants is shown in Table 1. In the study, first of all, reliability and validity analyzes were performed to determine the consistency and statistical robustness of the data. In research, the validity and reliability analysis was not carried out or

the use of measurement tools that are low for social sciences causes all the results to be negatively affected (Sekaran, 2003). Reliability, which reveals the consistency of all questions in a measurement tool, their homogeneity and sufficiency in measuring the formation under consideration (Özdamar, 2004); In other words, it is a criterion used to test whether the statements that make up the measurement tool developed to collect data on the units that make up the sample on any subject are consistent with each other (Ural & Kılıç, 2005).

Table 1. Demographic characteristics of the participants

Demographic variables		n	%	Label
Gender	Female	59	49	2
	Male	60	51	1
Country	Rus+Ukr	47	40	1
	POL	9	8	2
	TR	46	38	3
	Other	17	14	4
	Total	119	100	

Reliability analysis measures the internal consistency between the items in a scale and gives information about the relationships between these items (Bayram, 2004). The validity, on the other hand, is used to explain how much the findings reflect the researched subject, and the validity of research is to develop measurement tools or research methods that will fully cover the researched problem, and validity analysis refers to taking the necessary precautions to reach the right information (Sekaran, 2003; Yıldırım & Şimşek, 2008). As a result of the test, the general reliability of the data (Cronbach Alpha) was 0.91. This result is considered to have very high reliability (Nunnaly, 1978).

4.1. Factor analysis

The results of the Factor Analysis are shown in Table 2. The result of the Bartlett test was 3096.360 and the p<0.001 level, and the Kaiser-Meyer-Olkin sample value is 0.797. These results have indicated that the process can be continued for factor analysis. First-factor group was defined by % 38,23 and expressed with seven variables. Second-factor group was defined by % 9,11 and expressed with eight variables. Third-factor group was defined by % 7,38 and expressed with six variables. Fourth-factor group was defined by % 5,91 and expressed with six variables. Fifth-factor group was defined by % 4,95 and expressed with four variables. Sixth-factor group was defined by % 3,66 and expressed with four variables.

4.2. Regression analysis

Regression analysis is a method used to measure the relationship between two or more variables. Regression analysis mainly aims to determine the nature of the relationship between the variables. Regression analysis is performed to determine the relationship between two or more variables that have a cause-effect relationship between them and to make predictions or estimations about that subject by using this relationship.

Table 2. Factor analysis results

Factors	Factor loading	Eigenvalue	AVE	Mean	F	α	P
Reception & GR (Guest relations)		*13.384*	*38.239*	*1,38*	*,201*	*.88*	*,976*
GR welcome	,870						
GR informing	,849						
GR staff	,824						
Reception bellboy	,696						
Welcome	,577						
Information	,486						
Staff	,456						
Restaurants		*3.191*	*9,117*	*1,60*	*3,778*	*,91*	*,000*
Snack food quality	,839						
Snack food variety	,778						
Tidiness	,677						
Snack staff	,636						
Main restaurant food quality	,613						
Main restaurant food variety	,492						
Tidiness	,470						
Main restaurant staff	,465						
Room		*2,585*	*7,386*	*1,78*	*3,798*	*,87*	*,002*
Tidiness	,796						
Room staff	,744						
Room comfort	,714						
Public area cleanliness	,614						
Public area pool	,538						
Public area beach	,490						
Bars		*2,071*	*5,917*	*1,44*	*5,893*	*,88*	*,000*
Tidiness	,833						
Lobby beverage variety	,818						
Lobby bar staff	,696						
Tidiness	,662						
Pool bar staff	,643						
Pool bar beverage variety	,589						
Animation		*1,733*	*4,950*	*1,64*	*4,134*	*,85*	*,007*
Animation day	,775						
Animation night	,758						
Animation staff	,735						
Animation mini club	,720						
Location		*1,283*	*3,667*	*1,41*	*21,009*	*,63*	*,000*
City	,824						
Seaside	,800						
City Bodrum	,751						
Landscape	,731						
KMO= 0.797, Bartlett's Test of Sphericity= 3096,360; df=595; Sig.=0.000							

Table 3. Regression analysis results

	Loyalty						Quality						Covid-19		
	Dependent variables						*Dependent variables*						*Dependent variable*		
Independent variables	Revisit hotel X			Recommend hotel X			Service quality			Service satisfaction			Revisit after Covid-19		
	β	t	Sig.	β	t	Sig.	β	t	Sig.	β	t	Sig.	β	t	Sig.
Fixed	,396	1,412	0,16	-0,07	-0,28	0,78		-0,92	0,36		0,809	0,42		1,915	0,06
Reception & GR	-0,29	-1,46	0,15	-0,18	-1,09	0,28	0,098	0,888	0,38	-0,07	0,559	0,58	0,291	0,989	0,33
Restaurants	0,162	0,951	0,34	0,287	1,934	0,06	0,418	4,333	0,00	0,601	5,859	0,00	0,829	3,23	0,00
Room & cleaning	0,653	4,304	0,00	0,554	4,142	0,00	0,57	6,565	0,00	0,445	4,889	0,00	0,437	1,896	0,06
Bars	0,299	1,733	0,09	0,428	2,882	0,01	0,216	2,221	0,03	0,301	2,903	0,00	-0,48	-1,89	0,06
Animation	-0,12	-1,03	0,30	-0,16	-1,65	0,10	-0,21	-3,25	0,00	-0,21	-2,98	0,00	0,009	0,05	0,96
Location	0,272	1,616	0,11	0,283	1,955	0,05	0,065	0,686	0,49	-0,09	-0,9	0,37	-0,29	-1,14	0,26
	R= 0,641; R²=0,411 Adjusted R=0,378			R= 0,731; R²=0,535 Adjusted R=0,509			R= 0,854; R²=0,730 Adjusted R=0,715			R= 0,831; R²=0,690 Adjusted R=0,673			R= 0,540; R²=0,291 Adjusted R=0,251		
	F= 12,659 Sig = .001			F= 20,690 Sig.=.001			F= 49,130 Sig= .001			F= 40,389 Sig=.001			F= 7,259 Sig= .001		

If the analysis is done using a single variable, it is called univariate regression, if more than one variable is used, it is called multivariate regression analysis (Büyüköztürk, 2004; Sekaran, 2003). In the study, it is necessary to reveal the relations between dependent and independent variables. There are five dependent variables (DV) in total.

These are;

Loyalty:
DV1 Would you consider taking a vacation at hotel X again?
DV2 Would you recommend hotel X to your friends?

Quality:
DV3 Overall, were you satisfied with the quality of service at hotel X?
DV4 Overall, were you satisfied with hotel X?

Covid-19:
DV5 Does the service you received under Covid-19 conditions positively affect your revisit to hotel X?

Six factor variable groups were included as independent variables in the study. These are;
1) Reception and GR (Guest Relations), 2) Restaurants, 3) Room and cleaning, 4) Bars, 5) Animation 6) Location.

"Restaurants" variable appears to have a positive and significant effect on service quality (p<.001), general satisfaction (p<.001), and the intention to revisit (p<.001) the hospitality establishment. The employees who perform the service delivery, especially hygiene, social distance, and the intention to revisit the same hospitality establishment in the Covid-19 environment practices, food types and quality, communication with customers, and the ability, skills, and certain qualifications of the personnel play an important role.

"Room and cleanliness" variable appear to have a positive and significant effect on the intention to revisit (p<.001), the recommendation (p<.001), on service quality (p<.001), and overall satisfaction (p<.001) to hospitality establishment. The quality of our employees who provide room and cleaning services, the physical facilities of the room, its usefulness and well-being gain importance. In the Covid-19 conditions, the cleanliness, order, and especially the extra hygiene of the general areas and the beach, the production of suitable solutions for the new conditions, the smiling face, and professional experience play an important role.

"Bars" variable has a positive and significant effect on the recommendation (p<.001), the service quality (p<.03), and the overall satisfaction (p<.001) to the hospitality establishment. Having talents, skills, and certain characteristics in their field, as well as their relations with customers, bar skills, presentation techniques under hygienic conditions, plays an important role.

"Animation" variable has a positive and significant effect on the overall service quality (p<.001) and the overall satisfaction in the hospitality establishment (p<.001). It has an important role for the employees who provide the animation service to present entertainment programs with a smiling face and professional experience, with limited opportunities and budgets in the intention to revisit the same hospitality establishment in the Covid-19 environment conditions.

4.3. t-test

As seen in Table 4, in the second part of the questionnaire to customers, *"Why do you prefer hotel X?"* question was asked. In the last part, *"Does the following criteria affect your re-visit to hotel X?"* question was asked. The same answer options were given for both questions: "price", "quality of service" and "being in Bodrum". With these questions, the averages of the factors affecting purchasing and re-purchasing process were compared. Price and service quality results were not significant. As seen in Table 5, paired t-test was applied to the factors for analysis. As a result, the factor of "*being in Bodrum*" differed for both questions. Here, the priority given by the customer to Bodrum when choosing the hospitality business increased its effect in the return phase. Bodrum city tour, nature, climate, shopping opportunities, historical and cultural values, nightlife, and entertainment opportunities have been effective in the formation of this view.

Table 4. Questions to visit and re-visit to hotel X

Why do you prefer hotel X?	A: Price
	B: Service quality
	C: Bodrum
Do the following criteria affect your re-visit to hotel X?	D: Price
	E: Service quality
	F: Bodrum

Table 5. Paired t-test

Variables	Average	t value	Sig.
Was the city of Bodrum effective in choosing Hotel X?	1,82	-1,572	,000
Is the city of Bodrum effective in choosing Hotel X again?	2,04		

Table 6. Regression analysis

	Factors affecting the intention to re-visit hotel X		
Variables	β	t	Sig.
Fixed		3,464	,001
Price	,227	1,902	,601
Service quality	,153	1,209	,230
Bodrum	-,116	-,888	,377
Covid-19 Certificate	,279	2,349	,021
	R= 0,474; R²=0,225 Adjusted R=0,191		
	F= 6,732 and Sig = .001		

The purchasing process of tourists is considered as a dynamic process consisting of constantly changing behaviors and activities related to choosing, purchasing, consuming, and repurchasing decisions (Butler & Peppard, 1998; Chiu et al., 2013; Liang et al., 2018; Lin & Chen, 2009). The purchasing behavior of tourists is affected by many factors and becomes complex. Therefore, understanding the tourists' decision-making process for their vacation/hotel will contribute to the management process of businesses. In this section, *"Would you consider vacationing at hotel X again?"* Regression analysis was applied to reveal the relationship between the dependent variable and the factors of "price", "service quality", "being in Bodrum" and "Covid-19 Certificate".

As a result of the analysis and under current conditions, it has been revealed that having a Covid-19 certificate [safe tourism] has a positive effect on the tendency of customers to revisit the same establishment ($p < .05$). Such a result is significant because the Covid-19 process we are in is a period in which personal and public health is at the forefront. As in all areas, the critical importance of Covid-19 measures and the certification process for the customers has been demonstrated during the holiday selection process. It has been a different experience for tourists to have a holiday under the Covid-19 conditions. Especially spending their holidays together with different nationalities, having to comply with the new service rules, sometimes interpreting the rules in different ways, sometimes taking the applications seriously, and sometimes not paying attention have put the employees and the service process into difficulties. However, the fact that the Covid-19 certificate was presented by tour operators as a priority in sales, underlined, created a sense of trust among tourists. Looking at the whole service, the fact that all applications are made under the name of Covid-19 certificate has created an awareness among tourists.

5. Conclusion

This study analyzed the effect of satisfaction with the quality of the service provided in five-star hospitality establishments and the current Covid-19 conditions on the intention to revisit. It has been a different holiday process for tourists to spend their holidays with the Covid-19 regulations that they have not experienced before. Within the scope of "Safe Tourism", extra hygiene, social distance, and new service order have made the holidays of tourists different from the previous ones. Sun et al., (2022) stated that hotel guests perceived service quality differently than before and react more carefully about hotel overall quality, gives different rating scores, and follow the new normal rules under Covid-19. Srivastava & Kumar (2021) stated that hotels have taken an important role to create awareness about Covid-19 procedures practiced in hotels with media. The tourism industry has also given information about the negative effect of Covid-19 on human life and shared guidelines and advisories issued by health organizations.

This difference is expected to affect whether tourists revisit the same hotel in the future or not. Previous holiday habits and comfort were restricted during this period. On the one hand, while the tourists approve the health rules, on the other hand, they demand their freedom back and they say that "I am all-inclusive", causing dilemmas between "the health" and "the freedom". Some customers may act without rules in the hotel/public area is quite remarkable. There is a possibility that the risk of transmission may increase due to the guests from different countries. According to Karamustafa et al. (2021), a similar result was obtained and it was recommended to apply social distance and hygiene rules due to the high/busy time spent in public areas. The rules published by the Ministry of Tourism and constantly updated should be applied frequently by hospitality establishments as well as service businesses. Pavlatos et al., (2020) mention the necessity for businesses to strictly comply with health protocols published by governments.

Another issue is the necessity of using the "Safe Tourism" certificate as a strong promotional and marketing tool in the domestic and foreign markets. The information that health protocols are fully implemented due to customer safety should be shared in the relevant sales channels based on documents. The new health rules must be accepted as a new form of management for staff and customers. Information should be constantly shared by the management and awareness should be created. In this process, applications may be partially ignored by the customer and staff. Such attitudes and behaviors should be followed by the management and the determination should continue. Biju & Savitha (2022) suggest that hotels are not the reason for the Covid-19 crisis but a victimized part of the tourism industry. Thus this problem needs to be solved as quickly as possible with comprehensive crisis plans. All the information based on main industry partners has to be analyzed by academics and health organizations for future changes in the hotel industry, changing travel behaviors, changing and adopting hotel operations and marketing, getting back travelers' confidence, and changing adversity to a future opportunity. All these efforts and time spending should be in line with expected market requests for travelers' health wellness, contactless services, and environmental conservation, among others.

The further use of technology in public areas within the facility should be planned and implemented within the scope of "Safe Tourism" (Sun et al., 2022). However, a critical issue here is that while new health and safety practices are being implemented, the hotel should be prevented from being transformed into a health institution/hospital. As seen in this study, the issue of the sales price or price reduction is not a priority for the customer during the pandemic period. While businesses are promoting their hotels, the resort/city where the business is located should be strongly emphasized along with the above-mentioned details (health measures taken, new practices). In addition to all these, businesses must manage this process by providing

cost savings. Israeli (2007) mentioned that in previous pandemics, managers focused on cost savings rather than price reductions of service-catering businesses.

The expressions used in the questionnaire were grouped by factor analysis. The effects of factor groups on dependent variables were analyzed by regression method. Restaurants, bars, room and cleaning, and animation factor groups had positive and significant effects on dependent variables. At the beginning and the end of the survey, the factors affecting the holiday selection process; the effects of price, service, and being in Bodrum were compared with the t-test. As a result of the analysis, it was significant that the business was located in Bodrum. Finally, the factors that will affect the tourists' decision to revisit were analyzed and it was found that the "Covid-19 Certificate" had a positive and significant effect on the dependent variable.

5.1. Implications and future researches

As a result of the analysis, it was found that the "Reception and GR (Guest relations)" and "Location" variables did not affect any dependent variable. The reason for this was found to be annoying that the employees constantly mentioned the restrictions to the customers during the check-in process, reminded them of the new rules, had them sign the paperwork that they accepted the restrictions, were warned to wear their masks and insisted on social distancing. It was particularly striking that tourists did not comply with the rules during their holidays and other guests complained to the reception. The location, on the other hand, could not be associated with the service provided under the Covid-19 conditions for the tourist. The reorganization and limitation of the service in the common areas, especially due to the Covid-19 conditions, has been a reason for this situation. It is possible that the seating arrangement in the bar, restaurant, lobby, and public areas, the limitation of sunbathing areas on the beach and the pier, and the reduction of their number supported the formation of such a view. The "Restaurants" factor did not affect the dependent variables of vacationing again at the same resort and recommending this facility to others may be due to the following. The fact that restaurant services are very comfortable and unlimited in the pre-Covid-19 period has been a privilege of all-inclusive service for tourists. During the Covid-19 period, the limitation of restaurant services and the provision of the service by the personnel partially removed the diversity and attractiveness of the all-inclusive system. For this reason, tourists think that these restrictions in restaurant services reduce the effect of returning or recommending a facility.

The "Room and Cleanliness" factor does not affect the decision to come back to the establishments under Covid-19 conditions. It is possible to comment on this matter as follows. Due to Covid-19 disinfection/cleaning made by staff during the absence of the guest in the room has been possibly ignored or not perceived by the guest. A similar situation can be considered as a reason why public area cleaning is mostly done when guests are not present. On the other hand, the fact that the new hygiene rules and practices were seen and perceived as routine procedures for the guests after a while was the main reason for this result. The "Bars" factor did not affect the re-visit intention to the same hotel. Under Covid-19 conditions, different from previous periods, bar services are provided entirely by bar staff, queues are formed and service is provided with disposable materials. So, the new service type did not have an impact on the decision to come back to the hotel. However, the fact that the service is still sufficient in terms of content continues to have a positive effect on recommending the facility to others.

The hospitality industry has been continuing its efforts to provide service and customer satisfaction under the Covid-19 conditions since March 2020. During this time the decision process of the government and making rules, the abundance of unknowns, the indecision of the business management and personnel were all strongly effective. It is a fact that the effects of pandemic-like crises require international awareness but not a national issue. For this reason, all stakeholders in the process of managing the effects of the Covid-19 pandemic in accommodation establishments; hotels, travel agents, transporters, government, financing companies, banks (Acharya & Steffen, 2020) should come together and the new management and service concept; economic, social and psychological effects and the requirements of the new normal should be taken into account (Günaydın & Kozak, 2022; Hall et al., 2020)

When the study was conducted, hotels were opened in late May 2021 due to Covid 19 restrictions. British, German, Belgian, and Dutch tourists who constitute the target market of the Bodrum region, could not come due to the continuing international flight ban. For this reason, Turkish, Russian, Ukrainian, and Polish tourists mostly participated in the study. Repeating this study with different nationalities at different times and in the absence of prohibitions will be useful in terms of new findings. This study may contribute to tourism professionals and academics about the re-designed service quality/new normal under Covid-19 in hotels and its effect on guest satisfaction and intention to revisit hotels.

Author contribution statements

The author declares that he contributed to the design and implementation of the research, the analysis of the results, and the writing of the article.

Disclosure statement

No potential competing interest was reported by the author.

Ethics committee approval

This research has ethical approval from Isparta University of Applied Sciences, Ethics Committee of Human Researches in Social Sciences (Date: 14.8.2020; Approval: 27/2).

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