SPECIFYING THE RELATIONSHIP AMONG PERCEIVED SERVICE QUALITY, CUSTOMER LOYALTY AND CUSTOMER VALUE oF THE HALAL HOTELS IN HIGH SEASON

Dr. Özgür Arpacı[1], Prof. Dr. Orhan Batman[2]

SUMMARY

The importance of Halal products and services increases day by day with the developments in world economy and affects the whole products and services; this movement is effective on tourism sector, too. Today, hotels try to develop Halal services' process alongside their current services, to meet their customers' needs who demand Halal products and services to create customer loyalty.

In this study, it is tried to figure out the relationship among perceived service quality, customer loyalty and customer value of the Halal hotels in high season. For finding out this relationship a survey is conducted to Halal hotel customers.

Key Words: Halal Hotels, Customer Loyalty, Customer Value, Service Quality

INTRODUCTION

Tourism sector is one of the most rapidly growing sectors in service industry. It can be said that – and it is not an exaggeration – every single day a new type of service or a service process occur in tourism sector. The reason for this situation is, the main factor of the tourism industry is human beings, and as it is known, the wants and the needs of human beings are endless.

Since last decade, it is obvious that, there is a particular importance on Islamic products and services. Hotels, as they are the backbone of tourism sector, give more importance to Islamic services for responding the needs and wants of their customers who demand for Islamic services as a result of Halal revolution. For satisfying Islamic customers' wants and needs, hotels form new type of services and service processes. At this point it is important to say that, although the types of the services and service processes; these are still *"services"* and *"service processes"*. In other words, every single step for other services is valid for Islamic services. Therefore, the aim of this study is to find out if there is a relationship among perceived service quality, customer loyalty and

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[1] Dr. , Sakarya University, Institute Of Social Sciences, SAKARYA

[2] Prof.Dr., Sakarya University, Faculty Of Management, SAKARYA

customer value in Halal hotels, as the standard hotels. On the light of this aim, a research is conducted to Halal hotel customers and it is tried to figure out whether there is relationship among these three variables.

In this paper, firstly a brief literature review will be made for explaining the three variables of the research; service quality, customer loyalty and customer value. After this brief literature review the research conducted for this paper will be explained in detail.

LITERATURE

Service Quality

The description of service quality varies according to the party who define this concept. But, it is obvious that, when the description of service quality is made by customers, it becomes a more real description. As it is known, standardization in goods is easier than standardization in services. Because, describing a standard production process, identifying standard machines, equipment or standard raw material is possible. On the other hand, when it is considered the main element of service is human being, standardization in services is a really hard thing. So, although standardization in services is a hard matter, service business try to constitute quality in services and try to make service quality sustainable. During these efforts, service business should know these three underlying themes (Parasuraman, Zeithaml and Berry, 1985:41):

- Service quality is more difficult for the customer to evaluate than goods quality.

- Service quality perceptions result from a comparison of consumer expectations with actual service performance.

- Quality evaluations are not made solely on the outcome of a service; they also involve evaluations of the process of service delivery.

As it can be seen from the above determinations, forming service quality and measuring it is a hard manner. Although its hardness, all service businesses are trying to form quality in their services and try to measure service quality and improve the quality of their services. Because service quality is a very important concept for businesses that are in service industry. Service quality is important because (Koç, 2007: 49):

- Customer attrition decreases,

- Need for door busters, loss leaders, drawing cards decreases,

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- If customers satisfy by the quality of services, they will do word–of mouth advertising of the business.

On the view of Halal Hotels, service quality, service quality measurement it is obviously same as the other hotels in service industry. In other words, for surviving and being sustainable in the rivalry competitive environment of service industry, Halal Hotels, should improve their "Halal Services" and make this improvement sustainable for improving customer satisfaction and for forming loyal customers.

Customer Value

The concept of customer value is not an old concept as service quality. The concept of customer value is argued since 1990s and extensive researches about the concept are conducting since last years.

Customer value is the customers' overall assessment of the utility of a product based on perceptions of what is received and what is given (Helkkula & Pihlström, 2003: 2). As it is seen from the description customer value is solely a unique concept. But in the literature, the concept of customer value is often poorly differentiated from other related constructs – such as "values", "utility", "price" and "quality" moreover, despite the extensive research on these constructs, the relationship among them remain largely unclear (Sánchez–Fernández and Iniesta–Bonillo, 2007: 429). But in service marketing literature, customer value has an important place. According to service marketing literature, customer value is not just a thing that is produced for customers' instead, customer value is something that it is related to customers' experiences and values in use.

Customer Loyalty

Customer loyalty is a very important aspect for the businesses which are trying to survive and be sustainable in today's competitive markets. Customer loyalty is important for today's businesses because, it is the way of protecting and improving customer share. For this reason, building customer loyalty is one of the important aims of today's business. Customer loyalty (Barutçu, 2007: 352):

- Customer loyalty constitutes customer share.

- Loyal customers make worth–to mouth advertising of the goods or services of the business

- The cost of servicing loyal customers is much more less than the other customers.

- Loyal customers buy more and their spending behaviors are better than the other customers.

- Loyal customers are more tolerant to the mistakes that occur during the service process.

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- Loyal customers are less sensitive to the price of goods and services than the other customers.

At this point it would be useful to describe one of the most important concepts for today's service business: customer loyalty. So what is customer loyalty? Customer loyalty is a psychological character formed by sustained satisfaction of the customer coupled with emotional attachment formed with the service provider that leads to a state of willingly and consistently being in the relationship with preference, patronage and premium (Rai and Medha, 2013: 141).

METHOD

Research Model

The research is designed as descriptive survey model. Descriptive survey model is a model which describes a preexisting condition (Karasar, 2009: 77). In the research, the effect of the perceived service quality on customer loyalty and customer value will be specified. The dependent variables of the research are customer loyalty and customer value; the independent variable of the research is perceived service quality. The schematic model of the research is below.
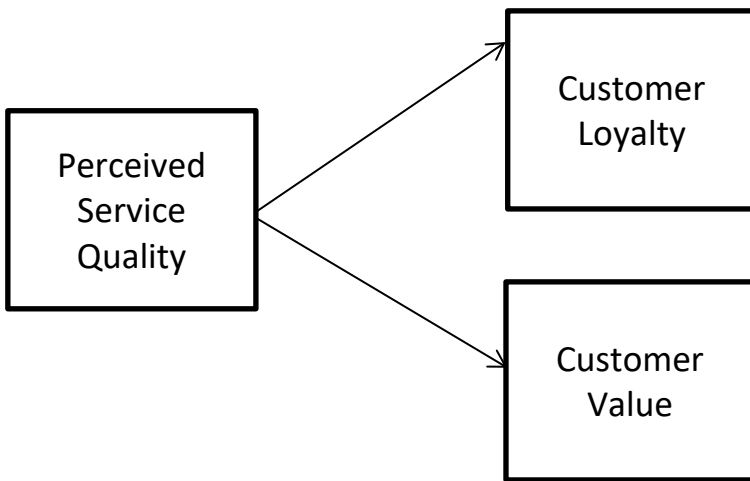

Figure 1. Research Model

Sample

The sample of the research is the 400 customers who accommodate in the Halal Hotels in high season in 2014. In this context, the dates are collected from the customers of 11 different four and five star Halal hotels.

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Table 1. Demographics

		n	%
Sex	Male	117	%29,2
	Female	283	%70,8
Marital Status	Married	304	%76,0
	Single	96	%24,0
		n	%
Age	Age of 15–24	53	%13,2
	Age of 25–34	174	%43,5
	Age of 35–44	93	%23,2
	Age of 45–54	38	%9,5
	Age of 55–64	26	%6,5
	65 +	16	%4,0
Education Degree	Primary School Graduate	23	%5,8
	Secondary School Graduate	63	%15,8
	Associate Degree	68	%17,0
	Bachelor's Degree	171	%42,8
	Post Graduate Degree	65	%16,2
	Doctorate Degree	10	%2,5
Income Status	1.000 TL and below	40	%10,0
	1.000 TL – 2.500 TL	191	%47,8
	2.500 TL – 5.000 TL	104	%26,0
	5.000 TL – 7.500 TL	23	%5,8
	7.500 TL – 10.000 TL	20	%5,0
	10.000 TL +	22	%5,5

According to the table 1; the 117 customers (%29,2) are male and the 283 customers are female; 304 customers (%76,0) are married and the 96 of them (%24,0) are single; 53 customers (%13,2) are between the ages of 15–24, 174 customers (%43,5) are between the ages of 25–34, 93 customers (%23,2) are between the ages of 35–44, 38 customers (%9,5) are between the ages of 45–54, 26 customers (%6,5) are between the ages of 55–64, 16 customers (%4,0) are over the age of 65; the

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63 customers (%15,8) are secondary school graduate, 68 customers (%17,0) are associate degree graduate, 171 customers (%42,8) have bachelor's degree, 65 customers (16,2) have post graduate degree, 10 customers (%2,5) have doctorate degree. According to the income status of the customers 40 customers (%10,0) have 1.000 TL and below income, 191 customers (%47,8) have income between 1.000 TL – 2.500 TL, 104 customers' (%26,0) income is between 2.500 TL – 5.000 TL, 23 customers' (%5,8) income is between 5.000 TL – 7.500 TL, 20 customers' (%5,0) income is between 7.500 TL – 10.000 TL and 22 customers' (%5,5) income is over 10.000 TL.

Data Collection Tool

In the research, the data is collected from customers by conducting questionnaires. Some behaviors, opinions, emotions and perceptions will observed in the questionnaire method, therefore this method is used in the researches (Sümbüloğlu, 200: 68). In this research a questionnaire which comprises of perceived service quality, customer value and customer loyalty scale and personal information.

For measuring the perceived service quality, the Turkish adapted version (the validation and reliability of the version is tested by Bülbül and Demirer (2008) of the commonly used SERVQUAL Scale which is developed by Parasuraman et al. (1988). In the SERVQUAL scale, there are five basis dimensions and 22 questions.

In the research, the reliability co–efficient is 0,901 wide for the perceived service quality, 0,888 wide for the physical properties perception, 0,876 wide for the reliability perception, 0,912 wide for the desirousness perception, 0,856 wide for the reliance perception and 0,873 wide for the empathy perception.

The expressions in the customer loyalty scale are customized from the researches of Narayandas (1996), Zeithaml and Bitner (2003), Liu et al. (2005), Çatı et al. (2010). The scale is made up of five expression related to customers' behavioral loyalty and attitudinal loyalty. The general reliability of the scale is 0,899 (high).

Customer value scale is adapted by Onaran et al. (2013) from the researches made by Sweeney and Soutar (2001) and Wang et al. (2004). After the confirmatory factor analysis made by the researchers, four factors; functional value, emotional value, social value, perceived altruism are specified. In this research reliability co–efficient of these four factors are 0,885. The reliability co–efficient of functional value is 0,802; of emotional value is 0,891; social value is 0,829 and the reliability co–efficient of perceived altruism is 0,874.

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FINDINGS

The levels of the perceived service quality, customer loyalty and customer value are specified in high season are as shown in the figure below.
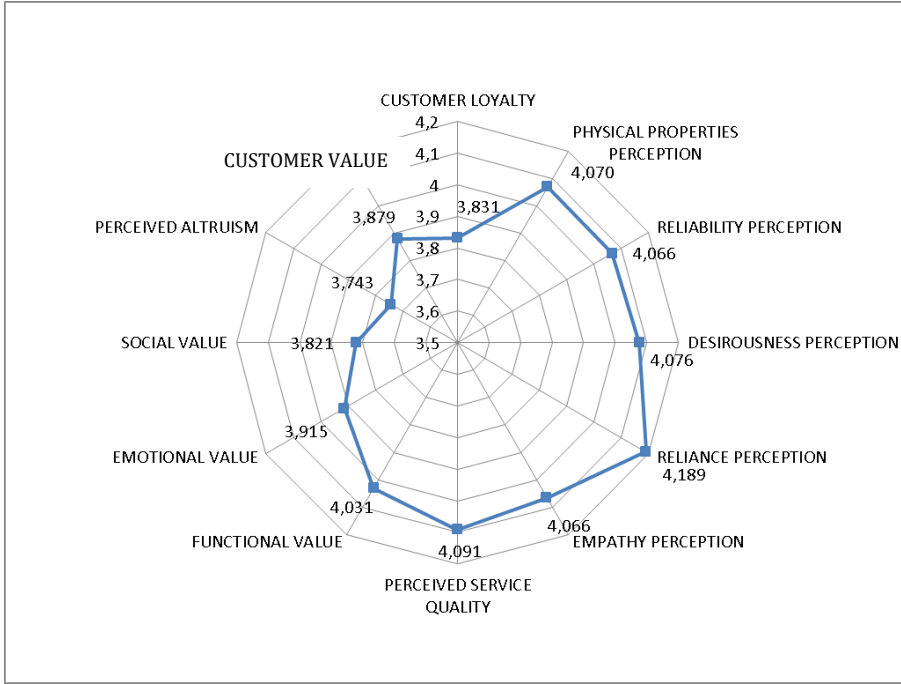

Figure 2. The Levels of Perceived Service Quality, Customer Loyalty and Customer Value in High Season

According to the figure 2; "customer loyalty level" of the customers attended to the research are high (3,831 ± 0,731); "physical properties perception" level is high (4,070 ± 0,769); "reliability perception" level is high (4,066 ± 0,705); "desirousness perception" level is high (4,076 ± 0,718); "reliance perception" is high (4,189 ± 0,688); "empathy perception" level is high (4,066 ± 0,740); "perceived service quality" level is high (4,091 ± 0,638); "functional value" level is high (4,031 ± 0,822); "emotional value" level is high (3,915 ± 0,831); "social value" level is high (3,821 ± 0,853); "perceived altruism" level is high (3,743 ± 0,868); " customer value" level is high"(3,879 ± 0,752).

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Correlations between the scales were evaluated according to the below table (Kalaycı, 2006: 116);

R	Relation
0,00–0,25	Too Weak
0,26–0,49	Weak
0,50–0,69	Medium
0,70–0,89	High
0,90–1,00	Too High

The relationship among, perceived service quality with customer loyalty and customer value in high season are showing in the below table.

Table 2. The Relationship among Perceived Service Quality with Customer Loyalty and Customer Value in High Season

		Customer Loyalty	Functional Value	Emotional Value	Social Value	Perceived Altruism	Customer Value
Physical Properties Perception	r	0,594**	0,739**	0,630**	0,575**	0,443**	0,666**
	p	0,000	0,000	0,000	0,000	0,000	0,000
Reliability Perception	r	0,532**	0,653**	0,610**	0,509**	0,461**	0,624**
	p	0,000	0,000	0,000	0,000	0,000	0,000
Desirousness Perception	r	0,526**	0,628**	0,596**	0,546**	0,489**	0,631**
	p	0,000	0,000	0,000	0,000	0,000	0,000
Reliance Perception	r	0,570**	0,723**	0,629**	0,558**	0,474**	0,666**
	p	0,000	0,000	0,000	0,000	0,000	0,000
Empathy Perception	r	0,571**	0,717**	0,655**	0,632**	0,595**	0,728**
	p	0,000	0,000	0,000	0,000	0,000	0,000
Perceived Service Quality	r	0,633**	0,785**	0,709**	0,641**	0,562**	0,754**
	p	0,000	0,000	0,000	0,000	0,000	0,000

* < 0,05; ** <0,01

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According to the table 2; there is a medium, positively significant relationship between physical properties perception and customer loyalty (r=0.594; p=0,000<0.05). There is a high, positively significant relationship between physical properties perception and functional value (r=0.739; p=0,000<0.05). There is a medium, positively significant relationship between physical properties perception and emotional value (r=0.63; p=0,000<0.05). There is a medium, positively significant relationship between physical properties and social value (r=0.575; p=0,000<0.05). There is a weak, positively significant relationship between physical properties perception and perceived altruism (r=0.443; p=0,000<0.05). There is a medium, positively significant relationship between physical properties perception and customer value (r=0.666; p=0,000<0.05).

There is a medium, positively significant relationship between reliability perception and customer loyalty (r=0.532; p=0,000<0.05). There is a medium, positively significant relationship between reliability perception and functional value (r=0.653; p=0,000<0.05). There is a medium, positively significant relationship between reliability perception and emotional value (r=0.61; p=0,000<0.05). There is a medium, positively significant relationship between reliability perception and social value (r=0.509; p=0,000<0.05). There is a weak, positively significant relationship between reliability perception and perceived altruism (r=0.461; p=0,000<0.05). There is a medium, positively significant relationship between reliability perception and customer value (r=0.624; p=0,000<0.05).

There is a medium, positively significant relationship between desirousness perception and customer loyalty (r=0.526; p=0,000<0.05). There is a medium, positively significant relationship between desirousness perception and functional value (r=0.628; p=0,000<0.05). There is a medium, positively significant relationship between desirousness perception and emotional value (r=0.596; p=0,000<0.05). There is a medium, positively significant relationship between desirousness perception and social value (r=0.546; p=0,000<0.05). There is a weak, positively significant relationship between desirousness perception and perceived altruism (r=0.489; p=0,000<0.05). There is a medium, positively significant relationship between desirousness perception and customer value (r=0.631; p=0,000<0.05).

There is a medium, positively significant relationship between reliance perception and customer loyalty (r=0.57; p=0,000<0.05). There is a high, positively significant relationship between reliance perception and functional value (r=0.723; p=0,000<0.05). There is a medium, positively significant relationship between reliance perception and emotional value (r=0.629; p=0,000<0.05). There is a medium, positively significant relationship between reliance perception and social value (r=0.558;

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p=0,000<0.05). There is a weak, positively significant relationship between reliance perception and perceived altruism (r=0.474; p=0,000<0.05). There is a medium, positively significant relationship between reliance perception and customer value (r=0.666; p=0,000<0.05).

There is a medium, positively significant relationship between empathy perception and customer loyalty (r=0.571; p=0,000<0.05). There is a high, positively significant relationship between reliance perception and functional value (r=0.717; p=0,000<0.05). There is a medium, positively significant relationship between reliance perception and emotional value (r=0.655; p=0,000<0.05). There is a medium, positively significant relationship between reliance perception and social value (r=0.632; p=0,000<0.05). There is a medium, positively significant relationship between reliance perception and perceived altruism (r=0.595; p=0,000<0.05). There is a high, positively significant relationship between reliance perception and customer value (r=0.728; p=0,000<0.05).

There is a medium, positively significant relationship between perceived service quality and customer loyalty (r=0.633; p=0,000<0.05). There is a high, positively significant relationship between perceived service and functional value (r=0.785; p=0,000<0.05). There is a high, positively significant relationship between perceived service and emotional value (r=0.709; p=0,000<0.05). There is a medium, positively significant relationship between perceived service and social value (r=0.641; p=0,000<0.05). There is a medium, positively significant relationship between perceived service and perceived altruism (r=0.562; p=0,000<0.05). There is a high, positively significant relationship between perceived service and customer value (r=0.754; p=0,000<0.05).

Table 3. The Effect of the Perceived Service Quality on Customer Loyalty and Customer Value in High Season

Dependent Variable	Independent Variable	ß	t	p	F	p	R²
Customer Loyalty	Perceived Service Quality	0,889	22,891	0,000	524,009	0,000	0,567
Dependent Variable	**Independent Variable**	**ß**	**t**	**p**	**F**	**p**	**R²**
Customer Value	Perceived Service Quality	0,725	16,320	0,000	266,353	0,000	0,399

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According to the table 3; the regression analysis made for specifying the relationship between perceived service quality and customer loyalty is statistically significant. (F=524,009; p=0,000<0.05). It is found that the relationship (description power) of the customer loyalty with the marker variables of perceived service quality is strong (R^2=0,567). The perceived service quality level of the customers enhance the customer loyalty (ß=0,889). The regression analysis made for specifying the relationship between perceived service quality and customer value is statistically significant. (F=266,353; p=0,000<0.05). It is found that the relationship (description power) of customer value with the marker variables of perceived service quality is weak (R^2=0,399). The perceived service quality level of the customers enhance customer value (ß=0,725).
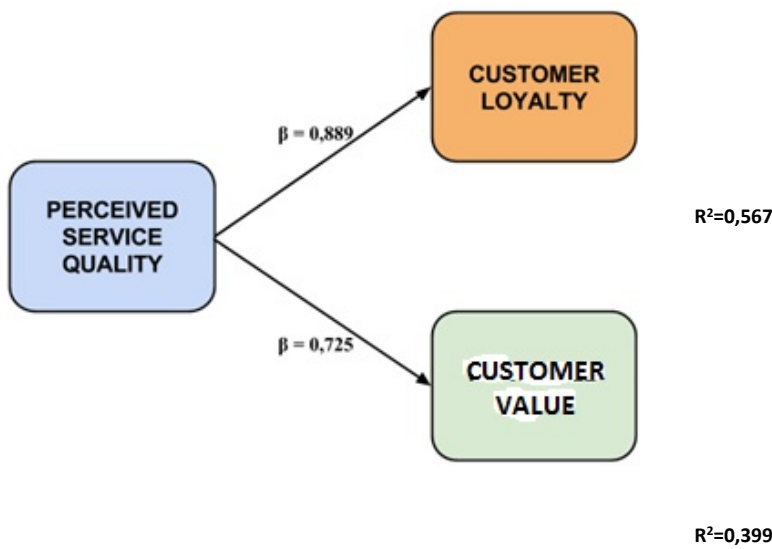

Figure 3. The Effect of the Perceived Service Quality to Customer Loyalty and Customer Value in High Season

Table 4. Effects of the Sub–Dimensions of Perceived Service Quality on Customer Loyalty in High Season

Dependent Variable	Independent Variable	ß	t	p	F	p	R^2
Customer Loyalty	Physical properties perception	0,296	5,240	0,000	57,278	0,000	0,414
	Reliability perception	0,133	1,905	0,057			
	Desirousness perception	–0,040	–0,525	0,600			
	Reliance perception	0,147	2,039	0,042			
	Empathy perception	0,190	2,644	0,009			

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According to the table 4; the regression analysis made for specifying the relationship among physical properties perception, reliability perception, desirousness perception, reliance perception, empathy perception is statistically significant. (F=57,278; p=0,000<0.05).

As the determinant of the level of customer loyalty, the variables; the physical properties perception, reliability perception, desirousness perception, reliance perception, empathy perception relationship is medium level (R^2=0,414). Customers' physical properties perception level increases customer loyalty (ß=0,296). Customers' reliability perception level effects customer loyalty (p=0.057>0.05). The level of the desirousness perception of the customers does not affect customer loyalty. (p=0.600>0.05). Customers' reliance perception level increases customer loyalty level (ß=0,147). Customers' empathy perception level increases customer loyalty (ß=0,190).

Table 5. The Effects of the Sub–Dimensions of Perceived Service Quality on Customer Value in High Season

Dependent Variable	Independent Variable	ß	t	p	F	Model (p)	R^2
Functional Value	Physical properties perception	0,413	8,513	0,000	154,96	0,000	0,659
	Reliability perception	0,179	3,000	0,003			
	Desirousness perception	–0,171	–2,630	0,009			
	Reliance perception	0,266	4,314	0,000			
	Empathy perception	0,326	5,275	0,000			
Emotional Value	Physical properties perception	0,286	4,862	0,000	83,729	0,000	0,509
	Reliability perception	0,203	2,804	0,005			
	Desirousness perception	–0,041	–0,518	0,604			
	Reliance perception	0,168	2,249	0,025			
	Empathy perception	0,304	4,057	0,000			

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Dependent Variable	Independent Variable	ß	t	p	F	Model (p)	R²
Social Value	Physical properties perception	0,281	4,351	0,000	62,764	0,000	0,436
	Reliability perception	–0,020	–0,249	0,803			
	Desirousness perception	0,000	0,001	0,999			
	Reliance perception	0,078	0,945	0,345			
	Empathy perception	0,494	5,990	0,000			
Dependent Variable	**Independent Variable**	**ß**	**t**	**p**	**F**	**Model (p)**	**R²**
Perceived Altruism	Physical properties perception	0,081	1,145	0,253	43,833	0,000	0,349
	Reliability perception	–0,005	–0,055	0,956			
	Desirousness perception	0,009	0,091	0,928			
	Reliance perception	0,029	0,322	0,748			
	Empathy perception	0,618	6,858	0,000			
Customer Value	Physical properties perception	0,263	5,420	0,000	116,42	0,000	0,591
	Reliability perception	0,089	1,490	0,137			
	Desirousness perception	–0,054	–0,832	0,406			
	Reliance perception	0,137	2,212	0,028			
	Empathy perception	0,440	7,099	0,000			

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According to the table 5; the regression analysis made for specifying the relationship among physical properties perception, reliability perception, desirousness perception, reliance perception, empathy perception with functional value is statistically significant (F=154,963; p=0,000<0.05).

As the determinant of the level of functional value, the variables; the physical properties perception, reliability perception, desirousness perception, reliance perception, empathy perception relationship is strong (R^2=0,659). Customers' physical properties perception level increases the functional value level (ß=0,413). Customers' reliance perception level increases functional perception level (ß=0,179). Customers' desirousness perception level decreases functional perception level (ß=–0,171). Customers' reliance perception level increase functional value level (ß=0,266). Customers' empathy perception level increases functional perception level (ß=0,326).

The regression analysis made for specifying the relationship among physical properties perception, reliability perception, desirousness perception, reliance perception, empathy perception with emotional value is statistically significant (F=83,729; p=0,000<0.05).

As the determinant of the level of emotional value, the variables; the physical properties perception, reliability perception, desirousness perception, reliance perception, empathy perception relationship is strong (R^2=0,509). Customers' physical properties perception level increases the emotional value level (ß=0,286). Customers' reliance perception level has no effect on emotional value level (ß=0,203). Customers' desirousness perception level has no effect on emotional value level (p=0.604>0.05). Customers' reliance perception level increase emotional value level (ß=0,168). Customers' empathy perception level increase emotional value level (ß=0,304).

The regression analysis made for specifying the relationship among physical properties perception, reliability perception, desirousness perception, reliance perception, empathy perception with social value is statistically significant (F=62,764; p=0,000<0.05). As the determinant of the level of social value, the variables; the physical properties perception, reliability perception, desirousness perception, reliance perception, empathy perception relationship is medium (R^2=0,436). Customers' physical properties perception level increases the social value level (ß=0,281). Customers' reliability perception level has no effect on social value level (p=0.803>0.05). Customers' desirousness perception level has no effect on social value level (p=0.999>0.05). Customers' reliance perception level has no effect on social value level (p=0.345>0.05). Customers' empathy perception level increase social value level (ß=0,494).

The regression analysis made for specifying the relationship among physical properties perception, reliability perception, desirousness perception, reliance perception, empathy perception with perceived altruism is statistically significant (F=43,833; p=0,000<0.05).

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As the determinant of the level of perceived altruism, the variables; the physical properties perception, reliability perception, desirousness perception, reliance perception, empathy perception relationship is weak (R^2=0,349). Customers' physical properties perception level has no effect on perceived altruism level (p=0.253>0.05). Customers' reliability perception level has no effect on perceived altruism level (p=0.956>0.05). Customers' desirousness perception level has no effect on perceived altruism level (p=0.928>0.05). Customers' reliance perception level has no effect on perceived altruism level (p=0.748>0.05). Customers' empathy perception level increase perceived altruism level (ß=0,618).

The regression analysis made for specifying the relationship among physical properties perception, reliability perception, desirousness perception, reliance perception, empathy perception with customer value is statistically significant (F=116,420; p=0,000<0.05).

As the determinant of the level of customer value, the variables; the physical properties perception, reliability perception, desirousness perception, reliance perception, empathy perception relationship is strong (R^2=0,591). Customers' physical properties perception level increase the customer value level (ß=0,263). Customers' reliability perception level has no effect on customer value level (p=0.137>0.05). Customers' desirousness perception level has no effect on customer value (p=0.406>0.05). Customers' reliance perception level increase customer value level (ß=0,137). Customers' empathy perception level increase customer value level (ß=0,440).

CONCLUSION

Because of the growing numbers of Muslim travelers, and the "Halal Revolution" concept, Halal Hotel Concept is one of the rapid growing concepts in tourism industry. There are many opportunities for hotels that will implement Halal Hotel concept. Although implementing Halal Hotel Concept has big opportunities, there are some important challenges for the hotels that prefer implementing Halal Hotel Concept. One of these challenges are; the acceptance of the implementation of Halal Hotel Concept among customers. Another challenge is obtaining "Halal" certificates for all of the services served by hotel to the customers. Moreover, specifying the service quality is a challenge for hotels in Halal concept. The reason for this challenge is that, although there are many studies and many ways of specifying service quality in service sector, there are a few studies and few investigations about Muslim Hotel Customers. In other words, Muslim customers are a new type of customers for hotel industry with different needs and wants when compared with the other customers. Based on this point of view, in this study, the main aim is to specify the relationship among perceived service quality, customer value and customer loyalty of the Halal Hotels. According to this aim, it is expected that, this study will contribute tourism

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literature about the new customer type of the hotel industry: Muslim Customers, and be conceptual framework about this new type of customers perceived service value, perceived service quality, customer loyalty. Also this study will provide a better understanding about the Halal Hotel Concept and its customers.

In consideration of the aim of this study, a questionnaire is implemented and according to the findings the conclusions and suggestions about the relationship among the perceived service quality, customer value and customer loyalty of the Halal Hotels are found.

The customers of Halal Hotels have high level of customer loyalty. At this point, from the view point of hotels, having loyal customers is a good thing. For sustaining this loyalty, Halal Hotels should serve the services with the same quality, and also they should serve new types of Halal services and improve customer loyalty.

In Turkey compared with the standard hotels, Halal hotels are much fewer. So, it can be said that the market segment – hotels serving Halal services – is not saturated. So if hotels that prefer serving Halal services, entering the Halal hotel sector, will be very successful if they serve qualified services that would satisfy Muslim customers' needs and wants.

As a result, it can be said that, there is a relationship among service quality, customer value and customer loyalty of the Halal Hotels customers. With this understanding, Halal Hotels should formulate more unique services and strategies for a better satisfaction of the needs and wants of the Muslim customers'.

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