EFFECT OF MEASURED PERCEİVED SERVICE QUALITY ON CUSTOMER SATISFACTION WITH HOTELZOT MODEL

*Hotelzot Yöntemiyle Ölçülen Algılanan Hizmet Kalitesinin
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ABSTRACT

The main condition is quality service for businessess in tourism with intense competition to continue their existence. However, the parties are touristic consumers to assess the quality. The aim of this research is to evaluate perceived service quality levels of domestic and foreign tourists who visited Antalya-Kaş district and to measure the impact of these perceptions on satisfaction. In order to measure the perceived service quality, HOTELZOT scale by Nadiri and Hussain (2005) is used. The study in which goal directed sampling from non-random sampling method was preferred includes customers (n=435) of Tourism Licensed Facilities at Antalya-Kaş district. All of the scale, which customers evaluated the service quality of hotel business they accommodated, and reliability and validity for each factor (Confirmatory Factor Analysis) were tested. In order to determine the effect of perceived service quality on satisfaction; regression, to determine the difference between groups; Independent samples t-test and ANOVA test were utilized from measures of central tendency as well as the main determinant statistics for the analysis of data. Data were analyzed by using SPSS 21.0 and AMOS 22.0. As a result of data obtained from the sample, it is seen that the scale consists of two dimensions as tangibles and intangibles, perceived service quality significantly predicts customer satisfaction, there is differentiation between the groups according to some demographic factors.

Key Words: Perceived Service Quality, Hotel Businesses, Hotelzot Scale, Customer Satisfaction.

ÖZ

Yoğun rekabetin yaşandığı turizmde, işletmelerin varlıklarını devam ettirebilmelerinin temel koşulu kaliteli hizmet sunmaktan geçmektedir. Ancak kaliteyi değerlendirecek taraf ise turistik tüketicilerdir. Bu çalışmanın amacı, Kaş-Antalya bölgesine gelen turistlerin algılanan hizmet kalitesi düzeyinin belirlenmesi ve bu algılamalarının memnuniyet üzerine etkisinin ölçülmesidir. Algılanan hizmet kalitesini ölçmek amacıyla Nadiri ve Hussain (2005) tarafından geliştirilen HOTELZOT ölçeği kullanılmıştır. Tesadüfi olmayan örnekleme yöntemlerinden amaca göre örnekleme yönteminin tercih edildiği araştırma kapsamına Kaş-Antalya bölgesinde faaliyet gösteren turizm işletme belgeli otellerde konaklayan otellerin müşterileri (n=435) dahil edilmiştir. Müşterilerin konakladıkları otel işletmesinin hizmet kalitesini değerlendirdikleri ölçeğin tümüne ve her bir faktörüne yönelik gü-

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venirlik ve geçerlik (doğrulayıcı faktör analizi) testleri yapılmıştır. Verilerin analizi için merkezi eğilim ölçülerinden ve temel belirleyici istatistiklerin yanı sıra algılanan hizmet kalitesinin memnuniyet üzerine etkisini belirlemek amacıyla regresyon ve gruplar arasında farklılıkların belirlenmesi amacıyla bağımsız örneklem t-testi ve anova testinden faydalanılmıştır. Veriler SPSS 21.00 ve AMOS 22.00 kullanılarak analiz edilmiştir. Örneklemden elde edilen veriler sonucunda ölçeğin somut ve soyut olmak üzere iki boyutta oluştuğu, algılanan hizmet kalitesinin müşteri memnuniyetini önemli oranda yordadığı, bazı demografik faktörlere göre de gruplar arasında farklılaşma olduğu görülmüştür.

Anahtar Kelimeler: Algılanan Hizmet Kalitesi, Otel İşletmeleri, HOTELZOT Ölçeği, Müşteri Memnuniyeti.

INTRODUCTION

A GROWING NUMBER of people join in tourism movements in line with their desire to satisfy a number of needs (recreation, entertainment, sightseeing, education, culture, sports, health, language, religion and so on) by benefiting from the services offered by the tourism. While the number of people joined in international tourism was 1,138 billion in 2014, this number has reached to 1,180 billion by increasing 4.4 % in 2015. It is expected that the number of people participating in international tourism will reach 1,8 billion as of 2030. Tourism was started to be discussed scientifically since the impacts of tourism events reflected on the countries' publics increase depending on its gradual widespread status, and the tourism has taken part in economic and social sciences as a discipline since 1930s (Bayer, 1992).

Tourism can be defined as a travel done by people with no intention of earning money to outside the places where they live for the reasons such as leisure, entertaining, relaxing, and cultural or health for a certain period of time but may not exceed one year. Tourism is an outcome of human needs for whatever purpose the people participate in. In parallel to societal and economic development in the world, the increase of personal income level, the enhancement of speeds and capacities of transportation vehicles, the development of information and communication technology, the reduction of working times, the increase of paid holidays are among the most important factors affecting the development of tourism (Göral, Arslan, Tokay, 2014: 2). The number of individuals joining in tourism activities was also positively influenced along with these developments (Halis et al., 2009). When looking at the reflection of this case to the hotel industry, it is seen that many hotel services described as luxurious service before have already become a lifestyle for people and a competitive environment has occurred globally.

Today hotel managements understand that competition is useless by development of common hotel products such as rooms or other concrete elements and they see the necessity of defining intangible elements such as image, perceived value and superior service quality providing long-term competitive advantage and allowing the highest level of satisfaction (Dörtyol, 2012: 5). It is necessary to consider the services offered and the perceived service quality in sustainable competitive advantage. Besides, the measurement of perceived quality is extremely important in the evaluation of the current situation and development (Pura, 2005: 512). Hotel businesses can better understand competitive advantage, charm of hotels and their customer retention issues through information obtained for the perceived value (Milferner and Korda, 2011: 100). It is likely that businesses developing and implementing the concepts in question have a more sustainable success compared to others.

SERVICE QUALITY

Although there is no generally accepted definition with regard to service, it is defined in different ways in the literature. Generally, service is an activity that one side presents to the opposite side, not resulting with ownership of anything and basically untouched (Kotler & Armstrong 2005: 233). According to Lakhe and Mohanty (1995)'s definition; service is a production system that creates outputs which will also avail consumers in the process of supporting normal life beyond the economic sense as a result of processing certain inputs, converting and adding the value to said input. However, Parasuraman et. al. (1988) interpreted the quality of service as the perception qualification occuring as a result of experience-based services received by customer.

Service quality has an important place in the tourism sector as in other service sectors. In particular, hotel industry which is a sub-branch of the tourism forms the basis of the process due to consumers' living experience during their stay at the hotel. Correspondingly, hotel management and staff must provide all moments of contact between the hotel and guests to turn into a positive experience in terms of guests (Juwaheer and Ross, 2003). Quality in terms of tourism enterprises is a strategic tool used for the purpose of production of goods and services to meet present or discoverable needs of tourists, increasing the company's operational efficiency and lowering cost with the aid of effective cost control process (Oral, 2001: 216). As improving the quality of services is one of the most important means of increasing corporate competitiveness strength and performance productivity (Aykol, 2014: 28) hotel businesses also need to be attentive about it. In addition, quality of service also plays an important role in the success of tourism enterprises and maintaining it. Gradually developing structure of the tourism increases tourist expectations continuously. The high expectations and increased competition rather increases the importance of the work for the service quality in tourism sector (Kenzhebayeva, 2012: 28).

CUSTOMER SATISFACTION AND ITS MEASUREMENT WITH HOTELZOT MODEL

Customer can be defined as "a person or organization who purchases a specific brand product of a specific enterprise for commercial or personal purposes" (Taşkın, 2000: 19). Meanwhile customer satisfaction can also be defined as "cognitive and emotional response of the service, emerging as a result of comparison of the customers' expectation towards a service and the service experience" (Yağcı et al., 2004: 53). In another words, customer satisfaction is the extent of satisfaction of a customer's needs, desires and expectations that affects the subsequent demand for goods or services and the interest in goods or services during the consumption of goods and services" (Atılgan, 2001). Meanwhile in

another source, customer satisfaction is defined as "evaluations of the post-consumption experience obtained by the customer, depending on the relationship between the perception of a product by the customer and the objective elements of that service or product" (Oliver, 1997). In general, customer satisfaction occurs at the intersection of the customer's expectations and the benefits provided by the good or service purchased (Kılıç and Pelit, 2004: 114).

It is possible to mention many advantages provided by customer satisfaction to enterprises. When examined the studies carried out on the subject; it is observed that there are many positive impacts upon increase of the customer satisfaction such as the increase of customer's desire for establishing and continuing relationship with the enterprise (Kelley and Davis, 1994; Morgan and Hunt, 1994; Lee and Heo, 2009), sharing positive experiences with others and in this direction being a positive reference on behalf of the enterprise (Söderlund, 1998), creating customer loyalty (Anderson et al., 1994; Oliver et al., 1999; Selvi and Ercan, 2006), providing positive feedback to the enterprise (Söderlund, 1998, Webb and Jagun,1997), the increase of number of customers and accordingly increase in profitability (Durmaz, 2006; Çakıcı, 1998; Hançer, 2003), contributing to customer citizenship behavior (Bettencourt, 1997) and eventually enhancement of enterprise performance (Gronholdt et al., 2000).

Satisfaction criteria in respect of the services offered to the customers who prefer these enterprises, become more complex since the hotel enterprises have a labor-intensive characteristic and the products produced rather have intangible characters. Enterprises are required to make further efforts on this subject (Emir, vd, 2010: 294). In this direction, customers in hotel enterprises determine the satisfaction by comparing the service and products offered and the goods and service they hoped for (Lau et al., 2005: 47, Emir, 2007). Although the assessment of satisfaction in hotel enterprises is made during the service delivery in general, it consists of an interaction between the customer and the employee offering the service (Pizam and Ellis, 1999: 330). Customer concept and satisfaction are very important for the hotel enterprises in the service sector. Satisfaction in tourism is among the fundamental concepts that help explaining the tourism behavior. As a travel activity, customer satisfaction in tourism can be achieved by considering firstly customers' demands and expectations (Dunnross and Iso-Ahola, 1991:236).

Nowadays, the studies intended for achievement of customer satisfaction have also been accelerated since the customers become more conscious and customer protection movements gain intensity. The factors like the increased international competition, new developments in quality concept and emergence of relational marketing concept, awareness of consumers along with the rising

education level in particular have revealed the importance required to be placed on the customer satisfaction (Kılıç and Pelit, 2004: 114).

Customer satisfaction is important in hotel enterprises operating in constantly developing tourism sector with respect to the customer expectations to be met by hotel enterprises, the sustainability of activities and the continuity of profitability when the business success and accordingly the economic inputs brought to the country are taken into account. In this context, customer satisfaction is supposed to be measured constantly. After demonstrating the current situation through satisfaction measurement, if positive the situation can be continued, or if negative necessary measures are taken. Various scales have been developed to measure the customer satisfaction. One of them is the study conducted by Nadiri and Hussain (2005a) in hotel enterprises doing business in Northern Cyprus. They have put forward the idea of "tolerance zone" for assessment of service quality in hotel enterprises by configuring the SERVQUAL service quality measurement model and implemented by suggesting a new model what they called HOTELZOT. The questionnaire configured by them is based on service expectations (competence and desired) and service perceptions. A total of 23 suggestions are available in the questionnaire configured. 22 of them have been derived through renewal and adaptation of original suggestions of the SERVQUAL questionnaire into the model. Five Point Likert scale (1=strongly disagree, 5= strongly agree) has been employed in measurement. There is an expression of "I have overall satisfied/pleased with the entire hotel services" also with respect to the customer satisfaction. The following definitions have been made in the study conducted (Nadiri and Hussain, 2005a: 267);

1. Tolerance range has been calculated for hotels as the difference between the desired service desired and the adequate service.

2. The measurement of service superiority has been calculated as the difference between the desired and perceived service.

3. The measurement of the sufficiency of the service has been calculated as the difference between the adequate service and perceived service.

Figure 1. Tolerance Zone Model for Hotel Businesses
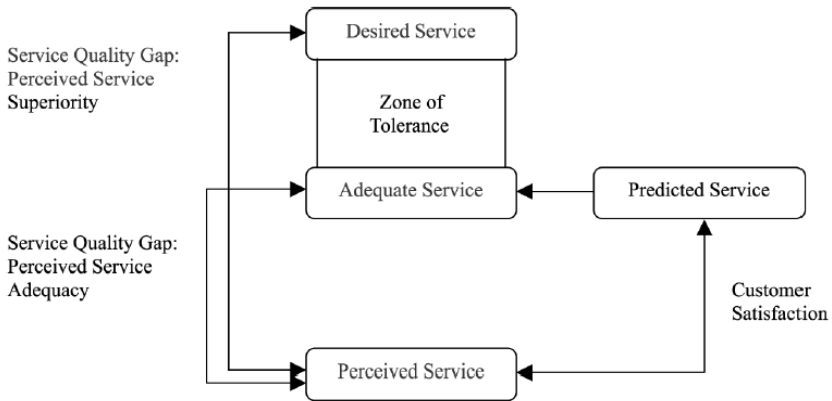
Source: Nadiri ve Hussain, 2005a: 265, adopted from Zeithaml et al., 1993:5.

When the dimensions of model are examined, tested by factor analysis, the new model has proved to be unsuitable for five propositions in the original model. Results in the new model are in accordance with just two dimensions.These are tangible and intangible attributes.

METHODOLOGY

The study examines the level of perceived service quality by tourists and the impact of this perception on satisfaction. HOTELZOT scale developed by Nadiri and Hussain (2005) was used in the study. Within scope of this purpose, in the method section of this research; there are sampling method, universe and sampling, data collection tool, data analysis and information related to the reliability and validity of scales used in the research.

Sampling and Participants

The universe of the research comprises domestic and foreign visitors who stay in hotel enterprises in Antalya-Kaş region between the dates September-December 2015. Sampling was preferred by considering that reaching the entire universe might be costly in terms of money and time because of number of tourists staying in the region is too much and sampling method based on the purpose was preferred, for this reason the tourists staying in hotel enterprises only having certificates from the Ministry of Culture and Tourism.

Data Collection Tool

HOTELZOT Scale, which was used in the research carried out by Nadiri and Hussain (2005) in hotel enterprises operating in Northern Cyprus, was used in this study. Nadiri and Hussain has put forward the idea of "tolerance zone" for service quality assessments in hotel enterprises by configuring the SERV-

QUAL service quality measurement model and they have implemented by proposing a new model what they call HOTELZOT. The scale configured by them is based on service expectations (adequacy and desired) and service perceptions. There are a total of 23 propositions in the questionnaire configured. 22 of them have been obtained through renewal after adapting original propositions in the SERVQUAL questionnaire to the model. Five-Likert (1-strongly disagree, 3-neither agree nor disagree, 5-strongly agree) scale has been used. Meanwhile, there is an expression "I have overall pleased/satisfied with all hotel services" with respect to customer satisfaction.

The questionnaire consists of two parts. There are information about the participants (gender, age, educational status, occupation, nationality, type of the hotel providing accommodation) in the first part; and HOTELZOT scale items in the second part. 1.000 questionnaires have been randomly given to the hotels included in the sampling between the dates September-December 2015. They have been handed to visitors by the managers of the enterprises during entrance to the hotel, and the questionnaire form was ensured to be filled in during the accommodation. 650 questionnaires among total 1000 questionnaires were filled, but 215 of them couldn't be included in the application because of being filled incompletely/ incorrectly. Thus, a total 435 usable questionnaires were available.

Reliability and Validity of the Scales

Reliability coefficient (Cronbach Alpha) was looked for each scale in order to ascertain whether the scales used in the study were reliably or not. The reliability coefficient must be at least 0,70 for being able to assume a scale reliable (Altunışık et al. 2007). When the results in Table 4 are viewed, it is seen the scale's reliability coefficients are above 0,70: Tangible; ,933, Intangible; ,981.

Confirmatory factor analysis was made to test the validity of the scales contained in the model. The diagram obtained as a result of the Confirmatory Factor Analysis conducted to examine the validity of tangible and intangible dimensions, is shown in Figure 1. Modification was applied to first and second questions and concordance results obtained were given in Table 1. According to the results obtained, the questions in the scales are acceptable according to all concordance criteria and the validity of scales was provided by demonstrating good fit.

Figure 1. First Level Way Diagram Relating to the Scales
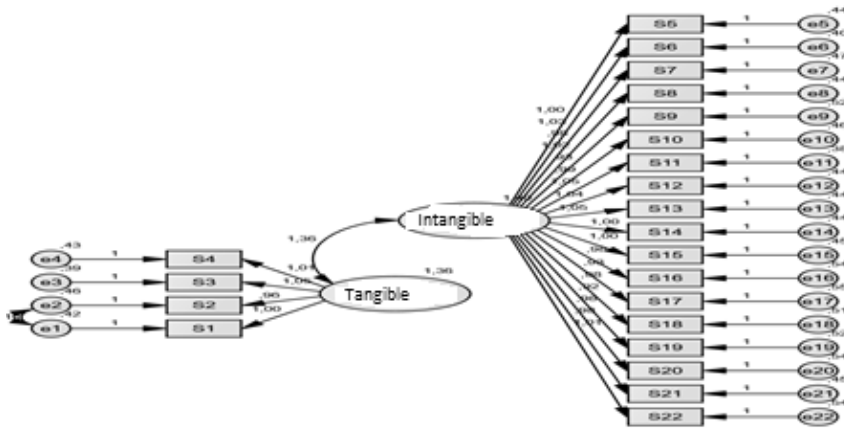
Table 1. Confirmatory Factor Analysis Result Item Concordance Values

Cohesion Criterion	Value	Result of Cohesion
$\dfrac{\chi^2}{sd(207)}$	3.242	Acceptable Cohesion
RMSEA	0.072	Acceptable Cohesion
RMR	0.038	Good fit
NFI	0.944	Acceptable Cohesion
CFI	0.961	Acceptable Cohesion
GFI	0.871	Acceptable Cohesion
IFI	0.961	Good fit

Factor loads relating to the propositions in the scale were given in Table 2. First four questions are in tangible dimension, the remaining questions are in intangible dimension.

Table 2: Item Factor Loads

Items		Tangible	Intangible
Q 1	The hotel has modern-looking equipment	0.872	
Q 2	The hotel's physical facilities are visually Appealing	0.890	
Q 3	The hotel's employees are neat-appearing	0.857	
Q 4	Materials associated with the service are visually appealing at the hotel	0.874	
Q 5	When the hotel promises to do something by a certain time, it does so		0.872
Q 6	When you have a problem, the hotel shows a sincere interest in solving it		0.888
Q 7	The hotel performs the service right the first time		0.862
Q 8	The hotel provides its services at the time it promises to do so		0.875
Q 9	The hotel insists on error-free records		0.836

Q10	Employees of the hotel tell you exactly when services will be performed	0.865
Q11	Employees of the hotel give you prompt service	0.896
Q12	Employees of the hotel are always willing to help you	0.881
Q13	Employees of the hotel are never too busy to respond to your requests	0.880
Q14	The behavior of employees of the hotel instils confidence in customers	0.872
Q15	You feel safe in your transaction with the hotel	0.870
Q16	Employees of the hotel are consistently courteous towards you	0.844
Q17	Employees of the hotel have the knowledge to answer your questions	0.830
Q18	The hotel gives you individual attention	0.851
Q19	The hotel has operating hours convenient to all its customers	0.833
Q20	The hotel has employees who give you personal attention	0.843
Q21	The hotel has your best interests at heart	0.867
Q22	Employees of the hotel understand your specific needs	0.851

Analysis of Data

In the research, reliability and validity analyses related to the variables of the model have been done respectively, the levels of expressions provided in the scale have been determined by utilizing main determinant statistics (arithmetic average and standard deviation), the relationship between the variables specified in the research model and statistical analysis methods like correlation and regression has been tested. Moreover, Independent Sampling T Test and Anova tests have been made to see whether there is difference according to perceived service quality dimensions among groups according to demographic variables.

FINDINGS

Demographic Data about Participants

A total of 435 people participated in the research. Demographic variables of the participants were given in Table 3. 55.2% of the participants were women, 68.5% were English, 90.6 % were those who lodge in facilities except for 4 or 5-star hotels, 33.6% were between 38-47 ages, 26.9% were governmental employees, 37% had high school degree, 52.2% had middle income level.

Table 3: Demographic Variables Belonging to Participants

Demographic Characteristics of Participants	Frequency	Rate	Demographic Characteristics of Participants	Frequency	Rate

Gender			Hotel stay		
-Female	240	55,2	-4 star	16	3,7
-Male	195	44,8	-5 star	25	5,7
			-Other	394	90,6
Age			Occupation		
-18-27	142	32,6	-Self-employed	55	12,6
-28-37	67	15,4	-Professionals (eg. lawyers,	63	14,5
-38-47	146	33,6	doktors, engineers)		
-48-57	45	10,3	-Students	79	18,2
-58 and above	35	8,0	-Executive of a cor-poration	6	1,4
			-Governmental emp-loyees	117	26,9
			-Personnel of educa-tional organization	52	12,0
			-Others (eg. retired, housewives, labo-rers)	63	14,5
Level of education			Level of income		
-Primary school	10	2,3	-Low	169	38,9
-Secondary or high school	161	37,0	-Medium	227	52,2
-Vocational school	49	11,3	-High	39	9,0
-Undergraduate deg-ree	58	13,3			
-Master's/doctorate degree	157	36,1			
Nationality					
-Turkish	72	16,6			
-British	298	68,5			
-Other (European)	65	14,9			

The Levels of the Variables in the Research Model

In the research, tourists have assessed the factors affecting their service quality perceptions on hotel enterprises. Assessment results were given in Table 4. According to the results, it is seen that intangible level is higher (Average= 3,3499), tangible level is lower (Average= 3,25) among the tourists' service quality scale dimensions. Meanwhile, satisfaction level is seen to be (Average= 3,41).

Results of the Research Model

In the research model (Figure 2), the impact of (1) perceived service quality on (2) customer satisfaction has been examined.

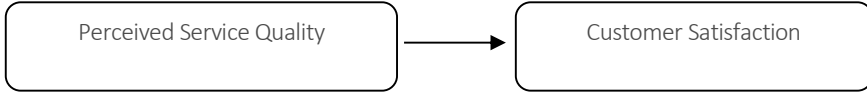| Perceived Service Quality | → | Customer Satisfaction |

Figure 2 : Model of Research

As a result of the research (Table 4), it has been found that there was positive and significant relationship between tangible (r =,88, p=,00), intangible (r =,92, p=,00) and satisfaction. The strongest relationship with satisfaction is the intangible dimension based on the correlation analysis results. In addition, it has been determined that there is positive and significant relationship between the tangible dimension and intangible dimension (r =,93, p=,00).

Table 4: Findings about Variables (Mean, Standard Deviation, Reliability Coefficient and Relations between Variables)

Variables	NI[a]	M[b]	SD[c]	α[d]	Tangible	Intangible	Satisfaction
Tangible	4	3,2500	1,22709	,933	-		
Intangible	18	3,3499	1,18581	,981	,937**	-	
Satisfaction[e]	1	3,4138	1,35558	-	,881**	,920**	-

* p<0,01 (two way), **p<0,05 (two way), [a]Number of Items, [b]Mean, [c]Standard Deviation, [d]Cronbach Alpha Coefficientı, [e]Reliability of the factor is not assessed as it was measured by sole item

It has been observed whether there were multiple connection problems among independent variables before proceeding to the regression tests. Test results showed that there was not multiple connection problems among independent variables, i.e. variance increase factors were less than 10, tolerance values were greater than 0,10 and status indices were less than 30 (Hair et al. 1998; Büyüköztürk, 2009).

Regression analysis results were given in table 5 in order to explain the impact of independent variables (intangible, tangible) on dependent variable and the direction of this impact. Based on the results, tangible (β=,15, t= 2,85, p=,004) and intangible (β=,77, t= 14,85, p=,00) positively and significantly affects the customer satisfaction according to standardized regression coefficients.

Table 5: Regression Analysis Results Explaining Effects of Variables' (Tangible, Intangible Variables)* on Customer Satisfaction

Multiple R Coefficient = ,922				
Coefficient of Determination (R²) = ,850				
Adjustment R² (ΔR²)= ,849				
Standard Error = ,52696				
DW=1,959				
Analysis of Variance	Degree of Freedom	Sum of Squares	Mean Square	F Test

Regression	2	677,557	338,778	1220,005
Error (remnant)	432	119,960	,278	p=,00
Total	434	797,517		

Beta Coefficients

Independent Variable

	B	SE$_B$	β	t	P
Constant	-,111	,076		-1,459	,145
1)- Tangible	,168	,059	,152	2,858	,004
2)- Intangible	,889	,061	,777	14,586	,000

B: B value germane to variable, SE$_B$: standard error germane to B coefficient, β: Standardized regression coefficient (beta value), t: t value germane to Beta value, p[b]: Significance level germane to each variable . It is seen that there is no matter of multiple relationship from tolerance values and variance increase factors.

Tests for Differences According to Demographic Variables

The data relating to the variables have been examined with graphic method whether they show normal distribution. For this, Q-Q plots were examined and it can be said that the data normally ranges according to the graphics. For this reason, parametric tests were carried out. Independent Sampling T Test and Anova Test were conducted to determine the differences among the groups. The analysis results are as follows:

-There is no difference according to Independent Sampling T Test results among groups with respect to gender.

-There is difference in Intangible dimension according to the results of Anova test aimed at determining the difference with respect to tangible and intangible dimension and age group, and it is seen that there is difference between 18-27 age group and 28-37 age group (p=,00) according to Tamhane multiple comparison test results conducted to find from which groups the difference is resulted.

-It is seen that there is difference in both dimensions based on Anova test results aimed at determining the difference related to tangible and intangible dimensions and educational level, and according to Tamhane multiple comparison test results conducted to find from which groups the difference is resulted; with respect to Intangible dimension there is difference between Secondary School and Vocational School, Secondary School and Undergraduate, Vocational School and Graduate/Doctoral Degree, Undergraduate and Graduate/Doctoral Degree; with respect to Tangible dimension there is difference between Secondary School and Vocational School, Secondary School and Un-

dergraduate, Vocational School and Graduate/Doctoral Degree, Undergraduate and Graduate/Doctoral Degree.

-It is seen that there is difference in both dimensions based on Anova test results aimed at determining the difference related to tangible and intangible dimensions with nationalities of the participants. With respect to Tangible dimension, based on the results of Tamhane multiple comparison test aimed at finding from which groups the difference is resulted, it is seen that there is difference between Turkish and English, English and other country citizens. And it is also seen that there is difference between English and other country citizens according to the results of Tamhane multiple comparison test aimed at finding from which groups the difference is resulted with respect to intangible dimension.

-It is seen that there is difference in both dimensions according to the results of Anova test aimed at determining the difference related to tangible and intangible dimensions with the participants' jobs. With respect to tangible dimension, it is seen that there is difference between Professional Employees and Students, Students and Other group according to the results of Tamhane multiple comparison test conducted to find from which groups the difference is resulted. With respect to intangible dimension, it is seen that there is difference between Professional Employees and Students, Students and Other group according to the results of Tamhane multiple comparison test conducted to find from which groups the difference is resulted.

-There is no difference according to the results of Anova test aimed at determining the difference related to tangible and intangible dimension with the hotels which provide accommodation.

-It is seen that there is difference in both dimensions according to the results of Anova test aimed at determining the difference related to tangible and intangible dimensions with the participants' income. With respect to tangible dimension, it is seen that there is difference between lower and middle income level based on the results of Tamhane multiple comparison test conducted to find from which groups the difference is resulted (p=,00), and with respect to intangible dimension, there is difference between lower and middle income level based on the results of Tamhane multiple comparison test conducted to find from which groups the difference is resulted (p=,00).

CONCLUSION AND DISCUSSIONS

With globalization Tourism, has become one of the most important sectors in the world in recent years and the number of individuals who participate in tourism activities has increased day by day. Nowadays people tend to travel more easily and more often. Parallel to this development, hotel businesses which are one of the basic dynamics of the sector, also improved qualitatively and quanti-

tatively. Differences in the customers' expectations also play part in reasons of hotel businesses operating in various classes. Both the importance of customer satisfaction in hotel businesses and the importance of quality of services are increasing day by day in competitive environment. HOTELZOT method was conducted in this study to measure the satisfaction level of tourists coming to Kaş-Antalya region. The effect of measured perceived service quality on customer satisfaction was presented with the findings obtained from survey study and some determinations were made in this study.

According to the findings of the study, most of the participants consist of women tourists, between 38-47 ages, graduated from high school, English, students, those who have middle income level. Besides, according to the type of accommodation, tourists lodged most in facilities except from 4 or 5-star hotels were included in the study.As a result of tourists' assessment of the factors affecting their service quality perceptions on hotel enterprises, it can be seen that intangible level from service quality scale is higher than tangible level. Hereunder, we can conclude that the services offered are better than physical facilities of the businesses. According to the correlation analysis results between tangible, intangible factors and satisfaction, it has been found that there was positive and significant relationship between each of them. Once again, the strongest relationship with satisfaction is the intangible dimension.Apart from these, tests for differences in demographic variables were also conducted. There is no difference according to Independent Sampling T Test results among groups related with gender. In spite of that there is difference between Intangible dimension and age group, there is difference between level of education, nationalities of participants, occupations of participants, their level of income and both tangible and Intangible dimensions.

Considering the customer satisfaction's contribution to business success and economic input brought to country in the hotel business in tourism sector, it is important for hotel businesses in terms of meeting customer expectations, maintaining operations and continuing the profitability. In this context, the measurement of customer satisfaction continuously is also an important issue. By exposing the current situation with satisfaction measurement, it is essential to continue if the situation is positive or to take the necessary precautions if it is negative. Limitations of this study are as follows; making the research in a limited area and in a city in this area, including limited business and limiting the sample. So, it is suggested conducting research in all regions of Turkey, thus upgrading the sample volume and selecting with the random sampling method in order to reach more general results. The study is important and useful for fulfilling the gaps in Turkish literature on the subject by determining the impact

of quality of service on customer satisfaction in the hospitality business and thus to create awareness about the quality of service concept. ▫

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