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THE EFFECT OF PERCEIVED SERVICE QUALITY AND SATISFACTION ON CUSTOMER LOYALTY IN HOTEL SERVICES: A FIELD RESEARCH IN THE DISTRICT OF ŞİLE

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ABSTRACT

This research was conducted to reveal the relationship between perceived service quality and customer satisfaction and customer loyalty. In this context, the effect of perceived service quality and satisfaction on customer loyalty by customers from hotels and whether there is a mediator effect of customer satisfaction between perceived service quality and customer loyalty has been investigated. The universe of the research consists of three-star hotels affiliated to the Ministry of Tourism and Culture operating in the Şile district of Istanbul. The research sample consists of 314 customers who were selected by random sampling method and received service from these hotels between June and August 2020. In the study, three scales were used to measure these relationships. "Perceived Service Quality Scale (SERVQUL)" was used to measure perceived service quality, "Satisfaction Scale" was used to measure customer satisfaction, and "Customer loyalty" scale was used to measure customer loyalty. SPSS 21.0 statistical package program was used to analyze the data. The kurtosis, skewness, mean and standard deviation values of the data distributions were examined. Explanatory factor analysis was performed for the construct validity of the variables and a reliability test was applied for each factor. Correlation analysis was used to determine the direction and severity of the relationship between variables, and regression analyzes were used to test causal relationships. As a result of the data obtained, it has been determined that the perceived service quality and customer satisfaction affect customer loyalty positively. In addition, it has been determined that customer satisfaction has a full mediator effect on the relationship between perceived service quality and customer loyalty, and a partial mediation effect on the relationship between

food and beverage quality perception, general service quality perception and customer loyalty, which are the sub-dimensions of perceived service quality.

INTRODUCTION

The service sector, which grew rapidly with the effect of the communication and technology factors that developed in the last century, left behind the industry and agriculture sectors has shown rapid development in many areas in the world and in Turkey. In this context, hotel businesses that provide tourism services have entered into an intense competition to get a share from the growing market, they have felt the need and obligation to establish close ties with their customers to maintain their lives and increase their market share. Acting with the awareness of this necessity, hotel businesses strive to continuously measure and increase the quality and satisfaction of the services they offer, by keeping in dialogue with their customers to be successful, and as a result, to create loyal customers. The profitability and survival of hotel businesses in increasingly competitive conditions depend on gaining new customers and, more importantly, retaining existing customers. The most effective way to achieve this goal is to create customer loyalty.

LITERATURE REVIEW

Perceived Service Quality

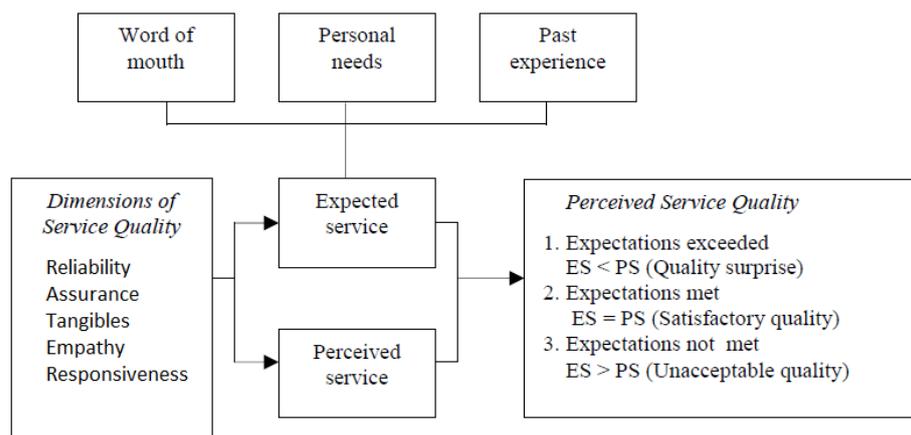
First of all, in order to understand the perceived service quality, the concepts of service and quality should be defined. Service is expressed as an activity that the parties offer to each other, which is basically intangible and does not result in ownership (Kotler 1997:467). According to another definition, service; It is defined as actions that meet the demands and needs when placed on the market and that can be described as independent regardless of the seller (Şenel, 2007:87). Service differs from other goods in terms of intangibility, heterogeneity, simultaneous production and consumption (Parasuraman vd. 1985).

Quality is a concept that comes from the Latin word "qualis" and has emerged from the desire of people and systems to reach perfection. It is possible to come across many definitions of quality in the literature. Hall (1990) quality conforms to needs and standards; Crosby (1979) defined it as fitness for use. The American Association for Quality Control (ASQC) defines quality as the ability and characteristic of meeting the requirements, while the European Quality Organization (EOQC) defines quality as the degree of conformity of a good or service to the consumer's demands, on the other hand The Turkish Standards Institute defined quality as the level of meeting the identified or potential needs of a product or service. (Bedük, 2005:2; Kılıç ve Eleren 2010:121). In this context, quality is generally defined as the degree to which the goods and services produced meet the demands and needs of consumers. (Ulusoy, 2017:14).

Service quality is one of the important factors that come to the fore in meeting the demands and needs of customers. Grönsroos (2001) defines service quality as the measure of meeting the expectations of customers by prioritizing them. It is more difficult to define service quality for the tourism industry when compared to other sectors.

Lanquar and Hollier (1981) state that there are two reasons for this difficulty. Firstly, it is the determination of the degree of satisfaction of the customer's wishes and needs secondly, the customer's increasing quality expectation and the amount of increase in this perception when compared to other sectors. Service quality is directly or indirectly affected by many factors such as customers' perceptions, needs, expectations, education, general and social judgments, traditions, economic level, social and economic environment, geography, religious structure, technology. Therefore, measuring service quality has been a difficult and important issue. Measuring service quality has come to the present day with increasing importance since the 1970s, when the service sector left the industry and agriculture sectors behind (Johns vd. 1997).

The first step in improving and developing service quality is measuring service quality. A business can take correct and effective actions to increase the quality to the extent that it can reach the right information about the current service quality (Usta ve Memiş, 2009:90). For this reason, measuring service quality is an important issue, especially in tourism enterprises, which are considered as service sectors. Measuring service quality is more difficult than measuring product quality. This is because; It is difficult to evaluate service quality with quantitative criteria. In determining the understanding of service quality, the wishes and expectations of the customers should always be kept in the foreground. In an intensely competitive environment, hotel businesses have to adopt this understanding. Because service quality has become an indispensable competitive tool for hotel businesses. The fact that the service offered is above a certain quality is extremely important for the success and continuity of the business providing the hotel service. In order to increase their success and market share, businesses should measure the quality of service they provide and correct their deficiencies and errors, if any. Various methods such as total quality index, critical event method, service barometer (Linjefly), SERVQUAL, SERVPERF are used to measure service quality (Eleren ve Kılıç, 2007:242). Among them, the most widely used SERVQUAL method. Parasuraman, Zeithaml, and Berry (1985:47) created a general model for defining service quality, determining the factors affecting it, and measurable service quality with the SERVQUAL method they developed (Avcıkurt ve Aymankuy, 2006:286). This model is shown in figure 1.



Perceived service quality model, Source : Fitzsimmons & Fitzsimmons (2001).

Figure 1. Perceived Service Quality Model (Reference: Fitzsimmons ve Fitzsimmons, 1999).

Customer Satisfaction

With the creation of customer-oriented marketing strategies as a result of increasing competition conditions in recent years, customer satisfaction has become the most important factor of marketing. Satisfaction is the sum of the customer's perception of a service or product and the evaluation of the experience gained from that service or product, the customer's expectations and perceived values (Oliver, 1997:37; Nykiel, 2005). In another definition, satisfaction is the psychological expression of the feeling of well-being or contentment that the people who use the product or service get what they hope or expect from this use (Pizam ve Ellis, 1999:327). In general terms customer satisfaction; it can be defined as the psychological satisfaction that occurs as a result of meeting or exceeding the expectations and wishes of the person (Nykiel 2005:200). Many studies have shown that customer satisfaction increases the profits of businesses and affects the purchase of the products and services they produce at a higher rate and amount. In addition, customer satisfaction has revealed that it enables customers to advertise by word of mouth, and most importantly, it creates customer loyalty (Kim ve Cha, 2002:330; Alexandris vd. 2002:224; Kandampully ve Suhartanto, 2003:4-5; Matzler ve Renzi, 2006:188).

However, customer satisfaction is expressed as a value that is not universal and differs from individual to individual. It is a concept related to how much the customer's performance from the product and service meets their expectations (Pizzam ve Ellis, 1999:328). If the result of these expectations is positive, it reveals satisfaction, and if it is negative, it reveals dissatisfaction (Bitner, 1990:70). As in all other service sectors, customer satisfaction is the most important factor in evaluating service quality and performance in hotel operations. For this reason, the tourism sector has been established on increasing customer satisfaction and satisfaction. Sometimes it is not enough for hotel businesses to measure their customer satisfaction. Competitors should also monitor and monitor customer satisfaction. For example, while the satisfaction rate of competitors is 90%, the 80% satisfaction rate of their customers should not be considered as success. For this reason, businesses have to follow their

competitors' relations with their customers and their satisfaction levels in order to survive and be successful (Kotler, Bowen ve Makens, 1998:350). The most effective way to achieve this is to develop a customer-oriented service approach (Kawaski, 2000:87). There are some rules for improving customer satisfaction. Among these rules are to make the sensitivity of the business permanent, to establish production and behavior standards in service, to learn and develop new talents, to take steps to ensure the continuity of development, to identify and remove obstacles, and most importantly, to listen to the customers (Scott ve Scott, 2001:85). Hotel businesses have to know, understand and meet the needs and expectations of their customers in order to survive and get a share from the market. The most important factor in the success of the business is to provide customers with an unimitated, original and satisfactory service (Choi ve Chu, 2001:278).

Customer Loyalty

Customer loyalty which has become more important with modern marketing thought is defined as the customer's frequent preference for the same product or service, in short, the frequency of being a customer for the product or service (Dick and Basu, 1994). In other words, it is the customer's dedication to being a customer of the product, service or business, and the behavior of repeatedly purchasing the product or service (Ellinger ve diğ, 1999). Customer loyalty is handled with three basic approaches. These are behavioral, attitudinal and mixed approaches (Kim ve Han, 2004:147). The customer's repeated purchase of the company's or brand's products and services refers to behavioral commitment, and the positive psychological relationship to the product or service refers to attitudinal commitment. In other words, it is the customer's repetitive purchase of products and services, as well as establishing a psychological relationship with the business and the brand. In attitudinal loyalty, there is a recommendation to relatives even if there is no regular purchasing behavior. The combination of behavioral commitment and attitudinal commitment also expresses mixed commitment. (Bowen ve Chen, 2001:213). Businesses, who know that the relationship of connected customers with the business and the brand is not short-term, want to create mixed loyalty for both purchasing and recommending products and services. Thus, the business both retains its own customers and gains new customers (Ulusoy, 2017:79). The aim is to ensure the integration of the customer with the business and the brand. The customer, whose wishes and expectations are met will become a loyal customer over time by being satisfied with the services and products offered (Kahraman ve diğ, 2010:433). Customer loyalty is a basic perception that shapes the exchange relationship with the business and determines whether or not to stick with the business (Demir vd., 2017). Businesses can only achieve this by winning the heart of the customer (Smith, 1996:34). Meeting the demands and expectations of the customers is of vital importance for businesses. Kandampully and Suhartanto (2000:334) found in their study that a 5% increase in customer loyalty provides an increase between 25% and 85% in business profitability.

The service sector, together with the developing economy and technology, has left the agriculture and industry sectors behind since the 1970s. One of the

largest sectors that make up the service sector is the tourism sector. The tourism sector has grown rapidly, especially with the facilitation of communication and transportation opportunities, and has become one of the sectors where free competition is experienced. Especially the hotel businesses which provide services within the tourism sector have been the most intense area where competition is experienced. As in all sectors, the survival of businesses in the tourism sector and their ability to increase their market share depend on creating loyal customers. The hotel management service constitutes the basic structure of the tourism industry. The sustainability of their profits and their ability to continue their activities depend on finding new customers and more importantly retaining their existing customers. The key to exist and compete in the sector is to establish customer loyalty. Because businesses that create customer loyalty gain great advantages over their competitors. In particular, the hotel businesses that offer seasonal service can be affected by the fluctuations in the market in the least way by maintaining the demand with customer loyalty (Barutçu, 2002:42). Today, only providing room service is not enough to meet customer expectations and requests. Hotels offer various services (such as restaurants, pools, gyms, entertainment activities, health) to increase customer satisfaction and create customer loyalty (Kahraman ve diğ, 2010:433). When the related literature is examined and evaluated, there are many studies on the relationship between perceived service quality and customer loyalty. The originality of the research is to investigate whether customer satisfaction has a mediator effect in this relationship. This research is based on measuring the mediator effect of customer satisfaction on the relationship between perceived service quality and customer loyalty, by evaluating it from a theoretical perspective. The relationship between the three variables mentioned is discussed within the scope of "Rational Choice Theory" (Coleman and Fararo, 1992) as the customer aims to keep his own financial interest at the highest level by evaluating the benefit and harm of the service he will receive.

Aim Of the Research

The aim of this research is to investigate the relationships between customer loyalty and perceived service quality and customer satisfaction that affect it. In this context, the effect of perceived service quality and satisfaction by customers receiving service from hotels on customer loyalty and whether customer satisfaction mediates between perceived service quality and customer loyalty has been tested.

Population and Sample

The universe of the research consists of three-star hotels operating in the Şile district of Istanbul. The research sample, on the other hand, consists of customers who were selected by random sampling method and received service from these hotels between June and August 2020. There are four three-star hotels in Şile district with a tourism operation certificate. Within the scope of the research, data were collected by reaching all of the hotels and conducting a face-to-face survey with a total of 314 people. The reason why the district of Şile was chosen is that it is close to Istanbul, it is a developed tourism region and it has an important place in the tourism industry of the Marmara region. The

reason for choosing three-star hotels is that they are less in number, more easily accessible, the qualifications of the employees, the type of service provided and the working environment are different and more friendly than other big hotels. In addition, three-star hotels allow for more in-depth analysis due to reasons such as small organizational structure, low number of personnel, and less variety of services and products compared to 4- and 5-star hotels.

METHODOLOGY

Data Collection and Data Analysis

The data were collected by questionnaire technique. In the study, three scales were used to measure these relationships. The Perceived Service Quality Scale (SERVQUL), developed by Parasuraman et al. (1985) and adapted to the tourism sector by Lee and Heo (2009), was used to measure perceived service quality. The "Satisfaction Scale" developed by Larsen (1979) was used to measure the satisfaction of the participants, and the "Customer loyalty" scale developed by Zeithaml et al. (1996) was used to measure the customer loyalty. SPSS 21.0 statistical package program was used to analyze the data. Descriptive statistical methods were used in the quantitative analysis. The kurtosis, skewness, mean and standard deviation values of the data distributions were checked. Explanatory factor analysis was performed for the construct validity of the variables and a reliability test was applied for each factor. Correlation analysis was used to determine the direction and severity of the relationship between variables, regression analysis to test causal relationships, and hierarchical regression analysis to test the mediated effect of customer satisfaction.

Research Model and Hypothesis

The research model is shown below.

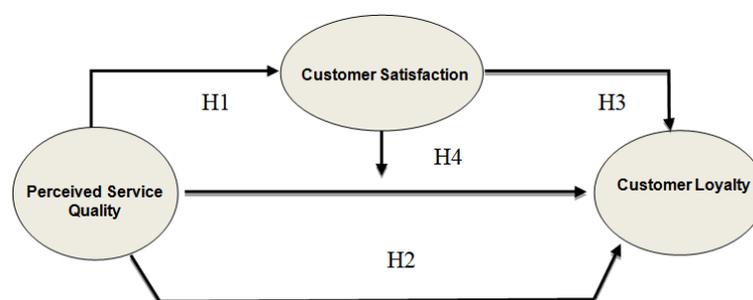


Figure 2. Research Model

The hypotheses formed in accordance with the research model are below.

- H1: Perceived service quality positively affects customer satisfaction.
- H2: Perceived service quality positively affects customer loyalty.
- H3: Customer satisfaction positively affects customer loyalty.
- H4: Customer satisfaction has a mediator effect between perceived service quality and customer loyalty.

RESULTS

With the information form created, the personal information of the participants was collected and explained under demographic characteristics. In addition, the results of the participants' use of the hotels are also included. Information on the demographic characteristics of the participants participating in the research is given in Table 1.

Table 1. Information about demographic characteristics

Demographic Characteristics		N	%
Gender	Woman	110	35,1
	Man	204	64,9
	Total	314	100
Marital Status	Single	194	61,8
	Married	120	38,2
	Total	314	100
Age	18-30	204	65,0
	31-45	96	30,6
	46-65	14	4,4
	Total	314	100
Education level	Primary Education	12	3,8
	High School	80	25,5
	University	172	54,8
	Master	50	15,9
	Total	314	100
Gelir seviyesi	1-2830 (Minimum Wage)	72	22,9
	2021-4000 TL	80	25,5
	4001-7000 TL	110	35,0
	7001 – Over TL	52	16,6
	Total	314	100

Table 1 were examined the majority of the participants were male (64.9%), single (61.8%) and between the ages of 18-45 (95.6%), university and graduate graduates (70.7%) and 2000 TL.-7000 TL. It is seen that they have income among them.

Descriptive Statistics

Kurtosis and skewness tests of the values of the scales were performed to test whether the results were within the normal distribution or in extreme values. It was seen that the data obtained as a result of the kurtosis and skewness tests showed a normal distribution. Explanatory factor analysis was performed to test the construct validity of the scales (Hair et al., 2010). In the light of the results obtained, the questions that did not show normal distribution (1, 2, 6, 7, 8, 9, 10, 14, 15, 19, 20, 21, 22, 23, 24, 25, 26, 27, 32, 37) were removed from the scale. has been removed. It was determined that the total variance explained by all factors related to perceived service quality was 58.93%. It is seen that

satisfaction and commitment factors explain 65.21% of the total variance. As stated by Hair et al., (2010), a KMO value above 0.50 (KMO=0.875; $p < 0.001$) indicates that the sample is suitable for factor analysis. Reliability analysis was performed to test the internal consistency of the factors. Cronbach's Alpha values for the scales are given in Table 2.

Table 2. Reliability Analysis Results

Variables	Number of Expressions	Reliability Level (α)
GS	4	.72
FBS	3	.77
PS	2	.78
FBS	3	.77
QTY	12	.80
CS	6	.71
LYLT	3	.76
Overall Cronbach's Alpha Coefficient: .78		

When Table 2 is checked, it is seen that all factors have reliable results because the reliability level of Cronbach's coefficient ($\alpha=.78$) is higher than 0.70 (Cronbach, 1951).

Results of Correlation Analyses

The results of the correlation analysis performed to determine the relationships between the variables are given in Table 3.

Table 3. Correlation Results Between Variables

Variables	Avr.	Sd.	1.	2.	3.	4.	5.	6.
1. GS	3.95	.70	1					
2. FOS	4.21	.54	.472**	1				
3. PS	4.32	.59	.463**	.484**	1			
4. FBS	3.88	.76	.409**	.250**	.290**	1		
5. CS	4.03	.58	.551**	.422**	.325**	.436**	1	
6. LYLT.	3.68	.82	.409**	.179**	.193**	.468**	.710**	1

Avr: Average, **Sd:** Standard Deviation **GS:** General Service, **FOS:** Front Office Services **PS:** Personnel Services, **FBS:** Food and beverage services, **CS:** Customer Satisfaction, **LYLT:** Loyalty, * $p < 0.05$, ** $p < 0.001$

When the relationship between the dimensions of perceived service quality and commitment is evaluated; There was a statistically significant, positive and low level of general services ($r=.409$, $p < 0.01$) between customer loyalty and front desk services ($r=.179$, $p < 0.01$) and personnel services ($r=.193$, $p < 0.01$).) and food and beverage service ($r=.468$, $p < 0.01$), significant, positive and moderate relationships were determined.

When the relations between perceived service quality and customer satisfaction are examined; Significant, positive and high-level relationships were found between perceived service quality and customer satisfaction ($r=.636, p<0.01$). When the relations between the dimensions of perceived service quality and customer satisfaction are evaluated; customer satisfaction with general service ($r=.551, p<0.01$), front desk services ($r=.422, p<0.01$), personnel services ($r=.325, p<0.01$), and food and beverage service ($r=.436, p<0.01$), significant, positive and moderate relationships were determined. When the relations between customer satisfaction and customer loyalty are examined; A statistically significant, positive and high-level relationship was found between customer satisfaction and customer loyalty ($r=.710, p<0.01$).

Regression Analysis Results

Regression analyzes continued in line with the relationships obtained as a result of the correlation analysis. Hypotheses were tested by applying simple, multiple and hierarchical regression analyzes. Multiple regression analysis results regarding the effect of perceived service quality on customer loyalty are given in Table 4.

Table 4. Regression analysis results on the effect of perceived service quality and its sub-dimensions on customer loyalty

Variables	β	Std.	t	p
(Stable)	1.235	.452	2.773	.070*
GS	.292	.086	3.398	0.001**
FOS	.93	.103	.904	.367
FBS	.387	.72	5.411	.000***
PH	-.151	.97	-1.546	.123
PRC. QTY	.406	.103	6.873	.000***
R=.515, R2=.265; F= 18,713; p<.001				

* $p<0.05$; ** $p<0.01$ *** $p<.001$

When Table 4 is examined, the established regression model is statistically significant ($R=.515, R2=.265; F=18.713; p<0.001$) and it is a statistically significant and positive predictor of perceived service quality and customer loyalty ($\beta=.406; t= 6.873; p<0.000$). It is seen that a positive effect of 40.6% occurs on customer loyalty by increasing the perceived service quality by one unit. According to this result, the hypothesis that perceived service quality affects customer loyalty positively was supported. Multiple regression analysis results regarding the effect of perceived service quality on customer satisfaction are given in Table 5.

Table 5. Regression analysis results on the effect of perceived service quality and its sub-dimensions on customer satisfaction.

Variables	β	Std.	t	p
(Stable)	1.028	.258	3.988	.000***
FOS	.288	.059	4.918	.000***
FBS	.119	.040		
PS	-.051	.054	3.017	.003*
GS	.392	.048	-.946	
PRC. QTY	.636	.062	8.101	.345
			12.751	.000***
				.000***
R=.690, R2=.475; F= 53,472; p<.001				

When Table 5 is examined, the established regression model is statistically significant (R=.690, R2=.475; F= 53.472; p<0.001) and perceived service quality is a statistically significant and positive predictor of customer satisfaction ($\beta=.636$; $t=12.751$); p<0.000) was determined. It is seen that a positive effect of 63.6% occurs in customer satisfaction with a unit increase in perceived service quality. According to this result, the hypothesis that perceived service quality affects customer satisfaction positively was supported.

The results of the regression analysis regarding the effect of customer satisfaction on customer loyalty are given in Table 6.

Table 6. Regression analysis results regarding the effect of customer satisfaction on customer loyalty

Variables	β	Std.	t	P
(Stable)	-.065	.282	-.231	.000***
CS	.922	.070	13.230	.000***
R=.660; R ² =.436; F= 175,040.; P<.001				
*p<0.05; **p<0.01; *** p<.001				

When Table 6 is examined, it is seen that the established regression model is statistically significant (R=.660; R2=.436; F= 175.040; p<.001) and customer satisfaction ($\beta=.922$; $t=13.230$; p<0.001) is statistically significant. It was found to be a significant and positive predictor in terms of. It is observed that a positive effect of 92.2% occurs on customer loyalty by increasing customer satisfaction by one unit. According to this result, the hypothesis that customer satisfaction affects customer loyalty positively was supported.

When the mediator variable is included in the relationship between the dependent and independent variable, if the relationship between the independent variable and the dependent variable completely loses its meaning, there is a full moderator effect, and if this relationship decreases significantly, there is a partial moderator effect (Baron ve Kenny, 1986). The results of the hierarchical regression analysis for the moderator effect of customer satisfaction on the effect of perceived service quality on customer loyalty are given in Table-7.

Table 7. The results of the hierarchical regression analysis for the mediator effect of customer satisfaction on the effect of perceived service quality on customer loyalty are given in Table-7.

Variables	β	Std.	t	p
Bağıllık				
1 model (Stable)	1.060	.312	3.397	.001****
Gs	.222	.076	3.568	.000****
FBS	.337	.071	5.427	.000****
PRS QLTY	.406	.103	6.873	.000****
R=.477, R2=.227; F= 36,015, p<.00****				
1 model				
Bağıllık				
(Stable)	-.393	.298	-	.118
GS	-.124	.076	.1.320	.048*
FBS	.228	.061	-	.000****
PRS QLTY	-.024	.101	.124	.710
CS	.628	.088	.228	.000****
			-	
			.373	
			.628	
R=.677; R2=.459; F= 68,922; p<.001, p<.00****				

*p<0.05; **p<0.01***; p<.001

When Table-7 is examined, it is seen that the effect of perceived service quality on customer loyalty is lost with the inclusion of customer satisfaction in the relationship ($\beta = -.024$; $t = -.373$; $p > 0.05$). Therefore, customer satisfaction has a full mediator effect on the effect of perceived service quality on customer loyalty. In terms of the sub-dimensions of perceived service quality, there was a significant decrease in the relationship between general service quality perception ($\beta = -.124$, $p < 0.05$) and food - beverage quality perception ($\beta = .228$, $p < 0.01$) with commitment (in β coefficient). It has been determined that it has a partial mediator effect. According to this result, the hypothesis that customer satisfaction has a mediator effect between perceived service quality and customer loyalty was supported.

DISCUSSION AND CONCLUSION

It has been observed that there is a high level of positive relationship between perceived service quality and customer satisfaction. When examined in terms of dimensions, moderate positive relationships were found between customer satisfaction and general service, front office services, personnel services, and food and beverage service. In addition, perceived service quality was found to be a statistically significant and positive predictor of customer satisfaction. Minh et al. (2015) stated that service quality has a positive and significant effect

on customer satisfaction, and service quality is a driving force in increasing customer satisfaction. In other studies, it has been determined that service quality has a positive effect on creating customer satisfaction (Ünivar ve Başoda, 2006; Öztürk ve Kenzhebayeva, 2013; Olcay ve Giritoglu, 2014; Pacheco, 2017; Cheng vd. 2019).

A moderately positive relationship was found between perceived service quality and customer loyalty. When the relationship between the dimensions of perceived service quality and commitment is evaluated; Statistically low positive relationships were found between customer loyalty and front office services and personnel services, and moderate positive relationships between general services and food and beverage service. It is seen that perceived service quality has a significant and positive effect on customer loyalty. When these results are evaluated, it can be said that the quality and customer satisfaction in food and beverage and general services are at a level to create customer loyalty, but the service quality of the front office and personnel is not sufficient to create customer loyalty. It has been stated by Çatı et al. (2010) that there is a positive relationship between customer expectations and customer loyalty, and that the most important effect on customer loyalty is meeting customer expectations at a sufficient level. It has also been emphasized that it is essential to recruit and train qualified personnel for tourism businesses to create customer loyalty.

Looking at the relationship between customer satisfaction and customer loyalty, it can be said that there is a positive relationship, and the increase in customer satisfaction increases customer loyalty positively. In the studies conducted in parallel with the results obtained, it has been determined that one of the most important factors in the formation of customer loyalty is customer satisfaction, the increase in customer satisfaction positively affects customer loyalty. (Bulut, 2011; Öztürk ve Kenzhebayeva, 2013; Cheng vd. 2019).

It has been determined that when customer satisfaction is included in the effect of perceived service quality on customer loyalty, perceived service quality has a full mediator effect on customer loyalty, while general service quality perception and food - beverage quality perception have a partial mediator effect on customer loyalty. Yusof et al. (2017) also stated in their study that customer satisfaction has a mediator effect on customer loyalty. The fact that the customer receiving service from the hotels does not wait for the turn of the transaction, the registration errors are very few affect the satisfaction of the customer, while the clean and well-kept hotel, the wide food and beverage menus, the local delicacies, the timely service, and the consideration of the requests and complaints both increase the satisfaction of the customer and the customer. It also seems to have an effect on commitment.

According to the results obtained from the research, perceived service quality and customer satisfaction are the factors affecting customer loyalty. The fact that the service provided is above a certain quality level is extremely important in terms of ensuring the continuity and profitability of the hotels' businesses.

Depending on the perceived service quality and the satisfaction he feels from the service he receives, the customer does not repurchase the service or creates

a loyalty by purchasing it continuously. In addition, in this research, the mediator effect of customer satisfaction between perceived service quality and customer loyalty has been measured and contributed to the literature. It is thought that the result of the research would contribute to the strategies and plans of hotel managers. Hotel managers can contribute to the formation of customer loyalty by keeping customer satisfaction at the highest level with continuous improvements in all quality factors they are not at a sufficient level and front office service quality including staff. The most important limitation of this research is that the research is limited to businesses that offer tourism services in Şile district of Istanbul. Tourism businesses that offer hotel services in different regions of Turkey can be included in the research. For researchers who will conduct research on this subject, the relationship between the perceived service quality and satisfaction of customers from hotels in different regions of Turkey and their loyalty can be compared regionally. In addition, the relationship of perceived service quality and customer loyalty with the brand image of the enterprise can also be investigated.

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