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# AFFECT OF SERVICE, PRICE AND INNOVATION ON CUSTOMER SATISFACTION AND LOYALTY IN HOTEL BUSINESSES

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**ABSTRACT**

Our examination depends on looking at and breaking down the effect of consumer loyalty and client faithfulness on the assistance quality saw by clients with respect to the help gave in lodgings. The impacts of these ideas on one another will be thought of while looking at the help quality saw by clients as far as fulfillment and reliability. The investigation was led to more readily comprehend the connection between administration quality, consumer loyalty, client devotion, and brand picture every which way. The examination uncovered that the entirety of the speculations were acknowledged. Customer fulfillment and administration quality are inseparably connected, as top notch expands satisfaction. Customer satisfaction, as per the discoveries of the previous examination, prompts unwaveringness. Clients who are satisfied with the lodging are bound to return, which affects buying conduct. The discoveries were additionally reliable with Brodie et al (2009). Besides, brand picture is firmly connected to shopper reliability and administration quality. Client unwaveringness upgrades their impression of the brand's picture. All assistance arranged organizations, especially the hotel business, place a premium on help quality since it builds consumer loyalty, unwaveringness, and brand picture. Administration quality is improved in an assortment of ways that consider the customers' accommodation. Consumer loyalty is the essential objective of lodgings, propelling them to offer the most ideal assistance. Lodgings zeroed in on making an unmistakable picture for customers by baiting them with expanded solace.

**KEYWORDS:**

Customer satisfaction, Customer relationship, Hotel industry, Customer perceived value, Service Quality

## INTRODUCTION

For many years, the term "customer satisfaction" has been used in marketing and consumer research (Ueltschy & Krampf, 2001). In the service industry, one of the most important factors is customer satisfaction (Kandampully & Suhartanto, 2000). Improving customer satisfaction has emerged as one of the most pressing issues in the last decade, compelling all industries to pay attention (Barsky and Labagh, 1992). However, in today's industry, the principle of achieving customer happiness is still crucial (Chu, 2002). In 1988, Tse and Wilton defined customer satisfaction as the customer's reaction to the apparent gap between past expectations and actual performance (as described in Ueltschy and Krampf, 2001). Homburg and Glering (2001) defined customer satisfaction as the result of cognitive and emotional evaluation, in which certain comparison criteria were compared with actual performance. Satisfaction with a product or service has been identified as a key measure of loyalty and, perhaps more importantly, an indicator of company productivity. Previous research has shown that satisfied customers are less price sensitive and spread positive "word of mouth." What's more, research shows that expanded consumer loyalty is bound to prompt recurrent buys (Skogland and Siguaw, 2004).

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Indeed, even while customer joy is significant in the hotel business, customer steadfastness is more important than consumer loyalty since faithful customers would return and elevate the lodging to their companions, which helps improve hotel productivity (Bowen and Shoemaker, 1992). Client devotion is an indication of administration industry execution, especially in the neighborliness business (Pullman and Gr). Client delight, then again, isn't generally an indication of client steadfastness (Pullman and Gross, 2004).

Client unwaveringness is characterized as a buyer who hopes to repurchase from a similar help organization, keeps an uplifting outlook toward the assistance firm, and unreservedly alludes the assistance to other people (Kandampully and Suhartanto, 2000). As indicated by Shoemaker and Lewis, faithfulness happens when "the client feels so emphatically that you can best meet their significant necessities that your opposition is basically rejected from the thought set; these clients purchase solely from you-alluding to you as their café or hotel" (as refered to in Shoemaker and Bowen, 2003, p.2).Reichheld and Sasser (1990) characterized a dependable client as one who likes the relationship with the firm adequately to make the firm a favored supplier. Faithful purchasers don't change to other specialist co-ops because of minor contrasts in estimating or administration. All things being equal, given customers supply fair and useful input, they consolidate the measure of their class buys with the business, they never abuse firm staff, and they cheerfully recommend their family members and companions (Shoemaker and Bowen, 2003).

As per Renganathan (2011), quality is an abstract thought with no generally acknowledged definition. The word quality means various things to various people contingent upon the circumstance. Garvin (1988) recognized five quality viewpoints: the otherworldly view, the item based methodology, the client based definitions, the assembling based methodology, and the worth based definitionsIt is important to quantify the nature of any item or administration to oversee it. Administrators and partners can't know whether there are holes in item or administration quality except if they measure it (Lovelock, Wirtz, and Chatterjee, 2006). As per Lovelock et al. (2006), estimation is needed to recognize whether objectives for development are being cultivated whenever alterations have been carried out.

## 2- CUSTOMER SATISFACTION AND LOYALTY

### 2.1-Customer Satisfaction

For a long time, showcasing and buyer contemplates have zeroed in on the idea of consumer loyalty (Ueltschy and Krampf, 2001). Client joy is viewed as perhaps the main parts of the help area (Kandampully and Suhartanto, 2000). Improving client satisfaction has gotten quite possibly the most fundamental worries somewhat recently, convincing all ventures to focus (Barsky and Labagh, 1992). Notwithstanding, in the present business, the rule of accomplishing client joy is as yet critical (Chu, 2002). Tse and Wilton characterized consumer loyalty in 1988 as the client's response to the evident inconsistency between past assumptions and real execution (as refered to in Ueltschy and Krampf, 2001). In accordance with this definition, Homburg and Glering (2001) characterized consumer loyalty as the aftereffect of an intellectual and emotive evaluation in which some examination standard is contrasted with the real presentation. Fulfillment with an item or administration provided has been recognized as a fundamental proportion of unwaveringness and, maybe more critically, an organization's efficiency. Past research has tracked down that content clients have lower cost affectability and increment their client base through certain "verbal." Furthermore, research has shown that an improvement in buyer fulfillment is probably going to prompt recurrent buy conduct (Skogland and Siguaw, 2004).

Numerous analysts in fulfillment considers, for example, Olshavsky and Miller in 1972 and Oliver and Swan in 1989, created hypothetical copies, which are an essential adaptation of the affirmation/disconfirmation worldview, in the mid 1970s and 1980s (as refered to in Homburg and Glering, 2001). As of late, some writing has reinforced this perspective twoly. "To start with, while customary models certainly expect that consumer loyalty is fundamentally the consequence of intellectual cycles, new reasonable improvements propose that

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emotional cycles may likewise assume a huge part in clarifying and anticipating consumer loyalty" (Homburg and Glering, 2001, Literature survey area). "Second, a few investigations contend that joy ought to be perceived as a judgment dependent on collected involvement in a specific item or administration as opposed to an exchange explicit marvel." (Homburg and Glering, 2001, Section 2 of the Literature Review). Specifically, with regards to the connection between client delight and dedication, seeing consumer loyalty as the outcome of a solitary exchange might be excessively restricting: disappointment with a solitary agreement may provoke clients to change to other specialist organizations.

### 2.1. Customer Satisfaction Model

Model of Deng et al.

At the point when a client confides in a specialist co-op, the person anticipates expanded fulfillment and dependability from the dealer. All in all, if a purchaser doesn't believe the supplier dependent on past experience, the individual in question is probably going to be baffled with that assistance. Specialists found that trust has a drawn out impact on happiness. At the point when a client's confidence in the supplier is reestablished, his happiness develops over the long run. Acquiring customer trust, then again, is a critical supporter of client dedication. Clients are probably going to be "agreeable" with this dependable specialist co-op by displaying conduct proof of their dedication since trust can reduce hazard during the time spent creating exchange associations. That is, when customers have confidence in the specialist co-op, they will keep on using the help and even elevate it to other people (Deng et al., 2010).

It is basic for specialist co-ops to give a serious level of administration quality to rival different opponents. Administration quality was characterized by Zeithaml et al. (1996) as "the degree of dissimilarity between the clients' assumptions and insights." High help quality can possibly draw in new purchasers, keep up existing clients, and even captivate customers from contenders whose assistance quality is decided to be second rate (Babakus, Bienstock, and Scotter, 2004).

Client esteem is viewed as an idea with a few unique segments (Sweeny et al., 2001). Sheth, Newman, and Gross (1991) recommended that a client's buying choice was impacted by different utilization esteem measurements, and they built a structure of five worth measurements: utilitarian worth, restrictive worth, social worth, enthusiastic worth, and epistemic worth (Deng et al., 2004).

### 2.2-Customer Loyalty

In spite of the fact that consumer loyalty is significant in the hotel area, client reliability is more important than consumer loyalty since faithful clients will return and allude the lodging to their companions, which helps upgrade hotel benefit (Bowen and Shoemaker, 1992). Client steadfastness is an indication of achievement in the assistance area, especially in the neighborliness business (Pullman and Gross, 2004). Purchaser satisfaction, in any case, isn't generally a marker of client reliability (Pullman and Gross, 2004).

Client steadfastness is characterized as a buyer who wishes to repurchase from a similar help firms, to keep an uplifting perspective toward the assistance firms, and to promptly allude the help to other people (Kandampully and Suhartanto, 2000). As indicated by Shoemaker and Lewis, steadfastness happens when "the client feels so emphatically that you can best meet their applicable necessities that your opposition is basically barred from the thought set; these clients purchase solely from you-alluding to you as their café or lodging" (as refered to in Shoemaker and Bowen, 2003, p. 2). Reichheld and Sasser (1990) characterized a devoted customer as somebody who adores their relationship with the organization enough to make it their favored supplier. Clients that are faithful to an organization won't change to another supplier in view of minor contrasts in estimating or administration. All things considered, gave customers supply legitimate and valuable input, join the measure of their classification buys with the firm, never misuse firm staff, and euphorically propose family members and companions to the firm (Shoemaker and Bowen, 2003).

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Customer misfortune has three significant ramifications for the firm. These are the real expenses of losing clients, the lost chance expenses, and the expenses of obtaining new or returning clients (Cronin, Brady and Hult, 2000: 210).

## 2.3-Service Quality

Quality, as per Renganathan (2011), is an emotional idea with no generally acknowledged definition. Contingent upon the circumstance, the word quality can mean various things to various individuals. Garvin (1988) recognized five quality viewpoints: the otherworldly view, the item based methodology, client based definitions, producing based definitions, and worth based definitions. The nature of any item or administration should be estimated to be overseen. Directors and partners won't tell if there are holes in item or administration quality except if they measure it (Lovelock, Wirtz, and Chatterjee, 2006). As per Lovelock et al. (2006), estimation is needed to decide if objectives for development have been met after changes have been carried out.

All in all, estimating and measuring administration quality is troublesome. The essential objective of estimating administration quality is to guarantee that administrations are conveyed as per client assumptions. There are various notable devices for evaluating administration quality or consumer loyalty. The hole model of administration, or SERVQUAL, created by Parasuraman et al., is the most prominent instrument in endeavoring to organize administration quality (1985). This reasonable structure was at first evolved to survey client impression of administration quality in the monetary administrations area, yet it was subsequently extended to incorporate areas like cordiality, media communications, and medical care. The SERVQUAL model, created by Parasuraman et al. (1988), utilized an overview to get some information about their assumptions just as their view of administration, and it set up the hole between the two. Different specialists, like Cronin and Taylor (1992), affirmed that lone the impression of value matters. SERVQUAL has been utilized in colleges to survey fulfillment with help administrations, for example, data innovation just as educating and learning (Smith et al., 2007). A few varieties have been proposed by the creators, including SERVPERF, which alternatively requests respondents to weight the significance from their answers, and HEdPERF, which Firdaus planned explicitly for use in advanced education (2006).

The initially distributed use of the SERVQUAL instrument by Parasuraman et al. (1988) uncovered five elements of administration quality across a wide scope of administrations. These are the elements of reliability, responsiveness, physical assets, affirmation, and compassion (Carman, 1990; Crompton and MacKay, 1989; Parasuraman et al., 1985, 1988, 1991).

## 2.4-The Relationship Between Customer Satisfaction and Customer Loyalty

Since fulfillment and faithfulness were characterized before, it is presently an ideal opportunity to look at the current writing to decide the connection among fulfillment and reliability. From 2010 to 2015, twelve exact examinations were analyzed that managed the connection between consumer loyalty and devotion in an assortment of businesses (café, PDA, online business, and lodging) in numerous nations, including South Africa, Malaysia, Mongolia, the United States, China, Iran, and India. Four investigations were directed in the inexpensive food industry (Bougoure and Neu, 2010; Min and Min, 2011; Terblanche and Boshoff, 2010; Yondonperenlei and Song, 2015), one in full assistance eateries (Everson, Dagger, and Elliot, 2013), one in the eatery business all in all (Yan, Wang, and Chau, 2013), one in a Hong Kong style tea café (Lai, 2015), two in the phone business (Deng, Lu, Wei, and Zhang, 2010; Shahin Sharifi and Rahim Esfidani, 2014), one in web-sell off destinations (Chen, 2012) and two in the lodging business (Khan, Garg, and Rahman, 2015; Liat and Chiau, 2015). These investigations found a measurably huge positive connection among fulfillment and devotion. At the point when fulfillment rises, loyalty does as well.

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**2.5-The Hotel Industry**

The lodging business is a particular sort of relationship that exists between a hotel worker and a hotel visitor. In this relationship, a lodging specialist organization should comprehend and attempt to satisfy the client's requirements and wants (King, 1995). Alongside specialist organizations' understanding, offering remarkable and impeccable types of assistance to clients can help increment consumer loyalty and make rehash support (King, 1995).

Beforehand, hotel grouping depended on client insurance, like the wellbeing and trustworthiness of visitor facilities and food. The accentuation of lodging grouping frameworks, then again, has moved to client data. By and large, lodging arrangement is indicated by the utilization of the graphical image "star." According to the World Tourism Organization (WTO) and the International Hotel and Restaurant Association (IH&RA), hotel characterization is regularly settled by governments with the counsel of every country's Tourism Board (Lau, Akbar, and Fie, 2005).

As indicated by Louvieris and Powell-Perry (2003), "the hotel business is overwhelmed by little outlets with a blend of possession, the board, and establishment connections." The hotel operational framework is separated into two significant divisions: "front-of-the-house" and "back-of-the-house" (Walker, 2003). Workers, barkeeps, and some close to home assistance occupations, for example, concierge or valet are considered "front-of-the-house," though individuals in the pantry or maids are considered "back-of-the-house" (Walker, 2003). Clients are bound to communicate with the "front-of-the-house" division than the "rear of-the-house" division.

Therefore, hotel directors should have the option to differentiate explicit strategic policies as far as their relative contributions to delivering esteem and, at last, client dependability (Dube and Renaghan, 1999). Moreover, hotel supervisors should have the option to figure out which hotel characteristics are generally significant in the development of shopper esteem (Dube and Renaghan, 1999).

## 3- AFFECT OF SERVICE, PRICE AND INNOVATION ON CUSTOMER SATISFACTION AND LOYALTY IN HOTEL BUSINESSE

3.1-Aim of the Research

Our examination depends on looking at and breaking down the effect of consumer loyalty and client faithfulness on the assistance quality saw by clients with respect to the help gave in lodgings. The impacts of these ideas on one another will be thought of while looking at the help quality saw by clients as far as fulfillment and reliability.

3.2-Hypothesis

H1 Customer fulfillment is influenced by the assistance given by lodging organizations.

H2: The apparent nature of administration given by lodging organizations impacts client faithfulness.

H3: Customer fulfillment with the assistance given by hotel organizations impacts client dependability.

H4: There is no genuinely critical connection among sex and saw administration quality, consumer loyalty, or client dependability.

H5: There is no measurably critical connection between people's sex and seen administration quality.

H6: There is no measurably critical connection between a person's sexual orientation and consumer loyalty.

H7: There is no measurably critical connection among sexual orientation and client devotion.

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H8: There is no genuinely huge connection among age and saw administration quality, consumer loyalty, or client unwaveringness.

H9: There is no genuinely huge connection between instructive level and saw administration quality, consumer loyalty, or client unwaveringness.

H10: There is no genuinely huge connection among pay and saw administration quality, consumer loyalty, or client unwaveringness.

H11: An enormous value distinction will be seen as more unreasonable by shoppers than a minor value contrast.
H12: Consumers will see a fleeting close value contrast as more unreasonable than a transient far off value distinction.
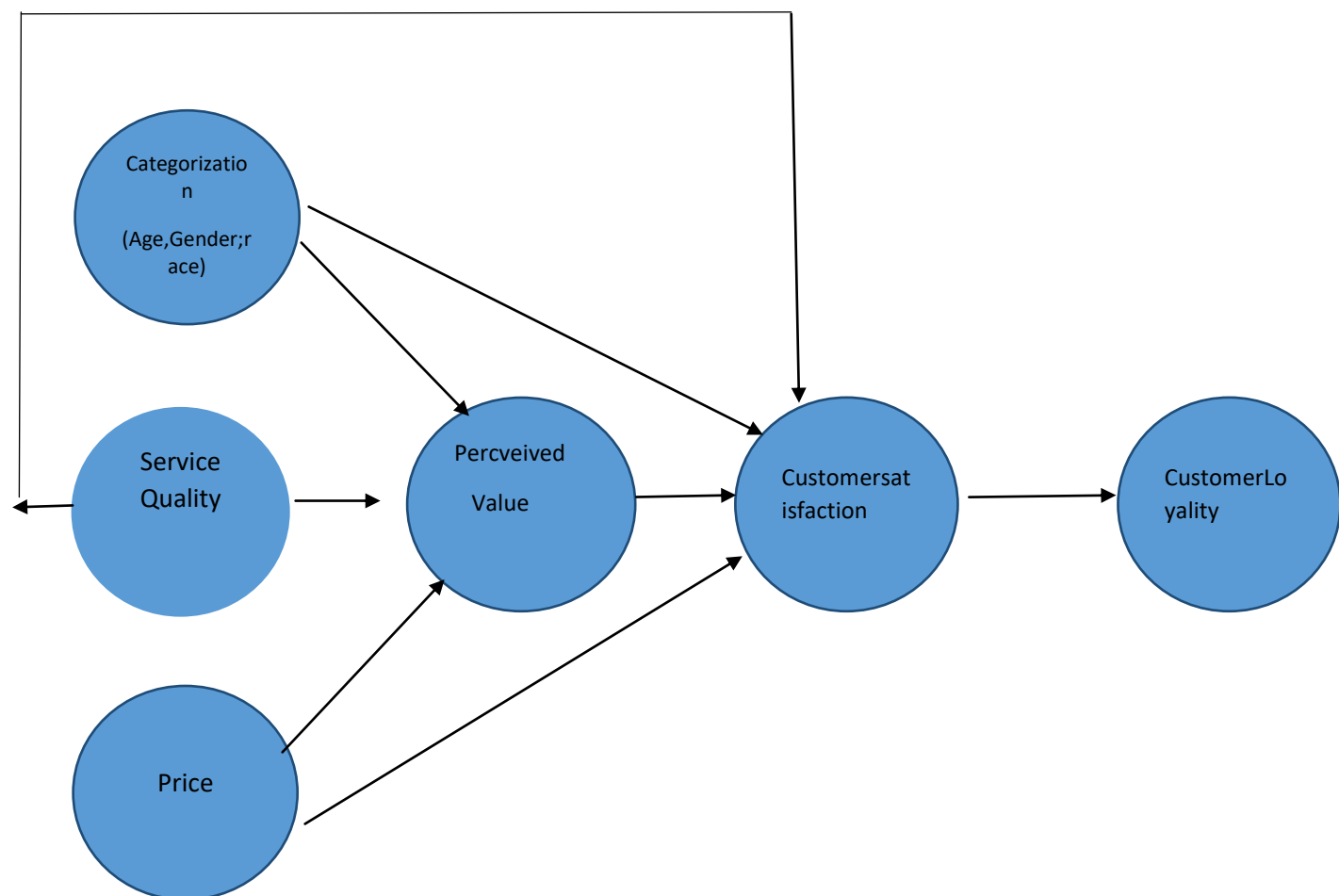


*Figure- 1:Model of study*

## 3.3-Method

The fulfillment scale depends on research by Herington and Weaven (2009), Ramseook-Munhurrun and Naidoo (2011), and Ribbink, Van Riel, Liljander, and Streukens (2013). (2004). (2013), the value insight is from Grewal and Baker's (1994).

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**3.4-Data Analysis**
Segment Characteristics of Participants

The table shows the segment qualities of the overview members who added to the study information.

| Gender | n(230) | % |
|---|---|---|
| Female | 130 | 56.5 |
| Male | 100 | 43.5 |
| marital status | | |
| Married | 116 | 50.4 |
| Single | 114 | 49.6 |
| Age | | |
| 18-25 | 19 | 8.3 |
| 26-35 | 107 | 46.5 |
| 36-45 | 68 | 29,6 |
| 46-55 | 22 | 9.6 |
| 56-65 | 12 | 5.2 |
| Over 65 | 2 | 0.9 |
| Education status | | |
| Grade school | 2 | 0.9 |
| Secondary school | 4 | 1.7 |
| High School | 22 | 9.6 |
| Partner degree | 23 | 10.0 |
| Undergraduate | 125 | 54.3 |
| Master's, doctorate | 54 | 23.5 |
| Profession | | |
| Public employee | 58 | 25.2 |
| Employer | 18 | 7.8 |
| Student | 3 | 1,3 |
| Worker | 13 | 5.7 |
| Private sector | 78 | 33.9 |
| Retired | 7 | 3.0 |
| Housewife | 16 | 7.0 |
| Other | 37 | 16.1 |
| Average monthly income | | |
| 2500 TL and below | 27 | 11.7 |
| 2501-5000 TL | 71 | 30.9 |
| 5001-7500 TL | 70 | 30.4 |
| 7501-10000 TL | 38 | 16.5 |
| Over 10000 TL | 24 | 10.4 |
| Factors in hotel selection | | |
| Hygiene | 211 | 91.7 |
| Social Media Comments | 148 | 64.3 |
| Online Reservation Channels | 72 | 31.3 |
| Hotel Location and Brand Awareness | 162 | 70.4 |

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| | | |
|---|---|---|
| Hotel being in a group | 59 | 25.7 |
| Price Policy | 167 | 72.6 |
| Personnel Quality | 126 | 54.8 |
| General View of the Hotel | 82 | 35.7 |
| Number of Outlets | 39 | 17.0 |
| Membership System and Points Earning | 21 | 9.1 |

**Table- 1: Distribution of Demographic Features**

According to Table 1, 56.5% of the respondents are female, 50.4% are married, 46.5% are 26-35 years old, 54.3% are undergraduate, 33.9% 30.9% of the private sector employees have a monthly income of 2501-5000 TL.

The ordinariness investigation was performed dependent on the consequences of the examination study. The coefficient of bending for Physical Properties is - 0.403, and the kurtosis coefficient is 0.218, as indicated by the table.

For reliability, the distortion coefficient is -0.624 and the kurtosis coefficient is 1.234. The distortion coefficient for enthusiasm is -0.871 and the kurtosis coefficient is 1.247.

The distortion coefficient for confidence is -0.712 and the kurtosis coefficient is 0.795. The distortion coefficient for empathy is -0,263 and the kurtosis coefficient is -0,217. For Service Quality, the distortion coefficient is -0.279 and the kurtosis coefficient is 0.478.

**Factor Analysis**

Customer Loyalty Factor Analysis

It is about measuring customer loyalty. It contains expressions regarding the measurement of the loyalty of the customers staying in the hotel towards the hotel. The table includes factor expressions and factor loadings related to these expressions.

Table- 2: Customer Loyalty Factor Analysis Results

| Factor Expressions | Factor Load |
|---|---|
| I am delighted to be staying in this hotel. | , 908 |
| I'd like to spread positive word about the hotel where I'm staying. | , 894 |
| I will tell others about my hotel. | , 873 |
| I am pleased with the products and services provided by the hotel where I stayed. | , 811 |
| I'd like to extend my stay at the hotel where I'm currently staying. | , 791 |

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Service Quality Factor Analysis

It is all about determining the perceived quality of service. It includes expressions for measuring the service quality perceived by hotel guests about the services provided by the hotel. The table contains factor expressions as well as factor loadings associated with these expressions.

**Table- 3:Service Quality Factor Analysis Results**

| Factor Expressions | Factor Load |
|---|---|
| The staff of the hotel where I am staying understand the special needs of the guests. | , 839 |
| The hotel I stay puts the interests of its guests above all else. | , 794 |

**Customer Satisfaction Factor Analysis**

It is tied in with deciding consumer loyalty. It incorporates articulations for estimating the fulfillment of hotel visitors with the help given by the lodging. The table contains factor articulations just as factor loadings related with these articulations.

**Table- 4: Customer Satisfaction Factor Analysis Result**

| Factor Expressions | Factor Load |
|---|---|
| When guests have a problem in the hotel where I am staying, the relevant employee takes a genuine interest in resolving it. | ,754 |
| The staff of the hotel I am staying in is good looking. | , 750 |
| Immediate service is received from the staff of the hotel where I stay. | , 712 |
| The hotel I stay in fulfills its promised service. | ,70 |

**Correlation Analysis**

It is tied in with deciding consumer loyalty. It incorporates articulations for estimating the fulfillment of hotel visitors with the help given by the lodging. The table contains factor articulations just as factor loadings related with these articulations.

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Table- 5:Correlation Analysis result

** $p < 0.01$, * $p < 0.05$ huge relationship exists, $p > 0.05$ no huge relationship, Correlation coefficient power levels; $0 < r < 0.299$ feeble, $0.300 < r < 0.599$ medium, $0.600 < r < 0.799$ solid, $0.800 < r < 0.999$ exceptionally solid. ; Pearson Correlation.

| Dependent | Independent | Beta | t | p | F | R2 |
|---|---|---|---|---|---|---|
| Customer Satisfaction | Physical Properties | 0.059 | 1.223 | 0.223 | | |
| | Reliability | 0.086 | 1.531 | 0.127 | | |
| | Enthusiastic | 0.232 | 4.088 | 0.000 * | 121.693 * | 0.731 |
| | Trust | 0.459 | 8.226 | 0.000 * | | |
| | Empathy | 0.138 | 2.741 | 0.007 * | | |
| Customer Loyalty | Physical Properties | 0.135 | 2.630 | 0.009 * | | |
| | Reliability | 0.205 | 3.426 | 0.001 * | | |
| | Enthusiasm | 0.080 | 1.323 | 0.187 | 102.180 * | 0.695 |
| | Trust | 0.403 | 6.788 | 0.000 * | | |
| | Empathy | 0.143 | 2.664 | 0.008 | | |

**Table- 6: The Effect of Perceived Service Quality on Customer Satisfaction and Loyalty**
The impact of apparent help quality on fulfillment is measurably huge in Table 8 dependent on the consequences of the relapse investigation Enthusiasm (= 0.232), Trust (= 0.459), Empathy ($\beta = 0.138$) measurements, and these measurements influence consumer loyalty emphatically ( $p < 0.05$).

These factors represent 73.1 percent of the variety in consumer loyalty. There is, be that as it may, no genuinely critical connection between actual properties and unwavering quality measurements and consumer loyalty ($p > 0.5$). The H1 theory is just in part upheld now.

In the first place, the sexual orientation relationship with saw administration quality, consumer loyalty, and client steadfastness was examined, and the outcomes are displayed in Table 10.

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Table-10: Gender Differences in Perceived Service Quality, Customer Satisfaction, and Customer Loyalty

|  | n | Average | Std.Deviation | t | p |
|---|---|---|---|---|---|
| **Physical Properties** |  |  |  |  |  |
| Female | 130 | 3.97 | 0.53 | 1.241 | 0.216 |
| Male | 100 | 3.86 | 0.71 |  |  |
| **Reliability** |  |  |  |  |  |
| Female | 130 | 3.94 | 0.65 | -1.165 | 0.245 |
| Male | 100 | 4.04 | 0.59 |  |  |
| **Responsiveness** |  |  |  |  |  |
| Female | 130 | 4.09 | 0.67 | 1,228 | 0,221 |
| Male | 100 | 3.99 | 0.61 |  |  |
| **Confidence** |  |  |  |  |  |
| Female | 130 | 4.10 | 0.64 | 0.676 | 0.500 |
| Male | 100 | 4.05 | 0.67 |  |  |
| **Empathy** |  |  |  |  |  |
| Female | 130 | 3.72 | 0.82 | 1,031 | 0,304 |
| Male | 100 | 3.61 | 0.86 |  |  |
| **Perceived Service Quality** |  |  |  |  |  |
| Female | 130 | 3.95 | 0.57 | 0.691 | 0.491 |
| Male | 100 | 3.90 | 0.58 |  |  |
| **Satisfaction** |  |  |  |  |  |
| Female | 130 | 4.03 | 0.65 | 0.858 | 0.392 |
| Male | 100 | 3.96 | 0.76 |  |  |
| **Loyalty** |  |  |  |  |  |
| Female | 130 | 3.97 | 0.73 | 0.578 | 0.564 |
| Male | 100 | 3.91 | 0.79 |  |  |

* $p < 0.05$ shows a huge contrast, $p > 0.05$ demonstrates no distinction; autonomous gatherings test

As indicated by Table 10, there is no measurably huge distinction among people in apparent help quality, fulfillment, and dedication levels ($p > 0.05$).

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Following sex, the connection between members' ages and seen administration quality, consumer loyalty, and client faithfulness was researched, and the outcomes are displayed in Table 11.

Table-11: Age Comparison of Perceived Service Quality, Customer Satisfaction, and Customer Loyalty

|  | n | Average | Std.Deviation | F | p |
|---|---|---|---|---|---|
| Physical Properties |  |  |  |  |  |
| 35 and below | 126 | 3.95 | 0.62 |  |  |
| 36-45 | 68 | 3.93 | 0.64 | 1.095 | 0.336 |
| 46 and over | 36 | 3.78 | 0.54 |  |  |
| Reliability 35 and below | 126 | 4.05 | 0.57 |  |  |
| 36-45 | 68 | 3.91 | 0.78 | 1.540 | 0.217 |
| 46 and above | 36 | 3.90 | 0.42 |  |  |
| Responsiveness |  |  |  |  |  |
| 35 and below | 126 | 4.04 | 0.57 |  |  |
| 36-45 | 68 | 4.07 | 0.83 | 0.095 | 0.909 |
| 46 and above | 36 | 4.02 | 0.43 |  |  |
| Confidence |  |  |  |  |  |
| 35 and below | 126 | 4.05 | 0.63 |  |  |
| 36-45 | 68 | 4.16 | 0.76 | 0.833 | 0.436 |
| 46 and above | 36 | 4.01 | 0.51 |  |  |
| Empathy |  |  |  |  |  |
| 35 and below | 126 | 3.62 | 0.82 |  |  |
| 36-45 | 68 | 3.76 | 0.91 | 0.725 | 0.486 |
| 46 and above | 36 | 3.72 | 0.74 |  |  |
| Perceived Service |  |  |  |  |  |
| Quality 35 and below | 126 | 3.93 | 0.54 |  |  |
| 36-45 | 68 | 3.96 | 0.68 | 0.204 | 0.815 |
| 46 and over | 36 | 3.88 | 0.46 |  |  |

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| Satisfaction | | | | | |
|---|---|---|---|---|---|
| 35 and below | 126 | 4.03 | 0.67 | | |
| 36-45 | 68 | 3.97 | 0.78 | 0.190 | 0.827 |
| 46 and above | 36 | 3.97 | 0.62 | | |
| Loyalty | | | | | |
| 35 and below | 126 | 3.98 | 0.71 | | |
| 36-45 | 68 | 3.91 | 0.92 | | |
| 46 and above | 36 | 3,92 | 0,55 | | |

* p <0.05 shows a critical distinction, p> 0.05 demonstrates no distinction; single direction ANOVA test

Table 11 shows that there is no measurably huge connection between the members' ages and their degrees of saw administration quality, consumer loyalty, and client dedication (p> 0.05).

The examination took a gander at the connection between members' schooling levels and saw administration quality, consumer loyalty, and client dependability, and the outcomes are displayed in Table 12.

Table-12:Perceived Service Quality, Customer Satisfaction, Comparison of Customer Loyalty According to Education Status.

| | n | Average | Std.Deviation | F | p |
|---|---|---|---|---|---|
| Physical Properties | | | | | |
| High school and below | 28 | 3.77 | 0.68 | 2.284 | 0.080 |
| Associate degree | 23 | 3.68 | 0.48 | | |
| License | 125 | 3.99 | 0.55 | | |
| Master's degree,  doctorate | 54 | 3.95 | 0.74 | | |
| Reliability | | | | | |
| High school and below | 28 | 3.59 | 0.80 | 5,999 | 0.001 * |
| Associate degree | 23 | 3.80 | 0.55 | | |
| License | 125 | 4.06 | 0.58 | | |
| Master's degree, Doctorate | 54 | 4.09 | 0.57 | | |

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|---|---|---|---|---|---|
| **Responsiveness** | | | | | |
| High school and below | 28 | 3.71 | 0.96 | 4.661 | 0.004 * |
| Associate degree | 23 | 3.84 | 0.38 | | |
| Undergraduate | 125 | 4.11 | 0.53 | | |
| Master's degree, | | | | | |
| Doctorate | 54 | 4.16 | 0.70 | | |
| **Confidence** | | | | | |
| High school and below | 28 | 3.97 | 0.83 | 4.424 | 0.005 * |
| Associate degree | 23 | 3.66 | 0.72 | | |
| License | 125 | 4.12 | 0.59 | | |
| Master's degree | | | | | |
| Doctorate | 54 | 4.21 | 0.60 | | |
| **Empathy** | | | | | |
| High school and below | 28 | 3.39 | 0.86 | 3.273 | 0.022 * |
| Associate degree | 23 | 3.35 | 0.87 | | |
| Undergraduate | 125 | 3.80 | 0.76 | | |
| Master's degree, | | | | | |
| Doctorate | 54 | 3.68 | 0.92 | | |
| **Perceived Service Quality** | | | | | |
| High school and below | 28 | 3.67 | 0.70 | 5,044 | 0.002 * |
| Associate degree | 23 | 3.66 | 0.47 | | |
| Undergraduate | 125 | 4.01 | 0.51 | | |
| Master's degree, | | | | | |
| Doctorate | 54 | 4.01 | 0.63 | | |
| **Satisfaction** | | | | | |
| High school and below | 28 | 3.81 | 0.77 | 2,216 | 0,087 |
| Associate degree | 23 | 3.79 | 0.34 | | |

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|---|---|---|---|---|---|
| Undergraduate | 125 | 4.02 | 0.71 | | |
| Master's degree, | | | | | |
| Doctorate | 54 | 4.15 | 0.72 | | |
| Loyalty | | | | | |
| High school and below | 28 | 3.74 | 0.93 | 4.188 | 0.007 * |
| Associate degree | 23 | 3.51 | 0.58 | | |
| Undergraduate | 125 | 4.02 | 0.73 | | |
| Master's degree, | | | | | |
| Doctorate | 54 | 4.06 | 0.71 | | |

\* p <0.05 critical contrast, p> 0.05 no huge distinction; One-way ANOVA test

Table 12 demonstrates a measurably critical contrast between individuals with various instructive levels as far as seen administration quality sub-measurements like Reliability, Enthusiasm, Trust, Empathy, and generally saw administration quality and client unwaveringness scores (p <0.05). As the schooling levels of people increment, their degrees of Reliability (4.09), Enthusiasm (4.16), Trust (4.21), Empathy (3.80), Perceived Quality of Service (4.01), Loyalty (4.06) increment (expansion in normal scores).

## CONCLUSION

It is extremely important for a business to set the wants and expectations of its customers, and almost any business should be able to gain a sustainable advantage in a competitive environment by getting ahead of their competitors. Because of this, business leaders have begun to look for different and effective ways to focus on the customer to best meet customers' needs and expectations.

The hotel industry is dynamic, and there is fierce competition among businesses. Customer experience management can be used by businesses as a new concept to retain customers and increase consumer revisit intention. Customer experience is not a new concept; many businesses have used, studied, and implemented it. This work contributes significantly to research in a number of ways. To begin, it illustrates the evolution of the concept of customer experience in academic literature. Second, by conducting a thorough examination of the existing literature, it has highlighted the forerunners of customer experience management.

In the hotel sector, it is critical that its ability for innovation allows it to react to changing problems, situations, and client demands by providing specialized and distinctive services. More satisfied clients will be obtained in this manner, resulting in a revenue return and loyalty. Tourists rely on air transportation to get to their destinations, and hotels play an important role in providing food and lodging. Customer service is essential in these industries. Today's customer, on the other hand, wants to meet their needs while also having a one-of-a-kind experience with new offerings. To remain competitive in business, one must innovate, and since then, customer service innovation has been a vital component of airlines and hotels. As indicated by the speculations introduced, new administrations reinforce the connection between client joy and traveler improvement, and novel hotel administrations may moderatingly affect consumer loyalty and the travel industry upgrade.

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Subsequently, in the lodging business, imaginative administrations are basic to customer fulfillment. The investigation likewise recommended inventive assistance ideas that could help the travel industry later on.

In line with these results, the following suggestions are made to the hotels:

- Hotels should provide service policy training to their staff so that they can improve their service quality.

- Hotels should design their physical features in accordance with a modern and comfortable structure.

- By providing appropriate services to people with different demographic characteristics in a common understanding, they should raise the level of satisfaction and gain the loyalty of the customer.

- Hygienic conditions should be prioritized considering today's conditions and a lot of attention should be paid to cleanliness in hotels.

- According to the results of the survey; Due to the high number of middle-income guests, the pricing policy should be adjusted by taking the middle-income guests into consideration. However, in addition to the survey results, the high number of high-income guests who prefer hotels indicates that the balance factor should be provided.

- While formulating the policies, the preferences and suggestions of the private sector employees who have a command of the application of the subject should be heeded.

- Due to the high preference of young people with at least a bachelor's degree in hotels, hotels should follow technological developments closely and hotel services should be designed in accordance with up-to-date technology.

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