

Exploring Service Quality That Impact to Customer Satisfaction in Salil Hotel Sukhumvit - Soi Thonglor 1 Bangkok

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Abstract: The perception of service quality and its impact on customer satisfaction is measured comparing statistically five major dimension of service quality (SERVQUAL). The relationship between service quality and customer satisfaction where customer of Salil Hotel were selected as the sample. The purpose of this study is to highlight the service quality of Salil Hotel and impacts of customer satisfaction by examining the basic principles of service quality. In this study the quantitative method was used. The primary data is collected from the hotel by questionnaires and interview. A questionnaire was used as the data collection technique and Ruetzler (2005) scale, which was developed to measure service quality in Salil Hotel, was used for creating the survey form and the secondary data is gotten from articles, journals and online resources. In the methodology the factor analysis by using ANOVA model, were performed on 93 valid sample survey data. The ANOVA model analysis was applied to five dimension of service quality (SERVQUAL) that were determine with age group as a result a factor analysis and it was found that these dimension affect the customer satisfaction positively. Among the service quality dimension, it was determined that different age group have different opinion about service quality. It was concluded that there is significant relationship between service quality and customer satisfaction. The research findings confirmed that there is a positive relationship between service quality and customer satisfaction. Furthermore it is among remarkable finding of the research that statistically significant differences were found between age groups.

Keywords: Service Quality, SERVQUAL, Customer Satisfaction, Relationship between Service Quality and Customer Satisfaction.

1. INTRODUCTION

Bangkok is one of the world's top tourist destination cities. Bangkok was also named "World's Best City" by Travel + Leisure magazine's survey of its readers for four consecutive years, from 2010 to 2013. As the main gateway through which visitors arrive in Thailand, Bangkok is visited by the majority of international tourists to the country. Domestic tourism is also prominent. The Department of Tourism recorded 26,861,095 Thai and 11,361,808 foreign visitors to Bangkok in 2010. Lodgings were made by 15,031,244 guests, who occupied 49.9 percent of the city's 86,687 hotel rooms. Statistics from the Department of Tourism showed international visitor arrivals to Bangkok declined by 11.3% from 17.5 million in 2013 to 15.5 million in 2014 due to the political turbulence that the city went through in the first half of 2014.

1.1 Overview of Salil Hotel Sukhumvit - Soi Thonglor 1:

"Salil" means "Tide" in Thai and our hotel logo looks like "Waves" We have three boutique accommodation located in prime areas of Sukhumvit Road – One in Sukhumvit Soi 8, One in Sukhumvit Soi 11 and the other in Sukhumvit

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Thonglor. Smart and chic in stylish quarter in downtown Bangkok and located near the Bangkok sky train stations. The hotel is located in serene area and only a 3-minute walk from Thonglor BTS station. The hotel provides easy access to the best in business, dining, shopping, leisure and entertainment. Salil Hotel combines the comforts of home, convenience with the facilities and services of a superior hotel, which is suitable for executive and leisure traveler wishing to have a quiet retreat in the heart of Bangkok.

1.2 Objective and Scope of the Research:

The main objective of this research is to Exploring Service Quality that Impact to Customer Satisfaction in Salil Hotel Sukhumvit - Soi Thonglor 1 Bangkok.

To achieve the objective of the study intend to find answer to the following question:

RQ: What is the relationship between service quality and customer satisfaction in Salil Hotel Sukhumvit - Soi Thonglor 1 Bangkok?

2. LITERATURE REVIEW

Service is described as "including all economic activities with non-physical outcomes, generally consumed at the time it is produced, providing its consumer with abstract values such as avail, entertainment, convenience, comfort, or health". Similarly, Mucuk (2001: 285) explained service concept as "abstract foods or benefits that are produced and consumed simultaneously, that cannot be stored and transported, and that are characterized by the user's not having the right of ownership". Kotler (2001: 291). It is considered that "intangibility" is the main feature that separates any service from visible and palpable tangible goods. Since services are not tangible objects like goods and are in the form of performances, there is often no tangible situation that could represent the service received by the customer, as is the case in the consumption of goods (Eroglu, 2004: 75). The performance achieved in producing a service is likely to differ from one service provider to another, from one customer to another, and from "time" to "time" (Tutuncu, 2009: 24) and it is difficult to reach a standardized form of the output (Gidhagen, 1998: 3). Another distinguishing feature of services, perishability, means that services cannot be stocked or stored, cannot be returned and resold (Ozturk, 1998: 10).

Service quality can be described briefly as a phenomenon considered within the context of customers' expectations and perceptions about the service offered (Yilmaz, 2011: 184). Instead of the quality of service, "perceived quality of service" term is widely used in the literature. Perceived service quality is a result of the comparison of customer's expectations prior to receiving the service and his/her actual service experience. It is assessed by the direction and magnitude of the difference between customers' expectations and perceived performance (Zeithaml & Bitner, 2000: 27).

Parasuraman, Zeithaml & Berry (1985: 42) described service quality as the comparison of expected service and perceived service performance and they developed the SERVQUAL measurement technique to measure the service quality as such. While service quality is defined by Edvardsson (1998: 142) as the degree of being able to meet the customers' expectations and to determine their needs and wants, Kandampully (1998: 433) gave a similar definition of satisfying the customer's expectations with the service provided. On the other hand, Teas (1993: 27) defined service quality as the comparison of performance with ideal standards. Parasuraman et al.(1988) built the service quality gap model in their study and identified 10 general dimensions of service in order to determine the difference between customer expectations and perceptions.

Parasuraman et al. progressively applied the 10 dimensions comprised of physical/tangible features, reliability, responsiveness, competence, courtesy, credibility, security/safety, convenience, communication, and understanding the consumer on four different service sectors (banking, telephone companies, credit cards, and product repair and maintenance services) in their 1988 study and consequently developed the SERVQUAL scale which consists of 22 propositions in five dimensions. These dimensions are (Parasuraman et al. 1988).

- **Tangible/Physical Features:** Appearance of buildings, tools and equipment, and personnel during the service provision of the business,
- **Reliability:** The ability to provide the promised service in an accurate and reliable manner,
- **Responsiveness:** Willingness to help the customer and to provide prompt service,

- **Assurance:** The employees are courteous, knowledgeable and able to create a sense of confidence in the customers,
- **Empathy:** The business puts itself in the customers' shoes, pays individual attention to customers, and shows personal interest in customers.

2.1 Concepts of Customer Satisfaction:

Service quality and customer satisfaction are key factors in the battle to obtain competitive advantage and customer retention. Customer satisfaction is the outcome of customer's perception of the value received in a transaction or relationship, where value equals perceived service quality, compared to the value expected from transactions or relationships with competing vendors (Blanchard & Galloway, 1994; Heskett et al., 1990; Zeithaml et al., 1990). Many researchers (Oliver, 1981; Brady and Robertson, 2001; Lovelock, Patterson and Walker, 2001) conceptualize customer satisfaction as an individual's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations.

2.2 Relationship between Service Quality and Customer Satisfaction:

Businesses' ability to understand the needs and expectations of not only their current customers but also their potential customers and to act in accordance with this is of utmost importance for the realization of high levels of customer satisfaction. Therefore, acting with a customer-focused approach presents itself as a must-have requirement for improving the satisfaction of customers. Being able to act with a customer - focused approach is closely related to the customers' expectations and preferences as well as the level of quality of the services provided by the business to its customers (Kocbek, 2005: 61). The relationship between perception of quality and customer satisfaction is of great importance especially for the service sector. It could be suggested that this is because customers are not only interested in the tangible aspects of the products offered to them in the service sector but also the intangible aspects of these products in the provision process.

2.3 Conceptual Framework:

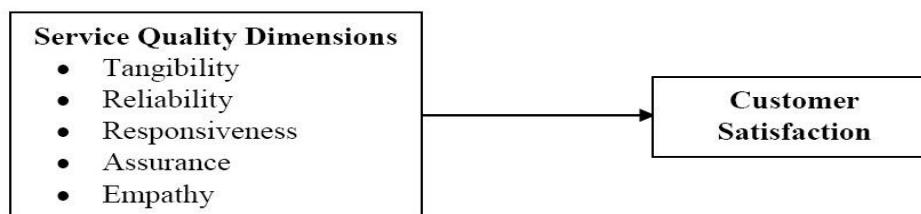


Figure 1: Conceptual Framework

2.4 Hypotheses of the Research:

The specific hypotheses for this study are as follows;

- + H_1 = There is a positive relationship between Tangibility and Customer Satisfaction.
- + H_2 = There is a positive relationship between Reliability and Customer Satisfaction.
- + H_3 = There is a positive relationship between Responsiveness and Customer Satisfaction.
- + H_4 = There is a positive relationship between Assurance and Customer Satisfaction.
- + H_5 = There is a positive relationship between Empathy and Customer Satisfaction.

3. METHODOLOGY

The research approach for the research study is "Descriptive Research" by using quantitative method. According to Patel and Davidson (1991), quantitative research methods are methods for analyzing numeric information in the form of statistical methods. A deductive method refers to the use of logic of a theory to generate prepositions or hypothesis that can be tested. It also provides the need to explain the causal relationship between service quality and customer satisfaction in Salil Hotel Sukhumvit - Soi Thonglor 1 Bangkok and also required the collection of quantitative data as well. This involves testing the theories that already exists and these tests will be carried out through questionnaires.

The methodology of this research is broken down into the following framework-

- Research design
- Data collection
- Questionnaires Measurement
- Population and sample

3.1 Research Design:

This research is carried out through survey method. In survey method research, participants answer questions administered through interviews or questionnaires. After participants answer the questions, researchers describe the responses given.

Open-ended questions allow for a greater variety of responses from participants but are difficult to analyze statistically because the data must be coded or reduced in some manner. Closed-ended questions are easy to analyze statistically, but they seriously limit the responses that participants can give. Many researchers prefer to use a Likert-type scale because it's very easy to analyze statistically. (Jackson, 2009, p. 89).

In order for the survey to be both reliable and valid it is important that the questions are constructed properly. Questions should be written so they are clear and easy to comprehend. Mainly, the researcher was chosen this technique for two reasons because it is least reliable design but normally the cheapest and easiest to conduct.

3.2 Data Collection:

Both primary and secondary data sources were used to ask research questions. Secondary data is information collected by others for purposes, which can be different than those of the researcher. It is a synthesis of published and unpublished documents related to the research and it is of highly importance, as it comprises the logical framework of the research (Sekaran, 2003, Fink, 1995). Primary data is the information gathered directly from the researcher, when secondary data is not available or is unable to contribute meeting research objectives (Sekaran, 2003).

3.2.1 Questionnaires:

According to Sekeran, (2003), 'a questionnaire is a pre-formulated written set of questions to which respondents' records their answers, usually within rather closely defined alternatives'. A questionnaire was structured for this research and was administered to the guest of the studied Salil Hotel Sukhumvit - Soi Thonglor 1 Bangkok. The questionnaire consists of two sections, which focuses on the areas of interest of the research.

- The first section relates to the demographic (customer's gender and age).
- The second section relates to the service quality (Question 1-21).

In order to prepare the questionnaire, first, supervisor's views were elicited and then the research questionnaire was finally revised. Data were collected from foreigners who have visited Salil Hotel Sukhumvit - Soi Thonglor 1 Bangkok for spend holidays.

3.3 Questionnaires Measurement:

Service Quality was measure under the 5 dimensions (Tangibility, Reliability, Responsiveness, Assurance and Empathy) and developed 21 Questions which are needed to cover 5 dimensions (Section 1, Question 1-21) developed by Zeithaml and Bitner (1996). Questions from 1-6 measured the tangibility of the service, 7-11 determined the reliability, 12-15 determined the responsiveness, 16-18 determined the assurance and the questions from 19-21 measured the empathy. This scale developed and validated by Ruetzler (2005). Five point *Likert* scale were used (1= Strongly Disagree to 5= strongly agree).

3.4 Population and Sampling:

Sample is defined as a portion or subset of the population, the size of which is determined by the type and objective of the study, as well as time and financial constraints (Fink, 1995). Sampling is divided into two main categories: probability and non-probability. In this research the researcher uses non-probability sampling method. Non-probability sampling

strategy called convenience sampling. "A convenience sampling is available to the researcher by virtue of its accessibility" (Bryman & Bell, 2003, p. 105).

3.4.1 Population and Sample Size:

The population of this study was the customers of Salil Hotel Sukhumvit - Soi Thonglor 1, Bangkok. From their data base the researcher select one month guest list to calculate the sample size, which is 3200 guest average per month. To find out the calculation of sample size researcher use sample size calculator by Creative Research System. Research data were collected using the simple random sampling method. Assuming a 95% confidence interval and $e = 10\%$ margin of error, the sample size is calculated as $n=93$ (Kurtuluş, 2004: 187). The sample size is 93 after the calculation is given in figure 2.

Determine Sample Size

Confidence Level: 95% 99%

Confidence Interval:

Population:

Sample size needed:

Figure 2: Sample Size Calculator

The population of study was drawn out of Salil Hotel in Bangkok. A total of 150 questionnaires were administered and 100 were returned. After eliminating 7 questionnaires because of incompleteness, 93 useful questionnaires were obtained, yielding a 62% (per cent) response rate. Considering the issue of the sample size when conducting more complex statistical analysis, the sample of 93 valid questionnaires deemed satisfactory.

4. DATA ANALYSIS

The analysis of collected data was carried out through various statistical techniques. A hypotheses testing is undertaken on the data to verify the dimensionality and reliability of the scale used to measure the customer satisfaction and Service Quality. SPSS (Statistical Package for Social Science) Version 22 software packages were used in this Study.

Table 1. The frequency and percentage of respondents classified by Gender

Gender		Frequency	Percent
Valid	Male	38	40.86
	Female	55	59.14
	Total	93	100.00

Table 1 shows the gender distribution of the respondents, which is the sample group in this study. There are female respondents more than male respondents, a total of 38 male respondents or 40.86% and a total of 55 female respondents or 59.14%.

Table 2. The frequency and percentage of respondents classified by Age

Age		Frequency	Percent
Valid	20 or less	11	11.83
	21-35	32	34.41
	36-50	37	39.78
	51 or more	13	13.98
	Total	93	100.00

Table 2 shows the age distribution of the respondents. The age between 36 and 50 are the majority, which are 37 persons or 39.78% of the total respondents. The age 21 and 35 are the second largest group that has 32 persons or 34.41%. The

third one is age 51 or more that has only 13 persons by 13.98% of the total respondents participated in the survey. The group age is 20 or less, which has only 11 persons by 11.83% of the total respondents participated in the survey.

4.1 Test of the Hypotheses:

The SPSS (Statistical Package for Social Science) Version 22 methodology was used to test the hypotheses. Based on the values computed through the software it represent that the theoretical model fit the data well.

4.1.1 Tangibility and Customer Satisfaction:

Hypothesis H₁ states that there is a positive relationship between Tangibility and Customer Satisfaction. The hypothesis supported by the data because contribution to the customer satisfaction has taken positive value (+ 0.015). Therefore developed hypothesis can be accepted. It means that there is a positive relationship between Tangibility and Customer Satisfaction.

4.1.2 Reliability and Customer Satisfaction:

Hypothesis H₂ states that there is a positive relationship between Reliability and Customer Satisfaction. The hypothesis supported by the data because contribution to the customer satisfaction has taken positive value (+ 0.002). Therefore developed hypothesis can be accepted. It means that there is a positive relationship between Reliability and Customer Satisfaction.

4.1.3 Responsiveness and Customer Satisfaction:

Hypothesis H₃ states that there is a positive relationship between Responsiveness and Customer Satisfaction. The hypothesis supported by the data because contribution to the customer satisfaction has taken positive value (+ 0.003). Therefore developed hypothesis can be accepted. It means that there is a positive relationship between Responsiveness and Customer Satisfaction.

4.1.4 Assurance and Customer Satisfaction:

Hypothesis H₄ states that there is a positive relationship between Assurance and Customer Satisfaction. The hypothesis supported by the data because contribution to the customer satisfaction has taken positive value (+ 0.000). Therefore developed hypothesis can be accepted. It means that there is a positive relationship between Assurance and Customer Satisfaction.

4.1.5 Empathy and Customer Satisfaction:

Hypothesis H₅ states that there is a positive relationship between Empathy and Customer Satisfaction. The hypothesis supported by the data because contribution to the customer satisfaction has taken positive value (+ 0.001). Therefore developed hypothesis can be accepted. It means that there is a positive relationship between Empathy and Customer Satisfaction.

Table 3. The relationship between Service Quality and Customer Satisfaction

Relationship	Service Quality and Customer Satisfaction Hypothesis Number and Direction	
Tangibility and Customer Satisfaction	H1 (+)	Supported
Reliability and Customer Satisfaction	H2 (+)	Supported
Responsiveness and Customer Satisfaction	H3 (+)	Supported
Assurance and Customer Satisfaction	H4 (+)	Supported
Empathy and Customer Satisfaction	H5 (+)	Supported

The Summary of the hypotheses testing shows above table 3 and the left hand column shows that predicted hypotheses. The middle and right hand column show the direction of the hypothesized effect of Service Quality on Customer Satisfaction and whether the hypothesized effects are supported by the findings. After hypothesis testing the researcher find out that overall service quality is positive value (+ 0.001). It means that Salil Hotel Sukhumvit - Soi Thonglor 1 Bangkok service is good. It concludes that the customer of Salil Hotel Sukhumvit - Soi Thonglor 1 Bangkok is satisfied of their service.

4.2 Results of the Analysis:

In this part of the study one-way ANOVA test were applied to determine whether there was a significant relationship between customer satisfaction and service quality. As a result of the analysis the researcher selects the age group which is significant relationship between different age group. In table below show that's different age group have different opinion about service quality of hotel. The result obtained is presented in Table 4.

Table 4. ANOVA Results According to Age

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Tangibility	Between Groups	6.771	3	2.257	3.681	.015
	Within Groups	54.575	89	.613		
	Total	61.346	92			
Reliability	Between Groups	7.768	3	2.589	5.520	.002
	Within Groups	41.745	89	.469		
	Total	49.512	92			
Responsiveness	Between Groups	16.461	3	5.487	5.121	.003
	Within Groups	95.367	89	1.072		
	Total	111.828	92			
Assurance	Between Groups	28.803	3	9.601	9.324	.000
	Within Groups	91.642	89	1.030		
	Total	120.444	92			
Empathy	Between Groups	8.715	3	2.905	6.147	.001
	Within Groups	42.055	89	.473		
	Total	50.769	92			
Service Quality	Between Groups	3.937	3	1.312	5.878	.001
	Within Groups	19.870	89	.223		
	Total	23.807	92			

According to the result of the ANOVA test performed in order to determine whether there existed significant differences between participants with respect to the age groups in terms of the participant's perception of refractory service quality sub-dimensions and satisfaction, it was found that different age group have different perception of service quality. For this research the result we see that 36 to 50 this age group satisfied of Salil Hotel Sukhumvit - Soi Thonglor 1 Bangkok service. This group more satisfied then other age group. Finally the five dimension of service quality model have positive relationship with customer satisfaction, significant relationship with age group.

4.2.1 Scheffe Model :

Table 5. Scheffe Model for Tangibility

	20 or less	21-35	36-50	51 or more
20 or less			✓	✓
21-35				
36-50	✓			
51 or more	✓			

Table 5 shows tangibility different between groups. The age group 20 or less is different with 36-50 and 51 or more this two groups. The age group 36-50 is different with 20 or less this group. The age group 51 or more is different with 20 or less this group.

Table 6. Scheffe Model for Reliability

	20 or less	21-35	36-50	51 or more
20 or less				✓
21-35				
36-50				✓
51 or more	✓	✓		

Table 6 shows reliability different between groups. The age group 20 or less is different with 51 or more this groups. The age group 36-50 is different with 51 or more this group. The age group 51 or more is different with 20 or less and 21-35 this two groups.

Table 7. Scheffe Model for Responsiveness

	20 or less	21-35	36-50	51 or more
20 or less				
21-35				✓
36-50				✓
51 or more		✓	✓	

Table 7 shows responsiveness different between groups. The age group 21-35 is different with 51 or more this group. The age group 36-50 is different with 51 or more this group. The age group 51 or more is different with 21-35 and 36-50 this two groups.

Table 8. Scheffe Model for Assurance

	20 or less	21-35	36-50	51 or more
20 or less				✓
21-35			✓	
36-50		✓		✓
51 or more	✓		✓	

Table 8 shows assurance different between groups. The age group 20 or less is different with 51 or more this group. The age group 21-35 is different with 36-50 this group. The age group 36-50 is different with 21-35 this group. The age group 51 or more is different with 20 or less and 36-50 this two groups.

Table 9. Scheffe Model for Empathy

	20 or less	21-35	36-50	51 or more
20 or less				
21-35			✓	
36-50		✓		
51 or more				

Table 9 shows empathy different between groups. The age group 21-35 is different with 36-50 this group. The age group 36-50 is different with 21-35 this group.

Table 10. Scheffe Model for Service Quality

	20 or less	21-35	36-50	51 or more
20 or less		✓		✓
21-35	✓			
36-50				
51 or more	✓			

Table 10 shows overall service quality different between groups. The age group 20 or less is different with 21-35 this group. The age group 21-35 is different with 20 or less this group. The age group 51 or more is different with 20 or less this group.

5. CONCLUSION

This paper contributes to the theoretical orientation of tourism service quality and tourist's satisfaction in hotel industry literature by determining some major service quality levels. This study also identified five tourism service quality dimensions, namely, tangibility, reliability, responsiveness, assurance and empathy, all of which comprise the criteria tourists use to evaluate the service quality of Salil Hotel Sukhumvit - Soi Thonglor 1 Bangkok. The findings of this study indicate that the most important factor in predicting tourism service quality evaluation was tangibility, followed by empathy, reliability, and responsiveness. The findings of this study suggest that among the five dimensions of service quality has a positive relationship with customer satisfaction. These results support the idea that despite the usefulness of the SERVQUAL scale as a concept, it should be adapted for the service environment as well. In conclusion, knowing how consumers perceive service quality and being able to measure service quality can benefit management of hotel service. Measuring service quality can help management provide reliable data that can be used to monitor and maintain improved service quality.

5.1 Future Research:

For future researchers can choose different items by reviewing relevant more articles and this has to be explored further. Finally, the results of this study may not have been representative of the whole population, due to the fact that a convenience sampling method was used to collect the data. To be able to generalize the findings for this specific hotel segment, a study that would include more hotels in a variety of regional settings.

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