

Measurement of Leisure Traveler's Satisfaction: Evidence From North Cyprus Hotels

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ABSTRACT

This research aims to measure tourist satisfaction in five stars hotels in North Cyprus using American Customer Satisfaction Index. American Customer Satisfaction Index (ACSI) is comprehensive model that includes six variables, namely, perceived quality, perceived value, customer expectations, customer satisfaction, customer loyalty and customer complaints. As previous scholars proposed as future research direction, international and national tourists are selected in sample of the study. Back-translation method employed to prepared questionnaires for Turkish tourists. A total of 200 questionnaires were distributed and collected during two weeks and the response rate was 86%. Reliability and construct validity checked as preliminarily analysis. Correlation and regression analyses performed to test hypotheses of the study. The results of empirical study showed that considering both international and national tourists' perspective, customer expectation has significant relationship with perceived quality. Perceived quality and customer expectation significantly and positively associated with perceived value and customer satisfaction. Similarly, perceived value has a significant effect on customer satisfaction. High level of customer satisfaction reduce customer complaints and increase loyalty of tourists who accommodated in five star hotels of North Cyprus. Limitations, methodological concerns, and recommendations for future studies are presented.

Keywords: ACSI, International and national tourists, North Cyprus.

ÖZ

Araştırmanın ana konusu Kuzey Kıbrıs'ta konaklayan müşterilerin memnuniyetini Amerikan Müşteri Memnuniyeti Sistemi ile ölçmektir. Amerikan Müşteri Memnuniyeti yöntemini 6 madde halinde sıralayarak müşteri hakkında, kalite, değer, müşteri beklentisi, müşteri memnuniyeti, müşterinin bağlılığı ve şikayeti maddeleri ile sınıflandırabiliriz. Önceden yapılan çalışmalar ışığında Yerli ve Uluslararası Turistler baz alınarak çalışma gerçekleştirilmiştir.

Bununla birlikte Kıbrıs'lı Türkler için İngilizce'den Türkçe'ye çevrilen sorularda bulunmaktadır (Back-Translation Method). Toplamda 200 adet soru sunulmuş ve %86 oranında eksiksiz yanıt verilmiştir. Analiz yapılırken öncelik olarak güvenilirlik ve doğruluğu birebir yansıtmak esas alınmıştır. Bu analizlerin de birbiriyle harmanlanması sonucu tezin hazırlanması sağlanmıştır. Çalışmanın sonucunda da görüleceği gibi, hem yerli hem Yabancı turistler için, müşterilerin ürün hakkında beklentisi, müşterinin memnuniyeti ve verilen değer ile doğrudan ilişkilidir. Bununla birlikte, verilen değer de müşterinin memnuniyeti üstünde büyük bir rol oynamaktadır. Yüksek oranda müşteri memnuniyeti de açıkça görüleceği gibi müşterinin ürün hakkında yapacağı şikayet oranını düşürmektedir ve bu anlamda Kuzey Kıbrıs'ta 5 yıldızlı Hotellerde konaklama talebini yükseltecektir. İleriki çalışmada açıklanacağı gibi bilimsel olarak öneriler mevcuttur.

Anahtar Kelimeler: ACSI, International and National Tourists, North Cyprus.

DEDICATION

“It is not the strongest or

The most intelligent who will survive

But those who can best manage change.”

— **Charles Darwin**

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I would never have been able to finish my dissertation without the guidance of my committee members, help from friends, and support from my family.

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Chapter 1

INTRODUCTION

Customer has been realized as the king of any business .in other words, customer plays a significant role in service and hospitality sectors such as restaurants or hotels and their satisfaction should be assumed as the most critical factor for positive company's performance.in fact, it helps companies to survive in the competitive market. The customer behavior will be crystalized by the level of satisfaction thus delivering high quality of service is the significant aim to sustain the customers mind and if the customer is not satisfied with the quality of service he will switch to another service or brand quickly and it will be happened because of low differentiation or brand loyalty. However, declining the number of loyal customers have become the main concerns of firms and hospitality sectors because the performance of the company will be determined by these critical factors (Dani, 2014).

Beside this, talking positively about the company and its performance will be necessary for stakeholders as a satisfied customers share their stories and experiences about the company to 5-6 people and thus they will act as the promoter for particular brand or service whereas unsatisfied customer will destroy the brand image by sharing his experience to at least 10 people or even more and then awful word of mouth (WOM) or customer feedback will be created and profit and outcome will be increased accordingly (Dani, 2014).

As Sun (2013) mentioned the firms realized that they have to invest on resources in order to enhance the customer satisfaction. Consequently, the effectiveness of customer satisfaction on financial performance was stressed by practitioners and managers and similar findings were reported by different scholars (Denizci and Li, 2009; Morgan et al., 2005).

As Siddiqi (2011) pointed out high level of customer satisfaction has decisive role for sustaining loyal customer and then customer satisfaction and loyalty are necessary aspects for service quality linkage and high quality of service leads to customer satisfaction and loyalty and accordingly these factors bring growth and profit for the company and stakeholders. Therefore, customer satisfaction and service quality should be given more attention in firm's strategies and policies (Siddiqi, 2011).

As a consequence of this reality, the necessity of being competitive should be noticed in terms of firm's performance and it is considered as a distinguished factor in firms' profitability and value. Therefore, firms have to be able to differentiate themselves in the market to stabilize a reasonable and everlasting relationship with customers. As a result of these significant facts the structure of relationships have been changed from transactional to marketing and numerous findings stressed on the concept of satisfaction as the required component for customer retention. In other words, the customer relationships structure is shifted to head of relationship marketing in term of profitability. Additionally, the concept of customer satisfaction in tourism and hospitality service and relative influences on financial performance of the company have been undermined and neglected and uncertainty of outcomes and inimitable characteristic of this industry have been assumed as the notable reasons for this reality (Sun, 2013).

Recently both scholars and practitioners have been focused and stressed on customer satisfaction because they came to realize that it will leads to client retention and accordingly more market share will be achieved by using sophisticated strategies and policies (Subramanian, 2014).

It should be noted that there is significant linkage between customer satisfaction and firm's performance and whenever customer feels that the company considered his benefits in the process of marketing he will be more motivated to be loyal to the company or brand and the financial performance of the company will be enhanced accordingly. Efficiency of the company and its income will be increased by loyal customers because the loyal customers would repeatedly buy the products despite of high gain of margin or higher bid. Therefore, the company gains more income and the cost for finding new customers will be decreased as well.

1.1 Significance of the topic

Recent study was conducted by Deng et al. (2013) assess ACSI model in hotel industry of Taiwan and international tourists was targeted as a selected sample. Deng et al. (2013) recommended considering both international and local tourists as sample of the study as a direction for future research. This index is a practical and popular index for measurement of customer satisfaction in the organization under turbulent business environment. If we see today's business world through these concept numerous examples could be found which are putting so much efforts in adopting with changes in their environment, innovating, creating, growing in order to survive and compete. Those are the ones which are aware of needs to change and adopt the sustainable and stable companies that are consisting minority part in the nowadays business world, but the there is a vast number of business units which regardless of

their strengths and intelligence do not gained the ability and flexibility to change and update their policies with the business environment or due to their structures they cannot offer such changes.

But that doesn't mean they are going toward liquidation and disappearance, some of these companies nature is based on their local environment and culture which is all they need to gain and all they expected and planned, there are also other policies which are included the bigger companies that developed on global level and needed to utilize and implement global policies to adopt with their working environments and obtain their required stability.

1.2 The purpose of the study

This study aims to assess ACSI model in hotel industry of Northern Cyprus. In other word, effect of customer expectation on perceived quality and perceived value, impact of perceived quality and perceived value, linkage between perceived value and customer satisfaction, relationship between customer satisfaction and customer complaint and customer loyalty have been investigated with a sample include both international and national tourists' perspective. In fact, trying to focus on a specific niche market of the local community and adopting the local culture themes also to attract the interested selective ones but not in a great scale, in some cases recognition and division of these policies between the hotels and categorizing them in to global or local group is not easy as it sounds and that's because of the difference between the hotel management intended and pretended policy with the customers realization and perceived quality, is in a simple word a discrepancy exist between managers claim and consumers perception. (Drori, 2013).

1.3 Thesis organization

The structure of the research as it can be noticed through a glance at the table of content, after introduction and the significance and purpose of the study in chapter 1, in the second chapter general information of Northern Cyprus will be mentioned categorized as the geographical characteristics of the climate, economy sector, transportation and communication in the specific region which is followed by general information about four most important regions of the North Cyprus, by the end of the chapter the tourism industry of North Cyprus will be elaborated on.

Chapter 3 is allocated on theoretical background of the study which is describing the ACSI model and its elements, then literature review of the study and proposed hypothesized are provided. Chapter 4 related to methodology and the information of the sampling process and data collection in the Northern Cyprus hotels and finally the data analysis.

Chapter 5 is finalizing the data analysis and interpretation of the data through results of preliminary tests and the hypothesis testing including correlation and regression test, and finally in chapter 6 the conclusion and discussion will be remarking findings and elaborating the implications of the study and explaining the limitations of the research as well as recommendation for future research.

Chapter 2

TOURISM INDUSTRY IN NORTHERN CYPRUS

2.1 North Cyprus

The capital city of the island is Nicosia which is geographically set at 35°11'n 33°22'e. stretching out from north east tip of the Karpaz peninsula, Northern Cyprus comes back to south west cities of Lefke and Guzelyurt. Having aggregate zone of 3355km, holding %2.7 water, and the population was 294,906 in 2011. official language of Northern Cyprus is Turkish and the currency is Turkish Lira (Wikipedia, 2014).



Figure 1. TRNC Geographical map
Source: Wikipedia

2.2 Geographical characteristics

The Mediterranean climate, warm and rather dry, with rainfall mainly between November and March, favors agriculture. In general, the island experiences mild wet winters and dry hot summers. Variations in temperature and rainfall are governed by altitude and, to a lesser extent, distance from the coast. Hot, dry summers from mid-May to mid-September and rainy, rather changeable winters from November to mid-March are separated by short autumn and spring seasons. (Wikipedia, 2014)

2.3 Economy and tourism

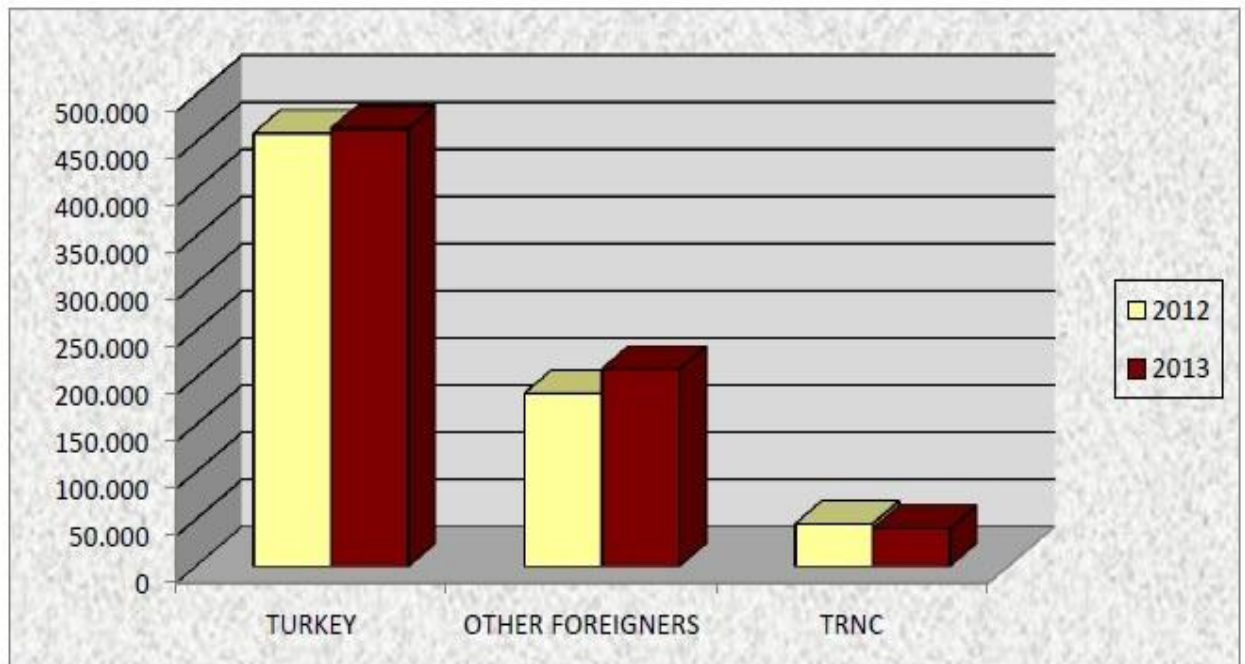
The economy of Northern Cyprus is dominated by the services sector (69% of GDP in 2007) which includes the public sector, trade, tourism and education. The revenues gained by the education sector in 2011 was USD 400 million Industry (light manufacturing) contributes 22% of GDP and agriculture 9%.

Despite the constraints imposed by the lack of international recognition, the nominal GDP growth rates of the economy in 2001–2005 were 5.4%, 6.9%, 11.4%, 15.4% and 10.6%, respectively. The real GDP growth rate in 2007 is estimated at 2%. This growth has been buoyed by the relative stability of the Turkish Lira and a boom in the education and construction sectors. (Wikipedia, 2014).

2.3.1 Tourism capacity

Table 1. Number of tourists staying at tourist accommodation establishments

	2012	2013	CHANGE %
TURKEY	459.529	464.397	1,1
OTHER FOREIGNERS	183.651	209.379	14,0
TOTAL	643.180	673.776	4,8
TRNC	45.175	40.125	-11,2
G.TOTAL	688.355	713.901	3,7



Source: Ministry of Economy Tourism Culture and sport. (2014)

2.3.2 Arrivals by Nationality

Table 2. Number of arrivals by nationality December 2013

Tourist Nationality	2012	2013	CHANGE %
USA	3.289	3.413	3,8
GERMANY	24.754	40.161	62,2
ALBANIA	221	702	217,6
AUSTRALIA	918	894	-2,6
AUSTRIA	6.460	2.407	-62,7
AZERBAIJAN	5.499	5.169	-6,0
BELGIUM	7.077	4.758	-32,8
BELARUS	1.114	1.295	16,2
BULGARIA	5.397	4.374	-19,0
CZECH REPUBLIC	484	7.195	1386,6
CHINA	999	1.126	12,7
FINLAND	1.039	1.287	23,9
FRANCE	2.180	3.816	75,0
GEORGIA	1.302	1.138	-12,6
INDIA	618	500	-19,1
HOLLAND	18.686	17.475	-6,5
ENGLAND	47.594	54.165	13,8
ENGLAND(Turkish cypriot)	26.579	25.551	-3,9
IRAQ	3.952	5.014	26,9
IRAN	22.014	14.740	-33,0
IRELAND	972	1.025	5,5
SPAIN	541	552	2,0
ISRAEL	452	417	-7,7
SWEDEN	1.860	2.632	41,5
SWITZERLAND	1.074	1.182	10,1
ITALY	5.533	4.203	-24,0
CANADA	660	689	4,4
KAZAKHSTAN	3.261	3.767	15,5
MACEDONIA	1.424	180	-87,4
MOLDOVIA	2.137	2.099	-1,8
POLAND	7.893	12.608	59,7
ROMANIA	1.373	1.272	-7,4
RUSSIA	13.108	15.121	15,4
SLOVAKIA	278	9.698	3388,5
SLOVENIA	5.147	5.726	11,2
SYRIA	1.886	4.009	112,6
TURKMENISTAN	3.986	4.122	3,4
UKRAINE	4.124	4.801	16,4
JORDAN	1.710	2.116	23,7
GREECE	1.719	2.145	24,8
OTHERS	15.728	21.186	34,7
TOTAL	261.681	309.445	18,3

Source: Ministry of Economy Tourism Culture and sport. (2014)

2.4 Transport and communication

Utilizing code (+392) which is provided by Turkey, makes global correspondence feasible in TRNC through phone. Recognizing conveying through web, it ought to be noted that the internet domain in Northern Cyprus is not among best ones yet simply a second level provided by the internet domains of Turkey, Transportation is given through aviation route and simply in Northern Cypriot ports. Gecitkale and Ercan are the main lawful entrance hangars which conceded by Turkey. (North Cyprus, 2014)

2.4.1 Tourist Arrivals

Table 3. Number of arrivals by ports of entry

<i>PORTS OF ENTRY</i>	<i>T.C.</i>	<i>Other Nationalities</i>	<i>Total</i>	<i>TRNC</i>	<i>G.TOTAL</i>
<i>ERCAN</i>	865.896	303.946	1.169.842	247.741	1.417.583
<i>GİRNE</i>	43.088	4.633	47.721	6.653	54.374
<i>G.MAĞUSA</i>	14.282	706	14.988	3.504	18.492
<i>KARPAZ</i>	42	160	202	3	205
<i>TOTAL</i>	923.308	309.445	1.232.753	257.901	1.490.654

Source: Ministry of Economy Tourism Culture and sport. (2014)

Table 4. Percentage of arrivals by ports of entry

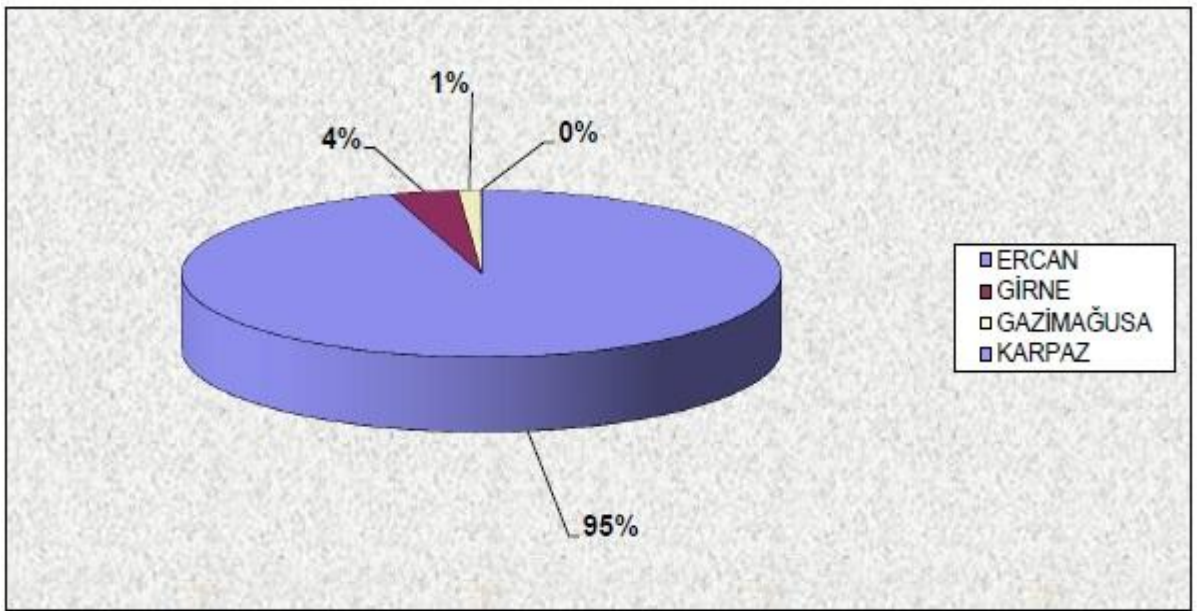
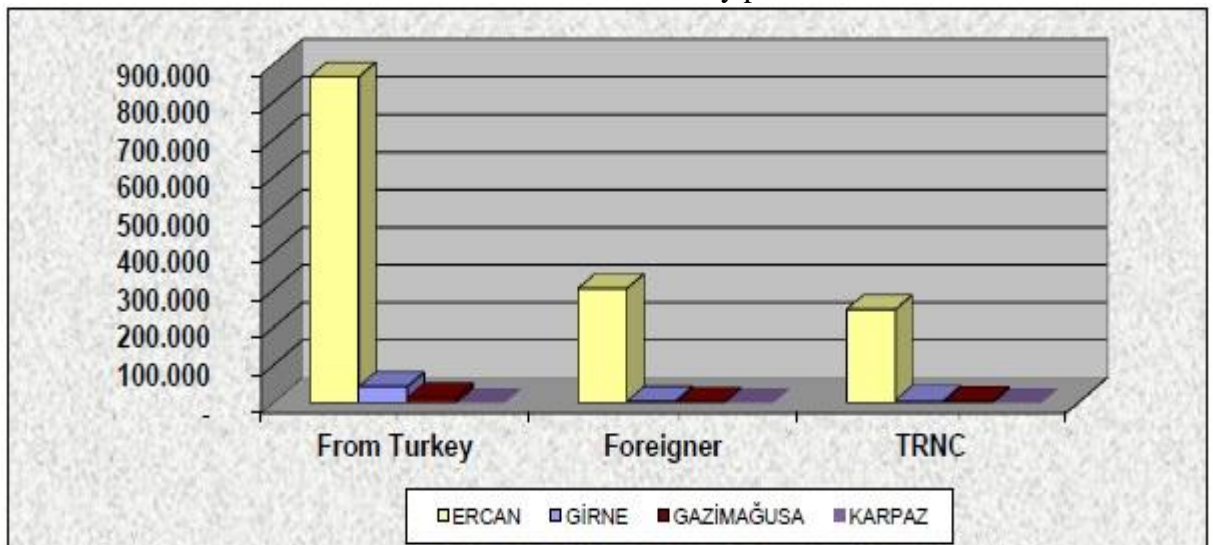


Table 5. Chart of arrivals entry point



Source: Ministry of Economy Tourism Culture and sport. (2014)

2.5 North Cyprus regions

2.5.1 Nicosia (Lefkosa)

After Berlin capital of Germany the city Nicosia is the second capital city which is separated between two nations and known as the capital city of both nations the southern part of Cyprus who know the city by the name Nicosia and the northern part Turkish republic of Cyprus which is naming their capital as Lefkosa.

According to the 2006 census, 49,868 people live in North Nicosia. It is important commercially with many shops, two modern shopping malls, restaurants and entertainment. The city is a trade centre and manufactures textiles, leather, pottery, plastic, and other products. Also North Nicosia is the host of two Turkish Cypriot Universities. (North Cyprus, 2014)



Figure 2. The Great Inn (Buyuk Han), Lefkosa
Source: Wikipedia

In 2006, this city had people of 84,900 people being seen in mesaoria plain, Lefkosa on the geological circumstance as $35^{\circ}10'n$ $33^{\circ}21'e$.

on 21 December 1963, intercommunal violence broke out between Greek and Turkish Cypriots. Nicosia was divided into Greek and Turkish Cypriot quarters with

the Green Line, named after the colour of the pen used by the United Nations officer to draw the line on a map of the city. This resulted in the number of Turkish Cypriots that moved to the Turkish quarter of Nicosia, causing serious overcrowding. Mevlana presentation lobby, Caravanserai (buyuk han), Arab ahmet mosque and Girne Gate are the spots which are pulling in the visitors whom are intrigued to taste Cypriot society and get to know the history behind the puzzling island of C (North Cyprus, 2014)

2.5.2 Kyrenia (Girne)

“Jewel of Cyprus” or as British tourists calling “ lonely girl of the island” Founded around 10th century BC, around an old venetian castle which is neighboring the cozy and lovely harbor of the town and by the times passes the great potential of the city’s climate and perfectly suitable beaches and seashores make the way to development of the city into a touristic spot also attract hoteliers and tourism investors to build from bed and breakfast and economy hotels to luxury 5star ones on the seashores and also in the town itself to take advantage of this potential and attractions of this city, beside the above mentioned attractions Girne is also hosting more beautiful, historical, panoramic, adventurous and cultural attractions such as the Bellapais region, Folk Art Museum, St.Hilarion Castle, Buffavento Castel, Kantara Castle. (Wikipedia, 2014)

2.5.3 Famagusta (Magusa)

Famagusta is the third city of North Cyprus considering its population which is located at the very east of the island be the seaside with the population of 40,920. In Greek the city name is called Ammochostos, but nowadays it’s called Gazimagusa by the local people and authorities. Ammochostos which implies stowed away in the sand is established in 275 BC. In Turkish lingo "Gazi" implies "war veteran", and has a terrible history by and large spellbound with fight especially all around the Ottoman

Empire. It is endeavored to apply development in this city nowadays. This city is somehow an association between Turkish and Greek people through city of Maras (Varosha) known as phantom town today, as attractions of the city it could be mentioned that this city's castle area is consisted of 365 Churches which has been made for praying in each day of the year is separate churches there is also salamis ruins which has its own stories behind and Othello's tower as well. (Wikipedia, 2014)



Figure 3. Salamis ruins, Famagusta
Source: Wikipedia

2.5.4 The Karpas peninsula

The most untouched part of the island which is naturally preserved from modernism and constructions is karpaz peninsula which is famous for its beaches and of course the golden beach which is one of the best beaches in Mediterranean region karpaz region is also the hosting the donkeys natural protected area although this region has been almost without any habitant but now tourists and local people's manipulations are affecting the nature of karpaz. (North Cyprus, 2014)



Figure 4. Golden beach Karpaz peninsula
Source: Wikipedia

2.6 Tourism industry in North Cyprus

As expressed by (Katircioglu, 2007) with a particular deciding objective to making north Cyprus economy, tourism accept a key part as a section. They in like manner incorporated that advantageous air, magnificent nature, and its range geographically make north Cyprus as an end of the line for tourism.

North Cyprus (TRNC) is not recognized internationally and it led in a couple of harms and obstacles to this state. Notwithstanding the way that it was endeavored to improve this issue all around 1889-1987, yet their exhibition was not viable, there is in like manner an exchange issue with which tourism industry of Northern Cyprus faces with.

Tourism industry of this state has not been powerful yet to draw in outcasts with a particular finished objective to place assets into this territory since they are essentially

waver about the political situation in north Cyprus, yet universities of TRNC help this area to be promoted around researchers in outside countries (Katircioglu, 2007).

Concerning visitor landings in TRNC, it ought to be noted that looking at year 2012, 47 percent increment in published in year 2011. Elucidating this present state's rate, it is specified that in spite of the fact that the measure of visitor entries in July 2010 was 18090 yet it arrived at to 26645 visitors in July 2011.

As stated by news introduced in 2012, there were contract flights from Turkey to north Cyprus which conveyed amounts of travelers from European, Scandinavian and center eastern countries. (Katircioglu, 2007)

Chapter 3

THEORETICAL BACKGROUND AND LITERATURE REVIEW

3.1 Theoretical background

This study employed American Customer Satisfaction Index (ACSI) as theoretical background, which is a uniform, national, cross-industry measure of fulfillment with the nature of merchandise and administrations accessible to customers and clients in the United States. Built in 1994, ACSI is both a pattern measure and a benchmark for organizations to contrast themselves as well as other Organizations in their or different commercial ventures. It gives measures by which an extensive number of elected offices and federal agencies, and two Local government offices, can hope to measure up client fulfillment with the nature of their administrations about whether, and with administrations gave in the non-governmental and private division. (Coca-Stefaniak, 2010).

Investigation demonstrates that ACSI is prescient of corporate execution, development in the Gross Domestic Product (GDP), and changes in customer spending (Fornell, 2005). Produced by a consortium of the Stephen M. Ross School of Business at the University of Michigan, ASQ, 1 and CFI Group, ACSI is funded by multiple sources. These are: (1) yearly expenses from corporate supporters, (2) ACSI-related examination led for corporate endorsers, (3) permitting of the ACSI model, (4) Market Strategies, Inc., a real corporate patron, and (5) sponsorship of the

estimation and examines of e-business and e-commerce commercial ventures by Foresee Results.

The National Quality Research Center (NQRC) at Michigan's Ross School of Business is the exploration and processing place for the record, analyzing of information, and report publishing. ASQ disseminates distributed reports and news and documents. CFI Group gives programming outline and help, and advertising counseling.

The sectors are broadly representative of the national economy: (1) Utilities, (2) Manufacturing/ Nondurable Goods, (3) Manufacturing/Durable Goods, (4) Retail Trade, (5) Transportation and Warehousing, (6) Information, (7) Finance and Insurance, (8) Health Care and Social Assistance, (9) Accommodation and Food Services, and (10) Public Administration. ACSI likewise measures e-business and e-commerce; however the organizations inside these fall under the other budgetary parts.

3.1.1 Measurement

15 years ago, American Society For Quality (ASQ) felt a gap and notice that a national scale of quality measurement is appreciated, in 1990-91; the association authorized National Economic Research Associates (NERA) to figure out if a national, cross-organization, cross-industry measure existed or could be produced.

NERA analyzed 60 separate methodologies to measure quality. There was no standard meaning of value and records for distinctive classifications of items and administrations being used in the United States were not practically identical. It was not conceivable to dole out qualities to the separate measures of value to total these

into a national file. A key coming up short was the powerlessness to acquire quality measures that meant customer-perceived value.

NERA reasoned that a far reaching evaluation of value obliged an instrument that appointed qualities to sizes of value that impact client conduct and that any outline that did not reflect the client's voice and thought of worth might not meet the objective of a national quality file. NERA proposed adjustment of the Swedish Customer Satisfaction Barometer to the United States.

As stated by the NERA report (National Economic Research Associates, 1991), the Swedish Barometer, created in 1989, utilized an econometric model composed by Claes Fornell and partners at the University of Michigan's QRC that (1) was the most far reaching exertion to date to measure item and administration quality; (2) outlined the achievability of utilizing the study methodology to survey quality on an expansive scale; and (3) distinguished the need of relating measures of value to customer's behavior (Fornell, 1992).

With financing Aids from ASQ and distinct partnerships, NQRC led a far reaching outline, improvement, and pretest stage in 1993. In the accompanying year, the benchmark American Customer Satisfaction Index was generated covers 7 areas of the economy, 30 businesses, and 180 organizations. The benchmark ACSI study exhibited that family screening to distinguish qualified clients, meetings of these clients with the NQRC designed overview poll, and econometric displaying could be utilized on a huge scale to handle practically identical files over a wide mixed bag of organizations and businesses in the United States.

ACSI measures fulfillment with organizations that process 43% of GDP and the particular items and administrations of these organizations that record for 36%. The initial ten years gave both point-in-time and pattern measures of fulfillment dependent upon more or less 650,000 interviews.

ACSI measures ten budgetary parts in the North American Industry Classification System (NAICS) that process items and administrations sold specifically to family clients, households, These sectors are: (1) Utilities, (2) Manufacturing/Nondurable Goods, (3) Manufacturing/Durable Goods, (4) Retail Trade, (5) Transportation and Warehousing, (6) Information, (7) Finance and Insurance, (8) Health Care and Social Assistance, (9) Accommodation and Food Services, and (10) Public Administration. The sectors included in ACSI produce 66% of the GDP.

Not included in ACSI are Agriculture/Forestry/Fishing and Hunting, Mining, Construction, Wholesale Trade, Real Estate/Rental/Leasing, Professional/Scientific/Technical Services, Management of Companies and Enterprises, Administrative Support/Waste Management and Remediation (in spite of the fact that fulfillment with robust waste transfer gave by neighborhood governments is measured in ACSI), Educational Services (in spite of the fact that fulfillment with some instructive administrations gave by the central government is measured), Arts/Entertainment/Recreation, and Other Services.

Inside every segment, fulfillment is measured with huge organizations in illustrative commercial enterprises. Inside every industry, 2 to 30 organizations are chosen (despite the fact that in most commercial ventures the number is 4 to 8 organizations). The organizations are decided to be those with the biggest U.S. pieces of the pie in

every industry, whether the organization is a local or a non-U.S. organization. It is the clients of these organizations who are distinguished by meeting screening and after that talked with about their fulfillment with the particular organization.

Each one organization, industry, and division is measured every year. The national ACSI score is redesigned quarterly, on a moving foundation, with new information for one or more measured areas trading information from the former year.

3.1.2 Justification for selecting ACSI

The ACSI strategy is recognized from different measures of value by four critical qualities:

1. ACSI has a uniform, client based meaning of value: “customer satisfaction with the quality of goods and services purchased and used.”
2. ACSI treats satisfaction with quality as a combined experience, as opposed to a most recent-transaction experience.
3. ACSI utilizes a cause-and-effect model that measures satisfaction quantitatively as the aftereffect of review measured information of client desires, discernments of value, and observations of quality (i.e., quality for expense).
4. The ACSI model joins satisfaction quantitatively with client overview measured conclusions: grumblings (a negative result) and client reliability (a positive conclusion). Client dedication is inferred from measures of client maintenance and value tolerance.

ACSI utilizes an exactly tried, circumstances and end results model. It is a multi-mathematical statement, dormant variable, econometric model that prepares four levels of composite file measures. These are: (1) a national client fulfillment record; (2) files for 10 parts of the economy; (3) records for 41 commercial ventures; and (4)

lists in excess of 200 significant organizations and elected or nearby taxpayer driven organizations, including records for an "all others" class in every industry. Data to the econometric displaying originates from overviews directed on a computer assisted-phone talking with (CATI) framework. Clients are chosen haphazardly from national and local likelihood examples of mainland U.s family units. Arbitrary digit-dial (RDD) determination of families incorporates those with both recorded and unlisted numbers.

Determination of a respondent inside the family dependent upon the single person with the latest birthday gives a delegate dissemination of respondents by age, sexual orientation, and different attributes. For e-business and e-commerce organizations, selecting client examples, screening respondents, and talking with clients are all done on the Internet. (Fornell, 2005).

To be qualified for interview, either by phone or on the web, a prospective respondent must qualify as the buyer of particular items or administrations inside characterized time periods. These differ from three years for the buy of real durables, to "in the most recent month" for oftentimes acquired shopper products and administrations, to at present having utility administrations, protection strategies, or financial balances in one's own particular name.

“Therefore the meaning of "customer" in the American Customer Satisfaction Index is a singular picked haphazardly from a huge universe of potential purchasers who qualifies by late encounter as a buyer/client of items or administrations of particular organizations or offices that supply family shoppers in the mainland United States.”

For elected offices with high occurrence of utilization by general society (for instance, National Park Service guests or Internal Revenue Service charge filers), respondent choice and client screening are carried out in the same way as for private division organizations (that seems to be, from RDD specimens of U.s. families). For organizations for which clients/clients speak to a specific administration (for instance, Head Start folks, patent and trademark candidates, or beneficiaries of qualification projects), the system varies. Every office supplies the testing casing of the client populace for a specific time period (or an extensive arbitrary example of that populace) to NQRC, which then draws an irregular specimen from that edge. (Fornell, 2005).

This research aims to assess ACSI model in hotel industry of North Cyprus using a sample including international and domestic tourists. ACSI gives a point of view to comprehension the economy and national industry, and organization aggressiveness. The point of view is that of the client's experience with the quality accepted from products and administrations accessible in the U.S. commercial center.

Much consideration has been concentrated on profit as the way to intensity for organizations and countries. Preferably, benefit ought to reflect effectiveness in generation, as well as how quality and administration are fused into business costs. In practice, notwithstanding, benefit measures frequently miss the mark, especially in the administration segment where the quality of enhanced or lessened quality is not effectively caught (Fornell, 2005).

Estimation of benefit identifies with estimation of value progressions. As noted by a few economists (for instance, Gordon, 1990), the estimation of costs might be clear if

there were a solitary, for the most part acknowledged file of financial and social prosperity that might tell what amount of better or more regrettable off purchasers are every year. Without great measurement of both cost and quality and how these change overtime appraisal of profit is amazingly troublesome.

As a financial pointer, ACSI suggests a connection inside which to translate both cost and gainfulness changes. A destination of ACSI is to help with this translation by catching the tricky character of an item (characteristics, value, business fit) from the client point of view.

Investment information endeavor to catch a bunch of transactions between purchasers and venders in numerous sorts of businesses. ACSI measures the general fulfillment of purchasers in family buyer markets, yet it is not constrained to transactions essentially. Rather, it is the subjective assessments of the merchandise and administrations procured and devoured in the United States that are measured. In the last examination, all human choice making is subjective. It is the client's assessment not designing gauges that at last influences the interest bend.

Measurement of that assessment, on the other hand, is not so much subjective. Client fulfillment likewise consolidates value, how well the organizations have picked their business sectors, and the ensuing level of fit between the way of interest and the way of supply. Further, customer satisfaction, as opposed to quality, accepts genuine utilization experience. Since most items and administrations are rehash buys, customer satisfaction has a vast impact on interest.

3.2 Literature review

ACSI utilizes an econometric model with measures of a record of fulfillment (ACSI) and related files for idle variables or develops that are general enough to be tantamount crosswise over organizations, commercial ventures, and segments. These measures originate from show variables that are inputs to the model. The idle variables and their connections apply to open administrations and aggressive item advertises indistinguishable.

ACSI is implanted in an arrangement of circumstances and end results connections. This serves to approve the file from a nomological point of view. Nomological legitimacy, a type of build legitimacy, is the degree to which a develop acts as it ought to carry on inside an arrangement of related builds called a nomological net (Fredriksson, 2013). In the event that the model expectations are underpinned, then the legitimacy of ACSI is upheld.

Predictable with its definition, fulfillment is measured as an idle variable utilizing different show variables (questions). Any one solid measure of fulfillment, for example, a solitary overview inquiry, is best case scenario a substitute for dormant fulfillment (Fornell, 2005) rather, ACSI utilizes a few substitutes that reflect general utilization experience. These substitutes are consolidated into a file on a 0 to 100 scale to operationalize fulfillment.

An essential target is to gauge the impact of ACSI on client reliability, develop of general significance in the assessment of present and future business execution. Figure below shows the ACSI model utilized for the private part, with an extended adaptation demonstrated.

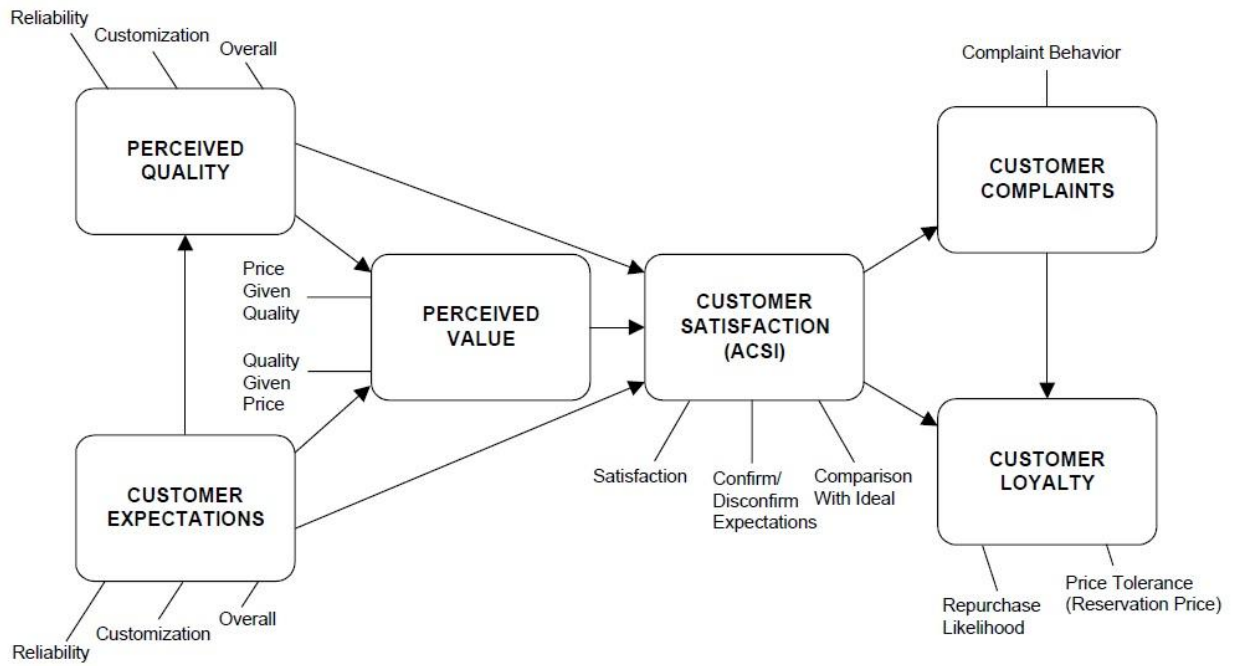


Figure 5. ACSI Model

Source: American Customer Satisfaction Index Methodology Report

3.3 Hypotheses

Concerning the particular instance of hotel management policies, this research investigate the perceptions that clients of distinctive social cultures and variable backgrounds have in regards to hotel services and management policies related to customer satisfaction. As suggested Deng et al. (2013) to fill this research gap that provide a comprehensive perception stated by both international and national tourists, this research check functionality of ACSI model inclination vary concerning the hotel products/services.

3.3.1 Perceived Quality

Perceived quality is recognized as critical in separating items, and making purpose of enthusiasm toward the quality and playing point in administration items. An organization quality examination instrument made by Parasuraman et al. (1988) and joins five estimations: tangibles, responsiveness, affirmation, unwavering quality, and empathy that have been adequately joined with the cabin part. Adjusted the

measurements and created an instrument to evaluate administration quality in the hotel business.

Lodging directors should ceaselessly and endlessly give and upgrade administration customization to meet customer requirements and necessities further bolstering achieve good fortune. These customization organizations consolidate more civilities, agreeable rooms, brisk check/in line out, warmth, and fast Internet stage. Customization delineates the efforts of an accommodation part to give profits that match changing customer needs and lifestyles, and emphatically impact client's apparent quality. Neighborhood administration arrangements and absence of regard for administration customization may impact worldwide and nearby visitor's apparent quality. In view of the aforementioned portrayals, this study hypothesizes the following :

H1: Customer expectation significantly and positively related to perceived quality.

3.3.2 Customer Expectations

Each energetic experience is affected by nature and speaks to authentic customer perceptions and conclusions concerning an administration item. Cordiality part conveyance is depicted by robust correspondence between representatives and clients (Lewis and Mccann, 2004). Forefront representative's administrations and practices' in addition sway Customer Expectations (Mattila and Enz, 2002).

Barsky and Nash (2002) have exhibited that use sentiments essentially affect customer settlement determination choices. Hence, different hotel suppliers have begun arranging organizations to insistently affect guest sentiments (Jang and Namkung, 2009).

Characteristics of the administration conveyance process (extraordinary development, nature, front-liners administration, etc.) sway the customer emotions made in light of positive or negative experiences (Havlena and Holbrook, 1986). They have moreover indicated that negative feeling has a more amazing effect on client fulfillment than positive feeling.

Then again, Phillips and Baumgartner (2002) have communicated that positive feeling has a more effect on customer satisfaction than negative feeling. In spite of this meeting, we can clearly see that various related references of the associations between client fulfillment and client desire all demonstrated that both positive and negative emotions have significant positive/negative effect on client fulfillment (Han and Back, 2006; Han et al., 2009, 2010; Jung and Yoon, 2011; Han and Jeong, 2012).

Additionally, in relaxation and administration settings, it is comprehensively recognized that desire is one of the core parts of client fulfillment (Bigné et al., 2005; Burns and Neisner, 2006; Lepp and Gibson, 2008; Litvin, 2008; Morten et al., 2007).

In light of the aforementioned depictions, this study hypothesizes the following:

H2: Customer expectation significantly and positively associated to perceived value.

3.3.3 Perceived value

Holbrook (1996) portrayed client esteem as a keen relativistic slant experience. General client assessments of item and administration utility are centered on recognitions of what is picked up and what is given (Zeithaml, 1988). In essential terms, saw worth is centered on a trade between seen costs and saw quality. Utilization worth is centered on the specific feeling of reinforcing obtained from looking at and selecting items or administrations. (2000) recognized a positive

relationship between saw quality and client fulfillment. Taking into account the aforementioned depictions, this study hypothesizes the following:

H3: Perceived quality significantly increase perceived value.

3.3.4 Customer satisfaction

Likewise, in any case whether for general or tweaked administration, quality clearly affects client fulfillment and saw values. Client fulfillment could be ensured by giving first rate administration quality (Getty and Getty, 2003; Tsang and Qu, 2000). Administration quality subsequently is an antecedent of client fulfillment.

In the proposed model, the first determinant of client fulfillment is seen quality, which was obliged to clearly and completely affect client fulfillment (Cronin and Taylor, 1992; Terblanche and Boshoff, 2010).

This estimate is common and vital to all organization encounters. Moreover, benefit quality should be distinctly related to client desires (Han and Back, 2006; Jang and Namkung, 2009; Ladhari, 2009; Mattila and Enz, 2002) and saw esteem (Fornell et al., 1996; Whittaker et al., 2007; Wu and Liang, 2009). Taking into account the aforementioned portrayals, this study hypothesizes the following:

H4: Customer expectation increase level of customer satisfaction.

H5: Perceived quality significantly and positively related to customer satisfaction.

H6: Perceived value significantly and positively associated with customer satisfaction.

3.3.5 Customer complaints

Client dissentions are generally recognized to incorporate a set of responses to buy disappointment (Singh, 1988). Suitable medication of client dissentions can assemble fulfillment with recovery and in like manner grow positive informal promoting and

suggestion change (Maxham and Netemeyer, 2002). The relationship between client fulfillment and client objections depends on upon unsatisfied client conduct. Capable treatment of a client dissention can grow client fulfillment and proselyte a disappointed client into a devoted one (Fornell, 1992). In view of the aforementioned portrayals, this study hypothesizes the following:

H 7: Customer satisfaction decrease level of customer complaints.

3.3.6 Customer loyalty

Loyalty and devotion intimates insinuation of repurchasing, centered on cognitive, evaluative and dispositional segments that are the excellent crucial fragments of mentality, for a friendliness division, immovable and devoted customers are the most advantageous customer sort since they tend to purchase their administrations more than once. Also, a devoted customer speaks to a positive verbal publicizing and informal promoting (Knutson, 1988). Various examinations of client fulfillment have recognized client maintenance and suggestions as noteworthy effects on accommodation business accomplishment and achievement (Kandampully and Suhartanto, 2000).

Different studies have perceived growing client fulfillment as a basic variable for ensuring client dedication (Barsky, 1992; Smith and Bolton, 1998; Hallowell, 1996). Studies demonstrate that dedicated clients will repurchase and give positive verbal promoting and proposal (Fornell, 1992; Zeithaml et al., 1996). In this way, client fulfillment is by and large seen as a key effect on the production of procurement propositions. Making customer reliability is one of the essential operational systems used by accommodation areas defying growing contention. In this way, as associations show in the ACSI client unwaveringness developments and client

objections decrease when client fulfillment is high (Fornell et al., 1996). In light of the aforementioned depictions, this study hypothesizes the following:

H8: Customer satisfaction increase level of customer loyalty.

Chapter 4

METHODOLOGY

4.1 Quantitative method

Positivism is a philosophy of quantitative research that emphasize on deductive approach in the process of conducting a research. In quantitative method, against qualitative approach, researchers are not part of the study. Because they measure their variable using some instruments such as questionnaires and numbers. Hence, in quantitative research, researchers have more control on the data collection and procedure of the study. Furthermore, sophisticated statistical analyses have been employed in quantitative method. Then, this approach is popular among the researchers. Because they believe that there are some mathematical formulas for calculating reliability and validity of the study measurements. In contrast, qualitative approach suffered from checking reliability and validity issues. In addition, large numbers of data needed to use a quantitative approach as methodology of the study. In qualitative method, researchers attempt to achieve deep understanding about the phenomena, which helps in developing a theory. Accordingly, quantitative method is objective and qualitative is subjective. Since, in quantitative approach hypothesis developed based on current theory and relevant literature, data obtained from empirical study has been check to what extend is matched with a conceptual model. In this study, hypotheses are proposed based on ACSI model. On the other hand, quantitative method is a useful approach to generalize the findings of the study. Hence, current research assesses the customer satisfaction in hotel industry using the

ACSI model that considers both international and national tourists' perspective. As mentioned in the significance of the study, just international tourists rated variable of the ACSI model (Deng et al., 2013) and it has not capability to generalize to all kinds of tourist including national tourists. According to guideline for measurement of ACSI model, a quantitative approach has been suggested. To sum up, this study employed quantitative method as methodology.

4.2 Study sample and data collection

A convenience sampling technique was employed to measure perception of Turkish and foreign tourist who travelled to North Cyprus in the purpose of leisure and accommodated in five-star hotels. A permission letter was presented to the managers of the hotel to allow the researchers to administer the questionnaires in the hotel. Both hoteliers and tourists confined that the results of the research consider confidentiality and anonymity issues. Back-translation process was performed in three languages, namely, English, Turkish, and Persian (Wilson, 2010). The logic behind this selection is the majority of the respondents are British, Turkish, and Iranian people. To check ambiguity and understandability of questionnaires' items, a pilot study was conducted with a sample of 15 respondents. The results approved, there is no serious problem about understanding the meaning of the item's content. A total of 200 questionnaires was distributed and collected during two weeks (from 19th March to 3th April, 2014). The response rate was 86% that 75, 53, 45 valid and usable questionnaires were completed by Turkish, British, and Iranian tourists, respectively.

4.3 Questionnaire design

The distributed questionnaire consists of two main parts. The first part allocated to measurement of the six variables of ACSI model, including customer expectation, perceived quality, perceived value, customer satisfaction,

loyalty, and complaint level. Demographic and travel information (age, gender, educational level, income level, length stay, and stay frequency) of the tourist were asked in the second part of the questionnaire.

4.4 Data analysis

To check internal consistency among items of the each variable, Cronbach alpha estimated and construct validity tested by factor analysis.

Means, standard deviation, correlation, and regression analyses were performed using SPSS, 20 software. To check hypotheses, significant level of regression coefficients and p value has been considered. Graphs of demographic information about tourist provided to show respondents' profile by age, gender, educational level, income level, frequency and length of stay at Cyprus.

Chapter 5

FINDINGS

5.1 Respondents' profile

Demographic and travel information of the respondents are summarized in Table 7.1. More than 40 percent of the respondents are aged between 36-45 years old, followed by 26-35 years old (About 39 %). Thirteen percent of the tourists are 49-55 years old and just 7 percent are below of 26 years old.

The majority of the respondent (47%) has a college /University degrees and about 39 percent passed secondary/high school level. Approximately 12 percent of the tourists have graduate or postgraduate level. In regards to gender, about half of the tourists are men and half are female. Nationality of 51 percent of the respondents is Turkish and the rest are foreigners, mostly British and Iranian tourists.

Income level of more than 78 percent of the respondents are ranging between 1,000\$ and 5,000\$ (about 39 %) and between 5,000\$ and 10,000\$ (39 %). Less than 15 percent of the tourists earn between 10,000\$ and 20,000\$ and the income level of the rest is less than 1,000\$.

Table 6. Demographic and travel information of respondents

Variables	N	%	Variables	N	%
<i>Age</i>			<i>Education Level</i>		
Below 26	11	7.38	Primary school or below	2	1.34
26-35	58	38.93	Secondary/High school	58	38.93
36-45	60	40.27	College/University	70	46.98
46-55	20	13.42	Graduate level or higher	19	12.75
Total	149	100.00	Total	149	100.00
<i>Gender</i>			<i>Nationality</i>		
Female	73	48.99	Foreigner	73	48.99
Male	76	51.01	Turkish	76	51.01
Total	149	100.00	Total	149	100.00
<i>Income</i>			<i>Length Stay</i>		
Less than 1,000\$	10	6.71	2-3 days	12	8.05
Between 1,000\$ and 5,000\$	58	38.93	4-5 days	49	32.89
Between 5,000\$ and 10,000\$	59	39.60	6-7 days	65	43.62
Between 10,000\$ and 20,000\$	22	14.77	More than 1 week	23	15.44
Total	149	100.00	Total	149	100.00
<i>Frequent Stay</i>					
1-3 times	51	34.23			
4-6 times	58	38.93			
7-9 times	35	23.49			
More than 10 times	5	3.36			
Total	149	100.00			

Note: N is number of respondent and % is percentage of frequency.

Forty five percent of the tourist stays less than week in North Cyprus, while 43 percent settled for 6-7 days and only 15 percent decided to stay for more than 7 days.

The majority of the respondents (39%) stay 4-6 times at the hotels, while 23 percent stay 1-3 times. Twenty three percent of the tourists stay 7-9 times at the hotel and the rest stay more than 10 times.

5.2 Results of preliminary tests

5.2.1 Reliability analysis

Results of alpha coefficients confirmed existence of internal consistency among variables. It was .80 for customer expectation, .81 for perceived quality, .78 for perceived value, .74 for customer satisfaction, .92 for customer loyalty. According to Cortina (1993), all variables met the commonly acceptable level of internal consistency.

5.2.2 Validity test

Results of factor analysis showed that items of each variable loaded under relevant dimension (Table 7). Cut off of .4 considered as level of factor loading.

Table 7. Factor analysis results for validity test

<i>Scale Item</i>	Component*					
	1	2	3	4	5	6
My overall expectation of overall quality fulfilled	.729					
My personal requirement expectations fulfilled	.729					
Hotel's offering is same as I expected	.724					
My overall perception of service quality is satisfactory		.700				
Hotel's offering is customized to meet customer needs		.678				
Hotel's offering is same as its promise		.673				
Hotel has good price under given quality			.843			
Hotel has good quality under given price			.777			
I feel satisfactory of hotel's overall performance				.835		
The hotel performance has met my expectation				.785		
The satisfaction level of hotel is quite close to my ideal hotel				.692		
I will revisit the hotel in the future					.873	
I will recommend this hotel to others					.712	
Even if hotel price is increased, I will still revisit this hotel						.811
I had complained about hotel's product/service by either formal or informal way						.811

*Note:** component 1 is customer expectations, 2 is perceived quality, 3 is perceived value, 4 is customer satisfaction, 5 is customer loyalty and 6 is customer complaints.

Since all factor loadings are more than .4 and they loaded under their dimension, there is not any serious threat about validity issues.

5.3 Hypothesis testing

5.3.1 Correlation among study variables

Mean and standard deviation of all variables are provided in Table 8. To identify relationships between demographic and travel information of respondents, including age, gender, education level, income, frequency stay, and length stay and variables in the ACSI model (including customer expectation, perceived quality, perceived value, customer satisfaction, customer loyalty, customer complaints) correlation analysis has been used (Table 8). According to results, frequency of stay has a significant and positive relationship with age ($r = .16, p < .05$), education ($r = .22, p < .01$) and income level ($r = .19, p < .05$) of the tourist. It means, tourists who are older, more educated, and rich prefer to frequently stay at hotels.

Length of stay has not any significant association with age, gender, education, and income level of tourists.

Customer expectation of tourist has significant and positive correlation with age ($r = .19, p < .05$), gender, ($r = .17, p < .05$), and income level ($r = .34, p < .01$) of respondents. That is tourists who are elder, male, and richer have more expectation about the standard of the hotels. Whilst, perceived quality of the respondents, except income level ($r = .38, p < .01$), has not any linkage with age, gender, education, frequency and length stay. Perceived value has the similar condition regarding correlation with age ($r = .21, p < .01$), gender, ($r = .17, p < .05$), and income level ($r = .37, p < .01$) of tourists.

Customer satisfaction of the respondents, like expectation and perceived value, influenced by age ($r = .25, p < .01$), gender ($r = .17, p < .05$), and income level ($r = .41, p < .01$), of the respondents. According to the results, elder tourist, men, and

prosperous respondents are more satisfied by the service and other criteria of the hotel as a five star hotel (Table 8).

Age and income of the tourist significantly and positively influence loyalty of the customer ($r = .31, p < .01$; $r = .46, p < .01$, respectively). In contrast, elder and rich tourist expose less level of complaints ($r = -.16, p < .01$; $r = -.36, p < .01$, respectively).

The expectation of the tourist has a significant and positive correlation with perceived quality ($r = .77, p < .01$). Perceived value are significantly and positively influenced by the level of expectation ($r = .68, p < .01$) and perceived quality ($r = .73, p < .01$) of the respondents.

Tourists with a high degree of expectation ($r = .72, p < .01$), perceived quality ($r = .80, p < .01$), and ($r = .78, p < .01$) reported high level of satisfaction (Table 8).

In consonant with theory of ACSI, customer loyalty of the tourists has significantly and positively affected by tourist expectation ($r = .73, p < .01$), perceived quality ($r = .78, p < .01$), perceived value ($r = .78, p < .01$), and satisfaction ($r = .81, p < .01$).

As shown in Table 8, level of complaints has a significant and negative relationship with the respondent expectation ($r = -.63, p < .01$), perceived quality ($r = -.66, p < .01$), perceived value ($r = -.71, p < .01$), satisfaction ($r = -.67, p < .01$), and loyalty ($r = -.76, p < .01$).

According the results, correlation between the variables of the study approved nomological validity of the measurements. Since, customer expectation and perceived

quality positively related to perceived value. Customer satisfaction influenced by perceived value. High degree of the customer satisfaction results in higher degree of customer loyalty as well as lower level of complaint. Correlation between the variable is consonant with the assumption ACSI model (Table 8).

Table 8. Results of Mean, Standard deviation and Correlation Matrix of variables

	M	SD	1	2	3	4	5	6	7	8	9	10	11
1 Age	2.60	0.81	1										
2 Gender	0.51	0.50	.159	1									
3 Education Level	2.71	0.70	.044	.076	1								
4 Income	2.62	0.82	.391**	.158	.199*	1							
5 Frequent Stay	1.96	0.85	.163*	.113	.220**	.193*	1						
6 Length Stay	3.66	0.84	-.041	.040	.111	.022	-.058	1					
7 Customer Expectation	3.17	0.93	.195*	.175*	.059	.345**	-.011	.019	1				
8 Perceived Quality	3.09	0.96	.093	.092	.057	.383**	.001	-.043	.778**	1			
9 Perceived Value	3.18	1.08	.219**	.178*	.034	.373**	-.003	-.045	.680**	.739**	1		
10 Customer Satisfaction	3.13	0.99	.252**	.174*	.057	.410**	-.015	.045	.725**	.800**	.783**	1	
11 Customer Loyalty	2.93	1.26	.311**	.081	.038	.464**	.076	-.087	.733**	.780**	.784**	.819**	1
12 Customer Complaints	2.40	1.27	-.163*	-.123	-.127	-.361**	-.111	.033	-.653**	-.662**	-.714**	-.678**	-.767**

Note: ** refers to significant correlation at level of .001 and * refers to significant correlation at level of .05.

7.3.2 Regression analysis

Results of simple regression showed that customer expectation significantly and positively related to perceived quality ($\beta=.77, P<.001$). It means high degree of customer expectation results in high level of perceived quality (Table 9). Therefore, **Hypothesis 1** is supported.

As shown in Table 9, Customer expectation positively affected perceived value ($\beta=.26, P<.05$). Then, **Hypothesis 2** is supported, which represent customer expectation significantly and positively associated to perceived value.

According to regression results, perceived quality significantly increase perceived value ($\beta=.53, P<.001$). Thus, **Hypothesis 3** is supported (Table 9).

Table 9. Results of regression analysis of customer expectation, perceived quality, and perceived value

Regression Analysis	Dependent Variable			
	Perceived Quality		Perceived Value	
Predictors	β	t	β	t
Customer Expectation	.77**	15.01	.26*	3.10
Perceived Quality			.53**	6.17
R ²	.60		.57	
F	225.8**		98.31**	

Note: ** refers to significant at level of .001 and * refers to significant at level of .05.

Results of impacts of customer expectation, perceived quality, and perceived value on customer satisfaction outlined in Table 10. Customer expectation increase level of customer satisfaction ($\beta=.26, P<.001$). Hence, **Hypothesis 4** supported.

According to the results, perceived quality significantly and positively related to customer satisfaction ($\beta=.59, P<.001$). Therefore, **Hypothesis 5** supported, which is perceived quality increase level of customer satisfaction.

It is hypothesized that perceived value significantly and positively associated with customer satisfaction ($\beta=.78, P<.001$). Thus, **Hypothesis 6** is supported

Table 10. Results of impacts of customer expectation, perceived quality, and perceived value on customer satisfaction

Regression Analysis	Dependent Variable			
	Customer Satisfaction			
Predictors	β	t	β	t
Customer Expectation	.26**	3.42	-	-
Perceived Quality	.59**	7.85	-	-
Perceived Value			.78**	15.25
R ²	.60		.61	
F	146.05**		232.71**	

Note: ** refers to significant at level of .001 and * refers to significant at level of .05.

According to ACSI model, two outcomes of customer satisfaction are customer complaints and customer loyalty that the relationship between these variable checked through regression analysis bad presented in Table 11.

Customer satisfaction significantly and negatively related to customer complaints ($\beta = -.67, P < .001$). Hence, **Hypothesis 7** is supported, which is customer satisfaction decrease level of customer complaints.

Results of regression analysis revealed that customer satisfaction has a significant and positive effect on customer loyalty ($\beta = .81, P < .001$). Accordingly, **Hypothesis 8** is supported. That is customer satisfaction increase level of customer loyalty (Table 11).

Table 11. Effect of customer satisfaction on customer complaints and loyalty
Regression Analysis

Predictors	Dependent Variable			
	Customer Complaints		Customer Loyalty	
	β	t	β	t
Customer Satisfaction	-.67**	-11.19	.81**	17.33
R ²	.46		.67	
F	125.21**		300.54**	

Note: ** refers to significant at level of .001 and * refers to significant at level of .05.

Results of hypotheses of the study are listed in Table 12.

Table 12. Summary of the hypothesis of the study

No	Hypothesis	β (t)	Status
H 1	Customer expectation significantly and positively related to perceived quality	.77 ^{**} (15.01)	Supported
H 2	Customer expectation significantly and positively associated to perceived value	.26 [*] (3.10)	Supported
H 3	Perceived quality significantly increase perceived value	.53 ^{**} (6.17)	Supported
H 4	Customer expectation increase level of customer satisfaction	.26 ^{**} (3.42)	Supported
H 5	Perceived quality significantly and positively related to customer satisfaction	.59 ^{**} (7.85)	Supported
H 6	Perceived value significantly and positively associated with customer satisfaction	.78 ^{**} (15.25)	Supported
H 7	Customer satisfaction decrease level of customer complaints	-.67 ^{**} (-11.9)	Supported
H 8	Customer satisfaction increase level of customer loyalty	.81 ^{**} (17.33)	Supported

Note ^{**} is significant at level of .001 and ^{*} is significant at level of .05.

Chapter 6

CONCLUSION AND DISCUSSION

6.1 Remark findings and discussion

This thesis is the first that employ popular model of ACSI to identify status of measurement of satisfaction of international and national tourists in hospitality industry. Evidences form five star hotels of North Cyprus revealed that providing service in hotel industry of North Cyprus is consonant with cause-effect relationship between variables of ACSI model. In other word, customer satisfaction model which tested using a sample with international and national tourists' perspective is working in hotel industry. As Deng et al. (2013) checked ACSI model based on international tourists' statement, this study revealed this model has capability to measures customer satisfaction in hospitality industry considering international and national point of view.

According to findings of the study, customer expectation significantly and positively related to perceived quality, perceived value and customer satisfaction.

Empirical results of the research showed that perceived quality has a significant and positive effect on perceived value and customer satisfaction.

In assessment of customer satisfaction of intentional and national tourists about provided service in North Cyprus hotel revealed that perceived value significantly and

positively associated with customer satisfaction. Based on the results, customer satisfaction reduce the level of complaints of tourists. High level of customer loyalty has caused by high degree of customer satisfaction Results of this study are accordance with Dani (2013), Sun (2014),

This results of the study confirm functionality of ACSI that has a uniform, customer based meaning of value: “customer satisfaction with the quality of goods and services purchased and used.” ACSI treats satisfaction with quality as a combined experience, as opposed to a most recent-transaction experience. ACSI utilizes a cause-and-effect model that measures satisfaction quantitatively as the aftereffect of review measured information of tourist desires, discernments of value, and observations of quality (i.e., quality for expense).

As Sun (2014) mentioned the concept of customer satisfaction in the tourism and hospitality sector is totally different from any other industries and it is the combination of the product and service simultaneously .it has been assumed that in hospitality sector such as hotels the customer satisfaction will be the mixture of the product and service attributes and individual elements as well. For instance, in the hospitality sector such as hotels or restaurants the concept of satisfaction is the combination of functional elements (food and beverages) and delivery elements (waiter’s activities and quality of service) therefore, the company’s activities should be concentrated on service and product simultaneously and it will be more difficult for hospitality managers to achieve higher customer satisfaction (Sun, 2014).

Nowadays companies realized that service quality is required for tourism and hospitality and customer satisfaction will be achieved by high quality of service and delivery (Dani, 2013).

It should be mentioned that satisfying customers and keeping them loyal into the brand or service is cost-efficient and effective survival strategy for companies .customer satisfaction is considered as the rational way in order to evaluate the level of quality of the product thus it is assumed as the universally accepted strategy for tourism and hospitality sectors (Sun, 2014).

There are some strategies for increasing the level of satisfaction of customers such as training classes for staff or upgrading facilities. Although these kinds of cutting strategies will be costly and time consuming but they can be useful in order to increase the level of customer satisfaction and loyalty.

According to Sun (2014) some researchers strongly believed that there is significant relationship between level of satisfaction and firms financial performance in the hospitality sectors.in other words, customer satisfaction effects on future accounting performance and financial productivity. Similar findings are reported about the significance linkage between customer satisfaction and financial performance (Anderson et al., 1997; Grewal et al., 2010; O’Sullivan and McCallig, 2009; Tuli and Bharadwaj, 2009). Meanwhile, some other scholars mentioned that this relationship may not be positive or even it can be mixed somehow (Gursoy and Swanger, 2007).

According to Sun (2013), the financial performance has been divided into two categories (firm’s value and profitability). First of all, the customer satisfaction is

considered as the significant driver of the profitability and the company's future outcome and its profit can be determined with the level of satisfaction. These findings are supported by Zeithaml (2000) and Rust et al. (2002). On the other hand, the negative relationship was reported by some scholars (Tornow and Wiley, 1991). Second, the company's value situation in the stock market has been considered as the significant indicator of the firms' prosperity because most of the managers believe that shareholders value should be influenced by any activities in the firms' performance and they should be assumed as the owners of the company. Hence, the customer satisfaction effects on firms' performance and it will be critical factor for the company. Furthermore, Fornell et al. (2006) mentioned that it will be important to know how firm's value is influenced by the level of customer satisfaction. They stressed that the shareholders' value will be improved by customer satisfaction and it will be achieved by enhancing cash flow and decreasing unpredictability (Fornell et al., 2006). Beside of this, Aksoy et al. (2008) pointed out the stock performance, long term economic measures and prediction of cash flow on the future will be improved by customer satisfaction (Aksoy et al., 2008).

Additionally, customer satisfaction will lead to retention ,repurchase process and loyalty which effects on the amount of the company's sale and also, loyal customer are less likely to shift to another brand, service or competitors and they will be much less price sensitive as well. Therefore, they are willing to spread positive word of mouth about the quality of service or product and it will be critical advantage for any brand because positive word of mouth is recognized as one the most effective marketing tools in hospitality service (Sun, 2013).

In the hospitality service, tangible and intangible products are offered by the firms and the main aim of the company is satisfying customer's needs, therefore, the customer satisfaction will be highlighted and focused by the marketers and it is significantly linked to long term performance of the company (Manafi et al., 2011).

However, some schools of thought believe that financial performance is not always influenced by the customer satisfaction and his perception. For instance, Gursoy and Swanger (2007) found that the customer satisfaction is vital part of any hospitality sector and if the company is going to survive this component (satisfaction) should be weighted and considered in any situation. Therefore, the future additional profit and outcome of the company cannot be guaranteed just by satisfied customers.

According to these facts, companies have been used different models and methods to evaluate the customer satisfaction in order to find out whether the customer is satisfied by the quality of the product /service or not. By using achieved information, the company is able to evaluate the manager's performance in the hospitality sector (Sun, 2013).

Based on the American Customer Satisfaction (ACSI) the level of customer satisfaction in the production organizations is higher than tourism and hospitality service and also it is noted that the importance of the service quality is higher than product or service price. Customer satisfaction is influenced by his expectations and if the product meets the customer needs, he will be satisfied and delighted (Fornell et al., 1996). They mentioned that when the service or product which is developed exceeds the expectation of customers, satisfaction will be achieved and customer will be motivated to rebuy or reuse that service/product.

In order to evaluate the level of customer satisfaction, the model of ACSI has been utilized in different hospitality and service sectors. The American customer satisfaction (ACSI) is recognized as the cause and effect model which includes the drivers of satisfaction (perceived quality, customer expectation and perceived value) and the consequences of satisfaction (customer loyalty and customer complaints). These components have different meaning and weight in the process of evaluation and the results should be interpreted in a specific way. These components are analyzed and measured by variety of questions through surveys. Meanwhile, the users of this model will be able to figure out the significant drivers of customer satisfaction and they will come to realize which components should be improved and focused in order to enhance the customer loyalty. Indeed, this model has been known as the new form of market-based method which can be utilized for companies, economic sectors and industries (Sun, 2013).

As Sun (2013) pointed out by using this model, the experts will be empowered to relate the consequences and influences in a predicted manner. Similar findings are reported by scholars. The ability of predicting the financial returns is recognized as the critical advantage of the ACSI model. In the model, the satisfied and loyal customers are known as the real assets of the company. As the economic assets bring future profit and outcome for the company, the customers should be considered in any single stages of the hospitality sector (Rose et al., 2003).

6.2 Implication and Limitations

6.2.1 Managerial Implication

This study provides a guideline managers of the hotel that demonstrate what the predictors of customer satisfaction are and how customer satisfaction influenced by

customer expectation, perceived quality, and perceived value. It also proposed what outcomes of customer satisfaction in hotel industry are and how customer satisfaction effects on tourist complaints and tourist loyalty. Managers should be sensitive about expectation of the customer and quality and value that they perceived. Because customer satisfaction increase when high level of quality and value perceived by tourists. It would be beneficial, because high level of customer satisfaction reduce customer complaints and boost customer loyalty. Hence, hotelier needs to exert approaches that increase perceived quality and value of the tourists based on their expectation to reach high level of satisfaction, which helps them to reduce complaints of the customer as well as enhance customer loyalty. Since, ACSI model functions for both international and national tourist, managers should care about expectation and value of the customer based on international and national standards/requirements.

6.2.2 Research implication and limitation

This research is a cross-sectional study that can be considered as limitation of the study. It is suggested to conduct this research as a longitudinal study. Another implication is that perception of international and Turkish tourists' perception should be investigated in specific sector of hotel industry. Since, current research provides a comprehensive perspective about service of the five star hotel, technical assessment will help managers to identify weak points and improve them based on international standards. Since, contribution of this study is assessment of ACSI model based on perception of international and national tourists, it is offered to differentiate between perspective of foreign tourist and national tourist investigated. It would be helpful to understand to what extent provided service is matched with international and national standard. It would be useful for tourism marketing to focus on national or

international market and arrange the quality and value of the service based on the targeted group.

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APPENDICES

Appendix A: Questionnaire (English)

Hello, I'm conducting research on how satisfied guests are with services provided by their hotel, your name will be confidential, and I will ask your perception and preferences about products and services you have recently used. Your participation is voluntary and your opinions are important because you have been chosen randomly to represent Tourists across the North Cyprus.

Please give each comment rating on a 5-point scale on which "1" means you are **Strongly disagree** and "5" means you are **Strongly agree** with that comment.

1 = strongly disagree, 2= disagree, 3= Neutral, 4= Agree, 5 = strongly agree.

No	Questions					
1	My overall expectation of overall quality fulfilled	1	2	3	4	5
2	My personal requirement expectations fulfilled	1	2	3	4	5
3	Hotel's offering is same as I expected	1	2	3	4	5
4	My overall perception of service quality is satisfactory	1	2	3	4	5
5	Hotel's offering is customized to meet customer needs	1	2	3	4	5
6	Hotel's offering is same as its promise	1	2	3	4	5
7	Hotel has good price under given quality	1	2	3	4	5
8	Hotel has good quality under given price	1	2	3	4	5
9	I feel satisfactory of hotel's overall performance	1	2	3	4	5
10	The hotel performance has met my expectation	1	2	3	4	5
11	The satisfaction level of hotel is quite close to my ideal hotel	1	2	3	4	5
12	I will revisit the hotel in the future	1	2	3	4	5
13	I will recommend this hotel to others	1	2	3	4	5
14	Even if hotel price is increased, I will still revisit this hotel	1	2	3	4	5
15	I had complained about hotel's product/service by either formal or informal way	1	2	3	4	5

16. What is your Nationality?

<input type="checkbox"/>	Turkish	<input type="checkbox"/>
<input type="checkbox"/>	Cypriot	<input type="checkbox"/>
<input type="checkbox"/>	British	<input type="checkbox"/>
<input type="checkbox"/>	Russian	<input type="checkbox"/>
<input type="checkbox"/>	Iranian	<input type="checkbox"/>
<input type="checkbox"/>	Italian	<input type="checkbox"/>
<input type="checkbox"/>	German	<input type="checkbox"/>
Other Nationalities Please Specify:		<input type="checkbox"/>

17. What is the purpose of your visit to North Cyprus?

<input type="checkbox"/>	Leisure	<input type="checkbox"/>
<input type="checkbox"/>	Business	<input type="checkbox"/>
<input type="checkbox"/>	Visit Friends and Family	<input type="checkbox"/>
<input type="checkbox"/>	Education	<input type="checkbox"/>
Other reasons Please Specify:		<input type="checkbox"/>

18. Gender

Male

Female

19. Age

Below 26

26-35

36-45

46-55

56 or above

20. Education Level

Primary school or below

Secondary/High school

College/University

Graduate level or higher

21. Monthly Income (USD)

Less than 1,000\$

Between 1,000\$ and 5,000\$

Between 5,000\$ and 10,000\$

Between 10,000\$ and 20,000\$

More than 20,000\$

22. Frequency of stay at hotels in a year

1-3 times

4-6 times

7-9 times

More than 10 times

23. Average length of stay at hotels

1 day

2-3 days

4-5 days

6-7 days

More than 1 week

Thank you for your patience and cooperation.

Appendix B: Questionnaire (Turkish)

"1" kesinlikle katılmıyorum ve "5" Kesinlikle katılıyorum yani bir 5 puanlık bir ölçekte her açıklama notunu verin.

1 = Kesinlikle katılmıyorum, 2= katılmıyorum, 3= Normal, 4= katılıyorum, 5 = Kesinlikle katılıyorum..

No	Sorular					
1	Kalite ile ilgili tüm beklentilerim karşılandı	1	2	3	4	5
2	Kişisel beklentilerim karşılandı	1	2	3	4	5
3	Otelin sundukları beklentilerimle aynıydı	1	2	3	4	5
4	Hizmet kalitesi ile ilgili algılamam tatminkardır	1	2	3	4	5
5	Otel teklifleri müşteri ihtiyaçlarını karşılamak için ayarlanıyor.	1	2	3	4	5
6	Otelin sundukları söz verdikleri ile aynıdır	1	2	3	4	5
7	Otel fiyatları kalitesinin altındadır	1	2	3	4	5
8	Otel kalitesi fiyatlarının altındadır	1	2	3	4	5
9	Otelin genel performansı tatminkardır	1	2	3	4	5
10	Otelin tatmin düzeyi beklentilerim ayanındadır	1	2	3	4	5
11	Otelin menüniyet seviyesi hayalimdeki ideal otele çok yakındır	1	2	3	4	5
12	Gelecekte oteli tekrar ziyaret edeceğim	1	2	3	4	5
13	Oteli diğer insanlara önereceğim	1	2	3	4	5
14	Otel fiyat artarsa bile yine bu oteli tekrar olacaktır	1	2	3	4	5
15	Otelin mal ve hizmetlerinden resmî ya da gayri resmî şikayetsiz oldum	1	2	3	4	5

16. Uyruğunuz?

Turkish	<input type="checkbox"/>
Cypriot	<input type="checkbox"/>
British	<input type="checkbox"/>
Russian	<input type="checkbox"/>
Iranian	<input type="checkbox"/>
Italian	<input type="checkbox"/>
German	<input type="checkbox"/>
Diğer yazınız:	<input type="checkbox"/>

17. Kuzey Kıbrıs'ı ziyaret amacınız?

Eğlence/dinlenme/tatil	<input type="checkbox"/>
İş	<input type="checkbox"/>
Akraba/Arkadaş ziyareti	<input type="checkbox"/>
eğitim	<input type="checkbox"/>
Diğer yazınız:	<input type="checkbox"/>

18. Cinsiyeterkek kadın **19. Yaş**

26'nin altında	<input type="checkbox"/>
26-35	<input type="checkbox"/>
36-45	<input type="checkbox"/>
46-55	<input type="checkbox"/>
56'nin ve üzerinde	<input type="checkbox"/>

20. Eğitim Düzeyi

ilkokul	<input type="checkbox"/>
Ortaokul / Lise	<input type="checkbox"/>
Üniversite	<input type="checkbox"/>
Lisansüstü veya doktora	<input type="checkbox"/>

21. Senin Aylık Gelirin (USD)

1,000\$ 'nin altında	<input type="checkbox"/>
1,000\$ and 5.000\$	<input type="checkbox"/>
5.000\$ and 10,000\$	<input type="checkbox"/>
10,000\$ and 20,000\$	<input type="checkbox"/>
20,000\$ 'nin ve üzeri	<input type="checkbox"/>

22. Otellerde kalma sıklığınız

Yılda 1-3 defa	<input type="checkbox"/>
Yılda 4-6 defa	<input type="checkbox"/>
Yılda 7-9 defa	<input type="checkbox"/>
Yıldav10 kereden daha fazla	<input type="checkbox"/>

23. Otellerde ortalama kalış süreniz

1 gün	<input type="checkbox"/>
2-3 gün	<input type="checkbox"/>
4-5 gün	<input type="checkbox"/>
6-7 gün	<input type="checkbox"/>
Fazla 1 hafta	<input type="checkbox"/>

Sabrınız ve işbirliğiniz için teşekkür ederiz.