MEASURING THE EXPECTATION AND SENSE OF SERVICE QUALITY ON ACCOMMODATION BUSINESSES: A STUDY DIRECTED TO THE FRENCH TOURISTS

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EXTENSIVE SUMMARY

Quality is a concept that everyone has an idea about and could assign a different meaning from. For customers, service providers, producers, staff and suppliers; quality bears different meanings (Hacıefendioğlu and Koç, 2009). Quality has a difficult and unclear structure and unclear (indefinite) wrong determinants like goodness, brightness or luxury is used for quality by the consumer (Parasuraman, 1985). Quality is defined as in a strict sense that there is not any error on products and services, and in a broad sense it is defined as customer satisfaction. American quality control community define the quality as a total features of a product and service that focuses on the ability of satisfying the customer’s needs (Kotler et al., 2006). Towsend and Gebhardt (1998), distinguish the concept of the quality in two classes as real and perceived quality. Real quality is the conformation of the products and services to the required conditions. Perceived quality is the concept that the customers receive the quality they expected. Real quality has not any effect without perceived quality. No matter how the products and services meet the requirements that the business stipulated, if these are inadequate for the customers, it is unavoidable to perceive a poor quality (Hacıefendioğlu and Koç, 2009).

It is not easy to measure the service quality of the tourism businesses (Altan et al., 2003). The compound features of product in the tourism businesses affects usually the quality of service and the satisfaction degree that consist the product. This case makes difficult to measure the service quality that is a abstract concept. Besides, accumulation of requests for the tourism businesses in specific periods, makes difficult to provide the consistent service quality (Kılıç and Eleren, 2010). But the importance of the service quality in this sector is increasing day
by day. Many recent studies (Mei et al., 1999; Mohammad, 1999; Sargeant et al., 2000; Tsang and Qu, 2000; Chang et al., 2002; Ekinci et al., 2003; Juwaheer, 2004; Som et al., 2012) focused on the service quality on tourism sector (Akbaba, 2006; Briggs et al., 2007). The studies that focus on the service quality on the tourism sector, generally is used the SERVQUAL scale (Kılıç and Eleren, 2010). The findings of the subject studies make contribution to understand the dimensional structure of the service quality on tourism sector (Boon-Itt and Rompho, 2012).

**METHOD**

The main aim of this study is to analyze the service quality sense of the guests that use the services of the four-star accommodation business that active in the destination of Antalya-Kemer, related to the services they received. In this context, an example of the SERVQUAL scale that was developed by Akbaba (2006) was used to measure the service quality expectations and senses of the guests. The question form that was used in the study consist on two main section. The first section of the question form consist on the questions that were designed according to the five point Likert scale (1=very low – 5=very high) to measure the attraction oriented expectations and senses like; location availability, equipment and decoration, security, the relation between hotel staff and the guests; of the guests from the hotels they stay. The second section of the question form consists on the questions for designate demographic features and travelling information’s of the guests.

**CONCLUSION AND SUGGESTIONS**

As a result of the analysis, it is observed that; 41,8% of the participants are men, 58,2 of them are women; a clear majority of them (29,5%) are aged between 18 – 27; 51% of them are single; 41% of them are high school graduate and 36,5% of them are university graduate; a clear majority (49%) of them are staying in a hotel once a year.

It is possible to say that the participants have really high expectations on the service quality. The arithmetic average values related to the expectations are changing between 4,02 and 4,45. The arithmetic average values related to the service senses of the participants are changing between 3,45 and 4,43. As a result of the gap analysis, when the gap scores between expectations and senses of the participants related to the service quality are examined, it is seen that the gap scores are generally negative. It is specified that total SERVQUAL gap related to the factors is negative and is -0,15. It is concluded that the participants have higher expectations for all the factors that affect service quality than the senses about it. In this context, it is possible to say the participants generally are not pleased the services they received. It is observed that the factors that the participants have the highest expectations are respectively; “adequacy in service supply”, “tangibles” and “understanding and caring”; the factors that they have the highest senses are respectively; “adequacy in service supply”, “tangibles” and “assurance”. It is determined that the dimensions that have the highest gap score are; “convenience”, “understanding and caring” and “tangibles” dimensions. It could be said that the “assurance” and “adequacy in service supply” dimensions are close to meet the customers’ expectations.

This study was executed only in the 4-star hotel that is active in Kemer region at peak season. The service quality expectations and senses at low season could be analyzed in the next studies.