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**The importance of customer satisfaction in service industries in Azerbaijan.
In the example of hospitality and restaurants.**

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ABSTRACT

The primary pointer of consumer loyalty in the advanced economy plans to demonstrate the situation of the association in respect to its rivals.

Deciding the level of consumer loyalty makes it conceivable to distinguish any association's issues and gives an approach to address such issues. It is a critical issue for organizations to build up associations with clients and become acquainted with

them. Building up great associations with clients in light of a legitimate concern for clients is the initial move towards fulfilling clients. Firms need to build their faithfulness by making their clients more fulfilled than obtaining new clients.

One of the approaches to keep clients is to oversee dissensions. Considering the client protests, the organization, which rectifies the missteps, keeps the client fulfilled and gets a handle on the new client also. In the administration of grievances, staff who are specialists in this field are working as per the objections. Organizations that think about this issue are expanding their benefits.

Convenience is situated inside the gathering of organizations that make up the vacation destination. these gathering organizations are benefit organizations set up to meet clients' sustenance, drink and mostly stimulation needs by night. Convenience is a business that works in the field of tourism.

Firms compartmentalize markets to be more fruitful in the business sectors they are dynamic in. They utilize a few criteria while doing this. These criteria are; statistic measures, topographical measures, item related factors, mental measures. With showcase division, organizations have the chance to better comprehend both the administration they give and the clients they offer and increment their income.

The basic characteristics of these methodologies that organizations execute are a push to profit. Organizations are intending to acquire benefits by intersection their rivals in this day and age-focused condition. Thusly, the need is to fulfill the clients.

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INTRODUCTION

Since the start of the «customer service revolution" just about 20 years back, the body business explore has concentrated on addressing the requirements of clients and client situated associations. Business specialists, partnerships, and different experts attempted to decide the attributes of associations that reliably take into account their

clients, create apparatuses for checking consumer loyalty and always enhance the nature of the framework that reacts to purchaser input.

Expanding rivalry with globalization, changing client requests, and needs made it hard to give consumer loyalty and client unwaveringness. The desires of clients with respect to the merchandise and ventures they have expanded due to the financial and social structure are always showing signs of change. The method for accomplishing consumer loyalty and devotion requires consistently estimating client desires and creating products and enterprises toward clients' desires.

Undertakings screen consumer loyalty to decide how to build their client base, client faithfulness, income, benefits, a piece of the pie, and survival. Albeit huge benefits are the primary driver, display endeavors center around the customer and his/her involvement with the association. They are attempting to fulfill their clients and see consumer loyalty as the way to survival and benefit. Consumer loyalty, thusly, relies upon the quality and outcomes of their experience and the merchandise or administrations they get.

In a very aggressive condition, organizations require better approaches to seize new clients, keep their clients in the hands of their rivals and limit the effect of focused methodologies on showcasing procedures, cost or potentially value rivalry, and lessen rivalry vehicles to contending organizations and the progression of interest for business products and ventures. what're more, strategies? The most widely recognized route for organizations to accomplish these objectives is to furnish consumer loyalty with quality merchandise and enterprises.

It is simpler for an administrator with fulfilled clients to contend with their rivals. This is on the grounds that it is considerably less demanding for a client, who has been furnished with assumptions about a decent or administration, to be kept in business and to purchase products and ventures again than to get merchandise and enterprises without the other individual working them. Loyal clients are clients who

are coordinated with the business and have a passionate association with the business. These clients are the client's will's identity with the administrator amid the troublesome circumstances of the business. Steadfast clients give individuals in their surroundings positive referrals to the business with the goal that the name of the business is heard and recognized. Loyal clients; they have turned into a vital subject since they don't desert business even in antagonistic conditions, and they have turned into a critical issue (Avcıkurt, Koroğlu, 2006; 6). In a domain where the rivalry is extraordinary and organizations endeavor to get clients from each other, it is a huge upper hand for the business that clients keep on choosing to work and to keep running in spite of different organizations. Since the cost of obtaining new clients is higher than the cost of holding old clients (Lin and Wang, 2005: 272). The cost of securing another client is six times higher than the cost of ensuring the old client (Atalık, 2007). Indeed, even a little increment in the level of steadfast clients will prompt high productivity for the firm (Heskett et al., 1997). Hançer (2003) states that a 5% change in client unwaveringness may prompt a benefit increment of up to 80% from 25%. Consequently, consumer loyalty is straightforwardly or in a roundabout way identified with client unwaveringness and gainfulness for any organization in the economy. The rivalry is an idea that is seen in the present conditions just like a dynamism of globalization. In this sense, rivalry makes it essential for organizations to take after any developments whatsoever circumstances, while organizations that don't roll out the vital improvements make them experience issues in achieving their objectives or achieving their objectives. Previously, makers of merchandise used to create their own administrations, however now they give administrations from the undertakings that deliver administrations. Thus, the idea of administration showcasing has begun to pick up significance as of late. The nature of administrations assumes a vital part of consumer loyalty. Undertakings that can react to various needs and wants of clients can survive, while different organizations are vanishing. Organizations have advanced distinctive systems to give consumer loyalty.

So as to guarantee consumer loyalty, they have evacuated the ideas of merchant and purchaser from the points of view of continually client-centered organizations, changing old client and showcasing bits of knowledge. As opposed to thinking about pitching just to the client, seeing, for example, think of the incentive to be given to the client, guaranteeing that the client is OK with the item, and long-haul correspondence with the client has picked up significantly. Organizations that attention on making an incentive for clients have understood that after some time their most profitable resources are individuals, that is, their own representatives and they understand that their fulfillment will likewise be fulfilled when they are happy with their work.

In changing economic situations, the lodging ought to be perceived that consumer loyalty can't be accomplished without monitoring the open doors for nonstop administration advancement without knowing the criteria of intensity.

Fulfillment evaluation happens in the phase after the acquisition. Every client is satisfied with the particular buy. The reason for the evaluation of fulfillment/disappointment is the examination of the normal and expected advantages (monetary forms). Client responses are identified with the fundamental nature of administration (quality, dependability, uprightness). The way to estimating consumer loyalty decides the essential focal points of fulfilling consumer loyalty/disappointment. The test for each organization is to change the interesting, singular advantages of the yards into quantifiable highlights. Lodgings can, for instance, give administrations, for example, inns, nourishment, and expectations for everyday comforts, sports fields, peace, excitement, inviting staff, cost, and so forth. There are some extra alternatives. distinguished components and client desires are additionally essential in discovering fulfillment (some cost buyers are basic variables, others are unwavering quality, fun, and so forth.). Evaluating the estimation of the made esteem depends on the normal advantages. The client is happy with a few components of the supply (cost) and might be disappointed with others (Đukić,

2008). The last piece of a meeting/disappointment relies upon the relative significance of the particular highlights of the client benefit, and additionally their connections, (for example, value levels or vicinity to work esteem). Assessment of aggregate esteem demonstrates its taste with regards to the reaction of special, positive clients.

The client's passionate state is an essential marker of his assent (Oliver, 1997, p.13). Bliss, energy, and warmth increment the general fulfillment of positive feelings, however despite what might be expected, it altogether diminishes it.

This confirmation comprises of three primary parts. In the initial segment, the idea of administration and the significance of consumer loyalty around there have been cleared up by factors influencing it. The second part demonstrates the propensity of administration division advancement in Azerbaijan, level of administration and estimation of neighborliness benefit, and in addition its significance to the economy. The third piece of the request about the significance of consumer loyalty in the field of administration was led, explored and estimated the level of administration that related to these pointers.

LITERATURE REVIEW

Consumer satisfaction was a prominent point in advertising and scholastic research subsequent to learning consumer loyalty, desires, and fulfillment of Cardozo (1965).

In spite of numerous endeavors to quantify and clarify consumer loyalty, despite everything he doesn't concur with his portrayal (Giese and Cote, 2000). Consumer loyalty is generally characterized as the last buyer valuation choice of a given item or administration (Gundersen, Heide and Olsson, 1996). The result of the benchmarking procedure is in opposition to desires from the generation and offer of shopper products amid and after purchaser encounter (Oliver, 1980). The most broadly acknowledged idea of consumer loyalty is the hypothesis of dismissal (Barsky, 1992; Oh and Parks, 1997, McQuitty, Finn and Wiley, 2000). This hypothesis was produced by Oliver (1980) because of the distinction between the normal and worthy outcomes levels of fulfillment. Fulfillment (positive) is just when the item or administration is superior to anticipated. Then again, execution is more awful than surprising outcomes (negative destructors). Studies demonstrate that consumer loyalty can have an immediate and aberrant effect on business comes about. Anderson et al. (1994), Yeung et al. (2002), Luo and Homburg (2007) announced that consumer loyalty positively affected business gainfulness. Numerous examinations explored associations with customer conduct designs (Soderlund, 1998;) Kandampully and Suhartanto 2000, Dimitriadis, 2006; Olorunniwo et al., 2006; Chi and Qu, 2008, Faillant et al., 2008). As per these outcomes, consumer loyalty expands client faithfulness, influences repo goals and prompts positive conversations. It's not astounding that distinctive examinations concentrated on finding out about the individuals who are happy with their work, given the vital part of clients' fulfillment (McDonald's, 1985; Oliver, 1980; Barsky, 1995; Zeithaml and Bitner, 2003). Fulfillment can be characterized by subjective (eg, client needs, feelings) and target factors (eg item and administration highlights). Various work has been done in the neighborliness business to locate the way to consumer loyalty. Atkinson (1988) characterized consumer loyalty with tidiness, security, cash esteem and consumer loyalty. Knutson (1988), room tidiness and solace, area comfort, crisis administration,

wellbeing and security, and worker adequacy are fundamental. Barsky and Labagh (1992) report that the position, area, and room of the specialists may impact the fulfillment of the explorers. An investigation directed by Akan (1995) demonstrates that the fundamental pointers of inn visitors' fulfillment are the conduct, tidiness, and auspiciousness of the representatives. Choi and Chu (2001) are the main three in factors that decide the nature of the staff, room highlights, and the estimation of voyagers.

Giving client driven administrations is a beginning stage for consumer loyalty. It's generally simple to distinguish whether a client benefit is prevalent. Visitor remarks cards (GCC) in view of Gilbert and Horsnell (1998) and Water (2004) are most used to decide in visitors' fulfillment. GCCs are normally apportioned in lodging rooms, at the front counter, or somewhere else. Be that as it may, inquire about demonstrates that numerous lodging networks utilize valuation techniques in light of insufficient tests to settle on huge and complex administration choices (Barsky and Huxley, 1992; Jones and Ioannou, 1993, Gilbert and Horsnell, 1998, Water, 2004). The most widely recognized hindrances can be separated into three noteworthy territories, for example, test quality, GCC plan and information accumulation and examination (Gilbert and Horsnell, 1998). Barsky and Huxley (1992) offered another example method to improve the unwavering quality of visitor fulfillment estimation practice and this was a "decent illustration". Lessening misguided judgments by offering motivating forces for finishing studies. Some portion of the overview depends on precious worldview and forecast esteem hypothesis. In this manner, visitors can demonstrate whether the administration is above or beneath the normal level of administration and whether they assess a specific administration. Furthermore, Gilbert and Horsnell (1998) aggregated a rundown of criteria for the GCC synthesis investigation received in this report. Schall (2003) talks about overviews, scaling, approval, study timing, reviews, and test estimate.

Oliver (1993) recommends in his investigation consumer loyalty is the center reasoning of advertising technique of any association and assumes a key part in an association achievement. Customer fulfillment is generally characterized by Oliver's (1997) conditions: that it's this consumer's satisfaction result. It's a decision that an items or administrations highlight, or this items or administrations essentially, accompanies a pleasurable level of admission connected satisfaction. As it were, it doesn't take the aggregate level of prosperity that has an administration/item learning. Full fulfillment is normally conventionally esteemed as a general compelling outcome coming about because of the utilization or some likeness thereof of items or administrations (Oliver, 1981).

As observed by Farris, Bendle, Pfeifer, and Reibstein (2010), purchaser fulfillment is portrayed by the number of clients or the general consumer loyalty that is more than the fulfillment objectives set by the firm, its experts or divisions. Business today is to construct a tolerable client relationship for the future, with the objective of picking up clients' fulfillment and accomplishing brief client dependability. Co-ordinated customers are more averse to pick their items and administrations. Fulfillment might be identified with candidly or disappointed by contrasting a man's apparent execution or result of an administration or item, contingent upon the purchaser's desires (Kotler and Keller, 2009, 789).

Consumer loyalty is identified with the item's apparent execution. It is an issue for some, organizations to furnish their customers with their desires. At the point when the execution is lower than their desires, the client is probably going to be disillusioned; consumer loyalty, it will be exceptionally satisfied and will surpass the desires, the client will be extremely satisfied and can turn into a dependable client later on. For a business to succeed, it might be higher than its rivals and may surpass desires of its clients. (Kotler and Keller 2009, 156-168)

CHAPTER 1

3.1 THE SERVICE

These days, each zone has a quick change process. Because of this change, there is a move from the assembling part to the administration division, and this advancement in the administration area happens in a wide and differing range. Again the issues emerging in the arrangement of the issues and issues in the field of administration showcasing in light of the traditional promoting discipline accommodate the foundation and advancement of an advertising subdiscipline which is called "Administration Marketing". Today, the significance of the administration division is expanding. Particularly in the created nations, far from traditional industry and established assembling approach, this established understanding happens and the expansion of the idea given to the science economy and the administration area happens. The idea of administration as far as conceptual quality is not the same as the idea of non-unmistakable merchandise. Hence, the meaning of the administration idea is more confused than the idea of the products.

American Marketing Association (AMA) benefit idea; as activities, advantages, or immersion that are offered to the deal or furnished with the offer of the merchandise. The best lack in this definition is the powerlessness to make a total refinement amongst products and enterprises. Since products are offered available to be purchased keeping in mind the end goal to make fulfillment like administrations. The AMA at that point extended the administration idea and characterized benefits as administrations, which gave want and need when showcased to end-clients and organizations, paying little heed to the offer of an item. As per the American Marketing Association, the idea of administration is conceptual (untouchable, inconspicuous).

Administrations; It is likewise characterized as all exercises that are non-material and address issues. In this sense, benefit is a theoretical exertion that can be resolved as a fundamental reason or a component of an action to alleviate customer requests.

Administration is a sort of profitability that is offered by union to an option, and furthermore inside the corporeality can be a piece of it (Kotler and Keller, 2006).

At long last, as indicated by Christian Gröses, when we take a gander at the meaning of administration, we are experiencing the meaning of exercises that give profitable advantages and fulfillment, which customers can not and can not do alone.

The idea of administration regarding conceptual quality is not the same as the idea of merchandise with solid character. Consequently, the meaning of the administration idea is more confounded than the idea of the products. Administration idea as indicated by Grönroos; is an untouchable structure, which is shaped by the connection between clients, workers and physical assets and frameworks, giving answers for client issues. (Grönroos, 1990; 27)

As per Philip Kotler and Gary Armstrong, the idea of administration; (Kotler, Armstrong, 2004; 276) In the light of these definitions, the thought of administration, in dynamic shape, when a gathering from a gathering is exchanged, nothing is guaranteed to be "proprietorship" can be characterized as activities that address the issues and wants of the heterogeneous idea of the introduction since it is human.

3.2 THE CUSTOMER

The client is the primary wellspring of development for the business now and later on. Be that as it may, only one out of every odd client is a wellspring of income for the business. The scan for gainful clients and the social event and examination of enough data about these clients decide the genuine champs.

The essential component that decides the eventual fate of organizations is the client. Client benefit, which is viewed as an apparatus of rivalry and survival, is the most critical factor in the arrangement of new client portfolio and the progression of obtaining propensities to clients while connecting existing clients to the business. Client; a man or association that buys a specific business for a specific brand of stock, for business or individual purposes. The client is an association, individual or

individual who buys (acknowledges) an item or service. Customers are the most significant resource that an administrator has, regardless of whether it hasn't appeared on the adjusting sheet. The idea of client covers item buy territories as well as everything influenced by the products and ventures delivered by the business (Eroğlu, 2005, 9).

In its least difficult terms, the customer is the purchaser of the merchandise or administrations created by the administrator. (Stinnett, 2008, p.6, Tütüncü ve Doğan, 2003, p.131)

As per another conclusion, the shoppers who reliably buy administrations or a similar item from client endeavors constitute (İslamoğlu ve Altunışık, 2010, p.)

3.3 THE CUSTOMER SATISFACTION

Consumer loyalty is one of the aftereffects of obtainment. Positive connections between adequate understanding and fulfillment are found in advertising data and are more satisfying than assertion. All models give similar fundamental measurements, ie the idea of a few desires standard, execution recognition, and sort of endorsement; a few investigations that have an additional structure, for example, quality.

Consumer loyalty; the clients' assessments of merchandise and ventures subsequent to acquiring incorporate assessments on "how fulfilled they are with fulfillment", "how well they can meet desires" and "that they are so near the perfect item/benefit".

There is a need to hold existing clients and make client steadfastness to accomplish a reasonable upper hand in any segment where there is an exceptional rivalry. Hypothetical and experimental investigations demonstrate that consumer loyalty is a key component in giving client steadfastness (Oliva, 1999, Oliva, 1992, Aras, et al., 2004).

The idea of consumer loyalty is an idea that includes meeting and surpassing the wants, needs, and desires of clients. Fulfillment with expending or devouring a decent or administration can likewise guarantee that those in charge of the generation and showcasing of that great or administration are not happy with the work they do.

Consumer loyalty for physical merchandise is the quality or execution of an item or administration after buy. are assessed from the edges. On account of administrations, the final product is that the client's desires from that administration are met amid benefit conveyance. As needs are, consumer loyalty or disappointment emerges as a correlation of clients' desires and recognition. Fulfillment happens at the point where the desires of the client and the advantages gave by the products or administrations purchased by the client are fulfilled. The capacity of the irregularity emerging from the contrast between the desires of the client before buying a decent and benefit and the execution they see subsequent to obtaining and utilizing that great or administration is taken as a fulfillment (Türk, 2005; 198).

Client benefit desires are in two unique stages. These means; the coveted administration level and the satisfactory administration level. Administration execution is characterized as the "coveted" administration that the client hopes to get. The coveted administration is a blend of administration exhibitions that the customer "accepts to have the capacity to" and "supposes it ought to be" (Brown, Swartz, 1989, 95).

Customers know that they won't generally have the capacity to achieve the coveted level of administration. Consequently, they have the desired level at an adequate lower edge (Woodruff, Cadotte, Jenkins, 1987; 305).

This low desire level is the second stage, which is the satisfactory administration organize. Sufficient administration organizes; is the administration level that the client can acknowledge. Satisfactory administration level speaks to adequate least administration. (Berry, Parasuraman, 1991; 58). The piece of the coveted administration and the satisfactory administration level is known as the resistance territory. At the end of the day, it is known as the zone of the tooting where the assortment that the clients can acknowledge is. On the off chance that the administration isn't adequate, the client might be frustrated if the administration falls underneath worthy least. For this situation, the disappointment of the clients to the organization may end up indeterminate. Disappointment emerges when benefit execution is beneath client desire. Fulfillment with benefit execution is the

fundamental purpose of fulfillment. The feelings made by fulfillment or disappointment make the client re-buy the item and make positive or negative input about the item around it.

As indicated by Philip Kotler (2002: 13), advertising today isn't just a movement that is under the obligation of the promoting office in the business, however, a shared objective that all units of the business are attempting to accomplish. This shared objective is characterized as guaranteeing the fulfillment of the client by keeping the interests of the client on the front board.

All exercises and endeavors inside the business depend on fulfilling the client, keeping the client and guaranteeing client steadfastness. Finding new clients for the organization can be more troublesome and costly than ensuring existing clients. Therefore, client maintenance can be more imperative and basic than finding new clients. As indicated by another definition, consumer loyalty is a post-buy reflection that reflects how much the buyer different preferences benefit in the wake of being harmed by the administration. fulfillment can likewise guarantee that those in charge of the generation and showcasing of that great or administration are not happy with their work. Consumer loyalty or disappointment for physical merchandise, quality or execution of an item or administration after buy. are assessed from the edges. On account of administrations, the final product is that the client's desires from that administration are met amid benefit conveyance. In like manner, consumer loyalty or disappointment emerges as a correlation of clients' desires and observations. Consumer loyalty assumes a vital part of surviving an organization's current economic situations and increasing upper hand. The organization tallies that it can secure what's to come. A standout amongst the most critical ideas in consumer loyalty is client relations. Client relationship; a procedure including all exercises when deals, built up between the business and its clients, that includes common advantage and fulfillment.

Assessing client connections over some stretch of time that includes just deals activity can't go past only a crude and obsolete evaluation. The connection between

the business and the client is exceptionally uncommon and closes with the acknowledgment of the deal and administration. Post-deals connections for the business are the principal method for long-haul associations with clients. Because of long-haul connections produced for clients, one might say that making consumer loyalty and steadfastness is the essential objective for the business. Such a goal is, to the point that the administration of the client relations and the business can be accomplished at the beginning because of doing right. Alternate advances that should be taken after for consumer loyalty and reliance are as per the following.

3.4 THE IMPORTANCE OF CUSTOMER SATISFACTION

Market-driven business associations put exceptional accentuation on consumer loyalty. Edosomwan (1993) in (Grigoroudis and Siskos 2010) characterizes these associations as takes after:

"...A client and market-driven venture is one that I focused on giving brilliant quality and aggressive items and administrations to fulfill the requirements and needs of the client in an all-around characterized advertise segment...Such an undertaking break down its market abilities and gives items and administrations to fulfill showcase needs. It considers its clients as the last judges who decide item and administration fulfillment level, conveyance, cost, and performance...".

Consumer loyalty is without a doubt a standout amongst the most critical methodologies for businesses. It is the principal theme that has been talked about by the organizations of the created nations since the 1980s. Consumer loyalty, which is the most vital factor in the gainfulness of organizations, pieces of the overall industry, and development rates, depends for the most part on firm devotion (Eroğlu, 2005, 9). Fulfillment is the response to consumer loyalty. An arrangement of an item or administration highlight, or an item or administration itself, is an arrangement that accommodates a utilization related execution. (Oliver, 1977).

In spite of the numerous meanings of consumer loyalty, the most generally utilized definition is the distinction between client desires and the present circumstance. In

the event that the client has purchased or envisioned the merchandise or administrations he has envisioned or expects, he would be satisfied generally the consumer loyalty can't be said (Hoffman and Douglas, 1997,126).

In this definition, it is seen that the client is viewed as just as the desire of the execution of the item and administration. Notwithstanding its execution and quality, the association with the client and states of mind and practices towards the client ought not to be neglected in the fulfillment and fulfillment of the client. Hence, it is important to recognize who the entrepreneurs and staff are, what their emotions, contemplations, and desires are, and complete continuous research into existing and target clients.

Client satisfaction; The advantages that clients anticipate from the administration they get are transformed into a capacity that relies upon the weights that the client keeps away from affliction, the execution they anticipate from the administration, the socio-social qualities of the administration introduction, their own and family culture, their social class and status, their own taste and propensities and their way of life.

Despite the fact that consumer loyalty has been characterized contrastingly by numerous scientists, Oliver has joined these definitions with a wide point of view on the idea of fulfillment, characterizing consumer loyalty as the client's full fulfillment reaction (Lina and Hsieha, 2007, 1602).

In another definition, the idea of consumer loyalty; the examination between the execution the client anticipates from the item or the administration and the distinction saw between the real execution of the item and the administration as far as utilization encounter. In the event that the client meets or surpasses desire, he is fulfilled and disappointed with the contrary circumstance. Happy with the general significance; the experience after the buying activity in the system of the desire of the buying activity in connection with an item or administration is attractive (Vavra, 1999, 51)

Consumer loyalty is imperative for client insurance. One reason is that a disappointed client has the choice of looking for pay from the organization, imparting a disappointment to others, or not getting it once more. On the off chance that the fulfillment made by an administration or specialist organization builds the propensity

of clients to keep up their association with that organization; Similarly, when the inverse is experienced, ie disappointment, this disappointment is an essential explanation behind the client to end the association with the organization (Aksoy, 2007).

In the hypothetical and exploratory investigations on consumer loyalty, the idea of fulfillment has been managed in various structures. Notwithstanding the individuals who characterize fulfillment as an enthusiastic state, there are the individuals who assess it as a procedure of psychological assessment. The passionate, intellectual and behavioral reactions of the customer, which influence the fulfillment assessment, are characterized as the things of the disposition. The data about the item and the administration constitute the behavioral component if the detectable passionate responses to psychological, item and administration are enthusiastic and every single noticeable conduct towards the item and administration. In this specific circumstance, the variables that drive clients to buy may affect enthusiastic and subjective things, buy/utilize assessments and fulfillment amid the obtaining procedure (Özer, 1999,160).

Fulfillment in organizations is viewed because of being very much overseen. Fulfillment is basically the consequence of successful administration. Thus, the most essential proof that hierarchical conditions are falling apart is that fulfillment is low. Then again, as far as the individual, the less fulfilled individual is either searching for other disappointment or searching for different approaches to expand his or her activity fulfillment. The consequences of disappointment can emerge from distress in the association, confidence low, non-appearance, disciplinary issues and an expansion in turnover rate. Subsequently, one might say that your disappointment implies that the association does not achieve its objectives and that the individual can not satisfy their objectives. Since organizations are effective in the way they make their own particular finishes their objectives (Örücü, 2006, 74).

As the assortment of products and ventures and rivalry are always expanding, merchandise and enterprises offered to fulfill clients today may not be sufficient to fulfill the client a day or two ago (Durmaz, 2008, p. Since creating innovation makes

everything conceivable and client desires are always showing signs of change with expanding levels of thriving (Taylor, 1995, p.13). Consequently, organizations ought to impart successfully and consistently with the clients and endeavor to learn and address the issues, needs and desires of the clients in the most ideal way. Be that as it may, more consumer loyalty can be accomplished and more clients can be earned along these lines (Durmaz, 2008, p.)

"Fulfillment isn't really one-dimensional, shoppers can be fulfilled and in the meantime disappointed with the item, administration additionally has two sorts of fulfillment levels: and in addition the provider (ought to be disappointed if disappointed) and fulfills"

3.5 THE FACTORS THAT EFFECT THE CUSTOMER SATISFACTION

Quality Case

Expanded accentuation on financials, changing client dispositions, and the tight rivalry has expanded the significance of value in numerous organizations. In the present aggressive and practical market, it is of awesome significance to characterize, measure and assess the nature of administration for organizations to increase upper hand and maintainability (Devebakan, Aksarayli, 38). 'Administration quality is the totality of highlights and attributes of administration that bear on its capacity to fulfill expressed or suggested needs'. (Kotler and Keller 2009, 169)

Product Case

A portion of the human needs can be met with some substantial resources while others are secured with some non-unmistakable activities. It is regularly conceivable to fulfill essential needs with physical items, instruments, and gear; it isn't conceivable to fulfill optional requirements with physical apparatuses and hardware. Consequently, it is important to look at the apparatuses that meet or fulfill human needs by isolating the two gatherings of "items" and "administrations". While

everything that addresses a specific issue in the promoting writing is considered as an item, a wide range is rising.

Price Case

In the advertising of administrations, there is no other region that requires administrative expertise and innovativeness as much as the cost. Real inadequacies of administrations, for example, the failure to stockrooms and fluctuating requests, regularly have imperative results for evaluating. A portion of their administrations, for example, autos and enhancements, make they're estimating much more convoluted. In this way, the requested flexibility of an administration influences the value that the dealer sees (Tek, Özgül, 2005; 453).

Service Case

Service and conclusion producers should likewise have the capacity to make their work less demanding for their proposed utilize and satisfaction. Specialist co-ops ought to choose whether they have to utilize an operator to get to enormously dispersed masses, as opposed to what sort of association they require.

Velocity Case

The rate of conveyance in administrations is essential, just like the case for products. The incorporation, spread, and utilization of administrations constitute a coordinated procedure. The individual who buys the administration goes into an association with the administration and with the administration and its middle people.

Retention Case

Ventures creating merchandise or administrations need to speak with their objective gatherings to encourage the change procedure. Customarily, this correspondence has been completed with the individuals from the advancement advisory group (Öztürk, 2003, 72). A maintenance is a showcasing instrument that educates purchasers about the presence of the merchandise or administrations created by the business and encourages the business to live and create (Mucuk, 1998; 185). The trade-off part of

the showcasing blend comprises of publicizing, individual deals, advertising/deals advancement, and deals advancement exercises.

Crust Case

On the off chance that specialist organizations don't take sufficient measures in lawful and authoritative issues, there is where the institutionalization is feeble and the customer has swindled or needed marking controls. For this situation, the business has shaken the trust of the shopper.

Communication Case

Today, correspondence in business isn't just constrained to the blend of responsibility, yet all promoting activities that can possibly impact shoppers' buying choices are a piece of advertising interchanges. Along these lines, when considered from the point of view of administration ventures, the place, condition, appearance, and mentalities of specialist co-ops and cost of administration constitute a piece of showcasing correspondence.

3.6 CUSTOMER SATISFACTION AND LOYALTY

The best faithfulness program for organizations is consumer loyalty. unwaveringness programs are accomplished by doing what is best for the client. The principal component that underscores the significance of estimating consumer loyalty is to give data that empowers chiefs to settle on the privilege decisions⁵³ These choices give consumer loyalty by augmenting consumer loyalty.

Without a precise measure of consumer loyalty, it isn't feasible for administration to settle on choices to enhance client maintenance. Achievement is constantly accomplished by doing what is best for the issues that are essential to the client. The client pays for the administration he got without working. For organizations, the administration gave ought not to be considered as a consumer. The cost of the administration gave can be paid from numerous points of view. The most vital of these is to hold the client for quite a while. Numerous organizations know the cost of

securing new clients. Notwithstanding, they don't consider the cost of missing a client.

Verhoef (2003) discovered positive associations with consumer loyalty and duty.

Consumer loyalty should prompt client dedication. Bansal and Gupta (2001): "Client steadfastness is never again a business matter: the best way to make an aggressive edge." The primary client relationship duty has turned into the key promoting focus for entering players in the business, serving all clients of the business.

Fornell (1992) says:"High consumer loyalty will prompt expanded solidness for the firm, and clients will be less inclined to the rivalry." This thought is additionally shared by Anton (1996), "fulfillment is emphatically identified with reparation aims, item or administration contributions, reliability, and productivity exhortation."

Dough puncher Prewitt (2000) : "Fulfillment additionally influences the probability that a store can be suggested and reused yet does not directly affect faithfulness, so assent won't be an unwaveringness, in any case, fulfillment is generally good relative position and proposal from the store and back The repatriation and dependability of this store are expanding when it is prompted by a client to offer a shop, so steadfastness is a suggestion to clients to shop in the meantime as the client is happy with the store they should offer a store. " Evans and Berman (1997): "Organizations with definitive clients have a decent chance to transform them into steadfast clients who have been getting them for a long time."McIlroy and Barnett (2000)

"A critical idea for client devotion program advancement is consumer loyalty, and client reliability is a measure of consumer loyalty, and consumer loyalty is a measure of consumer loyalty, and dependability is touchy on the grounds that regardless of whether clients are happy with the administration, they will keep on having absconded in light of the fact that they trust they can show signs of improvement esteem, solace or quality somewhere else, so consumer loyalty is a decent marker of unwaveringness. we can have it, however, it is hard to be steadfast without fulfillment.

As indicated by Han and Ryu (2009), consumer loyalty is firmly connected to client dependability. Distinguishing the components that upgrade the consumer loyalty level proposes that there are numerous examinations in benefit showcasing. Oliver (1999) Notes that client dedication isn't a key component of consumer loyalty when it is set up, and it is hard to build up a more elevated amount of dependability without consumer loyalty. Seiders, Voss, Grewal, and Godfrey (2005) detailed that there was a positive connection between repurchase expectations just among consumer loyalty, however, did not have the immediate effect on exchanges.

Consumer loyalty enhances, prompts more steadfastness and re-client (Rungting, 2004). Consumer loyalty is an essential piece of steadfastness, however, client dedication can't be accomplished with delight alone. A substance can give fulfillment without devotion, however, does not have unwaveringness paying little respect to fulfillment (Kirkby et al., 2003). Writing, benefit, and development around there are dictated by dedication as an immediate aftereffect of consumer loyalty; fulfillment is an outcome of the perception of the esteem that is experienced in the examination with what is required to be watched. Along these lines, faithfulness is that the level of significant worth got is more prominent than that acquired from different merchants.

3.7 THE PROFITABILITY EFFECT OF CUSTOMER SATISFACTION ON SERVICE INDUSTRY

Creating consumer loyalty writing expands the enthusiasm for creating associations with clients and enhancing organization execution. It is extremely exceptionally positive outcomes have been accomplished for organizations that have high consumer loyalty. In the event that there are some positive monetary outcomes, fulfillment is similarly as important to organizations. There means that unwaveringness is around 37% of the offer of consumer loyalty, showing that consumer loyalty directly affects research and duty. Different analysts likewise contended that, not at all like goals, obtainment developments were a component of expectations, past activities, and

fulfillment. All things considered, there have been a few conclusions plotting that there are two diverse dedication patterns among customers who say they are fulfilled and who guarantee that they are exceptionally fulfilled. Consumer loyalty is a more straightforward and clear connection between clients who are exceptionally satisfied with client conduct and re-obtaining conduct and fulfilled clients have contrasts between their connections and re-purchasing conduct. For rehash purchasers, the goal to purchase back, later on, is to a great extent controlled by acquiring past aims. Be that as it may, the purchasing goals of bystanders have been generally controlled by (dis) fulfillment. Fulfillment likewise needs to do with acquiring expectations. Purchasers can purchase a brand that supposes they can boost their fulfillment, so they can purchase progressively when they have an exclusive requirement for a brand. Fundamentally for supervisors, consumer loyalty and change in benefit quality have been exhibited in various examinations to keep up a positive effect on long-haul gainfulness in keeping up client connections and building associations with clients.

Clearly, a positive result of fulfillment, for example, keeping clients, guiding clients' different items to the association, and others, can help the association's upper hand and extend its piece of the overall industry. Also, long-haul associations with customers regularly mean greater productivity, which brings about a continuous financial downturn. Consumer loyalty is thought to be a standout amongst the most vital results of all advertising exercises in a market-arranged firm. The conspicuous requirement for fulfilling the association's client is to extend the business, to pick up a higher piece of the overall industry, and to procure rehash and referral business - all of which prompt enhanced gainfulness (Barsky, 1992).

The administrations promoting writing proposes that fulfilled client buy all the more each time they visit and buy all the more regularly. The fulfilled client additionally alludes their family and companions. The connection between deals, administration, fulfillment, and benefits is immediate. The more clients are fulfilled, the more they spend (Gerson, 1993). The more clients spend, the more are sold. Furthermore, for the most part, when more are sold, benefits are more noteworthy (Gerson, 1993).

As we have noted, consumer loyalty can prompt client dedication, which can prompt expanded gainfulness of the firm in the administration part. In this manner, look into demonstrates that 80% of firms give 20% steadfast clients and 80% of conventional clients with 20% wage. What's more, we should take note of that these 20% steadfast clients are simply fulfilled clients.

CHAPTER 2

4.1 Service industry in Azerbaijan

The service sector is the world's largest sector. Of the total global wealth, 63.5 percent come from the service sector. The United States is the largest producer of services in the US \$ 13.5 trillion. The service sector is the largest sector in 194 countries. More than 80 percent of the 30 countries receive the GDP from the service sector. A service is an economic activity that creates value and gives benefits to customers at specific times and places, resulting in a desired change in the recipient of the service. Advantage: In the advantage or benefit that customers receive from performing a service or using a physical good. Service - the bulk of modern economy. The services sector accounts for most of the new growth in jobs in developed countries. Currently, jobs serve about 80% of jobs in the private sector of the US, with wages growing faster than in production. In most countries, the service sector in the economy is very diverse and includes a wide range of different industries, ranging from huge enterprises operating on a global basis to small firms serving a single city. As you know, the level of development of the service sector is important in measuring the country's development level. If a country with a high service area and its 70 per cent of its GDP fall into the service area, this country is considered a developed country. Looking at these indicators for Azerbaijan

GDP – composition, by sector of origin (%), 2015

Country	Agriculture %	Industry %	Services %
Russia	4,4	35,8	59,7
Ukraine	13,3	24,4	62,7
Azerbaijan	6	58	36,1
Georgia	9,2	22,1	68,7
Belarus	9,3	41,3	49,4
Turkmenistan	12,7	49,3	37,9
Armenia	23,3	30,1	46,7

Gross Domestic Product Production Method (in current prices, in million manat) (starting from 2010, based on IFN version 3)

	2010	2011	2012	2013	2014	2015	2016	2017
Agriculture, forestry and fishery	2344.6	2643.5	2813.7	3122.2	3139.2	3359.3	3386.8	3949.3
Mining Industry	19376.6	24980.0	23605.9	22790.2	20222.3	14370.2	18557.0	23945.5
Manufacturing Industry	1915.8	2077.2	2318.7	2452.8	2777.8	2713.9	2978.9	3311.2
Production, distribution and supply of electricity, gas and steam	674.0	887.0	1082.2	1107.5	1078.2	734.7	755.6	714.8
Water Supply, Waste Treatment and Treatment	55.2	66.5	66.3	91.1	91.0	93.5	106.5	115.8
Building	3439.7	4141.0	5507.9	6753.7	7454.4	6499.5	6338.9	6687.2
Trade, Repair of Vehicles	2724.6	3283.7	3654.0	4148.9	4652.0	5387.8	6251.8	7305.2
Transportation and Warehouse	2368.7	2658.8	2693.6	2568.9	2655.9	3241.9	4075.7	4737.3
Accommodation of tourists and public catering	442.7	757.2	897.4	1069.2	1269.1	1312.8	1424.1	1639.8
Information and Communication	791.6	828.9	945.1	1011.9	1070.9	1087.7	1058.1	1138.2
Financial and Insurance Activities	492.8	714.9	919.9	1262.0	1536.7	1580.7	1549.1	0.0
Real-Estate Operations	687.5	816.2	857.6	1210.4	1466.0	1850.7	1847.8	0.0
Professional, Scientific and Technical Activity	385.2	597.5	672.6	792.3	833.6	858.4	854.6	0.0
Administrative and auxiliary services	229.0	279.2	336.0	360.7	384.9	373.0	372.8	0.0
Public Administration and Defense, Social Security	854.0	1162.3	1353.3	1471.7	1638.6	1695.7	1729.6	0.0
Education	1434.3	1603.9	1710.6	1896.9	1942.8	1947.1	1901.9	0.0
Public Health and Social Services	688.3	724.1	908.9	1030.5	1133.2	1137.9	1083.0	0.0
Activities in the field of leisure, entertainment and art	289.5	368.0	434.7	533.3	594.7	610.5	541.9	0.0
Services in Other Fields	394.8	436.1	573.3	629.7	659.7	665.6	689.6	11468.9
Total GDP- Total Activities	39588.5	49026.1	51351.7	54304.0	54601.1	49521.0	55503.8	65013.1
GDP- Net Taxes on Product and Imports	2876.5	3055.9	3392.0	3878.0	4413.0	4859.0	4921.4	5122.0
GDP - Total (at market prices)	42465.0	52082.0	54743.7	58182.0	59014.1	54380.0	60425.2	70135.1

Now let's get a closer look at the services in the economy of Azerbaijan. If we look at the table, we can see that the share of hospitality, tourism, health, entertainment, recreation and other services has increased in GDP. The development of production and industry has put its place in service areas with increased rates over the past decade. Although the country has suffered from the economic downturn in the last three years, and production has declined in part, it is still an important factor in GDP growth and after-sales.

**The share of added value in the service sectors of the economy in GDP
(percent)**

	2000	2005	2010	2011	2012	2013	2014	2015	2016	2017
The share of added value in the service sectors of the economy in GDP (percent)	35.8	25.1	27.9	27.3	29.1	30.9	33.6	40.0	38.7	37.5

In Azerbaijan, because of the advancement and refinement of the economy. The primary strata of the business benefit ventures are security, counting. New administration with organizations can give benefits that give aggressive administrations volume. If we look at the service's GDP share, we see that this fair rate has increased from 25.1% to 40.0% in 2005. This is a great development for our developing economy and our transition economy.

The oil price bubble crisis after 2003, when viewed by the economy as a percentage of the value added in the service sectors, has led to a significant decline in the service sector, largely beyond the national economy. However, as a result of the country's successful economic policy, the added value of services has increased in GDP.

If we look back at 2000, we see that devaluation has led to a decline of 3% in service areas. If this indicator is not taken seriously, one can conclude that service sectors in

the country's economy have high elasticity. So, every change in the economy affects service. If we have a sustainable economy, there is also a potential development in the service sector through the funds allocated for the development of the non-oil sector, which in turn leads to an increase in GDP.

4.1 Service industry in the example of hospitality and restaurants in Azerbaijan

The key indicators of the hosting service, one of the main areas of the service, are

The main indexes of the hotel service

Indicator (unit)	2001	2005	2010	2011	2012	2013	2014	2015	2016
Number of hotels, hotel type enterprises	93	262	499	508	514	530	535	536	548
Number of rooms	5259	10661	14158	14815	15898	16559	17363	17953	20330
Disposable attitude (location)	9403	22492	30793	31979	32834	33951	35652	37278	40042
Number of rooms used during the month maximum number of tourists	1355	6529	9015	9148	10148	10661	11045	11646	13933
The number of places used during the month where maximum number of tourists is available	2298	12029	18722	18746	19152	20100	21181	22739	26290
Distribution of rooms by degrees:	0	0	0	0	0	0	0	17953	20330
lux rooms	566	1283	2445	2645	2627	2509	2419	2476	2683
I grade rooms	3859	5839	5825	5974	6429	6266	6970	7068	8140
tourist grade rooms	834	3539	5888	6196	6842	7784	7974	8409	9507

listed in the following table. It is evident that there has been an increase in key indicators for each year, and has stimulated the development of this sector.

When we look at income indicators in the hosting service, we can say that profit increases every year and benefits the economy. However, it should be noted that the

guest service is not only room for night-time accommodation, but also food, health, entertainment, etc. concentrating on services, increasing the prospects and profitability of this sector. Naturally, as in every aspect of the economy, the guest will also be able to work, tax, depreciation and so on. such as expenses. However, as a final result, we can consider this service as a profitable area.

If you look at the number of foreigners staying in the hosting service, this indicator is

Income and expenses of hotels and king of hotels

Indicator (thousand manats)	2010	2011	2012	2013	2014	2015	2016
Profit from the operation of hotels and hotels	105888.8	114686.1	153980.9	171255.9	181047.3	183055.1	240112.6
Revenue from sales of rooms	71676.0	87817.6	110641.5	110808.4	117072.1	115921.9	144751.3
Revenue from the sale of foodstuffs, including drinks	19505.0	18118.4	28872.3	40022.8	43019.7	43521.3	61289.7
Revenue from health care services	7701.5	2419.5	2630.8	2001.0	2379.5	2509.2	2309.4
Expenses for hotel and hotel-type facilities	87879.9	88680.4	110684.0	145468.3	147068.1	171730.8	204852.3
Labor costs	17344.5	18222.2	27389.2	44406.1	46008.7	52353.4	61281.2
All social insurance charges	2886.2	3242.2	6187.1	10016.1	10602.3	11564.4	14548.1
Amortization of fixed assets	19522.0	11509.3	20564.3	14990.6	13083.9	2447.2	17301.0
VAT, income and other taxes included in the budget.	15130.6	27966.5	18058.8	29951.3	28201.5	28098.5	0.0

increasing every year for the country. We can say that this increase has increased in customer satisfaction and this type of service has developed in our country.

Number of foreigners and stateless persons residing in hotels and hotel-type and number of nights

Indicator (persons)	2005	2010	2011	2012	2013	2014	2015	2016
Number of foreigners and stateless persons staying in hotel and hotel-type facilities	130237	212356	257987	327117	395461	392790	495648	776784
Number of nights spent by foreigners and stateless persons	539811	568056	673811	803089	821552	802549	958939	1406264

High-level training in customer and restaurant services, customer satisfaction surveys, market research, price and quality factors impact on service delivery for incoming customer service, customer satisfaction on hotel, restaurant, entertainment has been investigated since the early 2000 years and has been applied on the local

Physical volume indices of cows turnover compared to previous year

Indicator (percent)	2000	2005	2010	2011	2012	2013	2014	2015
Physical volume indices of cows turnover compared to previous year	106.7	126.1	116.3	122.6	118.8	116.0	118.2	114.0
physical volume indices compared to the previous year by types of property of catering turnover	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
on state property	0.0	0.0	85.1	113.0	102.3	113.8	105.7	101.2
non-state property	0.0	0.0	117.4	122.8	119.2	116.1	118.4	114.2
by the total catering turnover	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
on state property	0.0	0.0	2.5	2.3	1.8	1.7	1.5	1.4
non-state property	0.0	0.0	97.5	97.7	98.2	98.3	98.5	98.6

market.

Hotel business in our nation pulls in more incredibly famous administrators. Lately, they have extended their essence by opening the top of the line lodgings in the nation. The market's new players have been seeking numerous years, and have been grasped by lodging business pioneers for a long time and have started applying corporate benchmarks that have been effectively connected in numerous nations around the globe. The fundamental assignment of any lodging is to satisfy the client and do

everything conceivable to hit it up once more. The inn laborer must regard her as a visitor house, and to visitors - individuals who are cheerful to acknowledge it. It is hard to educate, so it is important to illuminate that a man can treat the lodging visitors with graciousness and truthfulness.

Perceptions demonstrate that individuals who come to work at inns frequently have no custom curriculum. Obviously, the Tourism Institute gets ready specialists in the inn business: The nation has 25 experts in tourism, which isn't sufficient for the creating lodging market. As per specialists, there is a requirement for profoundly qualified pros in the field. Despite the fact that there are no questions that alumni of this college will increase worldwide learning in tourism and friendliness, graduated class are not generally mindful of the administration highlights of inn business. Specifically, they can't do the essential documentation and report. The state has coordinated its strategy towards the improvement of tourism appeal of the nation. This makes ideal conditions for the improvement of lodging business. The 6th International Conference on Hotels in CIS and Georgia, held in Baku on September 18-19, 2013, expressed that in the following 6 years, we will be currently advancing 4-5 star lavish inns. Genuine, each guest won't have the capacity to remain in extravagance condos. There are insufficient inns in Azerbaijan with sensible costs and, at any rate, great administration, for instance, 3 star lodgings. Specialists trust that separated lodgings are exceptionally constrained in inn business. As they would like to think, the improvement of shoreline and ski resorts is additionally topical. As indicated by the information of the State Statistics Committee of Azerbaijan, in 2006 there were 288 hotels in the nation, in 2010 this figure achieved 499. In 2012, there were 514 super mines and a hotel-type endeavor.

As of late, restaurant business in Azerbaijan has experienced significant changes. The greater part of our natives has steadily turned out to be familiar with the strolling society of eateries. Restaurants can be ordered by class, sort, and area of nourishment. .V. The order proposed by Borodin is as per the following. Restaurants, station restaurants, vegan restaurants, store nibble, restaurants, different restaurants .

The quantity of eateries is developing step by step, the ability to shape a business with its client focus and clients contemplating spending. With the majority of your business, with clients restaurants can be partitioned into three classifications. The reason for such division the guideline is the means by which to set up a business with customers:

- Food-accommodating eateries: as a rule where thickly populated individuals live where the area of such eateries is a consistent stream of new clients gives. Going through the jam in the stream of eateries coordinated to the stream the "push" of clients is a need. Identified with this class a more successful strategy for the headway of the eatery is thought to be an outside ad.

- Standardized eateries (organized eateries): In light of a cognizant want to utilize a man's well-known effects fabricate their business with clients. Where's his system of individuals in the eatery despite area? Eatery systems one client at one time as of now has different eateries in a similar system feels good all around.

Regular customer-oriented restaurants: specially designed for those arriving regularly. The waiters know the permanent customers, remember their favorite foods, and regular customers pay a great deal. The distinguishing feature of such restaurants is that it is specific to this restaurant. But in any case, the restaurant needs to make some effort to ensure that customers are continuing and encourage them to come back again. In this case, poor results give permanent customer encouragement programs. Also, the privileges are almost always a major factor. Today, this type of restaurant has a tendency to encourage customers' excellence, and the bonuses and gifts system is itself. For example, he congratulates his client on his birthday and offers him a bottle of apple juice as a gift. No doubt, any restaurant needs constant customers and can be drawn in different ways depending on the type of restaurant. The main thing is a creative approach to work because any non-standard form of attracting customers works more efficiently and really attracts and deals with people. Application of marketing tools in the development of restaurant business (fast catering and business model) Restaurateur, first of all, sets up a new company for which the restaurant will

work for. Depending on the customer's quality characteristics, the size of the restaurant, the amount of the average check, the size of the prize, and the profit. That's why the restaurateur is the "self" public it is important to know that it can work correctly with the customer. Companies that are able to pay for the quality of service and at the same time frequently call it its fast service and quality food market.

CHAPTER 3

5.1 The purpose of the research

Our goal in this study is to find the key factors affecting the quality of the guest service, measuring customer satisfaction in that type of service. The result is how to improve customer satisfaction, offer a suggestion on how to improve the quality of service or the key indicator that affects satisfaction.

Examinations on consumer loyalty have been led in a couple of inns in Baku regarding consumer loyalty in guesthouses. This exposition depends on the cost of consumer loyalty at lodgings in the inns of "A", "X", "Y" and "Z" (which are not clarified by the names of the visitor organizations as indicated by moral standards) and is focused on estimating and assessing their achievement in living up to clients' desires, regardless of whether they know about the work done and consumer loyalty. Thus, the examination has distinguished as an objective for more point by point illumination of clients' fulfillment with lodgings and their dedication to inns by going by 3 and 4-star inns working in Baku.

The reason for our examination is to assess consumer loyalty levels at lodging offices. In this examination, it appears that the fulfillment level of consumer loyalty has turned into the principal application territory in inn foundations and there is various hypothetical research around there. The motivation behind estimating consumer loyalty in visitor houses is to settle on a choice about the current administration hones and to consider recommendations for enhancing quality at such undertakings.

5.2 The indicators of the research

It ought to be noticed that the primary pointers of the study are the appraisal of age, sexual orientation, nationality, friendliness, room, sustenance, diversion and relaxation administrations and eatery administrations.

Here it is imperative to take note of that there are a few impediments for this exploration work. It ought to be viewed as that the appropriate response mistakes in the review, study, overview, study, and study poll will dependably be incorporated into this study. Also, plainly the consequences of the examination are confined to a specific topographical area, the nationality of clients, and the class of lodging offices, accordingly restricting various speculations. The way that Baku is a well-known vacationer goal is an aftereffect of a popularity for clients' desires from lodging offices.

Also, assessment of items and administrations at inn offices is separated by day, month, year, and season. Therefore, the level of fulfillment with the inn may fluctuate contingent upon the cost paid by the client in the meantime at a similar lodging, however, the past level of administration is accessible. Likewise, in an escalated season, clients at the inn are not only the additional cash they require; they may likewise be less happy with the insufficient enthusiasm of the representatives because of the thickness of work at the inn.

5.3 Methodology and Analysis

The philosophy utilized as a part of the examination was utilized to get the important data. The study technique is the most broadly utilized research strategy for deciding client desires and fulfillment levels. As a method for gathering information, studies give data and thoughts regarding the present circumstance as a quantitative strategy, furnishing consumer loyalty with engaging and remunerating benefits.

Loan costs were utilized to evaluate the statistic and financial markers of the customer incorporated into the exploration. The 5-point Likert scale depended on the review shape. There were no negative judgments in the survey frame. The best answer was 5, and the most negative answer was 1 point. The Cronbach Alfa computation and exactness proportion were ascertained utilizing 0.896 desires for consumer loyalty and 0.943 for consumer loyalty. As should be obvious from figures, the level of dependability and unwavering quality of the poll utilized is very high.

315 of 319 surveys were addressed and 315 polls were assessed. The information gathered from these reviews were broke down by factual strategies and the outcomes were deciphered.

The data acquired from the overviews were exchanged to the electronic condition with SPSS 15.0 information examination programming bundle and again with a similar program factual breaks down were made and thickness tables were given. The factual portrayal of the reactions was assessed by the connection between the inquiries of the statistic highlights of the poll and the connection between consumer loyalty (Servqual) questions, number-crunching mean, standard deviation, needy and autonomous t-test.

5.4 The results of the research

Guest service does not justify staying overnight. Here are some recreational services: spa, gyms, leisure and entertainment venues, outdoor or indoor pool, conference hall for formal meetings, offices in some hotels, room service 7/24, nutrition, room cleanliness, medium or luxury the range of services provided and so on. to some extent. Also, customer satisfaction in restaurant service is not enough to satisfy only the needs of foodstuffs. Customers have free internet, live music, show programs, special meals offered by the chef, as well as personal behavior against customer behavior.

When looking at customer satisfaction in hotel and restaurant services, we will try to find the answers to hypotheses. these hypotheses are as follows.

Hypothesis 1 - There is a relationship between hotel service quality and customer satisfaction.

Hypothesis 2 - There is a relationship between restaurant service quality and customer satisfaction.

Hypothesis 3 - There is a relationship between service variety and customer satisfaction.

The customer satisfaction in hotel market is evaluated with factors mentioned below.

- 1) The quality of reception
- 2) The quality of rooms
- 3) The quality of the service
- 4) Room service quality
- 5) Restaurant quality

The research based on reliable secondary information source.

The reliability analysis of our survey was measured by Reliability Statistics. The reliability of the survey was 0.94. which is a measure of the quality of the research done.

Case Processing Summary

		N	%
Cases	Valid	315	98.7

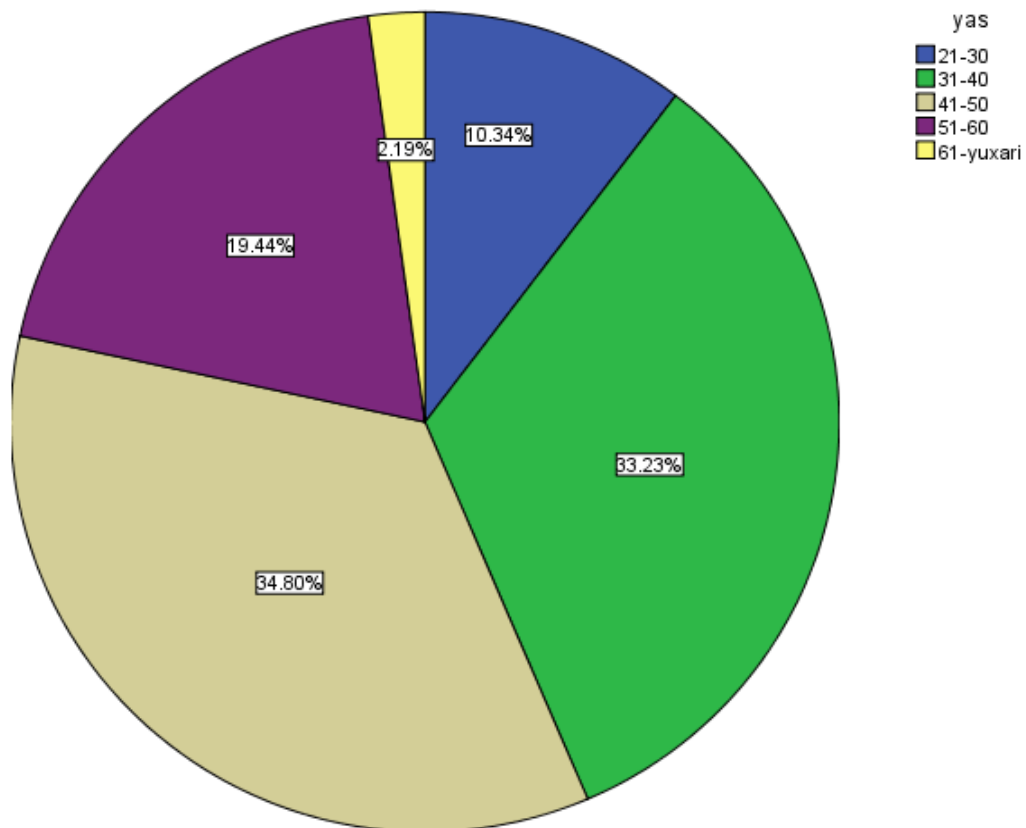
Excluded ^a	4	1.3
Total	319	100.0

a. Listwise deletion based on all variables in the procedure.

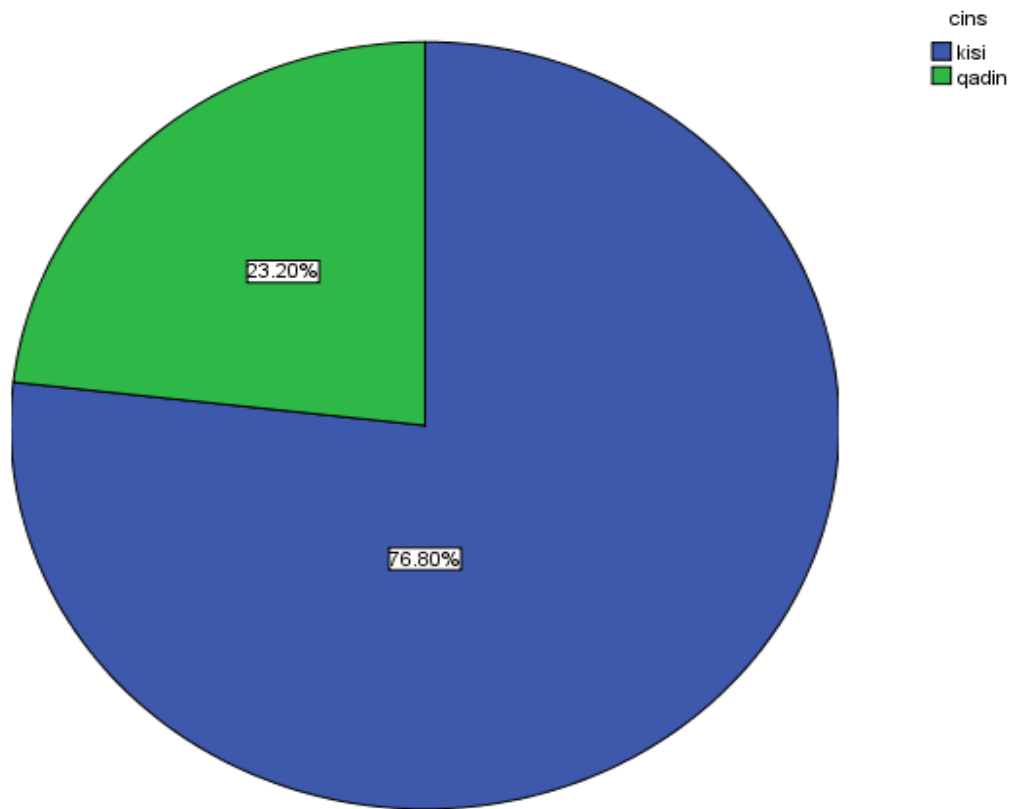
Reliability Statistics

Cronbach's Alpha	N of Items
.946	29

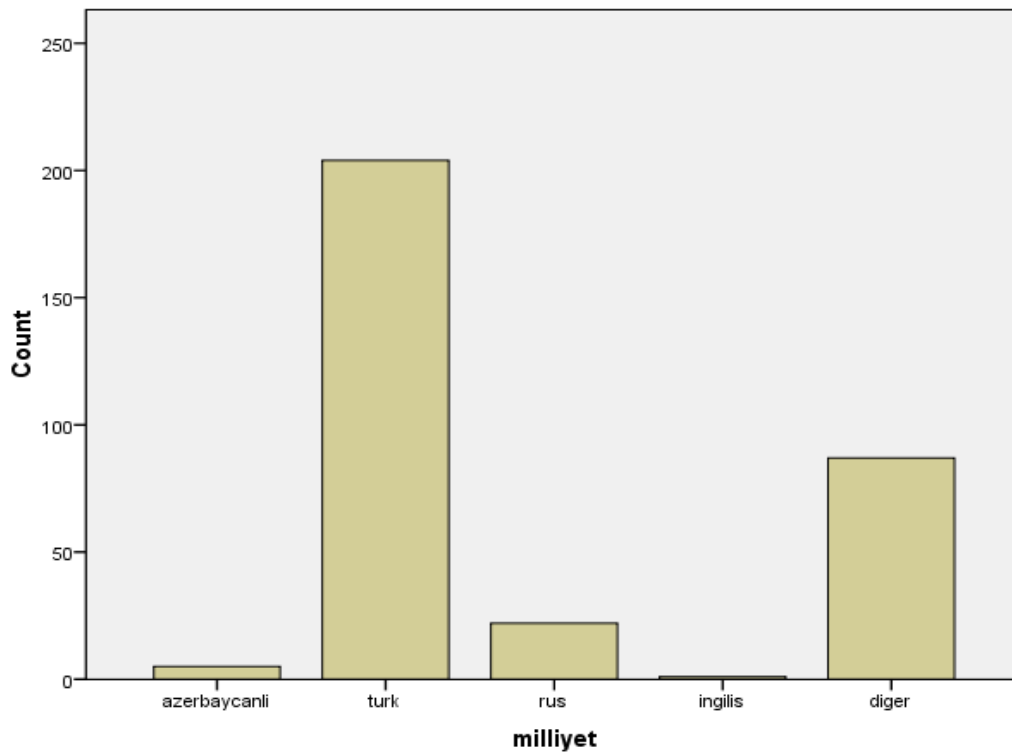
Frequency tables are composed of 3 charts, including age, gender, and nationality. Here we have the charts where each of them show the demographic indicators that were used in research. Every of them was shown in percentage.



When paying attention to the age table, most people between the ages of 41-50, ie 111 people (34.8%), and 31-40 in the total number of 106 (33.2%) people, are 62 and 62 (19.4%). This indicates that among the customers preferring guests at the hotel, mostly between the ages of 41 and 50, and then between 31 and 40 years old.



The results of the analysis show that men are more predominant. 245 people (76.8%)



When viewed as a nationality, 204 people (63.9%) are the majority of Turkish citizens. As a result, we come to the conclusion that customers who are in the "A", "X", "Y" and "Z" hotels in Baku are the customers from Turkey.

The following table describes the reasons why the hotel was chosen. Out of 319 responses from customers, only 299 have been evaluated, and the rest are empty. (or the question has not been answered or forgotten). Of the 299 out of 299 people, 26.6% have chosen the hotel for mixed reasons (at least two of the reasons for the hotel's choice), 45% of the hotel, ie 14.1%, selected on the recommendation of the hotel. Another important point is that 33% of those who prefer the hotel, ie 10.3%, stayed at the hotel based on company agreement.

Reason of chosen

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Advice	45	14.1	15.1	15.1

	Price	9	2.8	3.0	18.1
	Pacet program	13	4.1	4.3	22.4
	Company agreement	33	10.3	11.0	33.4
	Comfort\Place	10	3.1	3.3	36.8
	Reliable	10	3.1	3.3	40.1
	Spa	5	1.6	1.7	41.8
	Participant of conference	7	2.2	2.3	44.1
	Mix	85	26.6	28.4	72.6
	No comment	82	25.7	27.4	100.0
	Total	299	93.7	100.0	
Missing	Previous experience	20	6.3		
	Total	319	100.0		

The analysis we have here is as follows.

The basis of the factor affecting customer satisfaction is the Reception department at hotel and hotel type businesses. When we analyze the impact of the Admissions Office on Customer Satisfaction Regression analysis through the Regression model, we can see that there is a connection between customer satisfaction with the results of admission department.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	1.540	.139		11.108	.000
	Accept	-.010	.006	-.083	-1.476	.141

a. Dependent Variable: stay again

In the table above significant when we pay attention to the value, This will affect the quality of the Reception, which is offered by the Reception Office in hotels, to customer satisfaction, and will lead them to their favorite hotels even at their recent trips.

Another factor that we use to measure customer satisfaction is the quality of the room. As a result of the research, the quality of the room will also satisfy the customer and will cause him to stay in the same hotel again.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.441	.144		9.974	.000
	Room	-.002	.004	-.039	-.688	.492

a. Dependent Variable: stay again

As can be seen from the table, significant level .000 shows that this is a relationship. The risk of regression has proven that customer satisfaction depends on the quality of the room.

Another factor to measure customer satisfaction is the quality indicator of service. On the other hand, the quality of the service has the same effect on customer satisfaction as in other factors. The following regression analysis also shows that the high quality of service affects the customer's choice of the same hotel again. This increases the customer satisfaction.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.351	.093		14.581	.000
	Service	.000	.007	-.004	-.071	.943

a. Dependent Variable: stay again

The room service was always important for the hotel. Housekeeping, laundry and room service include all the services included, which, in turn, gives customers a satisfactory or indirect result. Looking back on the table below, we can see that there is a connection between room service level and customer satisfaction.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.439	.088		16.282	.000
	Room service	-.007	.006	-.067	-1.202	.230

a. Dependent Variable: stay again

Finally, the impact of customer service on customer satisfaction has been reflected in the following table.

Coefficients^a

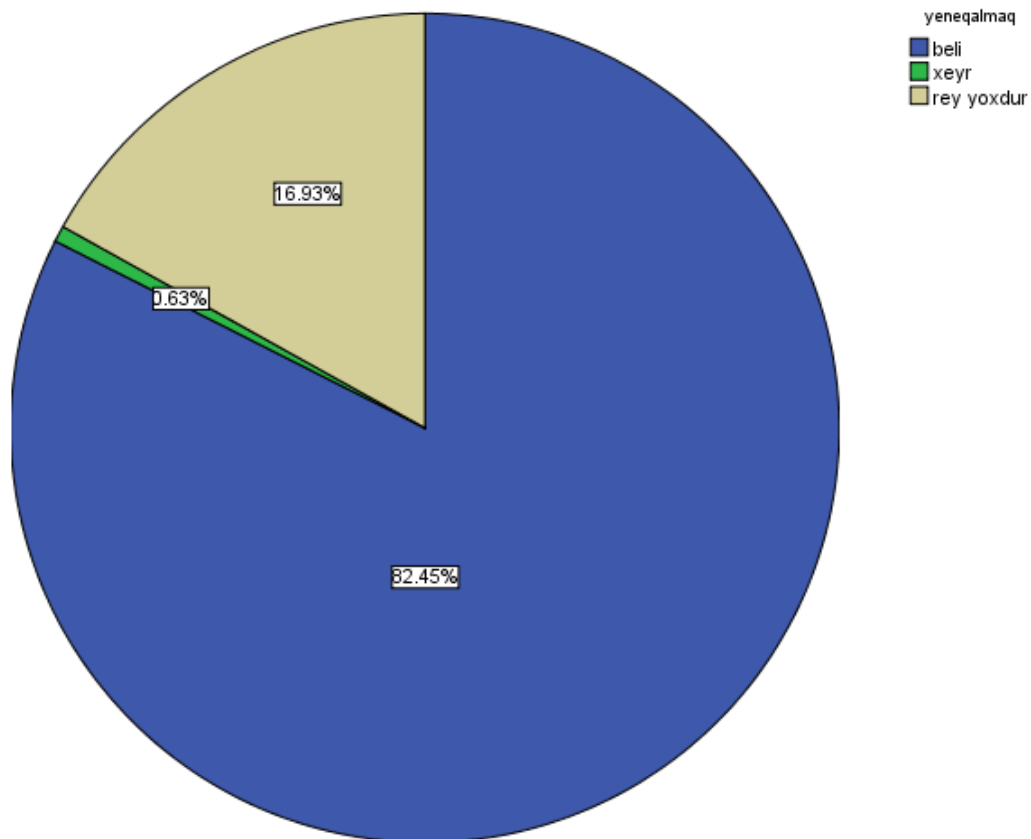
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.895	.165		11.477	.000
	Restaurant	-.032	.009	-.192	-3.474	.001

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.895	.165		11.477	.000
	Restaurant	-.032	.009	-.192	-3.474	.001

a. Dependent Variable: stay again

As can be seen from the table, significant level .000 shows that this is a relationship. It should be noted that the quality of the service is also the basis of customer satisfaction.



We find that 82.45% of satisfied customers will re-visit the same hotel again or use other services they offer and re-use the restaurant service. It is noted that 0.63%

of other customers will no longer use these services that offer by hotel or restaurants in the future because of fully or partially non-satisfying their demand or wants.the remaining customers did not comment on the repurchasing service offered by the same company if we assumed they were partly satisfied or dissatisfied with their service.

Thus, the hypotheses we have mentioned above are confirmed. The firm must keep the customer in place for permanent income. At that time, the customer is loyal customer, so that his wishes and desires are ensured by the manufacturer and not lower than the customer expectations. If customer satisfaction meets the level of his expectations, that means getting customer satisfaction. So, it is important to improve the quality of service that is the key to achieving this satisfaction. Increase the range of offered services and provide the customer with the best possible options, in turn, must be prioritized in order to achieve satisfaction.

CONCLUSION

Competition and the many changes that come with globalization have led to the emergence of some new concepts in businesses. The customer has come to the fore as a concept that the businesses place importance on. The fact that the customer is important to the business has caused some changes in the marketing understanding, and the businesses have begun to adopt customer oriented approaches. About thirty years ago, while the concept of customer meant nothing for businesses, today it has become the focal point. With the importance of the customer, profit-oriented businesses have lost their validity and left their place in a customer-focused structure.

Providing customer satisfaction is helping to form the customer loyalty. The dissatisfaction of the customer causes the customer to be completely lost or the customer to complain. Researches and developed methods especially aimed at

measuring customer satisfaction in service firms reveal what is the ever-changing and evolving customer expectation.

The business should be aware of customer expectations and be able to satisfy customers by developing goods and services in anticipation. Customer satisfaction does not mean that only the goods and services produced are realized in line with customer expectations. In addition, the image of the operator and how the customer perceives the goods and services produced also affects customer satisfaction.

Businesses to ensure customer satisfaction; determine customer expectations accurately, develop goods and services in line with customer expectations, investigate how customers perceive the goods and services produced, and make efforts to obtain a positive image of the customer about the business. Satisfaction of customers in today's competitive conditions is not enough. Because businesses can grow by constantly protecting their customers and gaining new customers. Winning new customers is always more costly than keeping old customers protected. Therefore, it is necessary for enterprises to protect old customers by creating customer loyalty first. Customer satisfaction is undoubtedly the most important factor in protecting old customers or making customers loyal customers. Satisfied customer will become a loyal customer over time.

In this study, customer satisfaction has been measured in 3 and 4 star hotels, and the quality and variety of services offered by the hotel and restaurant services have affected the customer satisfaction. Although the survey covered only a hostel based in a city, there was a link between satisfaction and quality as a result of demonstrations. At the same time, there is a great difference between quality and price in the country. the fact that prices are expensive when satisfied with the quality of the companies offering many hospitality and restaurant services is inevitable. There is an important function of catering and beverage services to ensure customer satisfaction at hotel enterprises. Research findings show that

clients at hotel enterprises have low levels of nutritional care. At the same time, according to the results of research, the vast majority of customers at hotels have been buying products and services for everything. This is a sign that only hotel enterprises are put in the forefront of price-only pricing practices. In hotel enterprises, there is also a significant functionality in providing standards, as well as improving employee satisfaction, customer satisfaction and satisfaction levels.

In general I would like to point out that the service area differs significantly from the production area. Here, the evaluation of service involves both the employee or the employee and the client himself. The presence of both parties in the creation of such services is crucial. Because the main reason for customer satisfaction is the lack of qualified staff in such businesses and the shortage of employees. From here, we can conclude that the competition between three-star hotel enterprises is more pragmatic than serving-centered, and we can conclude that these enterprises are mostly incompetent and limited. This situation undoubtedly leads to the fact that customers receive both a small number of low-quality service from hotel facilities. The incompetence and shortcomings of employees both in their professional and in-service skills are clearly reflected in the admission and registration services that are directly linked to clients.

Clients' satisfaction with hotel enterprises, customer expectations, and customer satisfaction, have become significant for hotel businesses. Meeting customer expectations and satisfaction at hotel facilities can only be possible with the identification and improvement of service standards to be provided to customers. Customer satisfaction that will result from these standards will ensure that customers are loyal to hotel facilities and re-choose these businesses. An accurate and open customer satisfaction survey provides information on the features of the service that is considered important by the customer. It also includes how effective service features are in customer's decision-making, how well the

enterprise's customers meet their objectives, and what the enterprise focuses on with customer communication.

Customer satisfaction is a fundamental indicator of customer loyalty. Customer loyalty will also enable the hotel to maintain its business, to grow and thus earn more.

It is important to take action for the development of the service sector. Especially it is important for the staff to specialize in their area of service, contact with clients and behaviors to be studied and applied. The emerging service sector, as well as local and international customer satisfaction and loyalty, leads enterprises to earn revenue and improves economic performance across the country.

Satisfying customers gives more revenue to the firm. Every satisfied customer earns new customers to the company. Moreover, the loyalty of the satisfied customers to the firm is also increasing. A loyal customer does not pay attention to the strategies that competing companies take to attract customers. He does not break his bond with the satisfied company and always prefer the same company for the service or product needs in question. In such cases, companies are also earning more money.

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