

Research Article

An Assessment of the Impact of Employee Satisfaction on Customer Satisfaction in Hotel Enterprises

Oktay EMİR

Anadolu University
Open Education Faculty
Eskisehir, Turkey

orcid.org/0000-0002-7972-1980

oktayemir@anadolu.edu.tr

Sibel ŞAHİN

Anadolu University
Faculty of Business Administration
Eskisehir, Turkey

orcid.org/0000-0001-5637-9118

sibel_sahin@anadolu.edu.tr

Yalçın Arslantürk

Ankara Hacı Bayram Veli University
Tourism Faculty, Ankara, Turkey

orcid.org/0000-0003-0936-5391

arslanturk@gazi.edu.tr

Abstract

The aim of this study is to determine the personnel evaluations of employee satisfaction factors in customer satisfaction by using statistical methods. Firstly, the studies about the factors affecting the satisfaction of the employees in the literature were examined and the statements used in the study were formed and then the suitability of the questionnaire in terms of both content and comprehensibility was checked by taking expert opinion. Face to face survey method was used as a method of data collection. Surveys were applied to 419 staff working in international chain hotels in 2017 (September, October, November, December), 2018 (January) between Atlanta, Savannah, Hilton Head Island regions. Statistical analysis was performed with the help of SPSS package program. Variables are described by frequency, percentage, arithmetic mean and standard deviation statistics and also T-test and variance analysis were performed. Tukey test was used for the comparison of binary groups as a result of variance analysis. As a result of the study, it was determined that the most positive opinion of the employees regarding the effect of employee satisfaction on the hotel satisfaction was the terms of working conditions, followed by social rights and communication with the employees, respectively. Moreover, it was determined that the opinions of the participants did not differ significantly according to gender and working position, but for age, marital status, educational status and the department.

Keywords: Customer Satisfaction, Employee Satisfaction, Hotel Enterprises

Received 1 October 2018; **Received in revised form** 7 December 2018; **Accepted** 10 December 2018

Suggested Citation:

Emir, O., Şahin, S., Arslantürk Y. (2018). An Assessment of the Impact of Employee Satisfaction on Customer Satisfaction in Hotel Enterprises, *Journal of Business Research-Turk*, 10 (4),794-806