

A Study upon Marmara and Aegean Region Intended to the Preference of SPA Centers in the Chain of a Five Stars Hotel Institutions

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Abstract

In this study, it is aimed to find out the reasons for the preference of SPA centres in 5-star chain hotel establishments in Marmara and Aegean Regions. The data obtained as a result of the study, the reasons for the preference of SPA centres, the effect of the business on the preference of the business again, the findings obtained from service quality and customer satisfaction were compared with the demographic characteristics of the customers. Questionnaire technique was used to collect the data and the data were obtained online. A total of 405 people who have received service at least once in the last 6 months from the SPA centres of 5-star chain hotel establishments participated in the survey study. According to the findings, it is understood that the perception of utility value, perception of service quality and behavioural intention formed as a result of satisfaction have a strong, significant and positive effect on the intention of customers to prefer the establishment again and to recommend it to their environment. It has been determined that the location of the business, staff equipment and training, price policy, equipment variety and hygiene, healing and mineral water resources facilities and architectural structure have a positive effect on customer satisfaction and loyalty.

Keywords

Health Tourism, SPA, Customer Satisfaction, Service Quality, Reference Intentio

INTRODUCTION

Mankind has been in constant motion since its creation. For centuries, human beings have tended to constantly move from one place to another, both for nomadic lifestyle and for commercial purposes. Over time, in addition to these purposes, in societies, there has been a desire to be in different places for reasons such as resting, travelling and seeing a different place, and having fun, which gave rise to the concept of tourism.

People have been involved in health tourism for many different purposes such as seeking healing and being treated for centuries. People have been participating in health activities since ancient times to be physically and mentally well for many different purposes, such as receiving treatment, relieving stress, and benefiting from healing waters (Letunovska, Kwilinski and Kaminska, 2020, p:9). And also in addition to the conveniences brought by industrialization, mechanization and technology, the harmful effects of these innovations on health have created the need for people to travel for health and seek healing in different places.

Many differences are observed in terms of the number of individuals participating in international health tourism and the income obtained. Reasons such as price and exchange rate differences in treatment services, health insurance practices, private health services, the ratio of the aging population to the number of births, long-lasting surgical operation queues, prohibited operations in countries, and increased interest in healthy living, etc., lead to differences between countries. As a result of these differences, individuals head to health tourism services in different countries, regions or cities (Borman, 2004).

Customer satisfaction is providing on-site, timely and desired quality service to customer demands and expectations. Therefore, with the recent development of technology and communication opportunities, businesses have begun to give more importance to customer satisfaction. The important point here is to ensure satisfaction in line with the expectations of each customer according to different customer profiles (Oliver, 2010, p:2). Within the scope of customer satisfaction, the points that businesses should pay attention to are concepts such as quality, perceived value, customer expectations and image.

After the service is provided, the evaluation phase comes. The customer makes an evaluation according to the service received and makes this evaluation in line with the expectations and the benefit value of the service. Depending on their satisfaction or dissatisfaction, customers make recommendations to their environments or tend to prefer or not prefer the service again (Chen, Tsai, 2007, p:1115). With product marketing and sales methods changing over time, not only the service delivery process but also the after-sales process has begun to gain importance. The consumer evaluates the service and the business not only in terms of product performance but also in terms of after-service support.

LITERATURE REVIEW

Health tourism and types

The concept of health has attracted attention with its different definitions, beliefs and treatment methods from the Greek-Roman medical period, which has attracted great attention in the medical world, to the present day. This concept has brought about many differences, including the healing gods believed in ancient times to today's modern medical methods (Mijalovic, et al., 2020).

The health status of individuals are greatly affected by the activities they practice during the day, their diet, their social life and the decisions they make about their health. As a consequence of these effects, the state of physical, spiritual and psychological health of individuals comes to the fore. In general terms, the concepts of healthy life and healthy individual emerge with the provision of these conditions (Bryndin, Bryndina, 2017, p:131). Healthy life means that individuals are well both physically and spiritually. The concept of a healthy individual is formed as a result of features such as adequate and regular exercise, balanced nutrition, not smoking and consuming alcohol, health responsibility, ability to cope with stress, and compliance with hygiene rules.

Throughout history, there have been many technological developments and innovations that have facilitated human life, but in addition to these developments, diseases, adverse weather conditions and stressful environments have also begun to increase. People ever-after want to be in different places not only for physical relaxation but also for psychological well-being. At this point, while people's motivation for traveling used to be commercial or entertainment and the desire to see different places, over time these motivations have diversified in line with the needs and have been divided into different categories such as entertainment, cultural and health (Kozak, 2002, p:221).

Nowadays, where information is accessed faster and opportunities are wider, the researching, questioning and conscious human profile has become widespread. People who have a more sensitive approach to health have now tended to travel not only for entertainment but also to seek health and comfort. In general terms, health tourism is the process of travelling and accommodations that people make in places different from where they live with the aim of to be treated or to participate in health-protective practices, starting from a long time ago based on using healing water and accessing resources with medical properties (Dunets et al., 2020, p). :2214). Health tourism in current studies carried out in line with the technological developments and increasing needs that occur with these processes, is analysed under five headings: medical tourism, thermal tourism, geriatric tourism, disabled tourism and spa tourism (Smith, Puczko, 2015, p:207).

The purposes of being healthy and visiting different places have combined in tourism and an understanding that serves both purposes has been developed under the name of health tourism. Today, the concept of health tourism is compatible with Spa in the modern approach (Dunets et al., 2020). Spa, which means 'health from water', is actually a healing method dating back to ancient times. This method, which emerged during wartime to heal the injured, is now used in hotels to comfort tourists. Today, with the needs and innovations; club spa, cruise spa, thermal spa, medical spa etc. various types of Spa have also emerged.

Customer satisfaction

The segment addressed by service-based industries and experiencing the services is called customer. Customers use the products offered by the service sectors and the concept of satisfaction is formed in line with their needs. Many factors come to the fore in the formation of customer satisfaction. Different satisfaction results emerge from many companies offering the same service, and this affects the customer's re-preference process (Woodside, Frey and Daly, 1989, p:5). One of the primary factors for satisfaction is quality. Quality, defined as the agreement of the customer's opinion about the service with the service received, is the transparent reflection of the features offered by the business in the tourism sector to the customer.

The other factor that needs to be considered in terms of satisfaction is the value perception. At this point, unlike the concept of quality, value perception is a subjective attitude and is interpreted differently for each customer. McDougall and Levesque (2000) asserted that perceived value directly contributes to customer satisfaction, which in turn leads to future intentions. While some customers determine their value perception in terms of the price they pay for the service, others shape their value perception in terms of the time or energy spent. In addition, businesses need to adapt to the rapidly changing age, constantly update the services they offer and meet changing demands.

When it comes to satisfaction, one of the most effective factors is the concept of image, which affects perception. Businesses should have an image that reflects their policies, philosophies and styles. Nowadays, image is a concept that affects purchasing and guides the customer in persuasion. Image as a whole, from the color used to the design to the price policies, affects the customer's preference and satisfaction (Çabuk, Nakıboğlu and Canoğlu, 2013, p:98). In order to keep the customer's interest alive, businesses should change their image in line with their principles and make updates in line with the requirements of the age.

Behavioral intention and service quality

After the service received, the process of customers' evaluating their experience. This evaluation process takes place in the form of a positive or negative evaluation, whether the customer's perception of the service matches the experience process, whether the service received is in direct proportion to the money, time and energy spent. Businesses should continue the care they show before and during the service, also after the service. This evaluation process will determine positive or negative behavioral intention (Güven, Sarımsık, 2015, p:33). If the customer is satisfied after the service, she/he will recommend that service to her/his social circle and will take the action of re-purchase. However, in the opposite case, the customer will be in a complaining behaviour, communicate negatively to those around him/her, and the business will lose both its prestige and customers. In this respect, businesses should also observe their customers after the service within the scope of behavioral intention.

Service, which is an abstract concept, can be expressed as the satisfaction process obtained regarding the product's feature and performance. In addition to changing marketing, company policies and sales methods, customer profiles and their expectations also continue to change. In this case, customers are not only limited to the product and product-oriented service quality understanding, but also have quality expectations in terms of after-service support (Tsau, Lin and Wu, 2005, p:46).

The concept of service quality is also closely related to the concept of customer satisfaction. With the development of technology, the concept of branding has changed and businesses have started the advertising, self-promotion and sales process through digital marketing channels. In this process, companies tend to be more attentive in order to protect their brand value, preferability and sustainability against rival brands, with the aim of keeping the after-sales customer experience at the highest level, not just sales-oriented. The most basic indicator of a successful service process is service quality, and in this case, the reliability of after-sales services has started to be at the forefront along with product reliability. After-sales service quality will affect the customer's evaluation and lead them to prefer the service again (Koç, Darıcan, 2023, p:74).

Parasuraman et al. (1985) created five dimensions of this phenomenon by emphasizing the abstract nature of the term service quality. These are the tangible dimension that refers to the physical conditions, personnel, etc. of the facility or business, the reliability dimension, the responsiveness dimension which expresses response to demand and service speed, the assurance dimension provided by the employees of the business, and finally the empathy dimension which is based on one-to-one attention to each customer.

Customer satisfaction in the field of accommodation businesses is very important for the hotel to continue its competition in the sector. The satisfied customers also provide the promotion of the service by recommending it to their environment. There is a connection between service quality, customer satisfaction and the success of the business in accommodation businesses (Baker, Crompton, 2000, p:786).

METHODOLOGY

Research design

The aim of this study is to determine the reasons for the preference of SPA centers in 5-star chain hotel establishments and to investigate their impact on customer satisfaction. The sub-causes of the determined reasons, if any, will also be identified and examined. In the study, it will be determined what impact spa centers have on customer satisfaction, their impact on preference of hotels for the first time or again, and in what ways they contribute to the business. The findings obtained will be examined in terms of utility value, service quality, customer satisfaction and behavioral intention, and will be compared according to the demographic characteristics of the customers.

The relationship model used in the research was created based on the benefit value, perceived service quality, customer satisfaction and re-preference (behavioral intention) scales used in the survey. In this model, the effect of perceived service quality on utility value, the effect of perceived service quality and utility value on customer satisfaction, and finally the effect of customer satisfaction on behavioral intention are shown. Relevant information is shown in Figure 1.

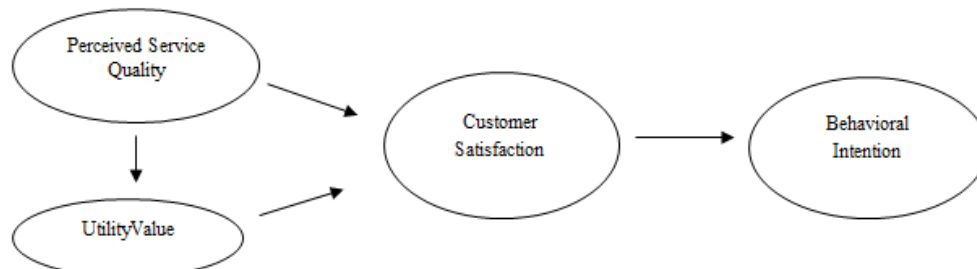


Fig. 1 Research model

Sample, data collection, and analysis

The population of the research consists of the customers of 5-star chain hotel establishments that provide spa services in the Marmara and Aegean Regions. Since it is not possible to determine the exact number of people who receive service from the hotels, the number of the population is unknown. The sample of the study consists of 405 people who have received service at least once in the last six months from 5-star chain hotel establishments providing spa services in the Marmara and Aegean Regions. The data were collected between October 30, 2023 and November 30, 2023. According to Altunışık et al. (2012), a sample size of 384 is considered sufficient at a significance level of 0.05 for populations with an unknown number of participants. In this case, it can be said that 405 people participating in the research are sufficient.

In the study, survey technique, one of the quantitative research methods, and a 5-point Likert scale were used as data collection tools. The survey used in the research consists of two parts. In the first part, the utility value developed by Lo and Wu (2014) was measured with 3 questions. There are 22 questions developed by Gonzales and Brea (2005) that measure perceived service quality. Three questions were used from the scale based on satisfaction level, which Demir (2020) used in his study and translated into Turkish. Finally, the behavioral intention scale developed by Lo and Wu (2014) is included with 3 questions. In the second part of the questionnaire, the questions regarding the demographic characteristics of the participants were included.

The analysis of the data obtained was made using a statistical package program developed for social sciences. In the first stage, when the number of participants reached 74 people, a pre-test was applied to the data and the validity and reliability of the study were confirmed in line with the data obtained. The data obtained at the end of the study were subjected to normal distribution test, factor analysis, reliability analysis, t test, anova, correlation and regression analyses. As a result of the data obtained, the findings of the gender, age, education level, marital status and monthly income of the people who participated in the survey included in Table 1.

Table 1 Demographic characteristics of the participants

Demographic Variables	N	%
Gender		
Woman	226	55.8
Male	179	44.2
Total	405	100
Age		
18-25 years old	106	26.2
26-35 years old	217	53.6
36-45 years old	47	11.6
46 years old and above	35	8.6
Total	405	100
Education Level		
Primary school	6	1.5
Middle school	9	2.2
High school	61	15.1
Associate Degree	61	15.1
Undergraduate	146	36.0
Postgraduate	82	20.2
Doctorate	40	9.9
Total	405	100
Marital Status		
Married	179	44.2
Single	226	55.8
Total	405	100
Monthly Income (TL)		
1-11,500	54	13.3
11,501-20,000	187	46.2
20,001-30,000	95	23.5
30,001-40,000	39	9.6
40,001 and above	30	7.4
Total	405	100

Looking at Table 1, it is seen that 226 participants, means the majority of the population in the survey, are female (55.8%), 217 participants are in the 26-35 age range (53.6%), 146 participants have bachelor's degrees (36%) and 226 participants are single (55.8%). It was determined that approximately 70% of the participants had an income between 11,501-30,000 TL.

Normal distribution test was applied to the data obtained. While practicing the normal distribution test, this test was applied to all variables in the study using a social science package program. Skewness and Kurtosis normal distribution tests were applied to the data obtained from the study. Skewness value as was -1.48 and Kurtosis value as was

1.70 founded. As a result of the normal distribution test, it was concluded that the data was distributed correctly. The values between -2 and +2 in the applied test showed that the study was normally distributed (George and Mallery, 2010).

Factor analysis includes new expressions and factors obtained as a result of combining statements that are related to each other. Factor analysis is applied in two different ways. "Exploratory factor analysis" is used to create a new scale or to improve an existing scale, and "confirmatory factor analysis" is used to check and verify a previously discovered scale or used in a study (Büyüköztürk, 2002).

In the survey used in the research, four different scales as utility value scale, perceived service quality scale, customer satisfaction scale and behavioral intention scale were brought together. Separate factor analysis were applied to each scale to ensure that the findings obtained from the data to give the most accurate results. In order to be performed factor analysis on the scales, KMO and Bartlett values were analysed.

According to the utility value factor analysis results, the KMO conformity value was found to be 0.755 and Bartlett's value was 1009.603. P value was calculated as .000. According to the findings obtained, it was seen that these values were sufficient for practicing factor analysis. When applying factor analysis, the factor loading was set to 0.50 and no expressions were extracted from the scales. According to the results obtained, it was seen that the utility value explained 87.88% of the total variance according to the factor analysis results.

The KMO conformity value of perceived service quality was found to be 0.977 and Bartlett's value was found to be 10309.823. In this regard, it was seen that the perceived service quality scale was proper for factor analysis. It was concluded that 22 statements in the scale were under a single dimension. It was also concluded that it explained 71% of the total variance.

The KMO value of the satisfaction scale was calculated as .713. Bartlett's value result was 1038.862 and $p=.000$. As a result of these data, it was seen that the satisfaction scale was suitable for factor analysis. It was concluded that it explained 87.58% of the total variance.

The KMO value of the behavioral intention scale was found to be .875, Bartlett's value was 2272.845 and $p<0.05$, and it was found to have appropriate values for factor analysis. The variance value was calculated to be 92.19%.

Reliability analysis was applied to the data obtained in the study. Reliability analysis was conducted using a package program developed for social sciences. While making the relevant analysis in the social sciences package program, the result of the "Cronbach's alpha" value is taken into consideration and is generally indicated by the symbol " α ". Alpha value is evaluated in the range of 0-1. As the value approaches 1, reliability increases, and as it approaches 0, the reliability of the study decreases (Karagöz, 2017: 26). Table 2 shows what alpha value ranges mean.

Table 2 Cronbach Alpha value ranges

Alpha Value	Reliability Status
$0.00 \leq \alpha < 0.40$	It indicates that the scale is not reliable.
$0.40 \leq \alpha < 0.60$	It indicates that the reliability of the scale is low.
$0.60 \leq \alpha < 0.80$	It indicates that the scale is reliable.
$0.80 \leq \alpha < 1.00$	It indicates that the reliability of the scale is high.

Source: Karagöz, 2017

According to the information given in Table 2, the alpha value of the utility value scale used in the survey study as .931 (high reliability), the alpha value of the perceived service quality scale as .980 (high reliability), the alpha value of the satisfaction scale as .927 (high reliability) and the alpha value of behavioral intention scale was calculated as .971 (high reliability). In general, it was observed that the reliability was high in the study.

Independent sample t-test analyses whether there are significant differences among independent groups by compared them according to a dependent variable. In order to be applied this method in researches, there must be at least two groups and only one situation. To apply the t-test, it should be checked whether the data is normally distributed priorly (Tutar and Erdem, 2020). In the study, t-test was used to compare the participants' gender and marital status in terms of perceived utility value, perceived service quality, customer satisfaction and behavioral intention. As a result of the findings, it was seen that gender and marital status variables did not show significant differences in terms of perceived utility value, perceived service quality, customer satisfaction and behavioral intention, as $p>0.05$.

ANOVA (one-way analysis of variance) infers the test of the means of an independent k group. In ANOVA, it is checked whether the means of more than two parametric mass are equal to each other. After all, it is examined whether there is a difference in the effect of the relation between different main masses on a single statement. In the study, since differences were detected among the groups, the "Tukey HSD test", which enable pairwise comparison of the means of the group k with a common approach, was applied (Karagöz, 2017: 195-201).

In the study, age groups were divided into 4 categories as 18-25 age group, 26-35 age group, 36-45 age group, and 46 age and above group. Table 3 includes one-way analysis of variance (ANOVA) to test whether perceived utility value, perceived service quality, customer satisfaction and behavioral intention create a significant difference in terms of age variables.

Table 3 The comparison of scales in terms of age variable

Scale	No.	Group	n	\bar{x}	ss	F	p	Source of Difference
Utility Value	1	18-25 Years	106	4.36	0.860	4,688	.003	1>2
	2	26-35 Years	217	4.00	1,070			
	3	36-45 Years	47	4.37	0.802			
	4	46 Years and Above	35	3.95	0.890			
	Total		405	4.13	0.989			
Perceived Service Quality	1	18-25 Years	106	4.31	0.838	5,120	.002	1>2.4
	2	26-35 Years	217	3.96	0.967			
	3	36-45 Years	47	4.24	0.757			
	4	46 Years and Above	35	3.81	0.815			
	Total		405	4.07	0.914			
Satisfaction	1	18-25 Years	106	4.32	0.954	3,176	.024	1>2
	2	26-35 Years	217	4.00	1,078			
	3	36-45 Years	47	4.34	0.782			
	4	46 Years and Above	35	4.10	0.927			
	Total		405	4.13	1,012			
Behavioral Intention	1	18-25 Years	106	4.32	0.920	4,099	.007	1>2
	2	26-35 Years	217	3.94	1,150			
	3	36-45 Years	47	4.30	0.847			
	4	46 Years and Above	35	3.92	1,106			
	Total		405	4.08	1,070			

According to the data obtained from Table 3, when the means are examined, it is seen that the 36-45 age group (4.37) and the 18-25 age group (4.36) have the highest means of utility value. As a result of the analysis, it was determined that there was a significant difference ($F = 4.68$; $p < 0.05$). Post Hoc test was conducted to determine the source of the difference. Accordingly, it was concluded that there was a significant difference in terms of utility value between the 18-25 age group (4.36) and the 26-35 age group (4.00) in favor of the 18-25 age group. In other words, it can be said that participants in the 18-25 age group perceive higher utility value than participants in the 26-35 age group.

When the perceived service quality analysed, it is seen that the highest mean was for those aged 18-25 (4.31) and the lowest mean was for those aged 46 and over (3.81). As a result of the analysis, it was determined that there was a significant difference ($F = 5.12$; $p < 0.05$). Post Hoc test was applied to determine the source of the difference. In this regard, it was observed that there was a difference between the 18-25 age group (4.31), and the 26-35 age group (3.96), the 46 and over age group (3.81). Accordingly, it can be mentioned that the service quality perceived by the 18-25 age group is higher than the 26-35 age group and the 46 age group and above relatively.

When looking at the means in terms of satisfaction, it was determined that the highest means are in 36-45 years old (4.34) and 18-25 years old (4.32) groups. The lowest mean was observed to be 26-35 years old (4.00). The F value was calculated to be 3.17 and $p < 0.05$. Post Hoc test was practiced to determine the source of the difference. According to the results obtained, it was detected that there was a significant difference between the 18-25 age group and the 26-35 age group. After all, it can be asserted that the 18-25 age group is more satisfied than the 26-35 age group.

Finally, when the means of behavioral intention examined, it was found that the 18-25 age group (4.32) and the 36-45 age group (4.30) had the highest means. As a result of the analysis, it was seen that there was a significant difference ($F = 4.09$; $p < 0.05$). Post Hoc test was performed to determine the source of the difference. As a consequence, it was determined that there was a positive difference between the 18-25 age group (4.32) and the 26-35 age group (3.94) in terms of behavioral intention for the 18-25 age group. Thus, it can be said that the feedbacks given by the 18-25 age group as a result of the service they receive are more positive compared to the 26-35 age group.

After the evaluation of the age groups, assessments were made regarding the education levels of the participants in terms of perceived utility value, perceived service quality, customer satisfaction and behavioral intention and it was examined whether there was a relation between them. Groups with fewer than 30 participants were not included in the analysis. Table 4 displays the findings of one-way analysis of variance regarding the education levels of the participants.

According to the data obtained from Table 4, when the means are reviewed, it occurs that the highest means in terms of utility value (4.41), perceived service quality (4.27), satisfaction (4.28) and behavioral intention (4.29) are in the high school group and the lowest means in terms of utility value (3.82), perceived service quality (3.75), satisfaction (3.94) and behavioral intention (3.62) are in the doctorate group. In virtue of the analysis, it was concluded that there were significant differences with regards to utility value ($F=4.13$; $p<0.05$), perceived service quality ($F=3.68$; $p<0.05$) and behavioral intention ($F=3.24$; $p<0.05$). Post Hoc test was conducted to define the source of the difference. However, no difference was observed in terms of satisfaction ($F=1.25$; $p>0.05$). In sum, it can be expressed that as the education level increases, expectations also increase and perceived service quality and satisfaction decrease. Additionally, it can be stated that as the education level increases, post-service behavioral intention also decreases.

Table 4 The comparison of scales in terms of educational status

Scale	No.	Group	n	\bar{x}	ss	F	p	Source of Difference
Utility Value	1	High school	61	4.41	0.928	4,136	.003	1>4.5
	2	Associate Degree	61	4.34	1,038			
	3	Undergraduate	146	4.08	1,033			
	4	Postgraduate	82	3.90	0.974			
	5	Doctorate	40	3.82	0.751			
	Total		390	4.11	4,113			
Perceived Service Quality	1	High school	61	4.27	0.962	3,688	.006	1>4.5
	2	Associate Degree	61	4.25	0.986			
	3	Undergraduate	146	4.06	0.901			
	4	Postgraduate	82	3.85	0.824			
	5	Doctorate	40	3.75	0.842			
	Total		390	4.05	4,052			
Satisfaction	1	High school	61	4.28	1,031	1,256	.287	-
	2	Associate Degree	61	4.25	1,023			
	3	Undergraduate	146	4.07	1,064			
	4	Postgraduate	82	4.00	0.981			
	5	Doctorate	40	3.94	0.883			
	Total		390	4.10	4,109			
Behavioral Intention	1	High school	61	4.29	0.992	3,243	.012	1.2>5
	2	Associate Degree	61	4.25	1,055			
	3	Undergraduate	146	4.03	1,072			
	4	Postgraduate	82	3.92	1,095			
	5	Doctorate	40	3.62	1,088			
	Total		390	4.04	4,044			

One-way analyzes of variance were applied to the participants' monthly income levels, which is the last demographic factor of the study, in terms of perceived utility value, perceived service quality, customer satisfaction and behavioral intention. Monthly income levels of the participants were divided into 6 categories. Analyses were carried out to see whether there were differences among categories. Table 5 demonstrates the results of one-way analysis of variance aimed at the income levels of the participants in terms of perceived utility value.

Table 5 The comparison of scales in terms of monthly income status

Scale	No.	Group	n	\bar{x}	ss	F	p	Source of Difference
Utility Value	1	1-11.500 TL	54	4.16	0.994	3,176	0.014	2>4.5
	2	11.501-20.000 TL	187	4.27	0.960			
	3	20.001-30.000 TL	95	4.08	0.998			
	4	30.001-40.000 TL	39	3.81	0.948			
	5	40.001 TL and above	30	3.76	1,036			
	Total		405	4.13	0.988			
Perceived Service Quality	1	1-11.500 TL	54	4.06	0.888	3,077	0.016	2>3>4>5
	2	11.501-20.000 TL	187	4.18	0.900			
	3	20.001-30.000 TL	95	4.09	0.883			
	4	30.001-40.000 TL	39	3.85	0.921			
	5	40.001 TL and above	30	3.62	1,008			
	Total		405	4.07	0.914			
Satisfaction	1	1-11.500 TL	54	4.18	0.968	1,492	0.204	-
	2	11.501-20.000 TL	187	4.18	1,038			
	3	20.001-30.000 TL	95	4.18	0.969			
	4	30.001-40.000 TL	39	3.96	0.979			
	5	40.001 TL and above	30	3.76	1,062			
	Total		405	4.13	1,012			
Behavioral Intention	1	1-11.500 TL	54	4.13	1,043	2,935	0.021	1,2,3>4>5
	2	11.501-20.000 TL	187	4.16	1,064			
	3	20.001-30.000 TL	95	4.15	1,028			
	4	30.001-40.000 TL	39	3.78	1,028			
	5	40.001 TL and above	30	3.56	1,202			
	Total		405	4.07	1,070			

Looking at the data in Table 5, it was determined that the group with an income between 11,501 TL and 20,000 TL has the highest mean (4.27) and the group with an income of 40,000 TL and above has the lowest mean (3.76) in terms of utility value. In consequence of the analysis, it was found out there was a significant difference ($F=3.17$; $p<0.05$). Post Hoc test was conducted to attain the source of the difference. In this context, it was stated that there was a significant difference among the income group which is between 11,501 TL and 20,000 TL (4.27), the income group which is between 30,001 TL and 40,000 TL (3,81) and the income group which is between 40,001 TL and above (3.76) in favor of the income group which is between 11.501-20.000 TL in terms of utility value. Based on the data obtained, it can be said that the participants are in the income group which is between 11,501 TL and 20,000 TL perceive higher utility value compared to other income groups.

In terms of perceived service quality (4.18) and behavioral intention (4.16), the highest means are in the income group between 11,501 TL and 20,000 TL, and the lowest means in terms of perceived service quality (3.62) and behavioral intention (3.56) are in the income group between 40.001 TL and above. As a conclusion of the analysis, it was determined that there were significant differences in the sense of perceived service quality ($F = 3.07$; $p < 0.05$) and behavioral intention ($F = 2.93$; $p < 0.05$). Post Hoc test was implemented to determine the source of the difference, yet, no difference was observed in terms of satisfaction ($F=1.49$; $p>0.05$). According to the data obtained, it can be implied that as the income level increases, the perception of service quality and behavioral intention after purchasing decrease. Concisely, it can be said that the higher the income level, the higher the customer expectations.

The definition of correlation analysis is the analysis method used to specify the connection among variables or to understand in which direction the relation among variables progresses. In this regard, in order to determine the relation among variables, the variables must be distributed normally and the variables must be at an equal interval or equal proportion measurement level. (Bayram, 2016). The correlation coefficient is denoted by "r" and the r value takes values between -1 and +1. As the correlation r value goes towards +1, the relation between variables increases, and as the correlation value goes towards -1, the connection decreases. If the correlation value is found to be 0, it is understood that there is no relation between the variables. In the correlation analysis conducted in the study, the "Pearson correlation coefficient", which is frequently used in research and is generally found out through data measured with accurate scales, was used (Karagöz, 2017: 343). Table 6 shows the results of the correlation analysis conducted with the aim of measuring the relation among utility value, perceived service quality, satisfaction and behavioral intention.

Table 6 The correlation analysis among utility value, perceived service quality, satisfaction and behavioral intention

	Pearson Correlation r Value	Utility Value	Perceived Service Quality	Satisfaction	Behavioral Intention	N
Utility Value	r	1				
	p	-				
Perceived Service Quality	r	.893**	1			
	p	0	-			
Satisfaction	r	.862**	.902**	1		405
	p	0	0	-		
Behavioral Intention	r	.847**	.894**	.912**	1	
	p	0	0	0	-	

**Correlation is significant at the 0.01 level

When the data in Table 6 is examined, it is seen that there is a strong and positive relation among benefit value, perceived service quality, satisfaction and behavioral intention. The highest correlation value was between behavioral intention and satisfaction ($r=.912$) and the lowest correlation value was between utility value and behavioral intention ($r=.847$).

The analysis method in which the relation between a dependent variable and an independent variable that is thought to have an effect on the dependent variable or the relation among the mean values of the connection between variables is estimated is called as "regression analysis". In regression analysis, "simple linear regression analysis" is practised when there are two variables, and "multivariate regression analysis" is performed when there are more than one variable. The effect of independent variables towards dependent variables is indicated by "β", and in order for the result obtained in one-way analysis of variance to be significant and linear, the Sig value must be $p<0.05$. In addition, in simple linear regression analysis, the "R²" symbol shows to what degree the independent variable can make an explanation on the dependent variable, and in multivariate regression analysis, the corrected "R²" value displays this explanation (Karagöz, 2017: 362-370). Table 7 demonstrates the summary of the simple linear regression analysis of the relation between perceived service quality and perceived utility value variables.

Table 7 The regression analysis for perceived service quality

Independent variables	Beta	t value	Sig.
Stable	0.661	7,513	,000
Utility value	0.893	39,848	,000

R²= 0.798 F= 1587.894 p.= .000

According to the data obtained from Table 7, the simple linear regression analysis result and the data obtained from the t-test, it was understood that the model was significant ($p = .000$). When the R square values were analysed, it was seen that the change of perceived service quality on perceived utility value was 80%. In this regard, it can be viewed that the perception of utility value affects the participants' perceptions of service quality.

Multivariate regression analysis was applied to explain the relation between perceived service quality and perceived utility value on customer satisfaction. Table 8 contains informations about multivariate regression analysis.

Table 8 The regression analysis for satisfaction

Independent variables	Beta	t value	Sig.
Stable	0.008	0.082	.935
Service Quality	0.655	14,333	.000
Utility value	0.277	6,063	.000

R²= 0.83 F= 981.609 p.= .000

The data about changes on perceived service quality and perceived utility value and customer satisfaction are figured on Table 8. According to the data, it was seen that the change in perceived service quality and perceived utility value was 83%, and since $p = .000$, it was understood that the model was significant. It can be defined that participants' service quality perceptions and utility value perceptions have an impact on customer satisfaction. Table 9 shows information about the simple linear regression analysis of the relation between customer satisfaction and behavioral intention.

Table 9 The regression analysis for behavioral intention

Independent variables	Beta	t value	Sig.
Stable	0.087	0.949	0.343
Satisfaction	0.912	44,673	0.000

R²= 0.832 F= 1995.7 p.= .000

Table 9 presents that the relation between customer satisfaction and behavioral intention is significant ($p = .000$). As a result of these data, it was seen that the change in customer satisfaction on behavioral intention was explained as 83%, and it was observed that the satisfaction levels of the participants had an effect on behavioral intention.

RESULTS

In the results and suggestions section of the study the interpretations of the results of frequency analyses, normal distribution tests, factor analyses, reliability analyses, one-way variance analyses, t-test analyses, correlation and regression analyzes applied as a result of the data obtained are included. In line with these results, there are suggestions for researchers and hotel managers in the hotels that have SPA centers.

Tourism, one of the world's leading sectors, continues to increase its impact day by day. Thanks to increasing financial opportunities, developments in transportation and technology, individuals tend to see, travel and explore new places. In this regard, individuals want to participate in health-protective practices or experience different treatment methods in addition to tourism activities. The process in which individuals travel and accommodate in order to experience health-protective practises or therapeutic methods is defined as health tourism. In addition to the accommodations under the name of health tourism, SPA centers in hotel establishments for physical and spiritual relaxation have attracted attention. Therefore, hotel customers lean to the hotels comprise SPA centers within before choosing the hotel where they will stay. The price policy, diversity of service range, modern apparatus and equipment, architectural structure, healing and mineral water resources, natural beauties, the staff quality and training, and the location of the SPA centers in hotel businesses also affect people's preferences.

In the first part of the research conducted on customers receiving service from SPA centers of 5-star chain hotel establishments located in the Marmara and Aegean Regions, informations about the demographic characteristics of the customers; gender, age, education level, marital status and monthly income are included. Afterwards, the results of comparisons of the customers' demographic characteristics in terms of perceived utility value, perceived service quality, customer satisfaction and behavioral intention are presented. The results obtained were compared with the studies in the related literature section.

Firstly, frequency analysis was applied to the demographic characteristics of the participants in the study through a statistical package program developed for social sciences. As a result of the analyzes made regarding the gender and marital status of the participants, no difference was observed in terms of utility value, perceived service quality, satisfaction and behavioral intention. Thereafter, one-way analysis of variance (ANOVA) was applied to the participants' age groups, education levels and monthly incomes. According to the results obtained from one-way analysis of variance, significant differences were observed between the age groups of the participants. In general terms, it can be reported that participants between the ages of 18-25 have a higher perceived utility value and understanding of service quality compared to other age groups, are more satisfied with the service they receive, and tend to recommend it to their friends after purchasing. When the educational status of the 405 people who participated in the research are examined, it can be understood that as the education level of the participants increases, customer expectations increase and the perception of utility value and service quality decreases. Lastly, as a result of the analysis based on the monthly income levels of the

participants, it can be said that as the monthly income levels of the participants in the study increase, the perceived service quality and utility value perception decreases and customers have more expectations from the services they receive. However, when the education levels and monthly income of the participants were examined, no difference was observed in terms of satisfaction.

The standard deviations and means of the utility value, perceived service quality, satisfaction and behavioral intention scales used in the research were calculated. In terms of utility value, the highest mean was the statement "*I received exactly the service I asked*" with the value of 4.167 while the statement "*I observed its benefits on my body after my SPA experience*" was the lowest mean with the value of 4.081. In perceived service quality, the highest mean was "*equipment is clean and hygienic*" statement with the value of 4.234, the statement "*has reasonable prices*" was the lowest mean with the value of 3.679. On the satisfaction scale the highest mean was the statement, "*I would like to benefit from the services offered by the SPA center*" with value of 4.254, the statement "*SPA center provides service beyond my expectations*" was the lowest mean with the value of 4.004. On the behavioral intention scale, the statement "*I would like to receive service from this SPA center again*" was the highest mean with the value of 4.121, and "*this SPA center is in the first place among my preferences*" was the lowest mean with the value of 4.012. In this regard, it can be concluded that the data obtained from the research are meaningful and positive. It can be enounced that the majority of the participants are satisfied with the services they receive from the SPA centers of 5-star chain hotel establishments as an answer to one of the research questions "*Do SPA centers in 5-star chain hotel establishments have an effect on customer satisfaction?*" Similar findings are also included in the study conducted by Alumur (2012), which is mentioned in the relevant literature, within the scope of satisfaction.

In the study, t-test was applied to find the differences between the participants' gender or marital status diversities on the variables. According to the t-test results, it was concluded that the gender and marital status of the participants did not show a significant difference in terms of perceived utility value, perceived service quality, customer satisfaction and behavioral intention. According to the information obtained from the study conducted by Tekinçay and Çuhadar (2019), it was concluded that there was no significant difference in point of marital status and gender.

One-way analysis of variance was applied directed to the participants' ages, education levels and monthly incomes. According to the data obtained from the applied one-way analysis of variance, significant differences were observed among age groups in terms of utility value, perceived service quality, customer satisfaction and behavioral intention. All in all, it can be expressed that as the age of the participants increases, their expectations increase and their satisfaction levels decrease. Additionally, 53.6% of the participants were found to be in the 26-35 age range. In their study by Tekinçay and Çuhadar (2019), it was concluded that the majority of the participants were between the ages of 51-60, and in their study by Aguilar, R., Gemar and Aguilar C. (2021) as a result of the findings obtained, it was seen that the profile of SPA tourists consists of retired people and over the age of 56, mostly women.

When the education levels of the participants in the study are assessed, it can be noticed that the perception of utility value and perceived service quality are higher for participants have high school education relatively participants have postgraduate and doctorate education levels. In the sense of behavioral intention, it can be stated that participants have high school education level and associate degree education level recommend their experiences, services received and benefits to their circle more than participants have doctorate education level and have a higher tendency to prefer them again. In this regard, it can be indicated that as the education level of the participants increases, they have more expectations from the service they receive. It can be expressed that especially participants have doctorate education level evaluate the service they receive from SPA businesses in more detail compared to other education level groups. Besides, no difference was observed between customer satisfaction and the education levels of the participants.

Regression analysis was practiced to specify the relation between the variables used in the study or to understand the direction in which the relation between the variables progressed. As a result of the regression analysis, it was observed that there was a strong and positive relation among utility value, perceived service quality, satisfaction and behavioral intention. In their study, Moslehpour, Huang and Erdoğan (2012) concluded that customer satisfaction affects customer loyalty positively and significantly. In a similar manner, Aguilar, R., Gemar and Aguilar C. (2021) state that customers intend to revisit and recommend the SPA center to others. Looking at the results affecting satisfaction, they concluded that satisfaction was higher in variables directly related to SPA.

As stated in the research model, the effect of perceived service quality on utility value, the effect of perceived service quality and utility value on satisfaction, and the effect of satisfaction on behavioral intention were determined by applying regression analysis. As a result of the analysis, it was observed that there was a strong and positively relation among the variables. It was occurred that the highest relation value was between behavioral intention and satisfaction. Similarly, Almeida, A., Miranda and Almeida P. (2016) concluded in their study that the service quality has a direct effect on customer satisfaction, and the resulting customer satisfaction also has an effect on loyalty.

In conclusion, it has been understood that the perception of utility value, perception of service quality and satisfaction of customers receiving service from SPA centers in 5-star chain hotel establishments have a strong and positive effect on their tendency to prefer the establishment again and recommend it to their circle within the scope of behavioral intention. According to the findings obtained from the study, it has been determined that the location of the business, employee quality and training, price policy, equipment variety and hygiene, healing and mineral water resources facilities and architectural structure have a positive impact on customer satisfaction and loyalty in general terms. The results of this study coincide with the study conducted by Eldief (2018) in terms of staff quality and training, location of

SPA centers, equipment adequacy and decoration factors. Lo, Wu, and Tsai (2015) obtained in their study that the phrase "employees are professional in their field" had the highest mean. At this point, it is consistent with the findings obtained from the statement "it has well-trained personnel." in the perceived service quality.

SUGGESTIONS

Recommendations for SPA centers in 5-star hotels:

- Price policies of SPA centers should be balanced with the price policies of other SPA centers in that region. Due to economic conditions, customers who wish to receive quality service take price differences into consideration, and this is one of the important factors to prefer SPA center.
- SPA businesses are required to employ professional staff for continuous medical support. Even though there are well-trained staff, it is crucial to have the required personnel to intervene in any health emergency and to have the necessary health equipment.
- Limitations should be expanded in terms of service diversity. Considering that each customer's expectations will be different, new services should be included in the business in line with the demands of the customers.
- In addition to services such as massage, Turkish bath, sauna, indoor pool, etc. in SPA centers, it should also be provided health protective and therapeutic services.
- Businesses need to expand their parking facilities. Providing private parking facilities to customers in SPA staying in 5-star hotels, especially in city centres, as well as to customers in SPA centres, is an important factor in terms of customer satisfaction and loyalty.
- Image and appearance are important in SPA establishments. In this regard, more importance should be given to the decoration and landscape architecture of the businesses. Considering the first impression of the customers towards the businesses, the image reflected by the business will affect the customer's preference and purchasing.
- Within the scope of continuity of customer satisfaction, importance should be given to providing the necessary training to the staff in the most accurate way and at regular intervals. Employees should receive up-to-date training in line with the developing technology and sectoral innovations.
- In addition to the services provided in SPA centers, more steps should be taken to provide complementary activities and areas where customers can spend time.

Recommendations for academics and researchers:

- The study was conducted with customers receiving service from SPA centers in 5-star chain hotels in the Marmara and Aegean Regions. Subsequent studies can be carried out based on 5-star chain hotels in other regions or by choosing SPA centers with different hotel concepts.
- The research was conducted using the survey technique, one of the quantitative research methods. In future studies, different qualitative or quantitative methods can be utilised and more detailed results can be obtained.
- In future studies, different studies can be conducted based on a single SPA service among the services provided in SPA centers within the scope of service diversity.

AUTHOR DECLARATION

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