



Research Article

THE INVESTIGATION OF THE RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER SATISFACTION IN ACCOMMODATION BUSINESSES WITH A META-ANALYTICAL APPROACH

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Abstract

Rapid changes and developments in the world can cause intense competition among businesses. The most valid way for a business to gain a competitive advantage is to produce better quality products or services than competitors. A high understanding of service quality brings with it a high level of customer satisfaction. This situation is also valid for accommodation businesses that contribute significantly to the country's economy. The aim of this study is to examine the relationship between service quality and customer satisfaction in accommodation businesses in Turkey with a meta-analytic approach. 37 scientific studies were included in the meta-analysis process. The correlation (r) coefficient was used to calculate the average effect size. The data were analysed with Comprehensive Meta-Analysis (CMA-V3) software. As a result of the analyses, it was concluded that there is a positive and strong relationship between service quality and customer satisfaction. In addition, positive and significant relationships were determined between all service quality dimensions and customer satisfaction. The results of the study confirm the hypotheses and findings prevalent in the literature. The results are discussed in practical and theoretical terms and suggestions are provided to the researchers for future studies.

Keywords: Customer Satisfaction, Service Quality, Effect Size, Meta-Analysis, Turkey

Introduction

Nowadays, in parallel with difficult competition conditions, there are many developments in every branch of the industry in terms of both technological and organizational structures. Rapid changes and developments in the world affect product-based applications as well as service-based applications. The globally intense competition conditions push organizations in the goods and services market to a great diversity (Dortyol, Varinli and Kitapci, 2014; Türkay, Korkutata and Yılmaz, 2018). Both the diversification of services and the increase in the number of enterprises increase competition and force enterprises to produce quality services. This also is applied to accommodation businesses (Özveren, 2010). The best way for an enterprise to gain a competitive advantage is to produce higher quality and more differentiated products or services than competitors. In this context, accommodation enterprises have entered into intense competition to get a share of the growing market. They have felt the need to build close relationships with their customers to sustain their lives and increase their market share (Ali et al., 2021).

Customer satisfaction in accommodation businesses is satisfaction with the quality of the various services (rooms, bars, restaurants, employees, fitness, etc.) Hence, quality is often one of the most important factors for satisfaction. Service quality is one of the leading business processes that make accommodation businesses attractive to customers (Ali et al., 2021). According to Kotler and others (2010) quality is the sum of the characteristics of products or services with the capacity to meet the needs of customers (Vujić, Đorđević and Lakićević, 2019). The accommodation industry has a competitive structure. Therefore, customer satisfaction is vital for the survival of enterprises. Ensuring customer satisfaction is an important factor in obtaining a competitive position in the sector (Cheng et al., 2019; Unguren, Tellioglu and Turker, 2021). According to Damit et al. (2019) the main success in gaining a sustainable competitive advantage is to offer high-quality services that ensure guest satisfaction. Accommodation businesses acting with this awareness try to constantly measure and improve the quality of the services they offer and customer satisfaction in order to survive in

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difficult competitive conditions, gain new customers and keep their existing ones (Ulusoy and Akyürek, 2022). Bringing loyalty with it, customer satisfaction has a vital role in the profitability of businesses (P.J. et al., 2021). For this reason, the most challenging and important task for the accommodation sector in the 21st. century is to obtain customer satisfaction by ensuring high-quality service (Hung, 2003). In short, customer satisfaction provides long-term financial stability to businesses as well as contributes significantly to competitiveness.

Tourism is defined as a “chimney-free industry” that contributes significantly to the economy and development of countries (Minh et al., 2015). Turkey is one of the most popular destinations in the world that offers various alternatives in terms of culture, nature, thermal, and health tourism for tourists. The accommodation sector in Turkey has provided significant growth due to the number of domestic and foreign tourists and is expected to continue to grow in the future. For example, Turkey hosted more than 42 million foreign visitors in 2022. In 2022, the number of foreign tourists visiting Turkey increased by approximately 54 % compared to the previous year (Turkish Statistical Institute, 2022). High investments in the accommodation sector in Turkey provide guests to receive better quality service. It is possible to encounter many studies that examine the relationship between service quality and customer satisfaction in the accommodation sector in Turkey and show that there are positive and meaningful relationships between these concepts (Ulusoy and Akyürek, 2022; Kazan and Güneş, 2022; Tabatabaeinasab and Eşitti, 2021; Bayat, 2021; Onurlubaş and Öztürk, 2020; Nalbant and Demiral, 2019; Kocabulut and Albayrak, 2019; Albayrak, Caber and Öz, 2017). When the studies are examined, it is understood to be limited according to a particular region or a type of accommodation. Especially global competition conditions have made the relationship between service quality and customer satisfaction in accommodation enterprises in Turkey a subject that is needed with a holistic approach. The fact that the relationship between the quality of service and customer satisfaction in accommodation enterprises in Turkey has not been examined in a meta-analytical way has been a source of motivation for the emergence of this study. This study aims to contribute to this gap by synthesizing all studies conducted between 2000 and 2022 with a large sampling volume. Hence, the results of this study are an important guide resource for managers and researchers who want to work in this field in the future.

This study aims to seek answers to the following research questions: 1) What kind of relationship is there between service quality and customer satisfaction in accommodation businesses in Turkey? 2) Is there a relationship between the dimensions of service quality and customer satisfaction in accommodation businesses in Turkey? If there is, which is the size of the service quality that provides the highest relationship with customer satisfaction? To answer these questions, this study develops a theoretical model of the relationship between service quality and customer satisfaction in the accommodation sector in Turkey and measures the model using a meta-analytic approach. It helps to expand the relevant literature by contributing to the study of the relationship between service quality and customer satisfaction. This study has continued by creating a conceptual framework for the concepts of customer satisfaction and service quality. Then, a literature screening was conducted to examine the relationship between service quality and customer satisfaction in the accommodation sector in Turkey. Based on the literature screening, a research model and hypotheses have been developed. Then, the methodology of the study and the findings are included. The final section provides a discussion and conclusion, inferences, suggestions, and limitations for future research.

Conceptual Framework

Service Quality

Service quality refers to the user's evaluation of whether a particular service meets the expectations at the desired level. Therefore, service quality focuses on the degree of meeting customers' needs and expectations (Dortyol et al., 2014). Some scientists developing theories on consumer satisfaction express service quality as a gap between consumer expectations and service perceptions. Parasuraman, Zeithaml and Berry (1988) define service quality as the difference between consumers' perceptions of the services provided by a particular business and their expectations. When expectations are exceeded, the quality of service is considered high; when expectations are not met, the quality of service is considered unacceptable. If the expectations are met with perceived service, the quality of service is considered satisfactory (Akbaba, et al. 2007).

Although many scales have been developed to measure service quality, the most commonly used scale to measure service quality in accommodation businesses in Turkey is the SERVQUAL scale by Parasuraman, Zeithaml and Berry (Yapraklı and Sağlık, 2010; Bezirgan, 2015; Gumuşsoy and Koseoglu, 2016; Onurlubaş and Öztürk, 2020). The service quality model developed by Parasuman et al. (1988) constitutes the gap between the service expected by customers and the service perceived (Tzeng and Chang, 2011). The

SERVQUAL scale consists of dimensions of physical characteristics, reliability, enthusiasm, assurance, and empathy to be used in different service groups (Parasuraman et al., 1988). Physical characteristics are defined as “the appearance of facilities, equipment, and personnel”. Appearance is the first factor customers encounter when evaluating quality. Therefore, among other dimensions, physical characteristics are the most significant elements for customers (Ali et al., 2021). Reliability refers to “the ability of the service provider to fulfill the promised service reliably and accurately”. Enthusiasm is expressed as “the willingness to help customers and provide prompt services”; assurance as “the ability to build trust with the knowledge and friendliness of employees”; and empathy as “giving attention and individual interest to the customer” (Mammadov, 2019; Kılıçlı, 2019; Akmaz, 2022).

Satisfaction

Satisfaction is generally perceived as the satisfaction or dissatisfaction of customers from businesses. In the literature, many researchers have attempted to define the concept of customer satisfaction, but they have not agreed on a common definition (Dortyol et al., 2014). Woodside, Frey and Daly (1989) described customer satisfaction as a phenomenon that reveals how much customers like or do not like after experiencing the service offered. Solomon (1994) expresses customer satisfaction as the customer behaviour after using a product or service (Özveren, 2010). Pizam and Ellis (1999) defined customer satisfaction as a psychological concept that expresses the satisfaction that occurs in himself when obtaining what a customer hopes or expects from a product or service (Shengelbayeva, 2009).

As it is obvious from the definitions, customer satisfaction plays an important role in quality management. For this reason, the fact that the customer-oriented service approach does not remain as a discourse and can be effective at the application level is only possible by meeting the expectations of the persons to whom the service is offered. The way to achieve this is to know what customer expectations are and the service focuses on realizing these expectations. The way to achieve this is that it is known what customer expectations are, and the service focuses on realizing these expectations (Şahin and Şen, 2017).

Literature Review and Hypotheses

Afterward the emergence of service quality models (Grönroos, 1984; Parasuraman et al., 1988) including the tourism industry and accommodation enterprises, countless studies have been executed on the relationship between customer satisfaction and service quality (P.J. et al., 2021). Increasing the importance of service quality in enterprises has inspired many researchers in the development of scientific studies (Zhu and Sharp, 2022). Studies examining the relationship between “customer satisfaction” and “service quality” in Turkey have increased significantly in 2009 and later. When the relevant literature is examined, evidence arises that there is a fundamental relationship between service quality and satisfaction. For instance, Shengelbayeva (2009) also emphasizes the importance of the relationship between “customer satisfaction” and “service quality” for accommodation businesses. Yapraklı and Sağlık (2010) aimed to identify the impact of “service quality” on “customer satisfaction” in eight accommodation enterprises. As a consequence of the study, it was determined that service quality has an important and positive effect on customer satisfaction. Based on this result, the author emphasizes that when determining the strategies, accommodation businesses should consider the positive role of “service quality” on “customer satisfaction”. Moreover, this result coincides with the result of Demir's face-to-face interview with 381 people. Demir (2012) indicated that service quality is very important for customer satisfaction. In the study Aksoy (2021) conducted with 211 participants in a 5-star accommodation business, it was determined that the quality of service strongly affects satisfaction. This result is consistent with the result of the study by Şirin and Aksu (2016) with 387 participants. The study conducted by Günaydın (2014) aimed to investigate the relationship between customer satisfaction and service quality in a 5-star accommodation business from the perspective of external and internal customers. As a result of the study, it was understood that service quality has an important effect on customer satisfaction. This result is coherent with the results of the study conducted by Oğlakçioğlu (2013), Nalbant and Demiral (2019), Kocabulut and Albayrak (2019), Türkay et al. (2018), Dağdeviren, Kara and Özdemir (2018), Sağlık and Kocaman (2014).

Ulusoy and Akyürek (2022) examined the relationship between perceived service quality, satisfaction and loyalty. As a result of the study, positive and significant relationships were determined between the entire service quality dimensions and satisfaction. Furthermore, satisfaction was found to have an intermediary effect between service quality and loyalty. The study results belonging to Kocabulut (2016) and Bütün (2018) showed that all dimensions of service quality (physical characteristics, reliability, enthusiasm, empathy and assurance) positively and significantly influence customer satisfaction. The results of this study are partially similar to the

study results Akgül (2014) conducted. For example, while reliability, enthusiasm, and empathy did not affect satisfaction, physical characteristics and assurance positively and significantly influenced it. Similarly, the study belonging to Taghizade (2021) defined that among the sizes of service quality, only the dimension of enthusiasm has a positive and meaningful relationship with customer satisfaction. İlban, Bezirgan and Çolakoğlu (2016) found that only assurance and empathy variables were effective in satisfaction in their study. Dortyol et al. (2014) aimed to define dimensions of service quality in hotel businesses and examine their effects on customer satisfaction. The result of the answers given by a total of 302 participants indicated that the dimensions with the highest impact on customer satisfaction are physical characteristics and reliability. Moreover, the study results of Emek (2019) and Bezirgan (2015) show that all dimensions of service quality have a positive and positive relationship with customer satisfaction. These results show consistency with the results of previous studies (Koç et al., 2019; Mammadov, 2019; Baştürk, 2020; Kazan, 2020; Taylan, 2022; Tekin, 2022, Durmuş, 2018, Bucak and Özarslan, 2016).

The results of the studies executed in the literature show that the high perception of service quality in accommodation enterprises provides high customer satisfaction. As a result of the literature review, the research model and hypotheses were developed as follows;

H1: There is a positive relationship between service quality and customer satisfaction.

H1a: There is a positive relationship between tangibility (physical properties) and customer satisfaction.

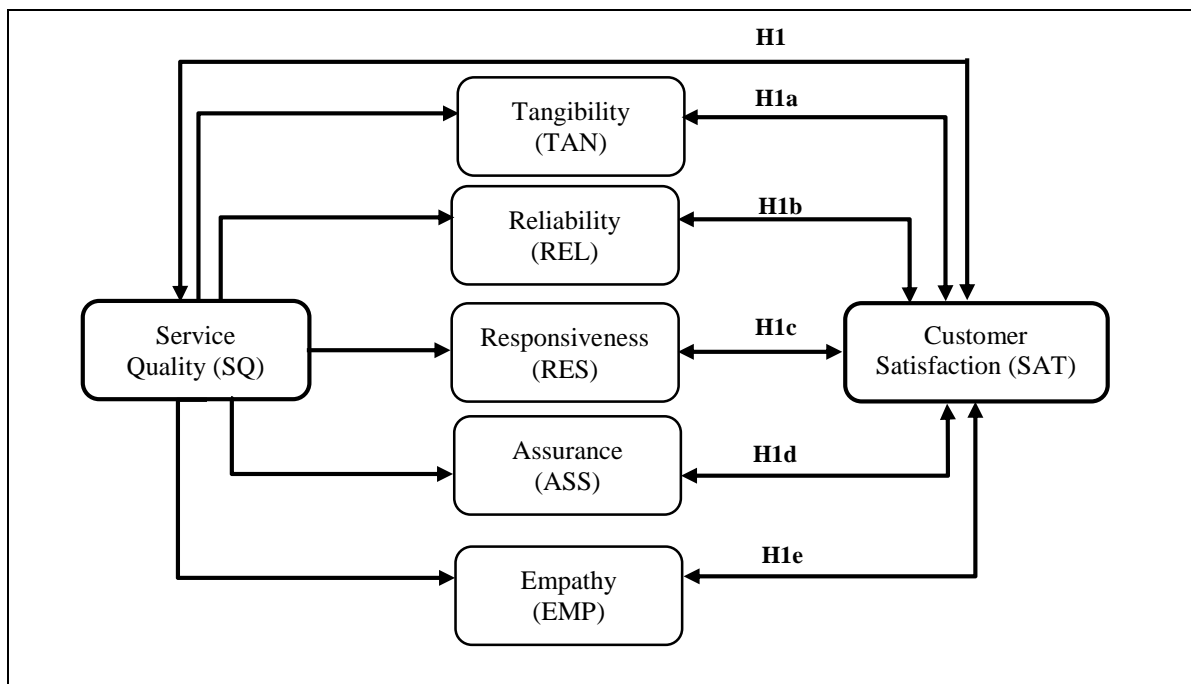
H1b: There is a positive relationship between reliability and customer satisfaction.

H1c: There is a positive relationship between responsiveness and customer satisfaction.

H1d: There is a positive relationship between assurance and customer satisfaction.

H1e: There is a positive relationship between empathy and customer satisfaction.

Figure 1. Research model



Method

Meta-analysis is an analysis method that summarises the results of experimental studies in health, behaviour and social fields and helps to make scientific inferences by applying statistical analyses (Kılıçlı, 2022). Meta-analysis is a quantitative method. It can test hypotheses whose certainty is not accepted with a holistic and effective approach and can put an end to the discussions in the field (Wampold, Ahn and Kim, 2000; Yıldırım and Şen, 2020). In this study, the relationship between "service quality" and "customer satisfaction" variables was analysed with a meta-analytic approach. The results were reported in harmony with the "PRISMA 2009 Checklist" criteria (Moher et al., 2009). Due to the data collection technique preferred within the scope of the research, ethics committee approval was not required for this study.

Inclusion Criteria and Search Strategy

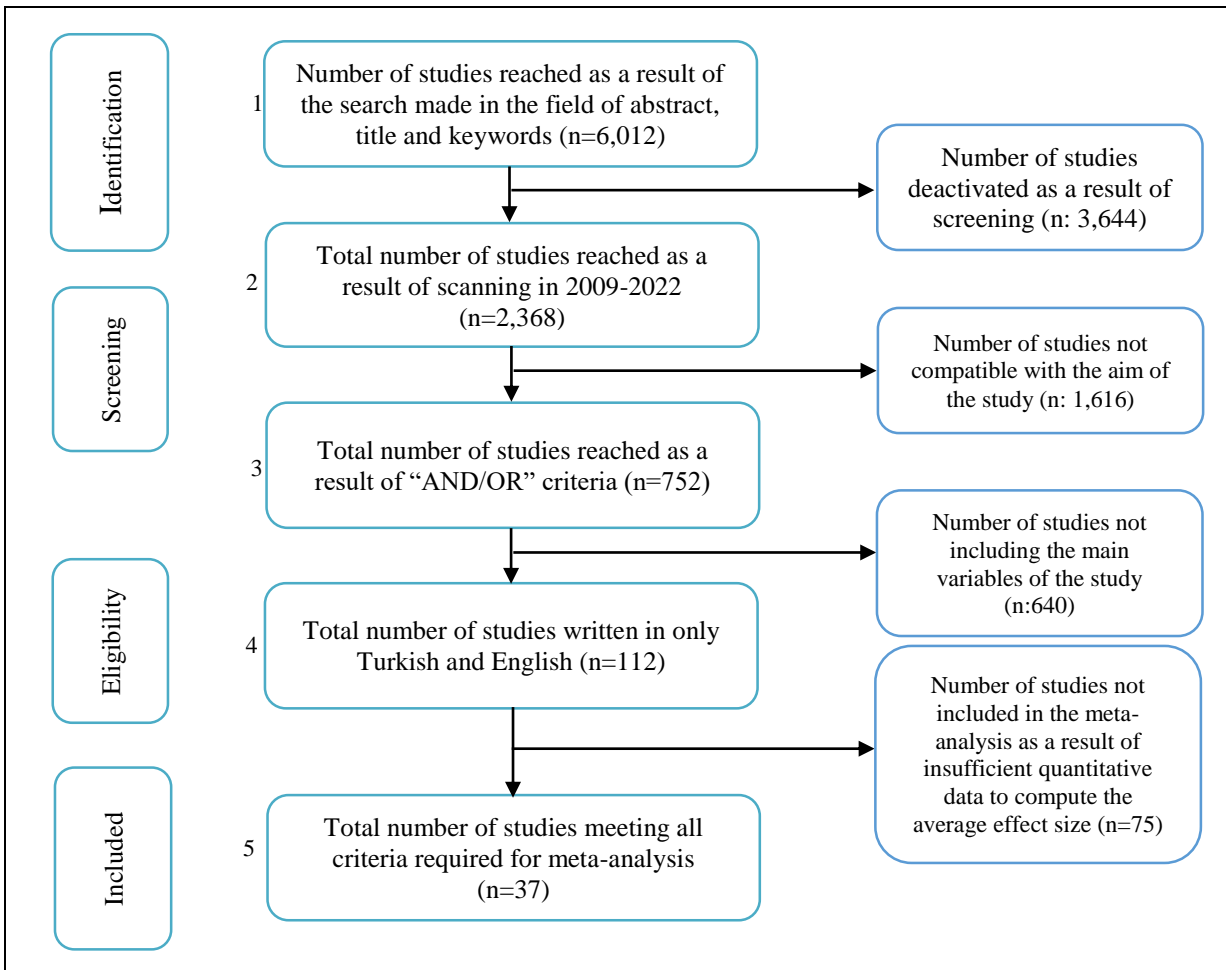
Studies investigating the relationship between “service quality” and “customer satisfaction” were identified by searching academic databases “Web of Science, Elsevier Science Direct, ProQuest, Wiley Online Library, Springer Link, Scopus, Google Scholar, Mendeley, Jstor Journals, Emerald Insight, and EbscoHost” researchers use them frequently and regularly (Gusenbauer and Haddaway, 2020). Additionally, national academic databases such as DergiPark and the National Thesis Centre of the Council of Higher Education were also used. Articles published in journals, all published Masters and PhDs theses, presentations at conferences and workshops, and full text in these databases were included in the search. Including only statistically significant studies in meta-analytic studies often distracts from the purpose of the meta-analysis (Davis et al., 2014). In this study, in order to avoid publication bias, not only statistically significant studies but also non-statistically significant studies were included in the search. When searching the online databases, studies from 2009 to 2022 were examined to ensure topicality. This date range was chosen for two different reasons. First, applied research (quantitative data) rather than theoretical research is needed to obtain the data needed for meta-analysis (Kılıçlı, 2022). It is understood from the literature review that applied studies investigating the relationship between "service quality" and "customer satisfaction" in accommodation businesses in Turkey increased after 2009. Secondly, the correlation (r) coefficient is needed to calculate the effect size between variables. The correlation coefficient (r) is also the average effect size value used in testing hypotheses (Yıldırım and Şen, 2020; Field, 2001). The number of studies on "customer satisfaction" and "service quality" in Turkey has increased since 2009, which provides the opportunity to access the necessary data for meta-analysis.

Studies included in the meta-analysis were identified in according with the following inclusion criteria. This study is limited to studies on accommodation businesses in Turkey.

- 1) Using the search engines of the databases above, the concepts of "service quality, customer satisfaction, Turkey", the titles, abstracts and keywords of the studies were searched. As a result of the search, 6,012 studies were found.
- 2) While scanning, January 1st, 2009 and December 31st, 2022 were selected as the date range. As a result of the scans, a total of 2,368 studies were found according to title, abstract and keywords.
- 3) Such combinations as “service quality, customer satisfaction, accommodation, Turkey”, “service quality, customer satisfaction, hotel(s), Turkey”, “service quality and customer satisfaction, accommodation, Turkey”, “service quality and customer satisfaction, hotel(s), Turkey”, “service quality or customer satisfaction, accommodation, Turkey”, “service quality or customer satisfaction, hotel(s), Turkey”, “service quality and customer satisfaction and accommodation, Turkey”, “service quality and customer satisfaction and hotel(s), Turkey” were written to the search engines and scanned. As a result of the search, 752 studies were found.
- 4) The studies reached as a result of the search were limited to be written in only Turkish and English languages. As a result of the limitation, 112 studies were reached.

According to the above search criteria, 37 studies were included in the research sample. Subsequent analyzes were performed based on data from these studies. In the international literature, researchers recommend the use of the PRISMA (2009) workflow flowchart for meta-analytic studies (Bonazza et al., 2017). The purpose of the PRISMA guidelines is to help researchers improve the presentation and reporting of studies in systematic reviews and meta-analyses (Kılıçlı, 2022).

Figure 2. PRISMA workflow chart for data collection



Information on the type of publication and sample size of the studies included in this study were presented in Table 1.

Table 1. Descriptive information on studies

Variable	f	
Publication Type	Article	20
	Master's thesis	14
	Doctoral thesis	2
	Conference paper	1
	Total	37
Number of Samples	Article	8,093
	Master's thesis	4,823
	Doctoral thesis	683
	Conference paper	1,207
	Total	14,806

When Table 1 is examined, a total of 37 studies were included in the meta-analysis process. In addition, analyses were performed over a total sample size of 14,806.

Coding Procedure

The coding process is primarily a data extraction process and is used to extract clearer and more relevant data for research from complex information (Kılıçlı, 2022). The detailed examination of the meta-analysis results of the research criteria included the study and the development of a clear and comprehensible coding form was improved. In the creation of the coding form in the previous meta-analysis, studies were used (Schyns and Schilling, 2013). The coding form improved in this study is disunited into two sections: the first is the section in which the study is listed chronologically from 2009 to 2022. This section contains the year of study, author's

name, and type of publication. The second section so the data of the study. This section provides information on sample size and correlation values for research investigating the relationship between “service quality” and “customer satisfaction”.

Reliability and Validity

According to Card (2012), the assurance of coding reliability also affects the reliability of meta-analysis studies (Ateş and Ünal, 2021). The study uses inter-interpretive reliability to determine the reliability of the coding form. The most commonly used method of testing inter-interpretation reliability is Cohen's Kappa statistic. Cohen's Kappa statistics take a value of -1 to +1, as a correlation value (McHugh, 2012; Stockings, 2015). The data encoding forms of this study were sent to two independent experts. Since the first part of the data encoding form contains objective data, reliability is not included. Cohen's Kappa value calculated by interpretive reliability was 0.83. The Cohen Kappa value between 0.80 and 0.90 indicates high reliability (McHugh, 2012). Consequently, according to Cohen's Kappa value, the data-encoding format used in this study is reliable.

The currency of meta-analysis studies is dependent on the ability of data collection instruments to measure the purpose of studies included in the sample. Petitti (2000) noted that the effectiveness of the average effects acquired by meta-analysis was directly proportional to the level of validity of the analysis-included studies (Ateş and Ünal, 2021). The study examined the validity of the average effect size value (Tablo 3) calculated to determine whether the data collection tool is valid.

Meta-Analysis Process and Data Analysis

In this study, fundamental statistical analyses were performed using a Comprehensive Meta-Analysis (CMA-V3) program that is consistent with the meta-analysis process. The "SPSS" statistical package program is used for descriptive data analysis in studies and the "Microsoft Excel" program is for data coding.

The average effect size obtained in meta-analysis is a standard value accustomed to define the direction and strength of the relationship between variables in the study area (Kılıçlı, 2022). In the relationship between variables, there are many different values that can be used to measure the size of the effect. Examples include Pearson's correlation coefficient (r), effect size index (d), probability ratios, regression coefficients, Cohen's d, and risk ratios (Field, 2001; Nakagawa and Cuthill, 2007). In this study, Pearson correlation data were used to compute the effect size.

When there are multiple correlation values between the same structural categories in a correlation-based study, there are two different types of approaches for meta-analysis (Schins and Schilling, 2013, Kılıçlı, 2022). First, when the correlation is independent, all correlation coefficients are included in the analysis process and are considered independent studies. Another is if the correlation depends, the correlation is averaged. Conservative estimates were preferred in this study, as the use of average correlations produces a conservative estimate of the overall correlation.

We failed to attain the Pearson correlation coefficient (r) value in some studies included in the meta-analysis. For this reason, β (standardized regression coefficient) and t-values were used to calculate the r value in the relationship between the variables. Peterson and Brown (2005) stated that if β weights vary between -0.5 and 0.5, standardized we can convert β weights to r (Lenhard and Lenhard, 2016). Then the discovered value of r was converted to Fisher's Z value and analyses were made on Fisher's Z value. Fisher's Z value was transformed into a correlation coefficient (r) as a result of the analysis (Xu and et al., 2020). In all calculations of effect size, the 0.05 importance level and 95% confidence interval were based on the confidence interval. The 95% confidence interval must not contain (0). Otherwise, the mean effects achieved by meta-analysis at 0.05 level are not significant (Duval and Tweedie, 2000). According to Nakagawa and Cuthill (2007), there porting of the significance level (p) and the value of the confidence interval (CI) in meta-analysis results not only encourages practical thinking but also encourages effective thinking when interpreting meta-analysis results. Using effect sizes and confidence intervals in meta-analysis reports improves the understanding of results and allow effective statistical inferences from data (Nakagawa and Cuthill, 2007).

Cochran Q and I^2 statistics are often used in the literature to determine the heterogeneity of the research included in the meta-analysis. In meta-analysis studies, researchers must choose whether to report the results using fixed effects model or random effects model. Field (2001) suggests that random effects models are generally more appropriate for meta-analysis studies in social science. Furthermore, many researchers have indicated that random effect model give more realistic results than fixed effects models (Ades and Higgins, 2005). In this study, random effects model was used.

In meta-analysis studies where the correlation coefficient is taken into consideration, correlation values should be used in interpreting the effect size. Cohen (1988: 78-79) argued that correlations with smaller effects of 0.10 were considered to be small effects, while 0.30 was considered to be medium effects and 0.50 to be large effects (Yıldırım and Şen, 2020). Similarly, Lipsey and Wilson (2001:147) found that correlation effects are 0.10 as small effects, 0.25 as medium effects, and 0.40 as large effects.

Findings

Publication Bias

Publication bias pose a major threat to meta-analysis and literature reviews. Therefore, the first problem to be solved by researchers before moving to meta-analysis is publication bias (Xu et al., 2020). For this reason, in this study, statistical significance is not taken into account in order to avoid bias. In meta-analysis research, there are several graphic and many numerical methods for detecting biases in publications. Funnel plots and fail-safe N values are the most common of these methods (Dinçer, 2021). The studies included in the meta-analysis should be symmetrically distributed in the funnel plot to avoid publication bias. Nevertheless, in the case of symmetry, researchers sometimes approach the funnel plot subjectively when evaluating the funnel (Duval and Tweedie, 2000). This is a criticism of the funnel plot (Yıldırım and Şen, 2020). For this reason, while evaluating the publication bias of the meta-analysis result, the use of fail-safe N values rather than the funnel plot provides more reliable and valid results (Kılıçlı, 2022). In this study, in detecting publication bias, Egger et al.'s (1997) regression test, Rosenthal's (1979) safe N in addition to Orwin's (1983) safe N and Begg and Mazumdar's (1994) rank correlation were used.

The results related to publication bias in this study are presented in Table 2.

Table 2. Publication bias results

Publication Bias Method		Results					
		H1	H1a	H1b	H1c	H1d	H1e
Rosenthal's Fail-Safe N	z-value for observed studies	60.095	40.55	37.08	30.28	38.39	36.88
	p-value for observed studies	0.00	0.00	0.00	0.00	0.00	0.00
	Number of observed studies	18.00	26.00	22.00	18.00	17.00	17.00
	Fail-Safe N	6905.0	1101.0	7852.0	4281.0	6506.0	6004.0
Orwin's Fail-Safe N	Correlation in observed studies	0.589	0.400	0.40	0.36	0.46	0.44
	The criterion for a "trivial" correlation	0.001	0.001	0.001	0.001	0.001	0.001
	Number missing studies needed to bring correlation under 0,001	2152.0	1008.0	9321.0	6751.0	8463.0	8067.0
Begg and Mazumdar Rank Correlation	for z-value for Tau	0.23	0.64	0.11	1.17	0.37	1.77
	p-value (1-tailed)	0.41	0.26	0.47	0.12	0.34	0.038
	p-value (2-tailed)	0.82	0.52	0.91	0.24	0.68	0.076
Egger's Linear Regression	t-value	0.67	0.23	0.42	0.25	0.23	0.01
	95% lower limit (2-tailed)	-11.22	-22.66	-27.57	-24.86	-37.46	-31.67
	95% upper limit (2-tailed)	21.58	28.36	18.39	31.40	30.05	31.23
	p-value (1-tailed)	0.26	0.40	0.34	0.40	0.41	0.49
	p-value (2-tailed)	0.51	0.82	0.68	0.80	0.82	0.98

Rosenthal safe N value is calculated as $NR > 5k+10$ (k =number of studies included in the meta-analysis). In according with this formula, publication bias decreases as the safe N value increases (Yıldırım and Şen, 2020). When the values in Table 2 are placed in the formula, it is seen that the safe N value is quite high ($H1:6905 > 100$; $H1a:1101 > 140$; $H1b:7852 > 110$; $H1c:4281 > 100$; $H1d:6506 > 95$; $H1e:6004 > 95$). According to Rosenthal's safe N, it is possible to say that there is no publication bias in this meta-analysis study. Another method used to detect publication bias in this study is Orwin's Safe N value. Orwin's safe N method gives the number of unpublished studies required to reduce the average effect size to a certain value (Orwin, 1983). As this number increases, it is possible to say that publication bias decreases. According to Orwin's safe N value, it is understood from Table 2 that the number of studies that can reduce the effect size value in this study to 0.001 is quite high ($H1:2152$; $H1a:1008$; $H1b:9321$; $H1c:6751$; $H1d:8463$; $H1e:8067$).

Begg and Mazumdar's rank correlation and Egger et al.'s regression test are the other methods used to determine publication bias in this study. According to these methods, a p-value (2-tailed) higher than 0.05 indicates that there is no publication bias (Kılıçlı, 2022). When Table 2 is analysed, it is understood that the p values (2-tailed) of all hypotheses are greater than 0.05. Therefore, according to the results of Begg and Mazumdar's rank correlation and Egger et al.'s regression test we can say that there is no publication bias in this study.

The Effect Value Size

The average effect size composes the nature of meta-analysis studies. The average effect value used in meta-analysis studies expresses the overall effect value of all studies included in the study and is not the result of individual studies (Dinçer, 2021). In other words, the size of the effect used in meta-analysis research helps us to see the whole picture, not just the parts.

Another aim of meta-analysis is to calculate the heterogeneity of effect size. The Cochran Q and I^2 statistics were used to calculate heterogeneity. Q tests are values that correspond to the degree of freedom (df) of the chi-square table. If the Q value obtained by the heterogeneity test is greater than the Q value in the chi-square table, this study can be considered heterogeneous (Kılıçlı, 2022). Unlike Q, I^2 statistics are an intuitive measurement of heterogeneity, not dependent on effect size. If the I^2 statistic exceeds the 75% limit value, it can be used to describe a high degree of heterogeneity (Ateş and Ünal, 2021).

The results of heterogeneity and effect size values for the hypotheses are presented in Table 3 below.

Table 3. Heterogeneity and effect size values results regarding the hypotheses

Hypotheses	Effect Size and 95% Confidence Interval				Test of Null (Two-Tail)		Heterogeneity			
	β	N	m	95% (CI)	p	Z Value	Q	I^2 (%)	df	Result
H1 SQ↔SAT	0.60	18	8102	[0.479;0.706]	0,00	7.67	1110.96	98.47	17	Accept
H1a TAN↔SAT	0.40	26	9244	[0.269;0.524]	0,00	5.50	1387.62	98.20	25	Accept
H1b REL↔SAT	0.39	22	7951	[0.270;0.505]	0,00	5.85	837.04	97.49	21	Accept
H1c RES↔SAT	0.37	18	6552	[0.199;0.511]	0,00	4.14	939.16	98.19	17	Accept
H1d ASS↔SAT	0.46	17	6144	[0.286;0.599]	0,00	4.85	1002.27	98.40	16	Accept
H1e EMP↔SAT	0.44	17	6169	[0.281;0.579]	0,00	5.00	879.53	98.18	16	Accept

β : Effect size coefficient; N: number studies; m: sample size, CI: confidence interval; df: degrees of freedom; Q and I^2 : heterogeneity indicators.

In Table 3, when data were tested for heterogeneity, the Q statistic value ($df=17$) was calculated at 1110.96 ($p < 0.001$). The Q statistic value exceeding 70 degrees of freedom and 95% confidence interval ($df=17$, $\chi^2(0.95) = 1110.96$) in the chi-square table shows that the data are heterogeneously distributed. Furthermore, the I^2 value calculated was 98.47. Thus, I^2 exceeds the 75% limit value, indicating high heterogeneity. By examining Q statistics and I^2 values, one can conclude that the distribution is heterogeneous. Table 3 was examined, indicating that, according to the study data included in the meta-analysis, the effect size of Fisher's z value was 0.676 in the fixed-effect model and 0.700 in the random-effect model. In correlation-based meta-analysis studies, the correlation value must be used in the explication of the effect size. When the Fisher z value is converted to Pearson r, the fixed effects model 0.589 and the random effects model 0.604 are the correlation value. Based on random effect model analysis, it was found that the confidence interval between 0.479 and 0.706 was significant at 0.05 ($p < 0.001$). With respect to Cohen (1988, 78-79) found that the average effect size in the study was positive and large. Thus, it is possible to speak of a positive, strong and significant relationship between the quality of the satisfaction and service of the customer. Furthermore, the confidence interval does not inclusive a 0-value indicating that the relationship between customer satisfaction and service quality is statistically significant. ($\beta = 0.604$; $95\%(CI) = [0.479; 0.706]$, $p < 0.001$). Based on the results of the analysis, hypothesis H1 is confirmed.

Table 3 also contains information about the relationship between service quality dimensions and customer satisfaction. It can be seen that the effect size values that show the relationship between service quality dimensions and customer satisfaction vary between 0.37 and 0.46 and are statistically significant ($TAN=0.40$;

$REL=0.39$; $RES=0.37$; $ASS=0.46$; $EMP=0.44$; $p<0.001$). According to Lipsey and Wilson (2001), although the relationship of dimensions of physical characteristics (tangibles), assurance and empathy with customer satisfaction is strong and positive, the relationship of reliability and responsiveness with customer satisfaction is positive but moderate. Furthermore, the Q-statistics and I^2 -values suggest that the data are heterogeneously distributed between the dimensions of service quality and customer satisfaction. Based on these results, we can say that hypotheses H1a, H1b, H1c, H1d, and H1e are supported.

Discussion and Conclusion

The aim of this study is to investigate the relationship between service quality and its dimensions and customer satisfaction. In examining this relationship, previous studies of accommodation businesses in Turkey were included in the analysis. The meta-analysis method was used to examine studies using different methods on various samples from a holistic perspective (Terrah, Liu and Nanu, 2022). As a result of the literature review, a conceptual research model and hypotheses were developed. The first of these hypotheses is the main hypothesis between customer satisfaction and service quality. From the analysis results (Table 3), it was defined that there is a positive and strong relationship between service quality and customer satisfaction. Landhari et al. (2008) stated that service quality is a substantial factor in the company's success and plays a significant act in ensuring satisfaction (Giovanis, Zondiros and Tomaras, 2014). This also confirms Wantara's (2015: 268) statement that "quality of service is the prerequisite of satisfaction". These statements provide an important basis for the strong relationship between customer satisfaction and service quality in this study. In fact, the result of this study supports the results of many studies in the literature. For instance, Yapraklı and Sağlık (2010) stated that service quality is crucial for customer satisfaction. The authors emphasized that while accommodation businesses determine their strategies, they should not ignore the positive act of service quality on satisfaction. Similarly, Shengelbayeva (2009) stated that the relationship between customer satisfaction and service quality is an important issue for accommodation businesses. According to P.J. et al. (2021), the accommodation sector is customer-oriented, and service quality is an important resource of competitive advantage for this sector. In addition, according to the authors, the survival and achievement of accommodation businesses depend on the skill of service quality to satisfy customer expectancies. The fact that service quality is a vital role in providing customer satisfaction coincides with the results of many studies Demir (2012), Günaydın (2014), Oğlakçioğlu (2013), Nalbant and Demiral (2019), Kocabulut and Albayrak (2019), Sağlık and Kocaman (2014), Türkay et al. (2018), Dagdeviren et al. (2018) and Aksoy (2021). In this study, it is understood that the positive and strong relationship ($\beta=0.604$; $p<0.001$) between service quality and customer satisfaction significantly supports the explanations above. In addition to the previous studies, the result of this study has extended the existing literature by proving that service quality plays a crucial act in customer satisfaction.

When considering the relationship between the sub-dimensions of service quality and satisfaction, positive and significant relationships were found between all sub-dimensions and customer satisfaction (Table 3). Among these relationships, it is understood that while the assurance dimension had the highest effect size, responsiveness had the lowest effect size. While this result supports the study results of Akgül (2014) and İlban et al. (2016), it contradicts the study result of Dortyol et al. (2014). The fact that the assurance dimension had a high relationship with customer satisfaction supports the idea of Kotler et al. (2006). According to Kotler et al. (2006), gaining loyal customers in accommodation businesses depends on the trust relationship of enterprises with customers (Unguren et al., 2021). The results of this research reinforce that the services provided above a certain quality level are extremely important in terms of ensuring the continuity and profitability of accommodation businesses (Ulusoy and Akyürek, 2022).

As a result, customer satisfaction is an important issue that affects the success and sustainability of accommodation businesses. Accommodation businesses with high customer satisfaction are demanded by more customers and have higher profit margins. In addition, high customer satisfaction enables accommodation businesses to have a better brand image and achieve higher customer loyalty.

Administrative implications, future studies and limitations

Although it is difficult, a service business must measure the quality of its services to improve its quality and ensure customer loyalty since only in this way can it improve its services and ensure customer satisfaction (Yılmaz, Filiz and Yaprak, 2007). Performance criteria may differ according to the standards of organizations and the service they provide. In particular, the performance of organizations that provide accommodation services can be determined by various internal or external factors of the company. It can be understood from the literature review that the best performance measure from the outside of the company comes from customer

satisfaction. Therefore, managers need to understand how the quality, importance or performance of the services they provide to be successful in the sector are perceived by customers. This will allow managers in the hospitality industry to gain a significant competitive advantage by enabling them to understand the strong and weak sides of the services or products they offer in a competitive environment (Unguren et al., 2021).

The fact that positive, strong and significant effects between service quality and dimensions and customer satisfaction were found in the result of the study is a sign that this study is a remarkable resource for managers. In addition, it is thought that this study will make an important contribution to the owners or managers in the preparation of strategies or plans.

When the studies conducted in the context of accommodation enterprises in Turkey are examined, it is possible to say that they generally focus on customer satisfaction. Employee performance is one of the main conditions for customer satisfaction in accommodation establishments. Grönroos (1983) summarized this situation as “employees are the only way to improve functional quality” (Hartline and Jones, 1996). Also, Yusuf, Sawitri and Farhan (2021) stated in their study that the more employees develop, the higher service quality and satisfaction will be. Thus, there are few studies on the performance of employees who are accepted as internal customers in accommodation establishments. From this point of view, it will make an important contribution to the literature that researchers take advantage of this gap and focus on internal service quality in accommodation businesses since businesses are increasingly recognizing the importance of employees and their powerful impact on business performance (Seyhan, 2021).

Nowadays, sudden exchange rate fluctuations and increases in input costs in developing countries like Turkey can affect the choice of accommodation for domestic and foreign tourists. Especially, high costs in 5-star and higher accommodation establishments implementing the all-inclusive concept cause customers to direct to other parts of accommodation businesses (boutique hotels, full or half board, etc.). From this point of view, in addition to the variables used in this study, the application of different variables (price, image, loyalty, security, etc.) to various classes of accommodation enterprises will allow the formation of new research areas. It will make significant contributions to the field when researchers use different variables in addition to service quality and customer satisfaction in accommodation businesses, examine the relationship between them and evaluate the results.

One of the limitations of this study is that scientific studies on only accommodation establishments in Turkey were involved in the study. For this reason, the results of the study cannot be generalized to private or public institutions operating in other sectors of Turkey. The meta-analysis used in this study has some limitations due to its natural deficiencies, as noted by Rosenthal and DiMatteo (2001) (Bakioğlu and Göktaş, 2018). For example, the Pearson correlation (r) coefficient was determined as the criterion for calculating the effect size of the studies included in the meta-analysis process. Therefore, some studies were not included in the meta-analysis process because data on correlations and their derivatives could not be reached. This is a different limitation criterion.

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