Evaluation of Consumer Complaints in Five-Star Hotels: The Case of Eskisehir

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Abstract

Complaints arise when a company does not satisfy the expectations of consumers who buy its products or services. From a consumer’s perspective, complaining is a negative act. It is thus very important for enterprises to solve problems derived from CC. Based on these premises this study aims to assess complaints and complaint-associated behaviors of consumers who visited Eskişehir. This study is descriptive, and the questionnaire used for data collection is adapted from the questionnaire developed by Kılıç & Ok (2013) in their study “Consumer Complaints & Evaluation of Complaints in Hotels”. The research population is sampled from tourists staying at five-star hotels in Eskişehir. Data collection is based on convenience sampling. It is found that tourists who stayed at Eskişehir are mostly complaining about low service quality and lack of hygiene and sanitation.

Keywords: Complaint behavior, Tourist, Eskişehir.

Jel Classification: M1, M19, M39.