

DENIZ MERT KULAKSIZOGLU

**THE EFFECT OF RECREATIONAL SERVICE QUALITY ON CUSTOMER
SATISFACTION AND REVISIT INTENTION: HOT AIR BALLOON
EXAMPLE**



UNIVERSITY OF ALGARVE

FACULTY OF ECONOMICS

2023

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EXAMPLE**

Master course in Tourism Organizations Management

Dissertation made under the supervision of:

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Professor Íris Regina Cabral Lopes



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Work Authorship Declaration

I declare to be the author of this work, which is unique and unprecedented. Authors and works consulted are properly cited in the text and are included in the listing of references.

Deniz Mert Kulaksizoglu

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(signature)

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In tribute to all our losses in the 6 February 2023 Kahramanmaras, Turkey earthquake.

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Hoping to see more Cappadocia content in the promotion of Turkey.

ABSTRACT

This study aimed to examine the effect of the quality of hot air balloon service provided in the Cappadocia Region on customer satisfaction and revisit intention. In addition, it aimed to examine whether these three dimensions differ significantly according to the socio-demographic characteristics of the participant tourists.

This descriptive and cross-sectional study was conducted in the relational screening model. The sample consisted of 385 local and foreign tourists who participated in the hot air balloon tour in Cappadocia and were selected by convenience sampling method. The survey technique was used to collect primary data in the study. The questionnaire form included demographic questions in addition to the recreational service quality scale, and the customer satisfaction and revisit intention scales. The quantitative analysis software - SPSS v26 - was used to analyze the data obtained.

Within the scope of the study frequency analysis, validity analysis, reliability analysis, normal distribution analysis, descriptive statistical analysis, correlation analysis, regression analysis, t-test and ANOVA analyzes were performed.

As main results, it was determined that the recreational service quality had positive and significant effects on customer satisfaction and revisit intention. On the other hand, recreational service quality, customer satisfaction and revisit intention did not differ significantly according to the demographic characteristics of tourists.

This is the key value of present research: it discerns to the related literature that people who have liked a destination, due to its recreational experience quality, are more willing to revisit it. This can have repercussions in recommending destinations and then in tourism strategies and tourism sustainability. That triad, if well managed, augments perceived value of a service or experience. Consequently, Cappadocia Tourism can play a very important role in the promotion of Turkey in the world.

Keywords: Tourism, Recreational Service Quality, Customer Satisfaction, Revisit Intention, Hot Air Balloon.

RESUMO

Este estudo teve como objetivo examinar o efeito da qualidade do serviço de balões de ar quente, fornecido na região da Capadócia, na satisfação do cliente e na intenção de a revisitar. Além disso, examina se essas três dimensões diferem significativamente de acordo com as características sociodemográficas dos turistas participantes.

Este estudo descritivo e transversal foi conduzido no modelo de triagem relacional. A amostra é composta de 385 turistas locais e estrangeiros que participaram do referido passeio de balão que foram selecionados pelo método de amostragem por conveniência. A técnica de pesquisa foi usada para recolha de dados primários no estudo. O formulário do questionário incluiu questões demográficas, além da escala de qualidade do serviço recreativo, satisfação do cliente e escalas de intenção de revisita. O software de análise quantitativa - SPSS v26 - foi utilizado para analisar os dados obtidos.

No âmbito da análise de frequência do estudo, foram realizadas análises de validade, análise de confiabilidade, análise de distribuição normal, análise estatística descritiva, análise de correlação, análise de regressão, teste e análises ANOVA.

Como principais resultados, determinou-se que a qualidade do serviço recreativo teve efeitos positivos e significativos na satisfação do cliente e na intenção de revisitar. Por outro lado, a qualidade do serviço recreativo, a satisfação do cliente e a intenção de revisitar não diferiram significativamente de acordo com as características demográficas dos turistas.

Este é o fator chave da presente pesquisa: ela discerne para a literatura relacionada que as pessoas que gostam de um destino, devido à qualidade da sua experiência recreativa, estão mais dispostas a revisitá-lo. Isso pode ter repercussões na recomendação de destinos e, posteriormente, nas estratégias turísticas e na sustentabilidade do turismo. Essa tríade, se bem gerida, aumenta o valor percebido de um serviço ou experiência. Consequentemente, o Turismo da Capadócia pode desempenhar um papel muito importante na promoção da Turquia no mundo.

Palavras-chave: Turismo, Qualidade do Serviço Recreativo, Satisfação do Cliente, Intenção de Revisita, Balão de Ar Quente.

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Chapter 1. INTRODUCTION

1.1 Problem Definition

Service quality is the measure of meeting the wants and needs of consumers. The comparison and evaluation of a consumer's service expectation before receiving the service and the satisfaction after purchasing is seen as service quality (Lewis & Mitchell, 1990). Parasuraman A., Zeithaml V. A. and Berry L.L. (1988) stated that perceived service quality is the state and level of contradiction between service expectations and service perceptions of customers.

Increasing competition conditions lead businesses to be different from other businesses at the stage of service delivery. Recreation businesses also make different applications to ensure the continuity of their customers and to acquire new customers. To implement activities such as Hot Air Balloon event, international bicycle races, horse riding and wine appraisal with a focus on customer satisfaction and activities and practices that will ensure that the guests leave the region as satisfied as they want to visit again. The most important among these is seen as increasing the quality of the service provided. Tourism businesses have started to focus on the concept of quality, aimed to provide quality to service and increase service quality. The positive completion of outdoor recreational activities operating in touristic destinations is considered important in terms of ensuring that tourists leave the recreation business and the destination satisfied, and then visit the same destination and have the same experience again (Oppermann, M. 2000; Zeithaml et al. 1996). In short, it is thought that the increase in service quality will reflect positively on customer satisfaction and revisit intention.

Various studies in the field of tourism show that perceived service quality positively affects customers' satisfaction and revisit intentions (Allameh, S.M., Pool, J.K, Jaber, A., Salehzadeh, R. and Asadi, H. 2015; Chen et al, 2011; Hall, J., O'Mahony, B. and Gayler, J. 2016; Jin, N., Lee, S. and Lee, H. 2015; McCleary, K.W., Weaver, P.A. and Hsu, C.H.C. 2007; Shonk and Chelladurai, 2008; Stylidis et al, 2015; Su, L., Huang, S. and Chen, X. 2015). On the other hand, according to Mannell (1984), demographic

variables affect people's participation in recreational activities and create a difference in their perceptions of activities.

It is considered that it would be beneficial to test the relationships between service quality, customer satisfaction and revisit intention in different geographies, with different tourist groups and in the context of different activities. It was verified that the aforementioned relations are not examined in the context of hot air balloon tourism in the Cappadocia region. With its unique geological formations and climate suitable for navigation with hot air balloons, this is one of the largest tour markets in the segment in terms of number of flights, number of tourists and number of days suitable for flights. Cappadocia is one of the most popular tourist regions of Turkey with its nature and cultural tourism. As a touristic product, the region attracts attention of both national and international markets (Atioğlu, 2021). The region has become one of the important centers especially in terms of offering diversity in outdoor recreation activities. Among these activities, the hot air balloon tour is seen as the most important outdoor recreational activity and tourism product of the region. In this respect, it is considered that the contribution made by the empirical evidence presented to the limited literature constitutes the importance of the research.

This research focuses on examining the relationships between service quality, customer satisfaction and revisit intention with the data collected from the tourists who participated in the hot air balloon tour in the Cappadocia region. Especially, the effect of the quality of hot air balloon service on customer satisfaction and his revisit intention will be examined. In addition, it will also be examined whether the service quality, customer satisfaction and revisit intention differ significantly according to the socio-demographic characteristics of the tourists collected.

1.2 Hypotheses to Test

In this study, it is aimed to examine either the effect of quality of the hot air balloon service provided in the referred region on customer satisfaction and revisit intention. Also, examine whether this service's quality, customer satisfaction and revisit intention differ according to socio-demographic characteristics. Thus, the hypotheses to be tested for these aims are:

H₁: Service quality has a positive and significant effect on customer satisfaction.

H₂: Service quality has a positive and significant effect on revisit intention.

H₃: Service quality, customer satisfaction and revisit intention differ significantly according to the socio-demographic characteristics of the participants.

1.3 Organization of Study and Summary of Chapters

In addition, the information obtained as a result of the literature review on the concept of recreation customer satisfaction and revisit intention is firstly presented. Then, concepts instead of variables are discussed. The third part of the study contains information about the research method. In this context, information about the sample, research model, data collection method and tools, and method of analysis are presented. The fourth chapter, firstly, includes the findings obtained as a result of the analysis of the data collected within the research. In this context, first of all, the findings from frequency analysis for demographic characteristics of the participants and from descriptive statistics for the responses are presented. Then, the results from advanced statistics such as regression, t-test and ANOVA analyses performed within the scope of hypotheses tests are reported. Finally, the findings of the study are discussed in comparison with the literature. In the fifth chapter, which is the conclusion part, the research is summarized and suggestions are developed, and perspectives for future research are presented.

Chapter 2. LITERATURE REVIEW

2.1 The Concept of Recreation

2.1.1 Definition of Recreation

Recreation, a term that came into our lives with the industrial revolution, is a concept frequently used in many fields today. Different definitions have been made on the concept of recreation from past to present. Below are definitions of recreation.

Kraus (1977) defined recreation as an activity or experience in which individuals voluntarily participate in their spare time, after obligatory activities such as work, duty and homework, in order to rest, have fun, i.e. be individually satisfied. Sağcan (1986) expressed recreation as activities that people participate voluntarily in their spare time, with the impulses of entertainment and satisfaction. Jensen and Guthrie (2006) defined recreation as renewal, revitalization, departure from routine life and change.

Stebbins (2017) expressed recreation as satisfying activities that individuals want to do by using their own skills and resources in their spare time without being forced. Kocaeski, S., Sevil, T., Şimşek, K.Y., Katırcı, H. Çelik, O. ve Çeliksoy, M. A. (2012) defined recreation as activities that aim to satisfy individuals to take pleasure, to renew them emotionally and mentally, and to evaluate the leisure time of individuals with their social, cultural and economic opportunities.

People feel the need to make the best use of their spare time in order to be healthy or maintain their health, to get rid of work and school stress, to renew their body and gain energy. It tends towards sports, artistic, cultural and creative activities. Kraus (1998) defines recreation as a network that includes parks, playgrounds, gyms and swimming pools in the country, province and districts.

2.1.2 Features of Recreation

There are some recreational features accepted by different researchers. These features are stated as follows (Leitner and Leitner, 2004):

- Recreation includes activities that individuals participate in their spare time.
- Decision-making on recreational activities should be left to the individual.
- Recreation is an experience that occurs after participation in recreational activities.
- Recreation should be compatible with the customs and traditions of the society and should not contradict moral and spiritual values.
- Participation in recreational activities can be planned or unplanned, requiring (or not) skills.
- Participation of individuals in recreational activities should be voluntary.
- The activities chosen by individuals may differ according to their interests.
- Recreation consists of different activities.
- Individuals of all age groups and genders can participate in the activities.
- There is no continuous obligation of participating in recreational activities.
- The activities can be done indoors and outdoors in all seasons.
- Recreational activities are aimed at individuals' needs such as gaining new experiences, self-expression and self-proving.
- Recreation includes activities that make the individual happy. After participating, he/she is satisfied mentally and physically.
- Recreation is universal.
- Recreation is a social phenomenon.
- Individuals transfer culture to future generations through recreational activities.

2.1.3 Outdoor Recreation

Outdoor recreation is defined as all outdoor leisure experiences related to using, understanding and valuing the natural environment or even indoor leisure activities using natural materials related to valuing the outdoor space (Martin, B., Cashel, C., Wagstaff, M. ve Breunig, M. 2006). In other words, it is stated that the participants interact with the natural environment through a number of activities such as trekking, fishing, canoeing, skiing, horse riding, golf, air and motor sports (Cordes, K. A., and Ibrahim, H. M. 1999). In other words, outdoor recreation is a type of recreation done in natural and/or regulated areas where individuals voluntarily participate in their free time. Nature itself is used as a resource, and the relationship with other individuals and the environment is important.

It is known that open spaces are areas that create a significant potential for recreational activities. The diversity of activities that can be carried out is one of the factors that make open spaces recreationally important. Outdoor activities include organizing or watching all outdoor sports/games (skiing, climbing, football, tennis, basketball, golf, etc.), outdoor artistic activities (open-air concerts, exhibitions, painting, etc.), scouting, camping, hunting, picnicking, gardening, examining nature, and protecting nature. However, Cordes and Hutson (2015) consider surfing as an outdoor activity, but not football as an outdoor activity. The reason for this is that the football participant is not completely intertwined with nature and his interaction with the environment is limited. Teresa and Jolanta (1998) state that outdoor recreation has functions on health, or cultural, ecological and other values.

Open spaces host different climates and have different biological, ecological, cultural and economic characteristics. In this respect, open space activities have many benefits for individuals. Tütüncü and Aydın (2014) stated that recreational activities within the scope of open space would be socially beneficial for individuals to discover their talents, gain team spirit, and gain a sense of responsibility by taking risks. In addition, it has been observed that these activities have benefits such as providing psychological relaxation, getting rid of stress, leading to a healthy life, renewing, and improving creativity. In addition, it offers the opportunity to be intertwined with nature (Kılıç, M., & Şener, G. 2012).

Urban parks are another area used by people, who are overwhelmed by the problems of urban life, to get rid of their physical, psychological and social problems. Urban parks are generally open spaces organized by the local government. These parks are areas built to meet the recreation needs of children, young people, adults and old people. It has been stated that especially the activities that elderly individuals participate in parks have effects on their happiness and longevity (Hung and Crompton, 2006).

2.1.4 Relation of Outdoor Recreation and Tourism

It is known that tourism is one of the activities that grows rapidly and has the highest share in the economy today. People in working life spend their vacations traveling for holiday. Individuals who want to get rid of city life and busy work travel to get away from their place of residence, to see new places, engage in different activities, and learn about different ways of doing things (Özdemir, A. S., Büyüköztürk, Ş.ve Karaküçük,S. 2016). Travels made for these purposes are considered as recreational activities since they are made during leisure time. Apart from these, business travel, traveling for health purposes and similar travels made in situations that require compulsory participation are not considered as recreational since they are outside of the leisure time frame. Tourism and outdoor recreation activities are generally carried out to increase the quality of life, to entertain, to relax and to learn. While these activities are carried out, people use the same natural resources. While recreational activities are carried out by using the resources in a destination by the local people, tourism activities are carried out with the use of those resources by tourists other than the local people. People of all ages and groups can participate in recreation and tourism activities individually or collectively.

Although tourism and recreation activities seem similar to each other in general, they differ from each other at some points. According to Mieczkowski (1990), the differences between tourism and recreation activities are as follows:

- While tourism activities are sometimes carried out in compulsory situations other than leisure time, recreational activities are carried out entirely in leisure time.

- While it is compulsory for the participants to travel in tourism, it is not compulsory to travel in recreation.
- It may be possible to purchase additional tools and equipment for recreational activities, but there is no need in tourism activities.
- Tourism activities have a great economic impact and are purely commercial concerns. Recreation has little commercial aspect; moreover, it has no commercial concerns when it is offered free of charge by the government, local governments, etc.
- No skill is required while performing a tourism activity, but a special skill may be required to participate in some recreational activities.

In the intense competition in the tourism market, destinations have turned to different activities in order to make a difference and attract attention. Recreational services offered in tourism have an important place in terms of diversifying it. People have started to want to go out of the traditional tourism understanding consisting of sea, sand and sun, into different pursuits, participate in different activities and have different experiences.

Destinations tend towards new and interesting recreational activities that can attract national and international tourists. It is known that these activities increase the demand for tourism and stimulate the tourism market. Different and attractive recreational activities offered in a destination create different leisure time opportunities for tourists coming for different purposes. Tourism activities that can be done in a certain period ensure that the sector continues throughout the year with recreational activities. The main ones among these activities are the fact that the first Christians chose Cappadocia for the purpose of spreading religion centuries ago, the concentration of religious tourism in this region, the fact that it is the center of national and international visitors of the Alevi sect, and also the open air museum of Goreme with hot air balloons. Presenting Cappadocia as a tourism center. Therefore foreign exchange inflows increase and employment opportunities are created. In addition, tourists who will participate in recreation provide an additional contribution to the economy of the region by purchasing recreational activities. Thus, the presentation of different activities according to the interests of tourists revitalizes tourism.

Recreational activities have a great importance in the recognition of destinations as brands (Garcia, J.A., Gomez M. and Molina, A. 2012). For a successful tourism destination management, tourist attractions should be evaluated well; these attractions should be planned in accordance with consumers' preferences and developed in a modern way. Kül Avan and Güçer (2019) stated that tourists participate in recreational activities in two ways: the first is to realize the tourism event (travel) for recreational activity, while the second is to participate in recreational activities within the tourism event. Plummer (2009) stated the process of touristic outdoor recreation experience as determining the goals, traveling to the determined place, participating in the determined activity, returning from the trip, and remembering after the return.

Getz (1997) stated the benefits of recreational activities included in tourism. They:

- Help the tourist to come in low season
- Make a difference within the tourism industry
- Create demand for different destinations for different tourists within the country
- Create new resources to promote the region
- Increase destination awareness and attraction
- Contribute to the creation and development of the destination's infrastructure and services
- Enable media organizations to generate interest in the destination
- Help the destination build an important brand and image
- Contribute to revisit the destination.

It is not mandatory to include recreational activities in tourism destinations, but the realization of these activities in the region adds value to it. Recreation activities have an important place in the destination preference of tourists (Connel, 2006). Because under the increasing competition, destinations have to try to offer new

alternatives to attract customers in order to make a difference. Any different, new, and well-planned recreational activity attracts people's attention and creates a desire to travel and participate in it. Yayla (2017) stated that, in destinations that have geographically different characteristics and different recreational activities than other destinations, the tourists' satisfaction is achieved by increasing service quality.

In summary, it can be said that recreational activities are a demand element for a destination, as they are effective in creating a good time and re-visiting intention, enhancing the destination image, providing competitiveness, and extending the stay. For this reason, it is necessary to plan recreational activities that will be offered as an attractive element in a destination and implement them properly.

2.1.5 Hot Air Balloon History and Balloon Tourism

The hot air balloon, which emerged in the 1700s, is an aircraft consisting of a dome, basket, and heating system. This vehicle, which takes off by filling a lighter-than-air gas into a fabric cover (dome), is frequently used for touristic purposes. Hot air ballooning is one of the important recreational activities carried out in a natural area. There are many countries in the world where hot air balloons operate. It is known that these tours in the world are mostly made in USA, Spain, England, Czech Republic, France, Switzerland, United Arab Emirates, Tanzania, Australia, Egypt, Cambodia, Italy, Myanmar, and Turkey.

Balloon flight in Turkey was made for the first time in 1985 by the Turkish Aeronautical Association. Today, hot air balloon flights are made in the Cappadocia region and Pamukkale. In Cappadocia, which is the most important hot air balloon flight point in Turkey, and the world, individuals who participate in it experience an adventurous tour on the fairy chimneys. This exciting activity in Cappadocia begins with the participants being brought to the facility by private vehicles and having breakfast early in the morning. Then, the participants are brought to the flight area. They experience a 50-minute flight as the balloons take off over the natural chimneys at sunrise. Afterwards, the pilot lowers the balloon to any area according to the strength and direction of wind. After landing, a celebration is held accompanied by champagne and various treats, and a flight certificate is given to the participants. And

the experience ends when they are left by private vehicles in the establishment where they are staying. Sample images of the Cappadocia balloon tour are presented in Figure 2.1.



Figure 2.1. Sample Images of the Cappadocia Balloon Tour

The balloon business, which made great progress in the 1990s, is among the most important economic resources of the region. With the increase in the number of operations and flights, the “Cappadocia Balloon Flight Slot Center” was established in 2013 by the General Directorate of Civil Aviation in order to control the flight permits, monitor the flights and ensure coordination. The center has activated the system that includes the number of balloons to be flown and the number of passengers in the balloon before the flight. The flights are made by examining the meteorological conditions of the area, analyzing the reports, providing coordination, and forwarding them to the referred center. Pilots must be able to predict how weather will affect balloon flights. Studies (Cowl C.T., Jones, M.P., Lynch, C.F., Sprince, N.L., Zwerling, C. and Fuortes, L.J. 1998; Frankenfield and Baker, 1994) concluded that accidents that have occurred were mainly caused by mistakes done after the weather change. Balloon operators must apply the rules of the General Directorate of Civil

Aviation. Mainly, the serial numbers of each balloon's part are recorded, and each balloon is taken to the maintenance center and checked every 100 hours it stays in the air.

According to the study of Kül Avan and Güçer (2019) on the evaluation of recreational activities in the region, the tourists coming to Cappadocia mostly participated in hot air balloon tours and ATV/Jeep Safaris (ATV: It is a typical low-pressure all-terrain vehicle used in both business and leisure environments, common in regions such as Cappadocia, Gozo (Malta). They have a lot of ground clearance and stiff suspension.) The International Cappadocia Balloon Festival, which was held for the first time in 2019, attracts the attention of local and foreign tourists. Hot air balloon tourism provides important economic benefits not only for the region but also for the country. In the study carried out by Atioğlu (2021), it was determined that the number of tourists participating in the hot air balloon tour in Cappadocia has a positive and significant effect on Turkey's international tourism revenues in both the long and short term.

2.2 Service Quality

2.2.1 The Concept of Service

Service is present in every period of life due to the fact that people live together by nature. It has been conceptually developed from the 1700s to this time and has been studied regularly and technically. Although most individuals have little difficulty in defining the concepts of production or agriculture, definitions of services are difficult due to their diversity (Lovelock, C. and Wright, L. 2011). It is not easy to define the difference between the services offered together with the goods and the services offered independently of them. Together they can add a competitive advantage to the marketing of goods (Islamoğlu, A. H., Candan, B., Hacıfendioğlu, Ş., ve Aydın, K. 2006). In addition to this difficulty, it is not easy to determine the scope of services. Because, depending on social and economic changes, and technological developments, a new service concept or type can emerge every moment. If a general definition of the service for Cappadocia is desired, it can probably be seen as spreading to large masses with the principle of satisfaction and re-visit, local people

and regional businesses are always focused on repeat visits and satisfaction, Although it is difficult to make a detailed definition of service, it is possible to make a general definition (Karahana, 2006).

Service is a complex phenomenon. The word has many meanings, from personal service to the service as a product (Grönroos, 2000). Services, in their simplest definition, are actions, processes or performances (Zeithaml, V. A., Bitner, M. J., ve Gremler, D. D. 2018). They are works done for others (Juran, 1992), products consisting of activities, benefits offered for sale that are not tangible and result in no ownership (Kotler, P., Armstrong, G., ve Opresnik, M. O., 2018). Service is the action or performance offered by one party to the other (Lovelock et al., 2011). A service is an intangible product that directly adds value to the buyer as soon as it is produced (Monks, 1982). According to another definition, service is the sum of systems, activities and benefits that help solve or facilitate solutions to mostly non-physical problems arising from consumers' lives (Islamoglu et al., 2006).

2.2.2 Features of the Service

Armstrong and Kotler (2000) stated that there are different features between services and products. They are intangibility, inseparability, variability, and perishability (Kotler, 2000; Stewart H. , Hope C. and Muhlemann A. 1998):

- Intangibility: while any product can be seen and tangible at the stage of purchase, a service cannot be perceived as tangible before purchasing.
- Inseparability: the product is first produced, then put up for sale, and consumers buy it. A service is produced and offered to consumers simultaneously. That is, the production and consumption of services take place at the same time.
- Variability: the quality of services may vary according to the company, the time offered and attractiveness of the presentation. Because consumer perceptions can vary.

- Perishability: services cannot be stored. It is not possible for the services to go through the production process first and then, when the consumer needs it, be presented to him.

2.2.3 Classification of Service

Services are offered by businesses with very different characteristics. There are many types of classification in the related literature. One of them is the structural classification of services (Loveloock and Wright, 2002). This is divided into tangible and intangible services according to their nature. Touchable services are physical services such as restaurants, beauty salons, transportation, repairs, and agricultural services. Untouchable ones are mental services such as education, theatre, banking, and accounting services. Another approach is to classify services according to their continuity (Loveloock and Wright, 2002): while services such as banking and insurance are continuous, services like theater and bus travel are discontinuous.

2.2.4 Service Businesses

In service businesses, the consumer and the service provider are in interaction at the stage of providing it. Today, as a result of technological developments, the differentiation in the wishes and needs of people has led to the increase in the service sector. There are many reasons behind the growth of service sector (Cowel, 1993):

- Increase in welfare: a higher income level has led to the emergence of home decoration, house cleaning, garden maintenance, repair and hardware works, laundry and carpet washing sectors.
- Increase in leisure time: which has led to the emergence of sectors such as entertainment, recreation, travel, etc.
- Increase in female employees: which has created job areas where women can work such as babysitting, kindergarten, and home helper.

- Longer life expectancy: it has led to sectors such as nursing homes and health services for staying healthy and recovering.
- Complexity of products: experts were needed for complex technological products such as computers, telephones, machines, and cars.
- Increase in complexity of life: the demand for specialists in income tax, labor laws, legal affairs, employment services, etc. has increased.
- Increase in resource scarcity: demand for the rental sector has emerged.

2.2.5 Service Quality

Service quality is the feeling that the customer receives from the service after purchasing it and expresses how satisfied he/she is with it (Çiçek and Doğan, 2009). Service quality is the measure of meeting the wants and needs of consumers. The comparison and evaluation of a consumer's expectation before receiving the service and his/her satisfaction after purchasing it is seen as service quality (Lewis and Mitchell, 1990). This can be defined as "the difference between customers' expectations of a service...and their perceptions of that service after purchase" (Parasuraman et al., 1988).

According to Arora and Stones (1996), service quality is the difference between the actual service and the service perceived by the person. From this point of view, it can be said that service quality is divided into two parts: expected service quality and perceived service quality. Expected service quality is defined as what consumers desire or want. On the other hand, perceived service quality is the state and level of contradiction between customers' expectations from that service and the actual service (Parasuraman et al., 1988). The result of the evaluation process, in which consumers compare their expectations before receiving a service with the actual service experience, is the perceived service quality (Grönroos, 1984).

Babakus and Mangold (1992) emphasized that the most influential factor on consumers' perceptions of value is perceived service quality. The behavior of employees at the service delivery stage is an important factor in influencing

consumers. Service perception may differ depending on service expectations. If the expected service quality value from a business is very high and a service lower than expected is received, it is negative for the consumer no matter how good the quality assessment of others is.

2.2.6 Factors Affecting Service Quality

Service quality, service structure and service standards have been the focus of attention of researchers and related studies have been conducted (Kelly and Turley, 2001). The high quality of a service is important for service businesses in terms of keeping costumers, getting new ones, and ensuring continuity within the sector. While it was sufficient to complete the job in order to be successful in the service sector in previous years, the service provided today is expected to be of a certain quality. There are features that must be present for service quality in any business, which are (Parasuraman, A., Zeithaml, V.A., and Berry L. L. 1994; Wong and Sohal A. 2003):

Physical Properties: these refer to the attractive appearance of materials used by the enterprise, the employees and materials such as its booklets and brochures. The appearance of tools, equipment, and employees are included in the scope of physical properties (Parasuraman A., Zeithaml V. A. and Berry L.L. 1988).

Reliability: it refers to performing the service within the specified time without delay and error, and willingly solve the problems of consumers. According to Parasuraman A., Berry, L.L. and Zeithaml, V.A. (1991), reliability is related to the accuracy of offers, records and invoices, and the regular delivery of a service.

Responsiveness: it can be explained as providing the service to consumers quickly and willingly, being eager to help and taking time to respond to what consumers want.

Assurance: it refers to providing a sense of trust in consumers; when they feel safe during the service provision, when employees always respect consumers, and are knowledgeable in order to answer their questions.

Empathy: it can be explained as the business's dealing with consumers, allocating time and showing interest individually, paying close attention to their wishes and needs.

2.2.7 Methods Used in Measuring Service Quality

Ensuring the continuity of service quality is held by measuring the service quality accurately. Measuring it enables business to learn about customers experience and satisfaction with the services provided (Ghotbabadi et al., 2015). Since the 1980s, many different models have been developed in the literature to measure service quality in different sectors. The most used are discussed below.

Grönroos Perceived Service Quality Model

The model developed by Grönroos is the first service quality model. It includes technical quality, functional quality and common image dimensions (Grönroos, 1984).

The technical quality dimension is explained by what the consumer receives as a result of his/her interactions with a service firm. However, since the service is produced in interaction with the consumer, this dimension cannot be considered as the total quality perceived. Because the consumer is not only interested in the outcome of the process, but also in the process itself. How the consumer obtains technical quality, service evaluation and opinions are very important. In this context, what people receive reflects technical quality, and how they receive reflects functional quality (Grönroos, 1984).

Image is the result of how consumers perceive the business. Consumers' expectations may vary according to the company's image. This can basically be created together with the technical quality and functional quality of services. However, there are other reasons that will affect the image such as: traditions, ideology, word of mouth and other traditional marketing activities like advertising, pricing, and public relations (Grönroos, 1984).

GAP Model

According to this model, there are five gaps as service quality problems. Differences between consumer expectation and customer perception represent gaps (see gap 1 to 5). The size and direction of these differences indicate the degree of service quality (Parasuraman et al., 1985).

Gap 1. difference between customer expectations and management perceptions

Gap 2. difference between management perceptions and service quality characteristics

Gap 3. difference between service quality standard and service delivery performance

Gap 4. difference between service delivery and communication with the external environment

Gap 5. difference between the expected service and the perceived service based on the other four gaps.

SERVQUAL Model

This model, developed by Parasuraman et al. (1985), is a service quality measurement model that evaluates the interaction of customers purchasing the service. Customers evaluate the service quality by comparing the service they expect with the service offered. The model reflects the difference between consumers' wishes and expectations and consumer perception (Bolton and Drew, 1991).

In the model, ten dimensions were previously determined, namely physical elements, reliability, responsiveness, competence, courtesy, communication, credibility, assurance, accessibility, empathy. Afterwards, these dimensions were reduced to five: physical characteristics, reliability, responsiveness, assurance, and empathy. In addition, there are 44 items on the scale, including 22 statements about

consumers' service expectations and 22 statements about consumers' perceptions of service performance. Perceived service quality (SERVQUAL score) is determined as follows (Çiçek and Doğan, 2009):

$$\text{Perceived Service Quality} = \text{Perceived Service} - \text{Expected Service}$$

After measuring the quality, the following quality situations emerge (Gersil and Güven, 2018):

- 1) Expected Service > Perceived Service → Low Quality
- 2) Expected Service < Perceived Service → Ideal Quality
- 3) Expected Service = Perceived Service → Satisfactory Quality

This model can be used to measure the quality of businesses that provide services with or without making minor changes to the model (Parasuraman et al., 1988).

The SERVQUAL scale has some advantages, such as (Padma, P., Rajendran, C. and Sai, L.P., 2009):

- it is accepted as a standard for evaluating different dimensions of service quality
- it can be applied to evaluate the quality of different service sectors
- it is comprehensive and reliable
- since the number of items in the scale is not high, it can be answered easily by the participants
- there is a standard analysis method for the interpretation and evaluation of the findings.

SERVPERF Model

Cronin and Taylor (1992) criticized the SERVQUAL scale for measuring service quality, stating that the difference between people's expectations and their perceptions is not useful for measuring service quality. They consider that customer does not have an expectation before receiving the service, or what will be expected cannot be known. According to them, service quality is the level of performance perceived by the customer during the service provision. As a result, they argued that there should be a measurement for service performance only. In the framework, they named the measurement technique as SERVPERF. Service quality is measured using 22 performance items as a scale (Cronin and Taylor, 1992).

2.3 Customer Satisfaction

The concept of satisfaction has been defined by many researchers since the 1980s. They defined people's satisfaction as previous and subsequent value judgments about a product (Day, 1984), a holistic evaluation (Fornell, 1992), and a general result of the experience gained (Vavra, 2001). Chi and Qu (2008) defined satisfaction as a way of questioning and evaluating the quality perceived by the customer.

The concept of satisfaction is defined by marketers as post-purchase behavior and it has strategic importance for businesses because of its impact on repeated purchases and word of mouth (Heung and Quf, 2000). Phillips W J, Wolfe K, Hodur N ve Leistriz F L (2013) define general satisfaction as an individual's subjective consumption evaluation based on all elements associated with the experience.

Nykiel (2005) expressed customer satisfaction as a result of customer expectation and perceived value. According to this author, what needs to be done in a customer satisfaction strategy is as follows:

- since customer satisfaction is a critical factor for customer's revisit, the level of expectation must be shaped by features such as the price paid, previous experiences and the promised quality
- it should not be forgotten that the customer is always right, and we should not enter into an argument with any customer

- in order to ensure customer satisfaction, sometimes the rules should be bent
- clarity of communication with customers is very important. For this reason, a clear and open language is essential in the face of problems
- customer demands must be fulfilled quickly
- it is necessary to always smile and be courteous toward the customer
- professional language should be avoided when communicating with the client. It is necessary to speak in a simple and understandable language
- personnel who deal with the customer personally should act more carefully
- it is important that the attention shown before, after and during the service has a similar level.

Based on the concept of general satisfaction, the concept of tourist satisfaction, adapted to tourism research, is defined as the comparison of tourists' expectations before travel with their feelings during and after their holidays (Tütüncü, 2001). According to Pizam and Ellis (1999), tourist satisfaction, which is described as a psychological feeling, is expressed as an indication that meeting the expectations of tourism product increases in people the emotions such as joy and pleasure. The authors also state that satisfaction levels will differ from person to person, depending on their lifestyles, past situations, perspectives on events, and expectations from life. While defining satisfaction with perception and memories, the guests' willingness to revisit and satisfaction after leaving Cappadocia is positive. In addition, tourist satisfaction is also defined as the emotional state experienced after the holiday (Baker and Crompton, 2000), or the positive reflections that tourists create during their travels (Zhang, 2007).

According to Swarbrooke and Horner (2007), satisfying the consumer in tourism is very important in three aspects:

- Tourist satisfaction leads to word-of-mouth recommendation of the offered product/service, and as a result, new customers are gained.

- Satisfying the customer for the first use of the offered product/service provides a stable source of income without the need for additional marketing expenses.
- Complaining about dissatisfaction is a time-consuming and bad experience for the reputation of a business. It may also cause direct costs through compensation payments.

2.4 Revisit Intention

Hot Air Balloon Tourism is one of the most effective activities in Cappadocia in terms of combating rival destinations and renewing its tourism potential. Revisit is very important for the tourism sector in terms of destination marketing. The number of tourists visiting a destination again constitutes more than half of the total number of tourists in that destination. The factors affecting the revisit intentions of tourists are listed as follows (Wang, 2004):

- Desire to reduce the risk of not liking the destination
- Desire to meet the same people
- Emotional attachment to the place
- Desire to travel and explore the destination with more detail
- Willingness to pass the experiences to others.

According to Kozak's (2001) Visitor Behavior Model, tourists are presented with two options: the intention to visit the same region again and the intention to visit other regions in the same country. Whether the first option is chosen is affected by four main factors, such as: the level of satisfaction, number of previous visits to the same region, number of previous visits to the same country, and other factors (economic, political, etc.). The author states that the intention to visit other regions in the same country is related to those excluded from the factor of previous visits to the same region.

While the past travel experience of tourists significantly affects their revisit behavior, it can create both positive and negative effects on their attitudes (Hsu and Huang, 2008). Although there is no specific reason for revisit intention, when the literature is examined, it is emphasized that this is determined by the concept of satisfaction (Chen et al., 2011) destination image (Kozak and Rimmington, 2000, Li et al., 2010, Öztürk and Şahbaz, 2017), and service quality (Baker and Crompton, 2000, Shamsul et al., 2010, Timur, 2015). In other words, the positive development of these three factors also affects positively the tourist's intention to revisit.

Service quality plays a key role in attracting tourists to the destination. Because the tourist evaluates the quality of service received during the holiday based on his/her past travel experiences and creates a perception of general satisfaction after the holiday, depending on this evaluation. If the tourist who leaves his trip with positive impression is satisfied with the quality of service, he wants to revisit the same destination (Çetinsöz and Artuğer, 2014). Destination image is a group of thoughts, impressions, and beliefs that an individual has about a place. It is also an effective factor in whether a destination is preferred by tourists (Tuohino, 2001).

With its loyal visitors and the satisfaction of cutting all its objects together with the region, the participation of new visitors is also ensured, and the Cappadocia region is a tourist destination that is curious and demanded with guest satisfaction and repeat visits. According to Opperman (2000), the reasons why the intention to revisit is important in tourism are listed as follows:

- A revisit is a clear indication that tourists are satisfied with their previous experience
- Revisits increase the probability of showing the same behavior in the future
- People who have visited a destination again can recommend it to people around them
- Marketing and advertising expenses are less than first-time tourists
- Revisit tourists require less effort than tourists visiting a destination for the first time, because they stay less and participate in more specific activities.

Chapter 3. METHODOLOGY

3.1 Research Model

This descriptive and cross-sectional study was conducted in the relational screening model. In the research, service quality is the independent variable, and customer satisfaction and revisit intention are the dependent variables. In my work; In the example of the Hot Air Balloon, where concrete and expectations are met and the demands are met completely and completely by empathizing with the guest, in the surveys made to the national and international guests in Cappadocia and the guests above a certain strength who usually have similar expectations from their hotels but in different life conditions, the hot air balloon in Cappadocia has already been chosen. These are the people who take care of a certain expenditure. Hot air ballooning is a cheap activity, but for the enthusiast, this satisfaction comes true when combined with all the observations in Cappadocia. The research model/framework is presented in Figure 3.1.

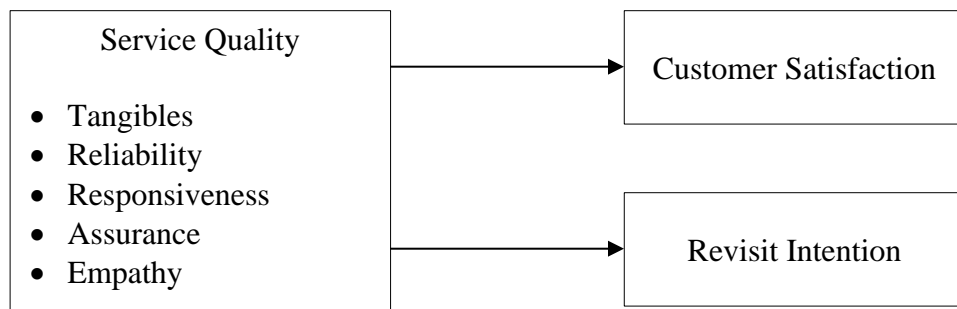


Figure 3.2. Research Model

3.2 Sampling

The sample of this study consists of 385 local and foreign tourists who participated in the hot air balloon tour in the Cappadocia region and were selected through convenience sampling method.

Apart from their natural and cultural riches, hotels include many agreements with local and international hot air balloons in Nevşehir and Urgup regions. Luxury hotels like Perissia Hotel Urgup, Dinler Hotel Urgup, Taspınar Hotel Urgup, Nevşehir Peri Tower Hotel, etc. participated in the hot air balloon event and received feedback from the local and/or foreign tourists who returned to Istanbul after completing their tour. This sample was randomly selected from all seasons. The surveys were made face-to-face and via e-mail, the survey data was prepared based on the guests of the mentioned hotels at the end of 2021 and in the previous years, from the list of guests who registered for the hot air balloon event as well as other activities, randomly selected guests are generally the ones who do not have economic problems due to their accommodation in the luxury hotels of the region.

3.3 Data Collection Method

The questionnaire form prepared to collect primary data was distributed to the tourists who participated in the hot air balloon tour in Cappadocia. Participants were informed about the purpose of the research and the confidentiality of data was guaranteed. They filled out the questionnaire after the declaration of volunteering. The guests agreed that the history of the region tourism and hot air balloon behavior will be filled with an experience of volunteering and helping development within them. A sociodemographic information form was also prepared and used to determine the demographic characteristics of the participants.

Questionnaire is at the end of the thesis, appendix A and B.

The hot air balloon questionnaires, which were taken as an important basis, were made via e-mail, before leaving the hotel and the region or after arriving to their local countries, the questionnaires were taken from the databases of the hotels. Hotels are aware of the importance of the hot air balloon event for repeat visits and therefore they attach importance to quality. The hot air balloon activity is an extremely important role for the revisiting of the region when other activities are evaluated together.

3.4 Data Collection Tools

Survey technique was used to collect primary data in this study. The questionnaire was prepared in English and Turkish. The questions in the study and the satisfaction effect were created especially after the hot air balloon tour experience, and the hotel stay time of the guests in the surveys was directed especially to the Cappadocia guests who are included in the whole season and want to share their experiences.

It was made with the guests who stayed in the hotels in a random way without leaving all seasons. These hotels were requested from the biggest tourism companies of Turkey and especially for the hot air balloon guests who registered before and after their arrival in Cappadocia. Their experience with registered guests is provided without leaving the area.

The Recreational Service Quality Scale, which was developed by MacKay and Crompton (1990) and adapted into Turkish by Kul Avan (2021), was used to measure the service quality of recreational activities. The 25-item scale includes five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. The reliability coefficients of the dimensions vary between 0.880 and 0.936 (Kul Avan, 2021).

The Customer Satisfaction (CS) and Revisit Intention (RI) scales was used to measure the satisfaction levels of tourists and their intention to revisit the region. The reliability coefficient of the five-item customer satisfaction dimension is 0.720, and the reliability coefficient of the three-item revisit intention dimension is 0.886. The scales mentioned were determined to be reliable by the researchers in their scale development or adaption studies.

The reliability coefficient is calculated by the responses given to the items in the scale. And while the reliability of the CS scale is calculated with the answers of the first five items (items 1-5), the reliability of the RI scale is calculated with the answers of the last three items (items 6-8). Since the scales consist of different items, the reliability coefficients differ. The same is true for the sub-dimensions of the service quality scale.

3.5 Analysis Method

SPSS v26 software was used for the analysis of the data obtained in the study. The analyzes carried out within the scope of the study are next presented.

a. In section 4.1, frequency analysis was carried out for the demographic characteristics of the participants.

b. In section 4.2, validity analysis was performed for the scales used in the study.

b. In section 4.3, reliability analysis was performed for the scales used in the study.

c. In section 4.4, it was examined whether the data comply with the normal distribution over the skewness and kurtosis values in order to determine which of the parametric or non-parametric analysis methods should be chosen.

d. In section 4.5, descriptive statistical analysis was carried out for the responses of the participants to the scales used in the research.

e. In section 4.6, Pearson correlation analysis was performed to examine the relationships between service quality, customer satisfaction and revisit intention.

f. In section 4.7.1 and 4.7.2, multiple linear regression analysis was performed to examine the effects of service quality dimensions on customer satisfaction and revisit intention.

g. In section 4.7.3, difference tests (t-test and ANOVA) were performed to examine whether service quality, customer satisfaction and revisit intention differed significantly according to the demographic characteristics of the participants.

Chapter 4. RESULTS AND DISCUSSION

All tables include my elaboration.

4.1 Sample Description

The frequency analysis results regarding the characteristics of the participants are presented in Table 4.1.

Table 4.1. Demographic Statistics

Variable	Category	F	%
Nationality	Turkey	204	53,0
	China	47	12,2
	Germany	25	6,5
	Taiwan	17	4,4
	S.Korea	14	3,6
	Spain	11	2,9
	France	9	2,3
	Russia	8	2,1
	Malaysia	7	1,8
	Brazil	6	1,6
	India	6	1,6
	Italy	6	1,6
	Thailand	6	1,6
	England	5	1,3
	Japan	5	1,3
	USA	5	1,3
Poland	4	1,0	
Gender	Female	162	42,1
	Male	223	57,9
Age	Below 30	107	27,8
	30-39	166	43,1
	40-49	66	17,1
	50-59	46	11,9
Marital	Single	122	31,7
	Married	263	68,3
Education	High school	70	18,2
	University	273	70,9
	Postgraduate	42	10,9
Income	Low	44	11,4
	Moderate	304	79,0
	High	37	9,6
Number of visit	One	267	69,4
	Two	104	27,0
	Three or more	14	3,6

In this table, it is seen that the sample consists mostly of domestic tourists (n=204; 53,0%), while foreign tourists mostly consist of Chinese visitors (n=47; 12,2%). In addition, the participants are mostly male (n=223; 57,9%), between the ages of 30-39 (n=166;43,1%), married (n=263; 68,3%), university graduated (n=273; 70,9%), moderate-income (n=304; 79,0%) and tourists visiting Cappadocia for the first time (n=267; 69,4%).

4.2 Validity Analysis

The validity of the Recreational Service Quality Scale and the Customer Satisfaction and Revisit Intention Scale used in the research were examined by exploratory factor analysis.

4.2.1 Validity Analysis of the Recreational Service Quality Scale

Within the scope of factor analysis of the recreational service quality scale, first of all, the results of the Kaiser Meyer Olkin (KMO) and Barlett's Sphericity test were examined in order to see whether the data collected in the research was suitable for factor analysis (table 4.2).

Table 4.2. KMO and Barlett's Sphericity Test Results of the Recreational Service Quality Scale

Test		Result
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,755
Bartlett's Test of Sphericity	Approx. Chi-Square	7249,959
	Df	300
	Sig.	,000

In order to state that the data are suitable, the KMO value should be greater than 0,5 and the Barlett Sphericity test should be significant (Field, 2000). Since the KMO test result was 0,755, it was accepted that the sample size was sufficient for factor analysis. Besides, since the result of Bartlett sphericity test is significant [$\chi^2=7249,959$; $p<0,01$] it was accepted that the correlation relations between items were suitable for factor analysis.

As a result of the factor analysis, it is seen that a five-factor structure with an eigenvalue above 1 emerged which explain 70,341% of the variance (table 4.3).

Table 4.3. Recreational Service Quality Scale Total Variance Explained

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	6,734	26,937	26,937
2	4,046	16,184	43,121
3	2,515	10,059	53,180
4	2,446	9,784	62,964
5	1,844	7,378	70,341

Thus, the factor loadings of the recreational service quality scale items are next presented.

Table 4.4. Factor Loadings of the Recreational Service Quality Scale

Items	Component				
	1	2	3	4	5
tangibles1					,664
tangibles2					,758
tangibles3					,737
tangibles4					,792
tangibles5					,803
reliability1				,846	
reliability2				,809	
reliability3				,738	
reliability4				,762	
reliability5				,813	
responsiveness1	,781				
responsiveness2	,895				
responsiveness3	,866				
responsiveness4	,807				
responsiveness5	,870				
assurance1			,874		
assurance2			,806		
assurance3			,806		
assurance4			,759		
assurance5			,696		
empathy1		,936			
empathy2		,699			
empathy3		,849			
empathy4		,835			
empathy5		,721			
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.					

In this table, it is seen that the scale items were loaded under the expected factors and the factor loadings of all of them were above 0,50. According to these results, it can be stated that the five-factor recreational service quality scale, in its original form, is a valid measurement tool. High expectations can be met and satisfaction can be determined with a tourism understanding that comes from various parts of the world and different cultures and where high quality and high expectations can be met. The quality here is high as it is a different geography where different demands can be met every way, and expectations are subject to these very different requests (Güzel and Şahin, 2019).

4.2.2 Validity Analysis of the Customer Satisfaction and Revisit Intention Scale

Within the scope of the factor analysis of the customer satisfaction and revisit intention scale, first of all, the results of the Kaiser Meyer Olkin (KMO) and Barlett's Sphericity test were examined in order to determine whether the data collected in the research was suitable for factor analysis (table 4.5).

Table 4.5. KMO and Barlett's Sphericity Test Results of the Customer Satisfaction and Revisit Intention Scale

Test		Result
Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy		,811
Bartlett's Test of Sphericity	Approx. Chi-Square	1695,457
	Df	28
	Sig.	,000

In order to state that the data are suitable for factor analysis, the KMO value should be greater than 0,5 and the Barlett Sphericity test should be significant (Field, 2000). Since the KMO test result was 0,811, it was accepted that the sample size was sufficient for factor analysis. And since the result of Bartlett sphericity test is significant [$\chi^2=1695,457$; $p<0,01$] it was accepted that the correlation relations between items were suitable for factor analysis.

As a result of the factor analysis, a two-factor structure with an eigenvalue above 1 emerged and explain 66,892% of the variance (table 4.6).

Table 4.6. Customer Satisfaction and Revisit Intention Scale Total Variance Explained

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	3,819	47,742	47,742
2	1,532	19,150	66,892

The factor loadings of the customer satisfaction and revisit intention scale items are next presented.

Table 4.7. Factor Loadings of the Customer Satisfaction and Revisit Intention Scale

Items	Component	
	1	2
satisfaction1		,681
satisfaction2		,700
satisfaction3		,667
satisfaction4		,799
satisfaction5		,610
revisit1	,901	
revisit2	,946	
revisit3	,928	

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

In this table, the scale items were loaded under the expected factors and the factor loadings of all of them were above 0,50. According to these results, it can be stated that the two-factor customer satisfaction and revisit intention scale, in its original form, is a valid measurement tool.

4.3 Reliability Analysis

Reliability analysis results of Recreational Service Quality Scale and the Customer Satisfaction and Revisit Intention scales are presented in table 4.8.

Table 4.8. Reliability Analysis Results

Scale	Dimension	Items	Cronbach Alfa
Recreational Service Quality	Total scale	25	,876
	Tangibles	5	,852
	Reliability	5	,870
	Responsiveness	5	,919
	Assurance	5	,869
	Empathy	5	,875
Customer Satisfaction and Revisit Intention	Customer satisfaction	5	,761
	Revisit intention	3	,943

The Cronbach Alpha coefficient above 0,70 indicates that the scale is reliable (Taber, 2018). It can be seen in the table that all reliability coefficients are above 0,70. Accordingly, it can be stated that these scales are reliable.

4.4 Normality Analysis

In order to determine which of the parametric or non-parametric analysis methods will be used, it was examined whether the data are normally distributed or not, through skewness and kurtosis values. The results of the normal distribution analysis performed are next presented.

Table 4.9. Normality Analysis Results

Scale	Dimension	Skewness	Kurtosis
Recreational Service Quality	Total scale	-1,078	,481
	Tangibles	-,141	-,176
	Reliability	-,756	,075
	Responsiveness	-,310	-,388
	Assurance	-,443	-,537
	Empathy	-,646	,810
Customer Satisfaction and Revisit Intention	Customer satisfaction	-,151	-,109
	Revisit intention	-,374	-,421

There are no strictly accepted standards for the normal distribution in the literature. There are sources stating that skewness and kurtosis values should be between -1 and +1 in order to express that the data have a normal distribution (Leech, Barrett, & Morgan, 2005), while other sources state that these values are acceptable between -3 and +3 (Kline, 1998). In this context, when the skewness and kurtosis values were examined, it was determined that the data are normally distributed, and therefore parametric analyzes were used in the study.

4.5 Analysis of Responses

Descriptive statistical analysis results of the participants' responses to the research scales are presented in table 4.10. As seen, the recreational service quality perceived by the participants is at a high level ($\bar{x}=3,54$; $sd=0,53$). Thus, participants

perceive the recreational service quality at a high level in terms of all dimensions. On the other hand, it was determined that the customer satisfaction ($\bar{x}=3,88$; $sd=0,59$) and revisit intention of the participants ($\bar{x}=3,45$; $sd=1,04$) were also high.

Table 4.10. Descriptive Analysis Results

Scale	Dimension	Mean \bar{x}	sd
Recreational Service Quality	Total scale	3,54	,53
	Tangibles	3,65	,66
	Reliability	3,57	,92
	Responsiveness	3,20	1,04
	Assurance	3,74	,90
	Empathy	3,53	,78
Customer Satisfaction and Revisit Intention	Customer satisfaction	3,88	,59
	Revisit intention	3,45	1,04

4.6 Correlation Analysis

The results of the Pearson correlation analysis performed to examine the relationships between recreational service quality, customer satisfaction and revisit intention are next presented.

Table 4.11. Correlation Analysis Results

Scale	Dimension	Customer satisfaction	Revisit intention
Recreational Service Quality	Total scale	,633**	,411**
	Tangibles	,276**	,217**
	Reliability	,498**	,304**
	Responsiveness	,173**	,147**
	Assurance	,518**	,296**
	Empathy	,499**	,317**

** $p<0,01$

As seen in this table, it was determined that recreational service quality was positively and significantly related to customer satisfaction ($r=0,633$; $p<0,01$) and revisit intention ($r=0,411$; $p<0,01$). In addition, there are positive and significant relationships between the recreational service quality dimensions, and customer satisfaction and revisit intention.

4.7 Hypotheses Tests

4.7.1 The effect of service quality on customer satisfaction

The first hypothesis of the study is as follows.

H₁: Service quality has a positive and significant effect on customer satisfaction.

Within the scope of the first hypothesis test, the results of the regression analysis carried out to examine the effect of recreational service quality on customer satisfaction are presented in Table 4.12.

Table 4.12. The Effect of Service Quality on Customer Satisfaction

Independent Variable	β	T	p
Recreational Service Quality	,633	15,992	,000
Dependent Variable: Customer Satisfaction F=255,736; R ² =0,399; p=0,000			

As seen in the table, it has been determined that recreational service quality has a positive and significant effect on customer satisfaction ($\beta=0,633$; $p<0,01$). In addition, it is seen that the regression model explains 39,9% of the variance in customer satisfaction.

The results of multiple regression analysis performed to examine the effects of recreational service quality dimensions on customer satisfaction are presented in the following table.

Table 4.13. The Effect of Service Quality Dimensions on Customer Satisfaction

Independent Variables	β	T	p
Tangibles	,032	,740	,460
Reliability	,311	8,033	,000
Responsiveness	,059	1,439	,151
Assurance	,329	8,310	,000
Empathy	,316	8,160	,000
Dependent Variable: Customer Satisfaction F=76,513; R ² =0,496; p=0,000			

As seen in the table, it has been determined that reliability ($\beta=0,311$; $p<0,01$), assurance ($\beta=0,329$; $p<0,01$) and empathy ($\beta=0,316$; $p<0,01$) dimensions of

recreational service quality have positive and significant effects on customer satisfaction. On the other hand, no significant effects of tangibles and responsiveness dimensions of recreational service quality on customer satisfaction can be found. In addition, it is seen that the regression model explains 49,6% of the variance in customer satisfaction.

According to these results, the H₁ hypothesis was partially accepted.

4.7.2 The effect of service quality on revisit intention

The second hypothesis of the study is as follows.

H₂: Service quality has a positive and significant effect on revisit intention.

Within the scope of the second hypothesis test, the results of the regression analysis carried out to examine the effect of recreational service quality on revisit intention are next presented.

Table 4.14. The Effect of Service Quality on Revisit Intention

Independent Variable	β	t	p
Recreational Service Quality	,411	8,829	,000
Dependent Variable: Revisit Intention F=77,955; R ² =0,167; p=0,000			

As seen in this table, recreational service quality has a positive and significant effect on revisit intention ($\beta=0,411$; $p<0,01$). In addition, it is seen that the regression model explains 16,7% of the variance in revisit intention.

The results of multiple regression analysis performed to examine the effects of recreational service quality dimensions on revisit intention are next presented.

Table 4.15. The Effect of Service Quality Dimensions on Revisit Intention

Independent Variables	β	t	P
Tangibles	,066	1,215	,225
Reliability	,185	3,742	,000
Responsiveness	,060	1,155	,249
Assurance	,161	3,184	,002
Empathy	,207	4,208	,000

Dependent Variable: Revisit Intention
 $F=18,090$; $R^2=0,182$; $p=0,000$

As seen here, reliability ($\beta=0,185$; $p<0,01$), assurance ($\beta=0,161$; $p<0,01$) and empathy ($\beta=0,207$; $p<0,01$) dimensions of recreational service quality have positive and significant effects on revisit intention. On the other hand, no significant effects of tangibles and responsiveness dimensions of recreational service quality on revisit intention can be found. In addition, it is seen that the regression model explains 18,2% of the variance in customer satisfaction.

According to these results, the H_2 hypothesis was partially accepted.

4.7.3 Difference tests

The third hypothesis of the study is as follows.

H_3 : Service quality, customer satisfaction and revisit intention differ significantly according to the socio-demographic characteristics of the participants.

Within the scope of the third hypothesis test, difference analyzes were performed for each demographic characteristic, respectively. T-test was performed for variables with two categories, and ANOVA analysis was performed for variables with more than two categories.

The results of the t-test performed to examine whether service quality, customer satisfaction, and revisit intention differ significantly according to the gender of the participants are presented in Table 4.16. It is seen here that service quality, customer satisfaction and revisit intention do not differ significantly according to the gender of participants ($p>0,05$). This happens due to $p>0,05$ in all tests (Fisher, 1925 as cited in Kennedy-Shaffer, 2019).

Table 4.16. Service Quality, Customer Satisfaction, and Revisit Intention by Gender

Scale	Dimension	Gender	n	\bar{x}	Sd	t	df	p
Recreational Service Quality	Total scale	Female	162	3,58	,49	1,403	383	,161
		Male	223	3,51	,55			
	Tangibles	Female	162	3,70	,66	1,348	383	,178

		Male	223	3,61	,67			
	Reliability	Female	162	3,62	,92	,955	383	,340
		Male	223	3,53	,91			
	Responsiveness	Female	162	3,31	1,03	1,750	383	,081
		Male	223	3,12	1,05			
	Assurance	Female	162	3,80	,86	1,066	383	,287
		Male	223	3,70	,92			
	Empathy	Female	162	3,48	,77	-1,089	383	,277
		Male	223	3,57	,78			
Customer Satisfaction and Revisit Intention	Customer satisfaction	Female	162	3,92	,61	1,238	383	,217
		Male	223	3,85	,58			
	Revisit intention	Female	162	3,48	1,02	,335	383	,738
		Male	223	3,44	1,05			

The results of the ANOVA analysis performed to examine whether service quality, customer satisfaction, and revisit intention differ significantly according to the age of the participants are presented in Table 4.17. It is seen that service quality, customer satisfaction and revisit intention do not differ significantly according to the age of participants ($p > 0,05$ - Fisher, 1925 as cited in Kennedy-Shaffer, 2019).

Table 4.17. Service Quality, Customer Satisfaction, and Revisit Intention by Age

Scale	Dimension	Age	n	\bar{x}	sd	F	p
Recreational Service Quality	Total scale	Below 30	107	3,53	0,58	,602	,614
		30-39	166	3,55	0,51		
		40-49	66	3,47	0,54		
		50-59	46	3,59	0,46		
	Tangibles	Below 30	107	3,68	0,60	,492	,688
		30-39	166	3,67	0,66		
		40-49	66	3,59	0,74		
		50-59	46	3,57	0,69		
	Reliability	Below 30	107	3,60	0,87	1,546	,202
		30-39	166	3,56	0,92		
		40-49	66	3,40	1,03		
		50-59	46	3,77	0,79		
	Responsiveness	Below 30	107	3,14	0,99	,767	,513
		30-39	166	3,16	1,08		
		40-49	66	3,37	1,03		
		50-59	46	3,22	1,08		
	Assurance	Below 30	107	3,76	0,92	1,575	,195
		30-39	166	3,80	0,91		
		40-49	66	3,53	0,91		
		50-59	46	3,82	0,75		
Empathy	Below 30	107	3,47	0,94	,789	,501	
	30-39	166	3,59	0,72			
	40-49	66	3,46	0,68			
	50-59	46	3,59	0,68			
Customer Satisfaction and Revisit Intention	Customer satisfaction	Below 30	107	3,86	0,62	,221	,882
		30-39	166	3,90	0,56		
		40-49	66	3,85	0,67		
		50-59	46	3,89	0,52		
	Revisit intention	Below 30	107	3,36	1,13	1,577	,195
		30-39	166	3,45	0,98		
		40-49	66	3,42	1,11		
		50-59	46	3,75	0,87		

The results of the t-test performed to examine whether service quality, customer satisfaction, and revisit intention differ significantly according to marital status of the participants are presented in Table 4.18. It is seen here that service quality, customer satisfaction and revisit intention do not differ significantly according to marital status of participants ($p > 0,05$ - Fisher, 1925 as cited in Kennedy-Shaffer, 2019).

Table 4.18. Service Quality, Customer Satisfaction, and Revisit Intention by Marital Status

Scale	Dimension	Marital	n	\bar{x}	sd	t	df	p
Recreational Service Quality	Total scale	Single	122	3,52	,54	-,565	383	,572
		Married	263	3,55	,52			
	Tangibles	Single	122	3,67	,66	,457	383	,648
		Married	263	3,64	,67			
	Reliability	Single	122	3,50	1,00	-,943	383	,346
		Married	263	3,60	,87			
	Responsiveness	Single	122	3,25	,93	,670	383	,503
		Married	263	3,17	1,09			
	Assurance	Single	122	3,72	,95	-,394	383	,694
		Married	263	3,76	,87			
	Empathy	Single	122	3,44	,72	-1,656	383	,098
		Married	263	3,58	,80			
Customer Satisfaction and Revisit Intention	Customer satisfaction	Single	122	3,91	,59	,708	383	,479
		Married	263	3,86	,59			
	Revisit intention	Single	122	3,57	,95	1,540	383	,124
		Married	263	3,40	1,07			

The results of ANOVA analysis in examining if service quality, customer satisfaction, and revisit intention differ significantly according to education level of participants are presented in Table 4.19. It is seen that service quality, customer satisfaction and revisit intention do not differ significantly according to the education level ($p > 0,05$ - Fisher, 1925 as cited in Kennedy-Shaffer, 2019).

Table 4.19. Service Quality, Customer Satisfaction, and Revisit Intention by Education

Scale	Dimension	Education	n	\bar{x}	sd	F	p
Recreational Service Quality	Total scale	High school	70	3,53	0,54	,434	,648
		University	273	3,55	0,52		
		Postgraduate	42	3,47	0,58		
	Tangibles	High school	70	3,50	0,65	2,899	,056
		University	273	3,70	0,67		
		Postgraduate	42	3,56	0,61		
	Reliability	High school	70	3,56	0,83	,191	,826
		University	273	3,58	0,93		
		Postgraduate	42	3,49	0,95		
	Responsiveness	High school	70	3,12	1,04	1,085	,339
		University	273	3,25	1,04		
		Postgraduate	42	3,02	1,06		
Assurance	High school	70	3,90	0,84	1,427	,241	
	University	273	3,70	0,90			
	Postgraduate	42	3,75	0,96			
Empathy	High school	70	3,58	0,81	,184	,832	
	University	273	3,52	0,77			
	Postgraduate	42	3,52	0,78			
Customer Satisfaction and Revisit Intention	Customer satisfaction	High school	70	3,93	0,65	,418	,658
		University	273	3,86	0,57		
		Postgraduate	42	3,90	0,62		
	Revisit intention	High school	70	3,46	1,02	1,298	,274
		University	273	3,49	1,00		
		Postgraduate	42	3,21	1,25		

The results of ANOVA analysis performed to examine if service quality, customer satisfaction, and revisit intention now differ significantly according to the income of participants are presented in Table 4.20. Again it is seen that service quality, customer satisfaction and revisit intention do not differ significantly according to the income ($p > 0,05$ - Fisher, 1925 as cited in Kennedy-Shaffer, 2019).

Table 4.20. Service Quality, Customer Satisfaction, and Revisit Intention by Income

Scale	Dimension	Income	n	\bar{x}	sd	F	p
Recreational Service Quality	Total scale	Low	44	3,51	0,52	,282	,755
		Moderate	304	3,55	0,52		
		High	37	3,49	0,58		
	Tangibles	Low	44	3,69	0,68	,106	,899
		Moderate	304	3,64	0,66		
		High	37	3,65	0,69		
	Reliability	Low	44	3,60	0,78	,052	,950
		Moderate	304	3,57	0,93		
		High	37	3,53	0,93		
	Responsiveness	Low	44	3,18	1,03	,277	,758
		Moderate	304	3,22	1,04		
		High	37	3,08	1,09		
	Assurance	Low	44	3,61	1,01	1,569	,210
		Moderate	304	3,78	0,88		
		High	37	3,56	0,92		
Empathy	Low	44	3,48	0,67	,300	,741	
	Moderate	304	3,53	0,79			
	High	37	3,61	0,80			
Customer Satisfaction and Revisit Intention	Customer satisfaction	Low	44	3,90	0,66	,273	,761
		Moderate	304	3,88	0,58		
		High	37	3,81	0,59		
	Revisit intention	Low	44	3,56	1,06	,358	,700
		Moderate	304	3,45	1,03		
		High	37	3,37	1,07		

According to these results, H₃ was rejected.

4.8 Discussion

This study aimed to examine the effect of quality of the hot air balloon service provided in the Cappadocia Region on customer satisfaction and revisit intention. In addition, it also aimed to examine whether service quality, customer satisfaction and revisit intention differ significantly according to the socio-demographic characteristics of the tourists in the study.

As a result of the regression analyzes carried out within the scope of the first and second hypothesis testing of the study, recreational service quality had positive and significant effects on customer satisfaction and revisit intention. In other words, the increase in perceived recreational service quality leads to an increase in customer satisfaction and revisit intention. In addition, when service quality examined in terms of dimensions, the reliability, assurance and empathy dimensions had positive and significant effects on customer satisfaction and revisit intention. On the other hand, tangibles and responsiveness dimensions of recreational service quality did not have significant effects on customer satisfaction and revisit intention. According to this result, reliability, assurance and empathy in recreational service come to the fore as determinants of customer satisfaction and revisit intention in the hot air balloon tourism. In other words, giving a sense of trust to customers and having a positive behavior towards them will significantly affect their satisfaction and revisit intention.

This finding of the study is compatible with the literature. Increasing competition conditions lead businesses to be different from other at the stage of service delivery. Recreation businesses also make different applications to ensure the continuity of their customers and acquire new ones. Tourism businesses have started to focus on the concept of quality, aimed to enhance service delivery. The positive completion of outdoor recreational activities operating in tourist destinations is considered important in terms of ensuring that tourists leave the recreation business and the destination satisfied, and then re-visit and re-experience it. Results parallel to these findings have been reached in other studies in the literature (Allameh et al, 2015; Chen et al, 2011; Hall et al, 2016; Jin et al, 2015; McCleary et al, 2007; Shonk and Chelladurai, 2008; Styliadis et al, 2015; Su et al, 2015).

Within the scope of the third hypothesis test of the study, it was examined if the recreational service quality, customer satisfaction and revisit intention differed significantly according to the demographic characteristics of the respondents. According to the results of t-test and ANOVA analyzes carried out, it was determined that recreational service quality, customer satisfaction and revisit intention did not differ significantly according to the demographic characteristics.

In the literature, different results have been reached where service quality, customer satisfaction and revisit intention were also examined according to demographic characteristics. For example, Yu et al (2017) concluded that women's perceptions of service quality were significantly higher than men, while in the study conducted by Kül Avan (2021), there was no significant difference according to gender. There are studies in which service quality differs significantly according to age (Yayla, 2017), as well as studies that concluded there is no significant difference according to it (Aslan, 2006). In the studies conducted by Öztürk (2014) and Yayla (2017), contradictory results have been reached regarding marital status of the participants. The differences between this study's findings are due to the contextual differences of the studies.

How much the guest satisfaction in Cappadocia is related to the hot air balloon in recent years and its positive effect on the visit again: The region, which does not have a way of living other than tourism and offers satisfaction-oriented work with foreign investment and national-international tourists, includes the details of the survey I gave at a university and economics faculty, such as the Algarve University, which has a high participation in multicultural and numerical terms, and it includes Portuguese tourism.

With the results obtained from the research and analysis methods, while the hypothesis about repeat visits and customer satisfaction of participants with different social demographic characteristics was rejected, the first hypothesis; the effect of service quality on customer satisfaction, and the second hypothesis; the effect of service quality on revisit intention; these are accepted. The important and unique issue here is that service quality, customer satisfaction and revisit intention differ significantly according to the socio-demographic characteristics of the participants, in particular, the large number of participants in the surveys and the application of different methods to these participants show that the study is original, the experience of the leading hot air balloon companies in the region, the major hotels of the Cappadocia from which the data were taken, and the accuracy and originality of the study.

<p>Hypothesis 1 - The effect of service quality on customer satisfaction.</p>	<p>Accepted</p>	<p>Reasons: Within the scope of the first hypothesis test, the results of the regression analysis carried out to examine the effect of recreational service quality on customer satisfaction.</p>
<p>Hypothesis 2 - The effect of service quality on revisit intention.</p>	<p>Accepted</p>	<p>Reasons: Within the scope of the second hypothesis test, the results of the regression analysis carried out to examine the effect of recreational service quality on revisit intention.</p>
<p>Hypothesis 3 - Service quality, customer satisfaction and revisit intention differ significantly according to the socio-demographic characteristics of the participants.</p>	<p>Rejected</p>	<p>Reasons: The analyzes show that this hypothesis is rejected in the face of the resulting values when the participants have different socio-demographic characteristics.</p>

Chapter 5. CONCLUSION

5.1 Summary

In this study, it was aimed to examine the effect of the quality of the hot air balloon service provided in the Cappadocia Region on customer satisfaction and revisit intention. In addition, it was also aimed to examine whether those three dimensions differed significantly according to the socio-demographic characteristics of the tourists in the study.

This descriptive and cross-sectional study was conducted in the relational screening model. The sample consisted of 385 local and foreign tourists who participated in the hot air balloon tour in Cappadocia and were selected by convenience sampling method. The survey technique was used to collect primary data. The questionnaire form included demographic questions in addition to the recreational service quality scale, and the customer satisfaction and revisit intention scales. SPSS v26 software was used to analyze the data obtained. Within the scope of the study frequency, validity, reliability, normal distribution, descriptive statistical, correlation, regression, t-test and ANOVA analyzes were performed.

As main results, it was determined that the recreational service quality had positive and significant effects on customer satisfaction and revisit intention. On the other hand, recreational service quality, customer satisfaction and revisit intention did not differ significantly according to the demographic characteristics of the participant tourists.

So, what the present research discerns toward the related literature is that people who have liked a destination, due to its recreational experience quality, are more willing to come back. And they will recommend it even during the trip, through social networks. This continuing effect is an important strength to consider in tourism strategies, along with better planned place and environmental sustainability. So, this work contributes to reinforce these needs due to the proved correlations about those three main dimensions (quality, satisfaction, and revisit intention). This triad, if well managed, augments perceived value of the service or experience in question.

Consequently, Cappadocia Tourism can play a very important role in the promotion of Turkey around the world.

5.2 Recommendations

Considering the referred main results, there is a consensus in the literature on the said relationship. In this context, it will be beneficial for businesses to give importance to service quality in order to increase customer satisfaction and revisit intentions. In this context, the following recommendations have been proposed:

- Service quality criteria can be integrated into job descriptions and considered as a performance indicator, and in awards and promotions
- Additional attention may be paid to the order, maintenance and hygiene of tangible assets
- Care should be taken to avoid rhetoric and activities that would undermine customers' sense of trust
- Attention should be paid to pilot trainings, weather conditions should be closely monitored, and customers should be insured and informed about it
- In order to establish healthy communication with customers, continuous training should be provided to the employees who interact with tourists
- Employees should solve customers' problems dealing with them closely, and be empathic in providing the service to them
- Business processes should be reviewed to provide timely service to customers, and a support team should be organized for busy periods.

5.3 Limitations of the Study

The study is limited to examining the effects of recreational service quality on customer satisfaction and revisit intention. Undoubtedly, different variables could have been added to the research model in question as independent, dependent, mediator or moderator variables. However, due to factors such as the time allocated for the research, the cost, and acceptable length of the questionnaire to be filled, the research in question was examined over the existing model. For similar reasons, qualitative data collection methods were not used in this study. It was then limited to data collection by questionnaire method. Another limitation is the sample used. The study was carried out with the sample who participated in hot air balloon tourism in Cappadocia. It should not be ignored that the relationships examined in the study may be different in a different service area or destination.

5.4 Perspectives for Future Research

It is stated that the positive completion of outdoor recreational activities operating in touristic destinations is considered important in terms of ensuring that tourists leave the recreation business and the destination satisfied, and then visit the same destination and have the same experience again (Oppermann, 2000; Zeithaml et al., 1996). In this context, the mediating role of customer satisfaction in the effect of recreational service quality on revisit intention can be examined in future studies. Customer experience can also be added to the research model as a mediating variable. On the other hand, the sample is an important limitation and therefore a similar study can be conducted in a different sample. Finally, in future studies, more in-depth results can be obtained by collecting data through the interview method.

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Appendix A: Questionnaire (English)

Personel Information Form

Nationality	<input type="checkbox"/> Republic of Turkey <input type="checkbox"/> Other:
Gender	<input type="checkbox"/> Female <input type="checkbox"/> Male
Age	<input type="checkbox"/> Below 30 <input type="checkbox"/> 30-39 <input type="checkbox"/> 40-49 <input type="checkbox"/> 50-59 <input type="checkbox"/> 60 and over
Marital status	<input type="checkbox"/> Single <input type="checkbox"/> Married
Education level	<input type="checkbox"/> High school <input type="checkbox"/> University <input type="checkbox"/> Postgraduate
How do you perceive your income level?	<input type="checkbox"/> Low <input type="checkbox"/> Moderate <input type="checkbox"/> High
How many times have you been to Cappadocia?	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 or more

Customer Satisfaction and Revisit Intention Scale	1= Strongly disagree	2= Disagree	3=Neutral	4=Agree	5=Strongly agree
1. I was pleased to experience the balloon tourism activities in the region.	1	2	3	4	5
2. I was satisfied with the businesses that organize balloon tourism activities.	1	2	3	4	5
3. I was satisfied with the balloon tourism activities I carried out in the region.	1	2	3	4	5
4. In general, I was satisfied with my time in Cappadocia.	1	2	3	4	5
5. I will recommend Cappadocia to my family and friends.	1	2	3	4	5
6. I have a great intention to bring my friends or family to Cappadocia in the future.	1	2	3	4	5
7. I will probably visit Cappadocia again in the future.	1	2	3	4	5
8. I would like to visit Cappadocia again in the future.	1	2	3	4	5

Service Quality Scale	1= Strongly disagree	2= Disagree	3=Neutral	4=Agree	5=Strongly agree
1. Businesses that organize events are aesthetically pleasing and attractive.	1	2	3	4	5
2. Staff responsible for events appear well dressed and neat.	1	2	3	4	5
3. The equipment used in the events is up to date.	1	2	3	4	5
4. Businesses offering events are comfortable.	1	2	3	4	5
5. Other people attending events are not disturbing.	1	2	3	4	5
6. Events start on time.	1	2	3	4	5
7. The information given about the events is accurate.	1	2	3	4	5
8. All the promises are fulfilled in the events.	1	2	3	4	5
9. The staff perform duties consistently well throughout the event.	1	2	3	4	5
10. Businesses presenting the event are concerned with quality control	1	2	3	4	5
11. Staff are willing to go an extra step to help participants.	1	2	3	4	5
12. Staff take time with participants.	1	2	3	4	5
13. Staff respond to erquests quickly	1	2	3	4	5
14. Problems encountered in events are resolved quickly.	1	2	3	4	5
15. Businesses act on participants suggestions	1	2	3	4	5
16. Staff are polite.	1	2	3	4	5
17. Staff are trustworthy.	1	2	3	4	5
18. Staff are competent.	1	2	3	4	5
19. Staff are credible.	1	2	3	4	5
20. Staff are enthusiastic in carrying out activities.	1	2	3	4	5
21. Staff give individual attention to participants.	1	2	3	4	5
22. Staff understand participants' needs.	1	2	3	4	5
23. Events are offered at a convenient time for participants.	1	2	3	4	5
24. Events are at a convenient location for participants.	1	2	3	4	5
25. Staff make participants feel like they are part of the event.	1	2	3	4	5

Appendix B: Questionnaire (Turkish)

Demografik Bilgi Formu

Milliyetiniz	<input type="checkbox"/> TC <input type="checkbox"/> Diğer:
Cinsiyetiniz	<input type="checkbox"/> Kadın <input type="checkbox"/> Erkek
Yaşınız	<input type="checkbox"/> 30'un altında <input type="checkbox"/> 30-39 <input type="checkbox"/> 40-49 <input type="checkbox"/> 50-59 <input type="checkbox"/> 60 ve üstü
Medeni durumunuz	<input type="checkbox"/> Bekâr <input type="checkbox"/> Evli
Eğitim seviyeniz	<input type="checkbox"/> Lise ve altı <input type="checkbox"/> Üniversite <input type="checkbox"/> Lisansüstü
Gelir durumunuzu nasıl algılıyorsunuz	<input type="checkbox"/> Kötü <input type="checkbox"/> Orta <input type="checkbox"/> İyi
Kapadokya'ya kaçınıcı gelişiniz?	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 ve üzeri

Müşteri Memnuniyeti ve Tekrar Ziyaret Niyeti Ölçeği	1=Kesinlikle katılmıyorum	2=Katılmıyorum	3=Kararsızım	4=Katılıyorum	5=Kesinlikle Katılıyorum
1. Bölgedeki balon turizmi etkinliklerini deneyimlemek beni mutlu etti.	1	2	3	4	5
2. Balon turizmi faaliyetlerini düzenleyen işletmelerden memnun kaldım.	1	2	3	4	5
3. Bölgede gerçekleştirdiğim balon turizmi aktivitelerinden memnun kaldım.	1	2	3	4	5
4. Genel olarak Kapadokya'da geçirdiğim zamandan memnun kaldım.	1	2	3	4	5
5. Kapadokya'yı aileme ve arkadaş çevreme tavsiye edeceğim.	1	2	3	4	5
6. Gelecekte Kapadokya'ya arkadaşlarımı veya ailemi getirme gibi büyük bir niyetim var.	1	2	3	4	5
7. Muhtemelen gelecekte Kapadokya'yı tekrar ziyaret edeceğim.	1	2	3	4	5
8. Gelecekte Kapadokya'yı tekrar ziyaret etmeyi arzu ediyorum.	1	2	3	4	5

Hizmet Kalitesi Ölçeği	1=Kesinlikle	2=Katılmıyorum	3= Kararsızım	4=Katılıyorum	5=Kesinlikle
1. Etkinlikleri düzenleyen işletmeler estetik görünümlü ve çekicidir.	1	2	3	4	5
2. Etkinliklerden sorumlu çalışanlar iyi giyimli ve temiz görünmektedir.	1	2	3	4	5
3. Etkinliklerde kullanılan ekipmanlar yenidir.	1	2	3	4	5
4. Etkinlikleri sunan işletmeler tatmin edicidir.	1	2	3	4	5
5. Etkinliklere katılan diğer insanlar rahatsız edici değildir	1	2	3	4	5
6. Etkinlikler tam saatinde başlamaktadır.	1	2	3	4	5
7. Etkinliklere yönelik verilen bilgiler tatmin edicidir.	1	2	3	4	5
8. Etkinliklerde tüm vaat edilenler gerçekleşmektedir.	1	2	3	4	5
9. Çalışanlar etkinlik boyunca görevlerini tam olarak yerine getirmektedir.	1	2	3	4	5
10. Etkinliği sunan işletmeler kalite kontrolünü önemsemektedir	1	2	3	4	5
11. Çalışanlar katılımcılara yardımcı olmak için elinden gelenin fazlasını yapmak için isteklidir.	1	2	3	4	5
12. Çalışanlar katılımcıya yeteri kadar zaman ayırmaktadır.	1	2	3	4	5
13. Çalışanlar isteklere hızlı bir şekilde cevap vermektedir.	1	2	3	4	5
14. Etkinliklerde karşılaşılan problemler hızlı bir şekilde çözülmektedir.	1	2	3	4	5
15. Etkinliklerde katılımcıların önerileri dikkate alınmaktadır.	1	2	3	4	5
16. Çalışanlar kibardır.	1	2	3	4	5
17. Çalışanlar kendilerinden emindir.	1	2	3	4	5
18. Çalışanlar alanlarında uzmandır.	1	2	3	4	5
19. Çalışanlar güvenilirdir.	1	2	3	4	5
20. Çalışanlar etkinlikleri gerçekleştirmede heveslidir.	1	2	3	4	5
21. Çalışanlar etkinliklere katılan kişilerle birebir ilgilenmektedir.	1	2	3	4	5
22. Çalışanlar etkinliklere katılan kişilerin ihtiyaçlarını anlamaktadır.	1	2	3	4	5
23. Etkinlikler katılımcılar için uygun zamanlarda sunulmaktadır.	1	2	3	4	5
24. Etkinlikler katılımcılar için uygun yerlerde gerçekleşmektedir.	1	2	3	4	5
25. Çalışanlar katılımcıları etkinliğin bir parçasıymış gibi hissettirmektedir.	1	2	3	4	5

Annex A: Primary Data

id	Nationality	gender	age	marital	education	income	numberofvisit	tangibles1	tangibles2	tangibles3	tangibles4	tangibles5	reliability1	reliability2	reliability3	reliability4	reliability5	responsiveness1	responsiveness2	responsiveness3	responsiveness4	responsiveness5	assurance1	assurance2	assurance3	assurance4	assurance5	empathy1	empathy2	empathy3	empathy4	empathy5	satisfaction1	satisfaction2	satisfaction3	satisfaction4	satisfaction5	revisit1	revisit2	revisit3	
1	Turkey	1	2	1	2	2	2	4	4	4	4	4	5	5	4	5	5	3	4	4	3	3	4	4	2	4	4	4	4	4	4	4	4	5	5	5	5	5	4	4	3
2	Turkey	1	3	2	2	3	1	5	5	4	5	4	5	4	5	5	5	5	5	5	5	5	4	4	4	4	2	3	4	3	3	2	3	3	3	4	3	4	4	4	
3	Turkey	1	3	1	2	2	2	4	4	3	4	3	5	4	4	4	4	3	4	3	3	4	4	2	4	4	1	3	5	4	4	2	4	5	4	5	5	5	5	5	5
4	China	2	1	2	2	2	1	4	4	3	4	3	4	4	1	3	3	3	2	4	4	2	5	5	5	4	5	5	5	5	5	4	4	5	4	4	3	3	2		
5	Turkey	2	3	1	2	2	2	4	4	4	4	4	1	1	1	1	3	3	3	4	5	5	2	2	4	2	5	4	5	5	5	2	5	5	5	5	2	4	3	2	
6	Turkey	2	2	2	1	3	1	3	4	4	4	3	4	4	4	5	3	1	1	2	2	1	4	4	4	4	4	3	3	3	3	3	4	5	3	3	4	4	4	4	
7	Turkey	2	2	2	1	2	1	4	4	4	4	3	5	5	4	5	5	2	1	1	2	1	4	4	4	3	4	4	5	5	5	4	4	4	4	5	5	2	3	3	
8	Italy	1	2	1	2	2	3	4	5	5	5	4	4	4	3	4	4	4	2	4	4	2	4	4	4	4	4	2	3	3	3	2	3	4	4	4	4	3	3	2	
9	Turkey	2	2	2	1	2	1	2	2	4	2	4	1	1	5	1	1	2	2	2	2	2	2	2	4	5	2	3	2	5	2	2	2	3	3	3	3	3	2	2	2
10	Turkey	2	2	2	2	2	1	3	3	3	3	3	5	5	5	5	5	4	1	2	4	1	4	4	3	4	3	3	4	4	4	2	4	4	3	4	4	4	4	4	
11	Taiwan	2	3	2	3	3	1	3	3	2	3	3	2	2	2	4	2	5	5	5	5	5	2	2	2	2	4	3	4	3	3	3	3	4	4	4	3	2	2	2	
12	Turkey	1	4	2	2	2	1	4	4	5	5	4	4	4	4	4	2	3	1	1	3	1	4	4	4	4	4	3	4	4	3	2	3	5	5	5	4	5	5	5	
13	S.Korea	1	4	2	1	2	1	3	4	4	4	3	2	2	3	1	3	5	5	5	5	5	2	2	2	2	3	3	4	3	3	3	4	3	4	4	3	2	2	2	
14	Turkey	2	1	2	2	2	1	4	4	4	4	3	3	3	4	1	4	4	2	4	4	2	5	5	5	5	5	3	4	4	4	2	3	4	4	4	4	4	4	3	
15	Turkey	1	2	2	2	2	1	4	4	4	4	4	5	5	5	5	5	3	3	3	3	3	4	4	3	4	3	3	4	4	3	3	4	4	5	4	4	4	4	4	
16	China	1	4	2	1	2	1	3	3	4	4	3	4	4	4	4	3	5	3	3	5	4	4	4	4	4	4	3	2	4	4	2	4	3	4	4	3	4	4	4	
17	Turkey	1	1	2	2	2	1	4	4	4	4	3	5	5	5	5	5	4	4	4	4	4	4	3	4	4	4	3	5	4	4	2	4	5	5	3	4	4	4	4	
18	S.Korea	2	2	1	2	2	2	4	3	4	4	3	3	3	3	3	4	4	4	4	4	4	4	5	5	5	5	5	4	4	4	4	3	4	4	4	4	3	3	3	
19	Italy	1	1	2	2	2	1	4	3	3	4	3	4	4	4	4	3	4	1	4	4	1	5	4	5	5	5	2	3	3	3	3	4	4	4	4	4	1	1	1	
20	Turkey	2	1	1	1	1	2	2	2	4	4	4	2	1	4	4	5	2	2	2	2	2	2	2	2	2	4	4	2	2	2	2	1	3	4	4	3	3	4	2	
21	Turkey	2	1	2	1	3	1	4	4	4	4	4	4	4	2	1	2	4	1	1	4	1	4	4	4	4	4	3	4	4	3	2	3	4	4	4	4	3	2	1	

22	Turkey	1	3	2	2	2	1	3	5	5	5	4	3	3	1	2	2	4	3	3	4	4	5	5	5	5	5	3	5	3	3	3	4	3	4	4	4	4	2	1		
23	Germany	1	1	1	2	2	2	3	2	3	3	2	4	4	2	4	2	1	1	1	1	1	4	4	4	4	4	2	4	2	2	2	4	2	4	4	4	4	2	1	1	
24	France	2	2	2	3	3	1	5	5	5	5	5	1	1	3	1	5	5	5	5	5	2	2	4	1	5	4	4	4	4	4	4	3	2	4	4	5	5	5	5		
25	China	1	4	2	2	2	1	4	4	4	4	4	4	4	5	4	5	4	4	5	5	5	4	4	4	4	3	2	2	2	3	1	3	5	4	4	4	2	2	2		
26	Turkey	1	2	2	3	2	1	2	4	3	4	3	1	1	1	1	3	2	1	2	2	1	2	5	2	4	2	3	5	3	3	1	2	3	3	3	3	1	1	1		
27	Malaysia	2	2	2	2	2	1	2	2	4	2	4	4	4	3	4	4	2	2	2	2	2	3	3	3	3	3	3	4	4	4	3	2	3	3	3	4	3	3	3		
28	Turkey	2	2	2	2	2	1	4	4	4	4	3	4	4	3	4	4	4	3	4	4	3	5	4	5	5	5	2	3	3	3	3	3	4	4	4	4	4	3	3	3	
29	Turkey	2	2	1	2	1	2	5	5	5	5	4	2	2	3	1	3	5	5	5	5	5	2	2	2	1	4	2	3	3	3	1	3	4	4	3	3	4	4	4		
30	Turkey	2	3	2	2	2	1	2	2	3	2	4	2	2	2	2	2	2	2	3	2	2	2	2	1	4	3	2	5	1	5	3	4	3	3	3	2	2	2	2		
31	China	2	1	1	2	2	1	4	4	4	4	4	4	4	5	4	5	4	4	4	4	4	4	4	5	4	4	4	5	4	4	3	3	4	4	4	4	4	4	4		
32	Spain	2	2	1	2	2	2	3	2	2	3	3	3	3	4	4	4	1	1	3	3	1	5	5	5	5	4	3	5	4	4	2	4	4	4	4	3	4	4	4		
33	S.Korea	1	2	1	2	2	2	4	5	4	5	4	5	5	5	4	5	3	3	3	3	3	3	4	2	4	5	4	3	3	5	4	5	4	5	5	5	5	4	4	3	
34	Turkey	2	2	1	2	1	1	4	4	3	4	3	4	4	5	5	4	3	3	3	3	3	3	4	4	4	5	4	3	5	3	4	3	4	5	5	5	5	5	5	5	
35	Turkey	2	1	1	2	2	1	3	3	3	3	2	1	4	4	1	2	1	1	1	1	1	2	2	4	3	5	3	3	3	4	3	2	4	4	4	4	4	2	2	2	
36	Turkey	2	3	2	1	2	1	4	5	5	4	4	4	4	4	4	4	3	3	5	5	3	5	5	4	5	4	4	5	4	4	3	5	5	5	5	5	5	5	5		
37	Turkey	1	3	2	1	3	1	4	4	4	4	4	4	5	4	4	5	3	2	3	3	2	4	2	4	4	4	4	5	5	5	3	4	5	5	5	4	3	3	3		
38	Malaysia	2	2	2	1	2	1	5	5	5	5	5	5	4	4	4	5	3	5	5	3	4	3	4	4	4	4	4	4	4	4	3	5	4	1	4	4	4	4	4		
39	Turkey	2	3	2	2	2	1	2	2	1	2	4	2	2	3	4	1	2	2	2	2	2	2	2	2	2	2	2	2	5	2	2	1	3	4	4	3	3	3	1		
40	Turkey	1	2	2	2	2	1	5	5	5	5	4	2	4	4	2	4	5	5	5	5	5	2	2	2	2	4	3	4	4	4	1	4	5	1	3	4	2	2	2		
41	S.Korea	1	3	2	3	2	1	4	3	3	4	3	5	5	5	3	5	3	3	4	4	3	4	2	3	4	4	4	4	5	5	2	5	5	5	5	5	5	5	5		
42	Turkey	2	4	1	2	2	1	4	4	3	4	3	4	4	2	3	3	4	3	3	4	4	4	4	4	4	4	3	2	4	4	2	4	4	4	4	4	4	4	4	4	
43	Turkey	2	2	2	2	1	1	3	3	2	3	3	2	2	4	3	4	1	1	1	1	1	2	2	2	4	3	4	4	5	5	3	4	3	3	4	4	3	3	3	3	
44	Turkey	1	1	2	3	2	1	2	4	4	4	4	2	3	5	3	5	2	2	3	3	3	2	2	2	4	1	2	2	1	1	2	4	2	4	2	3	1	1	1		
45	Taiwan	2	2	2	2	2	2	4	5	4	4	4	3	4	3	1	3	4	4	5	5	5	5	5	5	5	5	4	4	5	5	3	3	4	5	4	4	2	2	2		
46	Turkey	2	1	1	2	2	2	3	3	3	3	3	4	3	1	2	4	4	4	4	4	4	3	2	3	4	3	3	3	3	3	3	4	3	4	4	4	4	4	4		
47	Turkey	1	2	1	2	2	2	4	4	4	4	4	3	3	3	3	3	4	4	4	4	4	2	2	1	2	3	3	4	4	4	3	5	4	4	5	3	3	3	3		
48	England	1	2	1	2	1	2	4	5	5	5	4	4	4	3	4	4	4	4	4	4	4	4	4	5	5	5	4	5	4	5	5	3	5	2	4	4	4	5	4	4	2
49	Turkey	2	2	1	2	2	2	4	5	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	
50	China	1	2	2	2	2	1	4	4	3	4	3	4	4	4	4	3	5	5	4	4	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	

51	Turkey	1	1	2	2	2	1	2	2	3	2	2	2	3	4	3	3	2	2	2	3	3	2	2	2	3	4	2	2	1	1	2	3	2	2	1	3	1	1	1	
52	Turkey	2	2	2	2	2	1	3	4	2	4	3	4	4	4	4	4	3	3	4	3	3	3	3	3	5	5	3	3	3	3	3	4	3	4	4	4	4	3	3	3
53	Taiwan	2	2	1	2	3	3	4	5	5	4	4	4	4	3	3	4	4	2	4	4	2	4	5	4	4	4	3	4	4	4	3	3	4	4	4	4	5	4	4	3
54	Germany	2	1	1	2	2	2	3	3	2	3	3	4	4	4	4	4	3	3	4	4	4	4	4	4	4	2	4	2	2	2	4	4	3	4	4	4	5	2	2	
55	Brazil	2	3	1	2	1	1	5	5	5	5	4	4	4	2	3	3	5	2	2	5	3	4	4	4	4	4	3	2	4	4	2	3	2	4	4	4	4	4	4	
56	Poland	2	2	2	2	2	1	5	5	4	5	4	1	1	1	3	2	5	1	1	5	1	2	2	4	4	2	2	2	2	2	3	2	4	4	3	2	2	2		
57	Turkey	1	2	2	3	2	1	4	4	3	3	3	4	4	4	4	4	3	5	3	3	5	5	5	4	5	5	3	5	5	3	3	4	5	4	5	5	5	5	5	
58	Germany	1	2	2	2	2	1	4	5	4	4	3	4	4	4	4	4	3	3	3	3	3	4	4	4	4	3	3	4	4	4	2	4	4	5	4	4	4	4	4	
59	Turkey	2	1	2	2	2	1	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	5	5	5	3	4	4	4	3	3	5	4	4	4	3	3	3		
60	Russia	1	2	2	3	2	1	3	3	3	3	3	4	3	2	3	2	1	1	4	4	3	4	4	4	4	4	3	3	4	4	3	4	4	4	3	4	4	3	2	
61	Turkey	1	2	2	2	2	1	3	3	1	3	2	5	4	4	4	4	1	1	1	1	1	4	2	4	4	4	4	4	5	5	2	3	3	5	3	4	4	4	4	
62	Turkey	2	1	2	1	2	1	2	4	2	4	3	2	1	4	4	5	2	2	2	2	2	2	2	2	4	4	2	2	2	2	2	1	4	4	2	3	4	2		
63	Germany	2	2	2	1	2	1	3	2	2	3	3	4	4	5	5	4	1	1	1	1	1	4	4	4	4	4	2	5	1	1	1	4	4	4	4	3	1	1	1	
64	Italy	1	2	2	2	2	1	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	5	5	4	4	4	5	5	2	5	4	5	3	4	4	4	4	
65	Malaysia	1	3	2	1	2	1	4	4	4	4	3	4	4	4	4	3	4	3	3	4	3	5	4	3	5	5	3	4	3	3	3	3	4	4	4	4	3	3	3	
66	Brazil	1	1	2	1	2	1	4	3	3	3	3	4	4	3	4	4	3	5	5	3	5	5	5	1	5	4	4	5	5	5	3	5	5	5	5	5	5	5	5	
67	Turkey	1	1	2	3	2	1	4	3	5	4	4	3	3	4	4	3	4	3	4	4	3	5	5	5	5	5	3	4	4	4	2	5	4	4	4	4	4	4	4	
68	India	1	2	2	2	2	1	3	4	2	2	2	5	5	5	4	5	1	1	1	4	4	4	3	2	4	4	4	5	4	5	2	3	3	4	4	4	4	4	4	
69	S.Korea	1	2	2	2	2	1	3	3	2	3	2	4	4	4	4	4	5	2	5	5	2	3	2	3	3	3	4	5	5	5	4	2	4	4	2	5	4	4	4	
70	China	1	1	2	2	2	1	2	2	4	4	4	1	1	5	1	1	2	2	3	3	3	2	4	5	2	3	2	5	2	2	2	2	4	2	4	3	2	2	2	
71	England	2	1	2	2	2	1	4	4	4	4	4	5	5	5	4	4	3	1	1	3	1	4	2	4	3	4	3	3	4	4	2	4	5	5	4	4	5	5	5	
72	Turkey	2	4	2	2	2	1	4	4	4	4	4	4	4	4	5	5	4	4	4	4	4	3	3	4	4	3	3	4	4	4	3	3	4	4	4	4	4	3	3	3
73	Turkey	1	2	1	2	2	2	5	5	5	5	4	4	5	3	2	3	5	5	5	5	5	3	3	3	4	4	3	2	4	4	2	2	3	4	4	4	3	3	2	
74	Turkey	2	3	2	3	3	1	2	2	2	2	2	1	1	1	3	2	2	2	3	3	3	2	2	4	4	2	2	2	2	2	4	3	3	2	2	2	2	2	2	
75	S.Korea	1	2	2	2	2	1	3	3	2	3	2	4	4	4	4	4	1	1	1	1	1	5	3	5	1	5	3	4	3	3	3	3	3	3	4	4	4	2	1	1
76	Taiwan	2	1	1	2	2	2	4	4	3	4	3	4	4	5	5	5	3	3	3	3	3	4	4	5	4	4	3	4	4	4	3	5	5	5	5	5	5	5	5	5
77	Turkey	2	1	2	2	2	1	3	4	1	3	3	3	3	4	2	4	1	1	1	1	1	2	1	2	5	4	4	4	5	5	5	3	3	4	4	4	1	1	1	
78	S.Korea	2	3	1	1	2	2	4	5	5	4	4	4	4	4	4	4	3	3	3	4	4	5	4	5	5	2	4	5	5	5	5	4	5	5	5	5	4	4	4	
79	Spain	1	2	1	1	2	1	4	4	3	4	3	5	5	5	5	5	3	4	4	3	4	4	2	4	4	4	3	5	3	3	2	5	5	5	5	5	5	5	5	

80	USA	1	4	2	1	2	1	4	4	4	4	3	4	4	3	2	4	3	5	5	3	3	5	5	2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4				
81	USA	2	1	2	2	2	1	4	2	3	4	3	5	4	4	4	5	3	2	2	3	3	4	2	4	4	4	3	4	4	4	3	4	5	4	4	5	5	5	5	5	5	5	5			
82	Turkey	2	1	1	2	2	2	2	2	3	2	4	3	3	4	3	4	2	2	2	2	2	1	1	1	1	5	3	4	4	4	3	2	4	2	4	3	3	3	3	3	3	3	3	3		
83	Spain	1	2	1	1	2	1	4	4	1	4	3	3	3	4	4	4	3	3	3	3	3	5	5	5	5	5	3	4	5	5	2	4	4	5	4	4	3	3	2	2	2	2	2			
84	Turkey	2	1	2	3	3	1	3	1	4	4	3	4	4	3	5	5	1	1	1	1	1	4	4	4	4	4	3	4	3	4	3	3	4	3	4	3	4	4	4	4	4	4	4	4		
85	Turkey	2	2	2	2	2	1	5	5	5	5	5	3	3	3	4	3	5	5	5	5	5	5	5	5	5	3	5	3	3	3	4	4	2	3	4	4	3	2	2	2	2	2	2			
86	Taiwan	2	2	1	2	2	2	2	4	4	4	4	3	3	3	3	3	2	3	2	2	3	2	2	1	2	3	3	4	4	4	3	2	3	3	3	3	4	2	2	2	2	2	2			
87	Turkey	2	1	2	2	2	1	4	3	4	4	3	3	4	4	4	3	3	3	4	5	5	5	5	5	5	4	5	5	5	4	5	5	5	4	5	5	5	4	5	4	4	4	4	4		
88	Turkey	1	2	2	2	3	1	2	2	3	2	4	2	2	5	5	3	2	2	3	2	2	2	2	1	4	3	2	3	4	2	2	4	2	5	4	1	4	4	4	4	4	4	4	4		
89	Germany	2	2	2	2	1	1	4	4	4	4	4	5	5	4	2	4	4	2	2	4	3	4	2	4	4	3	3	5	4	4	1	3	4	4	4	4	4	4	5	5	5	5	5	5		
90	Turkey	2	1	2	2	2	1	5	5	5	5	5	4	4	3	3	4	5	5	5	5	5	4	4	4	4	3	4	5	4	4	3	2	3	4	4	4	4	3	3	3	3	3	3	3		
91	China	1	2	1	2	2	2	4	4	4	4	4	4	5	5	5	5	4	1	1	4	2	4	4	4	4	3	2	2	2	3	1	3	4	4	4	4	4	4	2	2	2	2	2	2		
92	Turkey	2	2	2	2	2	1	3	3	4	3	3	3	3	2	4	2	4	2	4	4	2	5	5	5	5	5	3	5	3	4	3	4	4	3	4	4	3	4	4	3	4	4	3	4	2	2
93	France	1	1	1	1	3	3	4	5	4	4	3	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	5	4	4	3	4	5	4	4	4	4	4	5	3	2	2	2	2	2		
94	China	2	3	2	1	2	1	2	4	2	4	3	2	2	2	2	2	2	1	1	2	2	2	2	2	2	2	4	5	5	4	4	4	1	2	4	3	1	1	1	1	1	1	1	1	1	
95	Poland	2	2	2	1	1	1	4	4	3	4	3	3	3	3	4	3	3	3	3	4	4	5	5	5	5	5	4	3	4	4	3	5	5	4	4	4	4	4	4	5	3	3	3	3		
96	Malaysia	2	3	2	2	2	1	4	3	2	4	3	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	4	5	5	3	3	4	4	4	4	4	4	2	3	2	2	2	2	2		
97	Turkey	2	2	2	2	2	1	5	5	5	5	5	1	1	3	1	1	5	4	4	5	4	2	2	4	5	2	3	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
98	S.Korea	2	1	1	2	3	3	4	4	4	4	3	5	5	5	4	4	3	1	1	3	2	4	1	2	4	4	4	5	5	5	2	4	5	3	4	5	5	5	5	5	5	5	5	5	5	
99	Russia	1	3	2	3	2	1	4	4	4	4	4	4	4	4	4	5	4	4	3	4	4	3	4	4	4	3	4	4	4	3	4	4	4	4	4	4	4	4	4	2	2	2	2	2		
100	Turkey	1	3	1	2	2	2	4	4	3	4	3	5	4	4	4	5	3	3	3	3	3	3	4	4	3	4	5	3	4	4	4	3	5	4	4	4	3	5	4	4	5	4	5	3	3	
101	Turkey	2	3	1	2	2	2	3	4	3	3	3	4	5	4	3	5	1	1	1	1	1	4	4	4	4	4	3	4	4	4	2	4	4	4	3	4	3	4	3	4	3	4	3	4	3	
102	Turkey	1	1	1	2	2	2	4	4	5	4	4	4	4	4	3	3	3	3	3	3	3	5	5	4	3	5	4	4	5	5	3	4	5	5	5	5	5	5	5	5	5	5	5	5	5	
103	Turkey	2	1	1	2	2	2	4	4	3	4	3	4	4	4	4	4	3	3	4	4	3	5	5	4	5	5	3	5	5	3	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
104	Turkey	2	1	1	2	2	2	3	3	2	3	3	1	1	1	3	2	1	1	1	1	1	2	2	5	4	3	3	4	4	4	3	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4
105	Germany	2	2	1	2	2	1	2	2	4	2	4	2	2	2	1	1	2	2	2	2	2	2	2	2	3	2	2	1	1	2	1	1	4	2	5	4	1	3	4	2	2	2	2	2	2	
106	Spain	1	2	2	2	2	1	3	4	3	3	3	4	4	3	5	5	4	3	4	4	3	4	4	4	5	4	2	3	3	3	2	3	4	4	4	4	4	4	4	3	3	3	3	3	3	3
107	Russia	1	1	2	3	2	1	4	4	2	4	3	5	5	5	4	5	3	3	3	3	3	3	4	4	2	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
108	Brazil	2	2	2	2	2	3	4	2	4	4	3	5	5	5	5	5	4	4	4	5	5	4	3	4	4	4	5	4	5	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4

109	China	2	1	2	2	2	1	4	4	3	4	3	4	4	3	4	3	4	4	4	4	4	4	4	5	4	5	5	5	5	5	5	4	5	5	5	4	4	4			
110	Turkey	1	1	2	3	2	1	4	4	4	4	3	4	4	3	2	4	2	3	4	2	4	4	4	4	3	4	4	3	2	3	4	4	4	4	4	4	2	3	2		
111	Turkey	2	2	1	2	3	3	2	3	3	3	2	3	2	3	4	3	2	2	2	2	2	1	1	2	1	3	3	4	4	4	3	3	1	4	3	3	3	3	3		
112	Turkey	2	3	2	1	2	1	2	2	4	2	4	2	2	4	3	3	2	2	4	4	2	2	2	2	2	4	5	5	4	4	2	3	3	3	4	1	1	1			
113	Germany	2	4	2	3	3	1	4	3	1	3	3	5	4	4	5	5	4	3	3	4	3	4	2	4	3	4	4	5	5	5	4	4	4	4	4	4	4	4	4		
114	Spain	1	1	2	1	2	1	4	4	4	4	4	4	2	4	4	4	3	3	4	4	4	4	4	4	4	5	3	5	4	4	2	4	4	4	4	4	4	3	3	3	
115	China	2	2	2	2	2	1	4	5	4	5	4	5	5	5	4	5	3	3	3	4	4	4	4	3	3	4	3	4	4	4	3	4	5	5	5	5	4	4	4		
116	Turkey	1	2	2	1	3	3	4	4	3	4	3	4	4	3	2	4	3	3	3	3	3	5	5	5	1	5	4	5	5	5	4	3	5	5	5	4	4	4	4		
117	USA	2	4	2	2	1	1	4	4	4	4	3	4	4	4	5	4	4	3	4	4	4	4	4	4	5	4	4	5	5	5	5	5	5	5	5	5	5	5	4	5	5
118	Turkey	2	2	1	2	2	2	3	3	3	3	3	1	1	1	1	3	5	3	3	5	4	2	2	4	2	5	4	5	5	5	2	3	4	4	4	4	3	4	3	2	
119	Turkey	2	2	2	3	3	1	3	3	4	3	3	3	2	3	2	2	1	1	2	2	2	5	5	5	5	5	3	4	4	4	3	2	4	4	4	4	4	4	4	4	
120	Thailand	1	2	2	1	1	1	4	2	4	4	3	4	5	3	3	4	4	4	4	5	5	5	1	5	5	5	3	4	4	4	3	4	5	4	4	4	4	3	3	3	
121	China	2	2	2	2	2	1	5	5	5	5	4	4	4	4	2	3	5	4	4	5	5	4	4	4	4	5	2	3	3	2	2	2	3	4	4	4	4	3	3	3	
122	China	2	3	1	1	1	2	4	4	2	4	3	3	3	3	4	3	3	2	2	3	2	5	5	5	5	5	3	4	4	4	2	2	5	5	5	4	4	4	4	4	
123	China	2	1	1	2	1	1	3	5	4	3	3	2	2	4	4	3	1	1	1	1	1	2	2	2	2	3	3	4	4	4	3	4	4	4	4	4	3	2	2	2	
124	China	1	2	2	2	2	1	5	5	3	5	4	2	2	2	2	2	5	5	5	5	5	2	2	2	2	2	4	5	5	4	4	2	4	4	4	4	3	3	3	3	
125	Italy	2	1	2	3	3	1	4	5	4	4	4	4	4	4	4	4	2	4	4	2	5	5	3	4	5	4	5	5	5	3	4	4	4	4	2	5	5	4	4		
126	Germany	1	3	2	2	2	1	4	4	3	4	3	4	4	4	4	4	3	3	3	4	4	5	5	1	4	5	4	5	5	5	3	4	5	4	5	5	5	5	5	5	
127	Turkey	1	1	1	2	2	2	4	4	3	4	3	5	5	5	5	4	3	2	2	3	3	4	4	4	2	2	3	4	4	3	3	4	4	5	4	5	5	5	5	5	
128	Turkey	2	1	2	1	2	1	2	2	4	2	4	2	2	3	3	3	2	3	3	2	3	2	2	2	3	2	1	2	1	1	2	2	4	4	4	2	3	3	3		
129	Spain	2	3	1	1	1	2	5	5	5	5	5	4	2	4	4	5	5	3	5	5	3	4	4	4	4	3	3	4	4	4	2	3	2	4	4	4	4	4	4	4	
130	Thailand	1	1	2	2	2	1	4	5	4	4	4	4	4	4	4	4	3	3	4	3	4	5	3	4	4	3	4	5	3	3	3	3	4	4	4	4	4	3	3	3	
131	S.Korea	2	2	1	2	2	2	3	3	4	4	3	4	4	5	5	5	5	1	5	5	1	4	4	4	4	4	3	4	4	4	3	2	3	4	4	4	4	3	3	3	
132	China	2	1	2	1	3	1	4	4	3	3	3	4	4	4	4	4	3	4	4	3	3	4	4	4	5	4	4	4	5	5	5	3	5	5	5	5	5	5	5	5	
133	Turkey	2	4	2	2	2	1	4	3	3	3	2	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	3	4	4	4	4	4	4	4	4	4	4
134	Germany	2	2	2	2	2	2	4	4	4	4	3	3	4	4	2	3	4	1	4	4	1	5	5	5	5	5	3	4	4	4	3	4	4	4	4	4	4	4	4	4	4
135	Turkey	2	2	1	2	2	2	4	4	4	4	4	3	4	3	4	3	3	3	3	3	3	5	5	5	5	5	3	4	4	4	4	4	4	4	5	5	5	4	2	2	2
136	Turkey	1	3	2	2	2	1	4	5	5	5	4	4	4	5	5	5	4	3	3	4	4	4	4	4	4	4	2	2	4	3	2	3	4	4	4	4	4	4	3	3	3
137	Turkey	2	2	2	2	2	1	4	4	3	4	3	4	4	3	4	4	2	1	1	2	2	4	4	4	4	5	4	4	5	5	5	5	4	5	4	4	4	5	5	5	5

138	India	1	2	2	2	2	1	4	3	3	3	2	5	5	3	3	4	4	4	4	4	4	4	3	4	2	3	4	5	5	3	4	4	4	4	4	5	4	4			
139	Italy	1	2	1	2	1	2	5	5	5	5	4	1	2	4	2	4	5	3	5	5	3	2	4	2	2	2	3	4	4	3	2	3	2	4	4	3	4	4	4		
140	Turkey	2	1	2	2	1	1	2	4	4	4	3	3	3	4	4	4	2	2	3	4	4	2	2	1	2	3	2	3	4	2	2	1	3	3	3	4	4	4	4		
141	Turkey	1	2	1	2	2	2	4	4	4	4	4	4	4	4	4	3	2	2	4	4	5	5	4	5	5	3	4	4	4	3	4	5	4	4	5	5	5	5			
142	Germany	2	1	2	2	2	1	4	4	4	4	4	5	5	5	4	4	4	3	4	4	3	4	2	4	3	4	5	5	5	5	5	2	4	4	4	5	5	3	2		
143	France	2	1	2	2	2	1	2	2	4	2	4	2	3	1	3	2	2	3	3	2	2	2	2	3	2	4	2	1	2	2	1	2	4	4	4	2	1	1	1		
144	Germany	2	2	1	2	2	2	4	4	4	4	4	5	5	5	5	5	4	2	2	4	2	4	2	4	4	5	3	4	4	3	3	1	5	5	4	4	4	5	4		
145	Turkey	2	2	1	2	2	2	2	4	2	4	3	1	1	2	1	1	2	1	1	2	1	2	2	4	4	2	2	2	2	2	2	3	2	4	4	2	2	2	2		
146	Turkey	2	3	2	3	3	1	3	3	3	3	3	2	2	4	3	4	4	3	3	4	4	2	2	2	4	3	4	4	5	5	3	4	4	3	4	4	3	3	3		
147	Turkey	2	2	2	2	2	1	4	3	5	5	4	5	4	4	2	4	4	4	4	4	4	4	2	4	3	4	4	5	4	4	4	4	4	4	4	4	5	5	5		
148	India	2	1	2	1	2	1	4	4	3	4	3	4	4	3	3	4	3	2	3	3	2	4	4	5	4	4	4	5	4	4	3	5	5	4	4	4	4	4	4		
149	Turkey	2	1	1	2	2	2	4	3	3	4	3	5	5	4	4	4	4	5	5	5	4	2	4	4	3	3	4	4	4	2	4	4	4	4	4	5	5	5			
150	Turkey	2	2	2	2	2	1	4	4	4	4	3	3	3	4	2	4	4	3	3	4	4	5	5	5	5	5	4	4	5	5	3	4	4	4	4	4	4	4	3		
151	China	1	1	1	2	2	2	2	3	3	3	3	2	2	2	2	2	2	2	2	2	2	2	2	1	4	3	2	5	1	5	3	1	4	3	3	2	2	2	2		
152	China	1	1	2	2	1	1	5	5	5	5	4	4	4	1	4	2	5	4	4	5	5	4	4	4	5	2	2	2	3	4	2	2	4	4	2	4	3	3	3		
153	China	1	2	1	2	2	2	2	3	3	3	3	2	2	3	3	3	2	1	1	2	2	2	2	2	3	2	1	2	1	1	2	3	3	3	4	2	3	3	3		
154	Turkey	1	1	2	2	1	1	4	4	4	4	3	5	5	5	5	5	4	3	4	4	3	4	2	4	3	4	3	5	4	4	2	4	4	4	4	4	5	5	5		
155	Turkey	1	4	2	2	2	2	3	3	4	3	3	4	4	4	4	3	1	1	3	3	1	5	5	4	4	5	4	4	5	5	4	2	4	4	4	4	5	4	3		
156	Turkey	2	2	1	2	2	2	4	4	4	4	4	5	5	4	4	5	4	2	2	4	2	4	4	2	4	3	3	4	4	3	3	3	4	4	4	4	4	4	4		
157	Turkey	1	1	2	3	2	1	4	4	2	4	3	4	4	3	5	3	3	2	2	3	2	5	5	5	4	5	4	5	5	5	2	5	4	4	5	5	4	3	3		
158	Turkey	2	1	2	2	2	1	5	5	4	5	4	2	3	5	5	4	5	1	1	5	1	2	2	2	3	3	1	3	2	1	1	3	4	3	3	3	2	2	2		
159	Turkey	1	1	2	3	2	1	3	5	3	3	3	4	4	4	5	5	1	1	4	4	3	5	5	5	5	4	4	4	5	5	2	3	4	3	4	4	4	4	4		
160	Turkey	1	3	2	2	2	1	3	4	4	4	3	1	1	4	2	4	5	5	5	5	5	2	2	3	3	2	1	1	1	1	1	4	5	4	3	2	1	2	2		
161	China	1	3	2	2	2	1	5	5	5	5	4	5	5	4	4	4	5	1	5	5	1	4	4	2	4	4	3	4	3	3	2	3	4	4	3	3	4	4	4		
162	Taiwan	1	4	2	2	2	1	3	4	3	4	3	4	3	4	4	4	1	1	1	1	1	4	4	4	4	5	2	3	4	3	1	3	4	4	3	4	3	3	3		
163	Malaysia	1	3	1	2	2	2	5	5	5	5	4	1	1	3	1	1	5	5	5	5	5	2	2	4	5	2	3	4	4	4	3	3	4	3	3	4	4	4	4		
164	Germany	1	1	2	2	2	1	5	5	3	5	4	2	2	5	3	2	5	5	5	5	5	2	2	1	4	3	4	4	5	5	5	3	4	4	2	4	3	3	3		
165	Turkey	2	2	2	1	3	1	4	4	2	4	3	4	4	5	4	4	4	2	2	4	3	3	3	4	4	3	3	4	3	4	4	4	4	4	4	4	4	3	3	3	
166	Taiwan	2	1	2	3	3	1	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	5	5	4	5	5	4	5	5	4	3	4	4	4	4	4	5	5	2

167	S.Korea	1	2	2	3	2	1	4	4	4	4	4	3	4	5	3	4	4	4	5	5	4	5	5	5	5	5	3	4	4	4	3	4	4	4	4	4	4	4	3						
168	Turkey	1	3	1	2	2	2	4	4	4	4	4	5	4	5	4	4	4	3	3	4	4	4	1	4	4	4	4	5	4	4	3	3	4	3	4	5	5	5	5	5					
169	Turkey	1	2	2	2	2	2	4	4	3	4	3	4	4	5	5	3	5	5	5	4	4	4	4	4	5	4	4	4	5	5	5	5	5	5	5	5	5	4	4	3					
170	Turkey	2	2	2	3	3	1	4	4	4	4	4	4	5	4	5	3	4	2	3	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	2	2	2				
171	China	2	1	2	2	2	1	4	4	4	4	3	5	5	5	5	5	3	4	4	3	3	4	4	4	3	5	3	4	4	4	3	4	5	5	5	5	5	5	3	3					
172	Turkey	1	4	2	1	1	1	4	3	1	3	3	4	4	4	3	4	4	3	3	4	4	4	4	4	4	4	3	4	3	3	3	4	4	4	4	4	4	3	3	2					
173	Taiwan	2	2	2	2	2	1	2	3	3	3	3	1	1	1	3	3	2	1	2	2	1	2	4	2	2	3	3	4	3	4	3	2	3	3	3	3	3	1	2	2					
174	Spain	2	3	1	2	1	1	4	4	3	4	3	5	5	5	5	4	3	2	2	3	3	4	2	4	4	3	3	5	3	3	2	4	5	4	4	5	5	5	5	5					
175	Poland	1	1	2	2	2	1	4	5	4	4	4	3	3	2	4	4	3	2	2	3	3	5	5	5	5	5	3	4	4	3	2	4	4	5	4	4	4	4	4	4					
176	Turkey	2	3	2	3	3	1	4	5	4	4	4	3	3	3	3	3	4	3	3	3	3	3	1	1	1	4	3	3	4	4	4	3	5	5	5	5	5	3	3	3	2				
177	Russia	1	1	2	2	2	1	4	5	4	5	4	4	4	4	3	4	4	3	3	4	4	5	2	5	5	4	3	4	4	4	2	4	4	4	4	4	4	2	3	3					
178	Turkey	1	4	2	2	2	1	3	2	4	3	3	4	4	5	5	5	1	1	4	4	4	4	4	4	4	4	3	4	3	3	2	3	5	4	4	3	4	4	4	4					
179	Turkey	2	2	2	2	2	1	3	4	3	3	3	4	4	4	3	4	1	1	2	2	1	4	5	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4			
180	Turkey	2	3	2	2	2	1	4	4	4	4	4	4	4	3	4	4	4	2	2	4	2	4	5	4	4	3	4	5	4	4	3	3	4	4	4	4	4	4	4	3	3				
181	China	2	3	2	1	1	1	4	4	3	4	3	4	4	4	4	4	5	5	4	4	4	4	4	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4			
182	Turkey	2	1	1	2	1	2	2	3	3	3	2	3	3	2	4	2	1	3	3	1	1	1	1	1	1	2	3	4	4	2	2	4	3	3	2	2	4	4	4	4	4	4			
183	Germany	1	2	2	2	2	2	4	5	4	4	3	4	3	4	4	4	3	2	2	3	2	5	5	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	5	4	4	2
184	Turkey	2	2	1	2	2	2	4	4	1	4	3	3	1	1	4	3	4	4	5	5	5	5	5	5	5	5	2	2	3	2	2	4	4	4	4	4	4	4	4	3	3	3	3		
185	Turkey	2	1	2	3	3	1	2	4	1	4	3	1	1	1	1	1	2	2	2	3	3	2	2	3	3	2	1	1	1	1	1	3	1	4	2	1	1	2	1	1	2	1			
186	Turkey	2	4	2	1	2	1	3	1	4	3	2	3	4	3	4	4	5	4	5	5	4	5	5	5	5	5	3	4	4	4	2	2	3	4	4	4	4	4	4	4	4	4	4		
187	Turkey	2	2	2	2	2	1	3	4	4	4	3	3	3	5	1	3	1	1	1	4	4	5	5	5	5	5	3	4	4	4	3	2	4	4	4	4	4	4	4	4	5	5			
188	China	1	4	2	2	2	2	2	2	2	2	2	2	4	4	2	2	2	1	1	2	1	2	2	2	4	4	2	2	2	2	3	2	3	2	3	2	3	3	4	3	4	3			
189	Turkey	1	1	2	2	2	1	4	5	4	4	4	4	4	4	3	5	4	2	2	4	2	4	4	4	5	5	4	5	4	4	3	3	4	4	4	4	4	4	5	3	4	4			
190	Turkey	1	2	1	1	2	2	4	4	4	4	4	3	3	3	3	2	3	4	4	3	4	5	5	5	5	5	4	4	5	5	4	5	4	5	5	5	5	4	4	4	4	4	4		
191	Turkey	2	2	2	2	2	1	4	4	4	4	3	4	4	4	2	2	4	4	5	5	4	5	5	4	5	5	4	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	2		
192	Turkey	1	3	1	1	2	2	4	3	3	4	3	5	4	4	4	5	3	3	5	5	3	4	4	4	4	3	3	3	4	4	3	4	5	4	5	5	4	5	5	4	4	4	4		
193	Turkey	2	1	2	1	2	1	4	4	4	4	3	5	5	5	3	5	4	4	4	4	4	4	4	4	2	4	4	3	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4		
194	Turkey	2	4	1	2	1	1	2	3	4	2	2	3	3	4	3	3	2	2	2	2	2	2	1	1	1	2	2	3	4	5	1	2	3	2	3	2	3	2	3	3	3	3			
195	Spain	2	2	1	2	2	2	4	4	4	4	4	5	5	5	5	5	3	2	2	3	3	4	4	3	2	4	4	5	5	5	4	3	3	5	5	5	5	2	3	3	3	3			

196	Germany	2	2	2	2	2	1	5	5	4	4	4	5	5	1	5	1	5	5	5	5	5	4	4	3	4	3	3	4	3	3	2	1	4	4	4	3	4	4	4		
197	Taiwan	2	2	2	2	1	1	4	4	2	4	3	4	3	5	3	5	4	3	3	4	4	4	4	4	4	5	3	4	4	4	2	4	4	4	4	4	4	3	3	3	
198	Turkey	2	3	2	2	2	1	4	5	4	4	4	5	4	4	3	5	3	4	4	3	4	4	4	2	2	4	4	5	4	4	3	5	4	5	5	5	4	4	4	4	
199	Spain	1	2	1	2	2	2	2	2	2	2	3	1	1	1	1	1	2	2	4	4	3	2	4	1	2	2	3	4	4	2	2	3	3	3	3	3	3	4	4	4	
200	India	1	2	1	1	2	2	4	3	3	4	3	4	4	4	2	4	4	4	4	4	4	4	4	4	4	3	3	3	4	4	3	4	4	4	4	4	4	4	4	3	
201	Turkey	2	2	1	1	2	1	2	3	3	3	3	2	3	1	3	2	2	2	2	2	2	2	2	2	3	2	4	2	1	2	2	1	3	2	4	4	2	1	1	1	
202	Turkey	2	2	2	3	3	1	5	5	4	5	4	4	4	2	1	2	5	5	5	5	5	5	4	4	4	4	4	3	4	4	3	2	2	4	2	4	4	3	2	1	
203	Turkey	2	2	2	2	2	1	4	4	3	4	3	5	4	5	5	5	3	5	5	3	5	4	2	4	4	5	4	4	5	5	4	5	5	5	5	5	5	4	3	4	
204	Turkey	1	1	2	2	2	2	4	4	3	3	3	4	4	4	4	4	3	3	5	5	3	2	3	3	3	3	3	4	4	4	2	4	4	4	4	4	4	2	3	2	
205	China	2	2	2	2	2	1	3	4	3	3	3	1	1	5	2	1	1	1	1	1	1	2	2	3	4	2	4	5	5	5	4	2	4	4	4	4	4	2	2	2	
206	Turkey	2	4	2	2	1	1	3	2	2	4	3	3	3	3	2	2	1	1	1	2	2	5	5	5	5	5	3	5	4	3	3	3	3	3	3	4	4	4	5	4	4
207	Germany	1	3	2	1	1	1	4	4	3	4	4	4	4	4	4	4	5	5	4	4	5	5	5	4	5	4	4	5	4	4	3	5	5	5	5	5	5	5	5	5	
208	Turkey	2	4	1	2	2	2	1	1	3	1	2	1	1	3	1	1	2	1	2	2	1	2	2	4	2	2	4	4	4	4	4	4	4	3	3	2	3	5	5	5	5
209	Turkey	1	3	2	2	2	2	2	2	4	2	4	1	1	1	1	1	2	2	3	3	3	2	2	4	4	2	3	4	3	2	3	3	3	3	3	3	3	3	5	5	5
210	Turkey	1	4	2	2	2	1	3	3	3	3	3	4	4	4	4	4	3	3	4	4	3	3	2	3	5	3	4	3	3	3	4	3	4	4	4	4	3	4	3	4	
211	France	2	2	2	2	2	1	5	4	4	4	4	5	5	5	5	5	5	5	5	5	5	4	4	3	4	5	3	4	3	3	2	3	3	4	3	4	4	4	4	4	
212	Turkey	2	1	2	2	1	3	2	2	4	2	4	1	1	4	3	1	2	4	4	2	2	2	5	2	4	2	2	2	2	2	2	2	2	2	4	4	4	2	1	1	1
213	China	2	2	2	3	3	1	4	3	4	4	3	4	4	4	4	3	4	2	2	5	5	4	4	4	4	4	3	2	4	5	4	4	4	4	4	4	4	3	3	3	
214	Turkey	2	2	2	2	2	1	5	5	5	5	5	1	1	3	4	1	5	1	3	5	1	2	2	3	3	2	4	5	5	5	2	4	2	4	2	4	5	5	5	5	
215	Taiwan	1	2	2	2	1	1	4	4	4	4	4	4	4	4	4	5	4	1	5	5	1	3	4	3	3	5	3	3	4	4	3	4	4	4	4	4	4	4	2	2	2
216	S.Korea	2	1	2	2	2	1	4	4	4	4	4	4	4	3	4	4	4	2	2	4	3	3	1	3	3	2	5	5	5	5	5	3	4	4	4	4	4	4	5	5	
217	Japan	2	2	2	2	2	2	4	5	4	4	4	4	4	3	3	4	4	3	3	4	3	4	5	4	4	4	3	4	4	4	3	3	4	4	4	4	4	4	5	4	3
218	Spain	1	2	2	2	2	1	4	4	3	4	3	4	4	4	4	2	3	2	2	3	2	5	5	4	5	5	3	3	4	4	3	4	5	4	4	4	5	5	5	5	5
219	China	1	2	2	2	2	1	3	3	3	3	3	2	2	3	1	3	5	3	5	5	3	2	2	2	2	3	3	4	3	3	3	4	5	4	3	2	4	4	4	4	
220	Japan	1	3	2	2	2	1	2	3	2	4	3	2	2	4	1	4	2	2	2	2	2	2	2	2	2	2	2	3	4	3	3	3	3	2	2	1	3	2	2	2	2
221	Germany	2	1	2	2	2	1	4	4	4	4	3	4	4	4	4	3	4	4	3	4	5	4	5	5	3	4	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5
222	Turkey	2	2	2	2	2	1	5	5	4	5	4	4	5	3	2	3	5	3	3	5	5	3	3	3	4	4	3	2	4	4	2	2	4	2	4	4	3	3	2	2	
223	Turkey	2	2	2	2	1	1	4	4	5	4	4	5	5	4	4	5	3	3	3	3	3	4	2	4	4	3	3	5	4	4	1	5	5	4	5	5	5	5	5	5	
224	Turkey	1	4	2	2	1	1	4	4	4	4	4	3	3	1	2	2	4	2	2	4	3	5	5	5	5	5	3	5	3	4	3	4	4	4	4	4	4	4	3	4	3

225	Germany	1	1	2	3	1	1	4	4	4	4	4	3	5	4	3	5	3	3	3	3	3	5	5	5	5	5	4	5	5	5	4	4	4	5	5	5	3	3	3	
226	China	2	1	2	1	2	1	3	4	2	4	3	4	4	4	4	1	1	1	1	1	3	3	4	3	4	3	5	2	3	2	3	3	4	4	4	4	4	4	4	4
227	Taiwan	2	2	1	2	1	1	4	4	1	4	3	4	5	4	5	5	4	3	4	4	3	4	4	3	3	4	3	3	3	4	4	4	4	4	4	3	3	2		
228	Turkey	1	3	2	2	2	1	3	4	3	2	2	3	4	4	4	4	5	3	3	5	4	1	1	2	1	3	3	4	4	4	3	4	3	4	4	3	3	3	3	
229	Turkey	2	2	2	2	2	1	4	3	4	4	3	3	3	3	2	3	3	2	2	3	3	5	5	5	5	5	5	5	5	5	4	4	5	4	5	5	4	4		
230	Thailand	1	1	2	1	2	1	4	4	4	4	4	5	5	3	3	4	4	3	3	4	4	4	4	4	3	4	5	5	4	3	4	4	4	4	4	4	2	2	2	
231	S.Korea	1	3	2	2	1	1	3	2	3	3	2	4	4	4	3	3	1	1	1	1	1	4	4	5	4	4	3	4	4	2	2	4	2	4	4	4	2	2	2	
232	Turkey	1	2	2	2	1	1	4	4	4	4	4	4	5	4	4	5	3	2	3	3	2	3	4	3	3	3	3	4	4	4	3	4	4	5	4	4	2	2	2	
233	Turkey	1	1	2	3	2	1	3	3	2	3	2	2	2	2	1	1	5	4	4	5	5	2	2	2	2	5	2	2	2	2	2	3	4	4	5	2	2	3	2	
234	England	1	2	2	2	2	1	4	4	4	4	4	4	4	4	4	5	5	5	5	5	5	4	4	4	5	5	4	5	4	5	4	5	5	5	5	5	4	4	3	
235	Turkey	2	4	1	2	2	2	2	4	3	4	3	5	5	5	5	5	2	2	3	3	3	4	4	2	4	5	4	4	4	4	4	1	3	3	3	4	4	4	4	
236	China	2	2	2	3	3	1	2	2	4	4	3	2	1	4	3	4	2	1	1	2	1	2	2	2	1	2	4	4	5	5	5	4	1	2	4	3	1	1	1	
237	Turkey	2	1	1	2	2	3	4	3	3	4	3	3	3	4	1	4	3	5	4	3	5	5	5	5	5	3	4	4	4	2	5	5	5	5	4	4	4	3		
238	China	1	2	2	1	3	1	4	4	4	4	4	3	5	2	2	3	4	3	3	4	3	5	5	5	5	5	3	4	4	4	2	4	4	4	4	4	4	4	4	
239	Taiwan	1	4	2	1	2	1	4	3	3	4	3	4	3	4	4	4	3	2	2	3	3	5	5	5	5	3	4	5	4	4	3	5	5	4	4	4	5	4	4	
240	Russia	2	1	1	2	2	1	4	4	4	4	4	3	3	2	1	4	4	2	2	4	4	5	5	5	5	5	4	5	4	5	2	4	4	4	4	4	5	5	5	
241	Turkey	1	3	2	2	2	1	4	3	4	3	3	3	2	5	5	4	4	3	3	4	3	5	5	5	5	5	4	3	4	4	3	4	4	4	4	4	4	5	4	
242	Japan	1	2	1	2	2	2	4	4	4	4	4	3	5	2	2	3	3	3	3	4	4	5	5	5	5	5	3	4	4	4	2	4	4	4	4	4	5	4	4	
243	Turkey	2	2	2	2	2	1	2	2	4	2	4	3	3	4	4	4	2	4	4	2	4	2	2	1	2	2	4	5	4	4	3	1	4	2	4	4	2	2	2	
244	Turkey	2	4	1	2	1	2	4	3	4	4	3	4	4	4	4	4	4	2	2	5	5	4	4	4	4	4	3	4	4	4	3	4	4	4	4	4	3	3	3	
245	Turkey	2	3	1	2	2	2	4	5	4	5	4	4	4	4	4	4	4	4	5	5	5	4	4	4	4	4	3	4	3	4	3	4	4	4	4	4	4	4	4	
246	China	2	3	2	2	2	1	3	4	3	4	3	5	5	4	4	4	1	1	1	1	1	4	2	4	4	4	4	5	4	4	3	3	4	3	4	4	4	4	4	
247	China	1	1	1	2	2	2	2	4	4	3	2	2	1	2	2	2	1	3	3	1	2	2	2	3	2	1	2	1	1	2	3	1	4	2	1	3	3	3		
248	Turkey	2	3	1	2	2	2	4	3	3	4	3	5	5	4	4	5	3	3	3	3	3	4	2	4	4	4	3	4	4	4	3	5	5	5	5	5	5	5	5	
249	Turkey	1	1	1	1	3	3	4	5	5	5	4	4	4	2	4	3	4	3	4	4	3	4	4	4	4	2	2	3	3	2	5	4	3	4	4	4	4	3		
250	Turkey	2	3	2	2	2	1	4	4	2	4	3	4	4	4	3	4	4	3	5	5	3	4	4	4	5	4	2	3	3	3	2	4	4	4	4	4	3	3	3	
251	Turkey	2	1	2	2	2	1	4	4	5	4	4	4	5	4	4	5	3	3	3	3	3	4	4	5	5	4	4	5	4	4	3	4	5	4	3	5	5	5	5	
252	Turkey	2	4	2	2	2	1	4	5	5	4	4	4	4	4	4	3	4	4	4	5	5	5	1	5	5	4	4	4	5	5	4	4	5	4	4	4	4	3	3	3
253	France	2	2	1	2	2	1	4	4	2	4	3	4	5	4	4	4	4	3	3	4	3	5	5	5	5	4	4	5	5	4	2	2	4	4	4	4	5	4	3	3

254	Turkey	1	2	2	2	2	1	3	4	2	4	3	4	4	3	5	5	4	3	3	4	3	4	4	4	4	4	3	4	4	4	3	4	4	3	4	4	3	3	3		
255	Taiwan	2	2	2	2	2	1	4	4	4	4	4	4	4	4	5	3	2	2	3	3	5	5	4	4	5	5	5	5	5	5	4	5	5	5	5	4	4	3	3		
256	Turkey	1	2	2	1	2	1	4	4	2	4	3	4	4	3	4	3	3	3	3	3	5	5	5	5	4	4	5	5	5	5	4	4	5	4	4	3	3	3			
257	Taiwan	2	2	2	1	2	1	2	2	2	4	3	4	4	4	4	2	1	1	2	2	4	4	4	5	5	4	5	5	4	2	2	3	3	3	3	4	4	4	4		
258	China	2	1	1	1	2	2	4	4	3	4	3	5	5	5	4	4	3	3	3	4	4	4	4	3	4	5	3	5	3	3	2	4	5	4	4	4	5	4	2		
259	Turkey	2	3	2	2	1	1	4	4	3	4	3	4	4	4	4	3	3	3	3	3	4	4	5	4	4	3	5	4	4	3	5	5	5	5	5	5	5	5	5		
260	Turkey	1	3	2	1	2	1	2	2	3	2	2	5	5	3	4	1	2	2	2	2	2	4	4	4	2	4	3	4	4	4	2	1	3	3	3	3	4	4	4		
261	China	2	1	1	2	2	1	4	3	4	4	3	3	3	4	3	3	4	4	4	4	4	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	3	3	3		
262	Turkey	2	3	2	2	2	1	4	4	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	3	4	4	4	4	4	4	3	3	3	
263	Turkey	2	4	1	2	2	2	4	4	4	4	3	4	4	4	4	4	3	2	2	3	3	4	4	4	4	4	3	4	4	4	3	4	5	4	4	4	4	2	2	2	
264	China	2	2	2	2	2	1	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	3	5	3	3	4	3	3	4	4	4	4	4	4	4	2	2	2	
265	Turkey	2	2	1	2	2	2	3	3	3	3	3	4	4	4	4	4	3	4	4	3	4	4	4	4	4	2	3	4	3	2	4	4	3	4	4	3	3	3	3		
266	Thailand	1	1	2	2	2	1	4	5	5	5	4	5	3	5	5	5	3	3	4	4	3	4	2	4	4	5	4	4	5	5	2	5	5	5	5	5	4	4	4		
267	Thailand	2	2	1	2	2	2	4	5	4	4	4	3	3	1	3	2	3	3	3	3	3	5	5	5	5	5	4	5	4	4	3	4	4	4	4	4	5	4	4	4	
268	Thailand	2	1	1	1	1	2	3	4	1	3	3	5	5	5	4	5	5	5	5	5	5	4	4	2	2	4	3	4	4	4	3	4	3	4	4	4	3	4	4	4	
269	Brazil	2	2	1	2	2	2	4	3	2	4	3	4	4	4	4	4	4	4	4	4	4	3	1	3	3	3	4	4	4	4	4	5	4	4	4	4	4	4	4	4	
270	India	2	2	1	2	2	2	3	4	4	4	3	3	3	4	4	1	4	3	4	4	3	5	5	5	5	5	3	3	4	4	2	4	4	3	4	4	3	3	3		
271	Turkey	2	2	2	2	2	1	2	4	4	2	4	3	3	1	4	3	2	1	1	2	1	2	1	2	2	4	3	4	4	3	3	3	3	3	3	3	3	3	3	3	
272	Turkey	1	1	2	2	2	1	5	5	5	5	4	3	3	4	4	2	5	4	4	5	5	2	1	2	3	2	4	5	5	5	5	2	4	4	4	4	3	3	3	3	
273	Turkey	2	1	2	2	1	1	4	4	4	4	3	4	4	4	4	4	2	3	4	2	4	4	4	4	5	2	4	3	2	2	3	4	4	4	4	4	2	2	2	2	
274	China	2	1	2	2	2	1	3	3	4	4	3	5	5	5	5	5	1	1	1	1	1	4	4	4	2	4	3	4	4	4	3	3	4	3	4	4	4	4	4	4	
275	Turkey	2	4	2	2	2	1	4	4	4	4	3	4	4	4	5	4	4	1	1	4	1	4	4	4	4	3	5	4	4	1	4	4	4	4	4	4	4	1	1	1	
276	China	1	2	1	2	2	2	4	4	4	4	4	3	4	4	2	3	4	1	4	4	1	5	5	5	5	5	3	4	4	4	3	4	4	4	4	4	4	4	4	4	
277	France	1	4	1	2	2	2	4	4	4	4	3	3	3	2	4	2	4	4	4	4	4	5	5	5	5	5	2	3	4	3	2	4	5	3	3	5	5	5	5		
278	Turkey	2	4	1	2	2	2	4	4	4	4	4	4	4	4	4	4	3	1	1	3	3	4	4	5	5	4	5	5	5	5	5	5	5	5	3	4	5	3	3	3	
279	Poland	1	2	1	2	2	2	4	4	4	4	4	4	3	3	4	3	3	3	3	3	3	3	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	2	2	2	2
280	Turkey	2	2	2	2	2	1	4	3	3	3	3	4	4	3	4	4	3	2	2	3	3	4	5	4	4	4	5	5	5	5	5	4	5	5	4	5	4	5	5	5	
281	Brazil	1	3	2	2	2	1	3	4	4	4	3	4	3	4	4	4	5	5	5	5	5	4	4	4	4	4	2	3	3	2	2	3	4	4	4	4	3	4	4	4	
282	China	2	2	2	2	2	1	4	4	4	4	4	4	4	4	4	4	3	3	3	4	4	3	2	3	4	3	4	4	5	5	4	4	5	4	4	4	4	2	2	2	2

283	Germany	1	4	1	1	2	2	4	5	4	5	4	3	4	5	4	4	4	3	3	4	3	5	5	5	5	5	4	5	4	5	2	3	4	4	4	4	4	4	4		
284	China	2	1	2	2	2	2	4	4	4	4	4	3	2	3	2	4	4	3	3	4	4	5	5	5	5	5	3	4	4	4	2	3	4	4	4	4	4	4	4	4	
285	Turkey	2	1	2	2	2	1	4	4	3	4	3	4	4	5	5	4	4	3	5	5	3	4	4	4	4	4	2	3	3	3	2	4	4	4	4	4	4	4	4	3	
286	Malaysia	1	3	2	3	2	1	4	4	4	4	4	5	4	4	5	4	3	3	3	3	3	4	4	4	4	3	3	4	3	3	2	5	5	5	5	5	3	4	4	4	
287	Turkey	2	1	2	1	3	1	4	4	3	4	3	5	5	4	4	4	4	4	4	4	4	4	4	2	4	4	4	4	5	5	5	4	4	4	4	4	4	3	3	3	
288	Taiwan	1	2	1	1	2	2	4	5	3	4	3	4	4	4	4	4	3	4	3	3	4	4	4	4	4	3	4	4	5	5	3	4	5	5	5	5	5	4	4	4	
289	Turkey	1	4	1	2	2	3	4	3	4	4	4	5	5	4	2	4	4	2	5	5	2	4	2	4	4	3	3	5	4	4	1	3	5	4	4	4	4	5	5	5	
290	Turkey	2	4	2	2	2	1	5	5	5	5	5	4	3	2	3	2	5	5	5	5	5	4	4	4	4	4	3	3	4	4	3	3	3	3	4	4	4	3	2		
291	Turkey	2	3	1	2	2	1	2	2	2	2	4	1	1	2	1	1	3	3	3	3	3	2	4	2	2	3	3	4	4	3	2	3	4	3	3	3	2	2	2		
292	Taiwan	1	2	2	2	1	1	4	4	4	4	4	4	5	3	3	4	4	3	3	4	4	3	2	3	3	3	4	4	5	5	3	4	4	4	4	4	4	3	3	3	
293	Turkey	2	3	2	2	2	1	5	5	5	5	4	3	3	4	4	3	5	5	5	5	5	5	5	5	5	5	3	3	4	4	2	4	4	2	3	4	3	3	3		
294	Turkey	2	3	1	2	2	2	4	4	4	4	4	4	3	1	1	1	4	3	4	4	3	5	5	5	4	4	3	5	4	4	2	4	4	4	4	4	4	5	5	5	
295	Germany	2	1	1	2	2	2	4	4	3	4	3	5	5	5	4	4	3	4	3	3	4	4	4	1	5	4	3	5	4	2	2	4	5	5	5	5	5	5	5	5	
296	Malaysia	2	2	2	3	3	1	4	4	4	4	3	4	4	4	4	4	3	3	3	3	3	5	5	4	4	5	4	4	5	5	3	5	5	5	5	5	5	5	5	5	
297	Turkey	1	2	1	2	2	2	4	5	5	4	4	5	5	5	5	5	3	4	4	4	4	4	2	4	5	4	3	3	5	4	5	5	5	5	5	5	4	4	4	3	
298	Turkey	2	2	2	3	3	1	4	4	5	4	4	4	4	4	5	4	3	2	3	3	2	4	4	4	4	3	2	5	3	2	2	3	5	5	3	5	5	5	5		
299	Italy	2	2	1	1	2	2	4	4	3	4	3	4	4	3	4	4	4	4	4	4	4	4	4	5	5	4	3	4	4	4	3	4	4	4	4	4	4	4	4	3	
300	Turkey	2	2	2	2	2	1	4	5	5	5	4	4	3	3	4	3	3	2	2	3	2	5	5	5	4	5	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4
301	Japan	1	2	2	1	2	1	3	3	2	3	3	4	4	3	4	4	1	1	1	1	1	5	5	4	5	5	4	5	5	5	2	1	5	4	4	4	4	4	4	4	
302	Turkey	1	1	1	2	2	2	3	1	4	4	3	4	4	4	4	4	5	5	5	5	5	3	3	3	5	5	3	3	3	3	3	4	3	4	3	4	3	4	3	3	3
303	Turkey	1	3	2	1	2	1	3	4	3	3	3	3	3	4	4	2	1	1	2	3	3	5	5	5	5	4	3	5	4	4	2	3	5	4	3	4	4	4	4	4	4
304	France	1	3	2	2	2	1	5	4	5	5	4	4	4	4	3	4	5	5	5	5	5	3	3	3	4	4	3	3	4	4	2	3	3	4	3	4	4	4	4	4	4
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306	Russia	1	4	2	2	1	1	5	5	5	5	5	1	4	4	1	2	5	3	3	5	5	2	2	4	3	5	3	3	3	4	3	3	5	4	1	4	5	5	5	5	
307	Turkey	2	3	2	2	2	1	2	2	3	2	4	1	1	1	2	2	3	3	3	3	3	2	4	5	2	3	2	5	2	2	2	3	4	3	3	3	2	2	2	2	
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309	France	1	2	2	3	2	1	3	4	2	2	2	4	4	4	2	4	1	1	1	1	1	3	3	3	3	4	3	4	4	4	2	3	5	4	3	4	4	4	4	3	
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311	S.Korea	1	4	1	2	2	3	4	3	3	4	3	5	4	4	4	5	3	3	3	3	3	4	2	4	3	4	3	4	4	4	3	4	5	5	5	5	5	5	5	5	

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313	China	2	3	2	2	2	1	3	3	3	3	2	4	4	4	4	4	2	3	4	2	5	2	5	5	5	2	3	3	2	2	4	4	3	4	4	3	3	3	3			
314	Turkey	2	2	2	2	2	1	4	4	4	4	4	4	4	2	4	4	3	1	1	3	1	4	4	5	4	4	3	4	4	4	3	5	5	3	5	4	5	5	5			
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316	Turkey	2	2	2	2	2	1	4	4	3	4	3	4	4	4	4	4	2	2	4	2	4	4	4	4	4	4	4	5	5	3	4	4	4	4	4	4	2	3	2			
317	China	2	3	1	2	2	1	2	2	4	2	4	2	2	4	1	4	3	4	4	3	3	2	2	2	2	2	2	3	4	3	3	3	4	3	3	3	3	2	2	2		
318	Turkey	1	2	2	2	2	1	2	4	4	4	3	1	2	1	1	1	2	1	3	3	1	2	3	2	2	4	3	4	3	3	3	2	1	4	4	2	4	4	4			
319	India	2	1	1	2	2	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	4	5	5	4	4	5	5	4	3	4	4	4	4	5	4	4	3		
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321	England	2	4	1	2	2	2	4	3	3	4	3	4	4	4	4	4	3	3	4	3	4	5	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	3	3	3		
322	USA	1	2	1	1	2	2	3	4	5	3	3	3	3	1	2	2	4	2	2	4	2	5	5	5	5	5	3	5	3	4	3	4	4	4	3	4	4	3	4	3		
323	Turkey	2	1	2	2	2	1	4	4	4	4	3	3	3	4	4	4	3	3	4	4	5	5	5	5	5	4	4	5	5	3	4	4	4	4	4	4	4	4	3			
324	Turkey	1	1	2	2	2	1	5	5	5	5	5	5	5	5	5	5	3	3	5	5	4	4	3	4	4	3	4	4	4	2	3	4	1	4	4	4	4	4	4			
325	Turkey	2	2	1	1	1	2	4	3	4	5	4	5	5	3	4	4	3	3	3	4	4	4	2	3	4	4	4	5	5	5	2	5	5	4	4	5	5	5	5	5		
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327	Turkey	1	3	2	1	2	1	4	4	3	4	3	4	4	4	5	4	3	2	2	3	3	4	4	4	4	4	2	4	2	2	2	5	5	4	4	4	4	4	4	3		
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329	Turkey	1	1	2	1	2	1	3	4	3	3	3	4	4	3	3	3	1	1	1	1	1	5	5	4	5	5	4	5	5	5	2	2	4	4	4	4	4	4	4	4		
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331	Turkey	1	2	2	2	2	1	5	5	5	5	4	4	4	5	4	4	5	4	4	5	4	4	4	4	4	4	2	2	4	3	2	3	3	3	3	3	3	4	3	3	3	
332	Turkey	1	4	2	2	1	1	4	4	4	4	3	4	4	4	4	4	3	2	2	3	2	5	5	5	4	4	4	5	5	3	5	5	4	4	5	5	4	4	5	5	4	3
333	Taiwan	1	2	2	1	2	1	5	4	5	5	4	1	1	3	3	1	5	1	1	5	3	2	2	4	4	2	3	3	3	4	3	2	4	4	2	4	4	5	5	5		
334	Turkey	2	3	2	1	1	1	2	3	4	2	2	2	3	2	1	4	2	2	2	2	2	2	2	2	2	2	3	4	3	3	2	1	3	3	3	3	2	2	2	2		
335	Turkey	2	1	2	1	2	1	4	5	5	5	4	3	3	2	1	4	3	3	3	3	3	5	5	5	5	5	4	5	4	5	2	5	5	4	5	5	5	5	5	5		
336	Turkey	2	2	2	2	2	2	3	4	2	4	3	3	3	3	3	4	1	1	2	2	1	1	1	1	4	3	3	4	4	4	3	4	4	4	4	4	3	3	3	2		
337	Turkey	2	2	2	2	2	1	4	5	5	5	4	4	4	4	4	4	3	2	2	3	3	5	5	4	5	5	3	5	5	5	5	4	4	5	4	4	4	4	3	3		
338	Turkey	1	2	2	2	2	2	3	3	1	3	2	2	2	4	4	3	5	5	5	5	5	2	2	2	3	3	2	1	2	2	1	4	4	4	4	4	2	3	3	3		
339	Spain	1	4	2	2	2	1	4	4	4	4	4	4	4	2	4	3	4	2	2	4	3	5	5	3	3	5	4	5	4	5	3	2	4	5	4	4	5	5	5			
340	Turkey	1	4	1	2	2	2	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	4	3	4	4	5	3	5	4	4	2	3	2	4	4	4	4	4	4	4		

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342	China	2	1	2	2	2	1	4	4	4	4	4	4	4	3	4	4	3	3	4	3	4	5	4	4	4	4	5	4	4	3	4	4	4	4	4	4	4	4	4	3	3	
343	Turkey	2	2	2	2	2	1	3	4	4	4	3	3	2	4	4	5	1	1	1	1	1	5	5	5	5	4	4	5	5	5	1	2	4	4	4	4	4	4	4	4	4	
344	Turkey	2	2	1	2	2	2	4	5	4	4	4	4	4	4	4	4	2	4	4	2	3	3	4	3	4	3	5	2	3	2	4	4	4	4	4	4	4	4	4	4	4	
345	Brazil	2	2	2	2	2	1	4	4	5	4	4	4	4	4	4	4	3	4	4	3	4	4	5	5	4	3	4	4	2	2	4	4	4	4	4	4	5	5	5	5		
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347	Russia	2	2	2	1	2	1	3	3	2	3	2	3	4	4	3	3	5	5	5	5	5	5	5	5	5	5	5	3	4	4	4	2	4	3	4	4	3	4	4	4	4	
348	England	2	2	2	2	2	2	4	4	4	4	4	5	5	4	4	4	3	3	3	3	3	4	4	4	4	2	2	4	2	2	1	4	5	4	4	4	4	3	3	3	3	
349	China	1	1	2	2	2	1	4	4	4	4	4	3	3	3	2	3	3	3	3	3	3	5	5	5	5	5	5	5	5	5	5	4	4	4	4	5	4	5	4	4	4	
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358	Turkey	2	1	2	2	2	1	4	5	4	4	4	4	4	4	3	4	4	3	3	4	4	3	3	4	4	3	3	3	4	4	3	3	4	4	4	4	4	4	3	3	3	
359	Germany	1	4	2	3	2	1	3	4	4	3	3	5	5	4	5	5	1	1	1	1	1	1	4	4	2	4	4	3	4	3	3	2	1	5	4	4	4	4	4	4	4	
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361	Germany	1	1	2	3	2	1	4	4	4	4	4	4	4	4	3	5	4	2	4	4	2	3	2	4	3	3	3	4	4	4	3	3	4	4	4	4	4	4	3	3	3	
362	Turkey	1	2	2	3	2	1	4	4	3	4	3	4	4	5	3	5	3	3	3	3	3	5	5	3	3	5	4	5	4	5	3	5	5	5	5	5	5	5	5	5	5	
363	China	1	2	1	2	1	2	4	4	3	4	4	3	3	1	3	2	3	3	3	3	3	5	5	5	5	5	4	5	4	4	3	5	5	4	4	4	4	4	4	4	4	4
364	Turkey	2	1	1	2	2	2	5	5	5	5	5	4	4	3	3	4	5	1	1	5	5	3	5	4	3	3	3	4	4	4	3	2	4	3	5	3	2	2	1	1	1	
365	China	1	2	2	2	2	1	4	4	3	4	3	4	4	4	4	4	4	3	4	4	3	5	2	4	5	5	3	4	4	4	3	4	5	4	4	4	4	3	3	3	3	3
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367	Turkey	2	1	2	2	2	1	4	3	3	4	3	4	4	3	3	4	4	4	4	4	4	4	3	2	3	3	4	3	4	3	5	3	3	4	4	4	4	4	3	3	3	3
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369	Japan	2	1	1	2	2	2	4	4	3	4	3	4	4	1	4	4	3	4	3	3	4	5	5	5	4	5	4	4	5	4	5	4	5	5	5	5	5	5	5	5	2	2

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371	USA	2	1	1	2	2	2	4	4	4	4	4	4	2	3	4	4	3	3	4	4	3	2	3	3	4	4	4	5	5	4	3	4	4	4	4	4	4	4	3	3	3	
372	Turkey	2	3	2	2	2	1	3	4	3	2	2	5	5	4	3	4	5	5	5	5	5	4	4	2	1	4	4	5	4	5	2	3	4	4	4	4	3	4	4	4		
373	Turkey	2	2	1	2	2	2	4	4	3	4	3	4	4	4	4	4	3	4	4	3	3	5	4	3	3	3	4	4	3	3	4	4	4	4	4	4	4	4	2	3	3	
374	Turkey	2	2	2	2	3	1	5	4	4	5	4	5	5	4	4	4	5	4	5	5	4	4	4	3	2	4	3	3	5	4	3	2	2	4	4	4	4	4	4	4		
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376	Russia	1	1	2	1	2	1	2	3	4	4	3	1	1	2	1	1	2	2	2	2	2	2	2	4	4	2	2	2	2	2	2	2	3	4	3	2	3	2	2	2		
377	Turkey	1	3	1	2	2	3	5	5	5	5	4	2	1	1	4	2	5	5	5	5	5	2	2	2	1	4	4	5	5	5	3	4	3	4	3	3	4	3	2	2		
378	China	2	2	2	2	2	1	4	5	4	4	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	3	4	4	4	3	4	4	4	4	4	4	4	5	4	4	4	
379	Turkey	2	2	2	1	2	1	1	1	3	1	2	2	3	2	2	1	2	2	2	3	3	2	2	2	2	4	3	4	3	4	2	3	4	3	2	3	1	2	2	2		
380	S.Korea	1	3	2	3	2	1	4	4	4	4	4	4	4	4	4	3	3	5	5	3	4	4	4	4	5	3	4	4	4	4	4	4	4	5	4	4	4	4	3	3	3	
381	Turkey	2	2	2	2	2	1	4	4	3	4	3	5	5	4	4	4	3	3	4	4	4	4	2	4	4	4	3	5	3	3	2	4	5	5	5	5	5	5	5	5		
382	Turkey	1	1	2	3	2	1	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	5	4	5	5	5	3	4	2	4	4	4	4	4	4	5	4	1	1	1		
383	China	1	2	2	2	2	1	4	4	4	4	4	5	5	5	5	5	2	1	2	2	1	4	4	2	4	4	4	4	4	4	4	4	4	5	5	5	5	5	4	4	4	3
384	Germany	1	2	2	2	2	1	4	4	3	4	3	5	5	5	4	5	3	3	3	4	4	4	4	2	4	4	4	5	4	4	5	5	5	5	5	5	5	4	2	2		
385	Turkey	1	1	1	1	3	3	4	4	4	4	4	5	5	5	4	5	4	3	4	4	3	4	4	4	4	4	4	5	4	3	4	4	4	4	4	4	4	4	4	2	3	5

Annex B: Statistical Analysis

* Custom Tables.

CTABLES

```

/VLABELS VARIABLES=Nationality gender age marital education income
numberofvisit
  DISPLAY=LABEL
/TABLE Nationality [COUNT F40.0, SUBTABLEPCT.COUNT PCT40.1] + gender
[COUNT F40.0,
  SUBTABLEPCT.COUNT PCT40.1] + age [COUNT F40.0,
SUBTABLEPCT.COUNT PCT40.1] + marital [COUNT F40.0,
  SUBTABLEPCT.COUNT PCT40.1] + education [COUNT F40.0,
SUBTABLEPCT.COUNT PCT40.1] + income [COUNT
  F40.0, SUBTABLEPCT.COUNT PCT40.1] + numberofvisit [COUNT F40.0,
SUBTABLEPCT.COUNT PCT40.1]
/CATEGORIES VARIABLES=Nationality ORDER=A KEY=VALUE
EMPTY=EXCLUDE
/CATEGORIES VARIABLES=gender age marital education income numberofvisit
ORDER=A KEY=VALUE
  EMPTY=INCLUDE
/CRITERIA CILEVEL=95.

```

Custom Tables

		Notes
Output Created		10-FEB-2023 21:44:15
Comments		
Input	Data	D:\data.sav
	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	385

Syntax

```

CTABLES
/VLABELS
VARIABLES=National
ity gender age marital
education income
numberofvisit
  DISPLAY=LABEL
/TABLE Nationality
[COUNT F40.0,
SUBTABLEPCT.COU
NT PCT40.1] + gender
[COUNT F40.0,

SUBTABLEPCT.COU
NT PCT40.1] + age
[COUNT F40.0,
SUBTABLEPCT.COU
NT PCT40.1] + marital
[COUNT F40.0,

SUBTABLEPCT.COU
NT PCT40.1] +
education [COUNT
F40.0,
SUBTABLEPCT.COU
NT PCT40.1] + income
[COUNT
F40.0,
SUBTABLEPCT.COU
NT PCT40.1] +
numberofvisit [COUNT
F40.0,
SUBTABLEPCT.COU
NT PCT40.1]
/CATEGORIES
VARIABLES=National
ity ORDER=A
KEY=VALUE
EMPTY=EXCLUDE
/CATEGORIES
VARIABLES=gender
age marital education
income numberofvisit
ORDER=A
KEY=VALUE
  EMPTY=INCLUDE
/CRITERIA
CILEVEL=95.

```

Resources	Processor Time	00:00:00,05
	Elapsed Time	00:00:00,05

[DataSet3] D:\data.sav

		Count	Subtable N %
Nationality	Turkey	204	53,0%
	China	47	12,2%
	Germany	25	6,5%
	Taiwan	17	4,4%
	S.Korea	14	3,6%
	Spain	11	2,9%
	France	9	2,3%
	Russia	8	2,1%
	Malaysia	7	1,8%
	Brazil	6	1,6%
	India	6	1,6%
	Italy	6	1,6%
	Thailand	6	1,6%
	England	5	1,3%
	Japan	5	1,3%
	USA	5	1,3%
	Poland	4	1,0%
gender	Female	162	42,1%
	Male	223	57,9%
age	Below 30	107	27,8%
	30-39	166	43,1%
	40-49	66	17,1%
	50-59	46	11,9%
marital	Single	122	31,7%
	Married	263	68,3%
education	High school	70	18,2%
	University	273	70,9%
	Postgraduate	42	10,9%
income	Low	44	11,4%
	Moderate	304	79,0%
	High	37	9,6%
numberofvisi t	One	267	69,4%
	Two	104	27,0%
	Three or more	14	3,6%

FACTOR

/VARIABLES tangibles1 tangibles2 tangibles3 tangibles4 tangibles5 reliability1
reliability2
reliability3 reliability4 reliability5 responsiveness1 responsiveness2 responsiveness3
responsiveness4 responsiveness5 assurance1 assurance2 assurance3 assurance4

```

assurance5 emphaty1
  emphaty2 emphaty3 emphaty4 emphaty5
/MISSING LISTWISE
/ANALYSIS tangibles1 tangibles2 tangibles3 tangibles4 tangibles5 reliability1
reliability2
  reliability3 reliability4 reliability5 responsiveness1 responsiveness2 responsiveness3
  responsiveness4 responsiveness5 assurance1 assurance2 assurance3 assurance4
assurance5 emphaty1
  emphaty2 emphaty3 emphaty4 emphaty5
/PRINT INITIAL KMO EXTRACTION ROTATION
/FORMAT BLANK(.50)
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/CRITERIA ITERATE(25)
/ROTATION VARIMAX
/METHOD=CORRELATION.

```

Factor Analysis

Notes		
Output Created		10-FEB-2023 22:05:22
Comments		
Input	Data	D:\data.sav
	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	385
Missing Value Handling	Definition of Missing	MISSING=EXCLUDE: User-defined missing values are treated as missing.
	Cases Used	LISTWISE: Statistics are based on cases with no missing values for any variable used.

```
FACTOR
/VARIABLES
tangibles1 tangibles2
tangibles3 tangibles4
tangibles5 reliability1
reliability2
    reliability3
reliability4 reliability5
responsiveness1
responsiveness2
responsiveness3
    responsiveness4
responsiveness5
assurance1 assurance2
assurance3 assurance4
assurance5 emphaty1
    emphaty2 emphaty3
emphaty4 emphaty5
/MISSING LISTWISE
/ANALYSIS
tangibles1 tangibles2
tangibles3 tangibles4
tangibles5 reliability1
reliability2
    reliability3
reliability4 reliability5
responsiveness1
responsiveness2
responsiveness3
    responsiveness4
responsiveness5
assurance1 assurance2
assurance3 assurance4
assurance5 emphaty1
    emphaty2 emphaty3
emphaty4 emphaty5
/PRINT INITIAL
KMO EXTRACTION
ROTATION
/FORMAT
BLANK(.50)
/CRITERIA
MINEIGEN(1)
ITERATE(25)
/EXTRACTION PC
/CRITERIA
ITERATE(25)
/ROTATION
VARIMAX
```

		/METHOD=CORRELATION.
Resources	Processor Time	00:00:00,05
	Elapsed Time	00:00:00,09
	Maximum Memory Required	74020 (72,285K) bytes

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,755
Bartlett's Test of Sphericity	Approx. Chi-Square	7249,959
	df	300
	Sig.	,000

Communalities

	Initial	Extraction
tangibles1	1,000	,791
tangibles2	1,000	,650
tangibles3	1,000	,560
tangibles4	1,000	,748
tangibles5	1,000	,668
reliability1	1,000	,819
reliability2	1,000	,739
reliability3	1,000	,554
reliability4	1,000	,595
reliability5	1,000	,682
responsiveness1	1,000	,772
responsiveness2	1,000	,813
responsiveness3	1,000	,761
responsiveness4	1,000	,776
responsiveness5	1,000	,777
assurance1	1,000	,916
assurance2	1,000	,662
assurance3	1,000	,674
assurance4	1,000	,613
assurance5	1,000	,531
emphaty1	1,000	,894
emphaty2	1,000	,544
emphaty3	1,000	,753

emphaty4	1,000	,770
emphaty5	1,000	,524

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings					
	Total	% of Variance	Cumulative %	Total	% of Variance				
1	6,734	26,937	26,937	6,734	26,937				
2	4,046	16,184	43,121	4,046	16,184				
3	2,515	10,059	53,180	2,515	10,059				
4	2,446	9,784	62,964	2,446	9,784				
5	1,844	7,378	70,341	1,844	7,378				
6	,787	3,147	73,489						
7	,724	2,896	76,384						
8	,672	2,690	79,074						
9	,621	2,486	81,560						
10	,584	2,335	83,895						
11	,526	2,103	85,998						
12	,465	1,859	87,858						
13	,433	1,731	89,589						
14	,382	1,529	91,118						
15	,360	1,441	92,559						
16	,338	1,351	93,911						
17	,315	1,262	95,173						
18	,272	1,090	96,262						
19	,220	,882	97,144						
20	,206	,824	97,968						
21	,156	,624	98,592						
22	,134	,536	99,127						
23	,123	,491	99,618						
24	,068	,270	99,889						
25	,028	,111	100,000						

Component Matrix^a

	Component				
	1	2	3	4	5
tangibles1	,818				
tangibles2	,593				
tangibles3					,506
tangibles4	,656				
tangibles5					,581
reliability1	,620				
reliability2	,578				
reliability3					
reliability4			-,510		
reliability5					
responsiveness1	,574	-,644			
responsiveness2	,510	-,542			
responsiveness3		-,572			
responsiveness4	,567	-,641			
responsiveness5	,523	-,539			
assurance1	,703				
assurance2				-,608	
assurance3				-,647	
assurance4	,512			-,519	
assurance5					
emphaty1			,630		
emphaty2					
emphaty3			,546		
emphaty4	,571		,518		
emphaty5			,539		

Extraction Method: Principal Component Analysis.^a

a. 5 components extracted.

Rotated Component Matrix^a

	Component				
	1	2	3	4	5
tangibles1					,664
tangibles2					,758
tangibles3					,737
tangibles4					,792

tangibles5					,803
reliability1				,846	
reliability2				,809	
reliability3				,738	
reliability4				,762	
reliability5				,813	
responsiveness1	,781				
responsiveness2	,895				
responsiveness3	,866				
responsiveness4	,807				
responsiveness5	,870				
assurance1			,874		
assurance2			,806		
assurance3			,806		
assurance4			,759		
assurance5			,696		
emphaty1		,936			
emphaty2		,699			
emphaty3		,849			
emphaty4		,835			
emphaty5		,721			

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 5 iterations.

Component Transformation Matrix

Component	1	2	3	4	5
1	,473	,399	,473	,425	,461
2	-,645	,474	,273	,377	-,377
3	,075	,748	-,184	-,632	,046
4	,231	,238	-,773	,524	-,133
5	-,548	-,011	-,265	,057	,791

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

FACTOR

/VARIABLES satisfaction1 satisfaction2 satisfaction3 satisfaction4 satisfaction5
revisit1

revisit2 revisit3

/MISSING LISTWISE

/ANALYSIS satisfaction1 satisfaction2 satisfaction3 satisfaction4 satisfaction5
revisit1 revisit2

revisit3

/PRINT INITIAL KMO EXTRACTION ROTATION

/FORMAT BLANK(.50)

```

/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/CRITERIA ITERATE(25)
/ROTATION VARIMAX
/METHOD=CORRELATION.

```

Factor Analysis

		Notes
Output Created		10-FEB-2023 23:09:56
Comments		
Input	Data	D:\data.sav
	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	385
Missing Value Handling	Definition of Missing	MISSING=EXCLUDE: User-defined missing values are treated as missing.
	Cases Used	LISTWISE: Statistics are based on cases with no missing values for any variable used.

Syntax		FACTOR /VARIABLES satisfaction1 satisfaction2 satisfaction3 satisfaction4 satisfaction5 revisit1 revisit2 revisit3 /MISSING LISTWISE /ANALYSIS satisfaction1 satisfaction2 satisfaction3 satisfaction4 satisfaction5 revisit1 revisit2 revisit3 /PRINT INITIAL KMO EXTRACTION ROTATION /FORMAT BLANK(.50) /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PC /CRITERIA ITERATE(25) /ROTATION VARIMAX /METHOD=CORRELATION.
Resources	Processor Time	00:00:00,06
	Elapsed Time	00:00:00,08
	Maximum Memory Required	9080 (8,867K) bytes

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,811
Bartlett's Test of Sphericity	Approx. Chi-Square	1695,457
	df	28
	Sig.	,000

Communalities

Initial	Extraction
	n

satisfaction1	1,000	,470
satisfaction2	1,000	,557
satisfaction3	1,000	,479
satisfaction4	1,000	,639
satisfaction5	1,000	,529
revisit1	1,000	,871
revisit2	1,000	,929
revisit3	1,000	,878

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings					
	Total	% of Variance	Cumulative %	Total	% of Variance				
1	3,819	47,742	47,742	3,819	47,742				
2	1,532	19,150	66,892	1,532	19,150				
3	,758	9,474	76,366						
4	,670	8,372	84,738						
5	,483	6,033	90,771						
6	,444	5,553	96,324						
7	,205	2,566	98,890						
8	,089	1,110	100,000						

Component Matrix^a

	Component	
	1	2
satisfaction1	,505	
satisfaction2	,655	
satisfaction3	,577	
satisfaction4	,547	,583
satisfaction5	,699	
revisit1	,840	
revisit2	,833	
revisit3	,785	-,512

Extraction Method: Principal Component Analysis.^a

a. 2 components extracted.

Rotated Component Matrix^a

	Component	
	1	2
satisfaction1		,681
satisfaction2		,700
satisfaction3		,667
satisfaction4		,799
satisfaction5		,610
revisit1	,901	
revisit2	,946	
revisit3	,928	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 3 iterations.

Component Transformation Matrix

Component	1	2
1	,754	,657
2	-,657	,754

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

RELIABILITY

```

/VARIABLES=tangibles1 tangibles2 tangibles3 tangibles4 tangibles5 reliability1
reliability2
reliability3 reliability4 reliability5 responsiveness1 responsiveness2 responsiveness3
responsiveness4 responsiveness5 assurance1 assurance2 assurance3 assurance4
assurance5 emphaty1
emphaty2 emphaty3 emphaty4 emphaty5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

Reliability

Notes

Output Created

11-FEB-2023 00:10:05

Comments		
Input	Data	D:\data.sav
	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	385
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax	RELIABILITY /VARIABLES=tangible s1 tangibles2 tangibles3 tangibles4 tangibles5 reliability1 reliability2 reliability3 reliability4 reliability5 responsiveness1 responsiveness2 responsiveness3 responsiveness4 responsiveness5 assurance1 assurance2 assurance3 assurance4 assurance5 emphaty1 emphaty2 emphaty3 emphaty4 emphaty5 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.	
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,03

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	385	100,0
	Excluded ^a	0	,0
	Total	385	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,876	25

RELIABILITY

```

/VARIABLES=tangibles1 tangibles2 tangibles3 tangibles4 tangibles5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

Reliability

Notes		
Output Created		11-FEB-2023 00:10:24
Comments		
Input	Data	D:\data.sav
	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	385
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=tangibles1 tangibles2 tangibles3 tangibles4 tangibles5 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	385	100,0
	Excluded ^a	0	,0
	Total	385	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,852	5

RELIABILITY

```

/VARIABLES=reliability1 reliability2 reliability3 reliability4 reliability5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
    
```

Reliability

Notes

Output Created	11-FEB-2023 00:14:35	
Comments		
Input	Data	D:\data.sav
	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	385
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.

Cases Used		Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=reliability1 reliability2 reliability3 reliability4 reliability5 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	385	100,0
	Excluded ^a	0	,0
	Total	385	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,870	5

RELIABILITY

/VARIABLES=responsiveness1 responsiveness2 responsiveness3 responsiveness4 responsiveness5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

Reliability

Notes

Output Created		11-FEB-2023 00:14:52
Comments		
Input	Data	D:\data.sav
	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	385
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=responsiveness1 responsiveness2 responsiveness3 responsiveness4 responsiveness5 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,03

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	385	100,0
	Excluded ^a	0	,0
	Total	385	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,919	5

RELIABILITY

```

/VARIABLES=assurance1 assurance2 assurance3 assurance4 assurance5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

Reliability

		Notes
Output Created		11-FEB-2023 00:15:06
Comments		
Input	Data	D:\data.sav
	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	385
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=assuranc ce1 assurance2 assurance3 assurance4 assurance5 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,03

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	385	100,0
	Excluded ^a	0	,0
	Total	385	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,869	5

RELIABILITY

```
/VARIABLES=emphaty1 emphaty2 emphaty3 emphaty4 emphaty5  
/SCALE('ALL VARIABLES') ALL  
/MODEL=ALPHA.
```

Reliability

Notes

Output Created	11-FEB-2023 00:15:23	
Comments		
Input	Data	D:\data.sav
	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	385
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.

Syntax		RELIABILITY /VARIABLES=emphat y1 emphaty2 emphaty3 emphaty4 emphaty5 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,06

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	385	100,0
	Excluded ^a	0	,0
	Total	385	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,875	5

RELIABILITY

/VARIABLES=satisfaction1 satisfaction2 satisfaction3 satisfaction4 satisfaction5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

Reliability

Notes

Output Created	11-FEB-2023 00:15:44
Comments	
Input	Data D:\data.sav

	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	385
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=satisfaction1 satisfaction2 satisfaction3 satisfaction4 satisfaction5 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	385	100,0
	Excluded ^a	0	,0
	Total	385	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,761	5

RELIABILITY

```

/VARIABLES=revisit1 revisit2 revisit3
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

Reliability

Notes		
Output Created		11-FEB-2023 00:15:59
Comments		
Input	Data	D:\data.sav
	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	385
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=revisit1 revisit2 revisit3 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,03

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	385	100,0
	Excluded ^a	0	,0

Total	385	100,0
-------	-----	-------

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

Reliability Statistics

Cronbach's Alpha	N of Items
,943	3

DESCRIPTIVES VARIABLES=QUALITY tangibles reliability responsiveness assurance emphaty SATISFACTION REVISIT
/STATISTICS=KURTOSIS SKEWNESS.

Descriptives

Notes		
Output Created		11-FEB-2023 00:36:10
Comments		
Input	Data	D:\data.sav
	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	385
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	All non-missing data are used.
Syntax		DESCRIPTIVES VARIABLES=QUALITY tangibles reliability responsiveness assurance emphaty SATISFACTION REVISIT /STATISTICS=KURTOSIS SKEWNESS.
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,02

Descriptive Statistics

	N	Skewness		Kurtosis	
		Statistic	Std. Error	Statistic	Std. Error
QUALITY	385	-1,078	,124	,481	,248
tangibles	385	-,141	,124	-,176	,248
reliability	385	-,756	,124	,075	,248
responsiveness	385	-,310	,124	-,388	,248
assurance	385	-,443	,124	-,537	,248
emphaty	385	-,646	,124	,810	,248
SATISFACTIO	385	-,151	,124	-,109	,248
N					
REVISIT	385	-,374	,124	-,421	,248
Valid N (listwise)	385				

DESCRIPTIVES VARIABLES=QUALITY tangibles reliability responsiveness
assurance emphaty SATISFACTION
REVISIT
/STATISTICS=MEAN STDDEV MIN MAX.

Descriptives

Notes		
Output Created		11-FEB-2023 20:39:21
Comments		
Input	Data	D:\data.sav
	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	All non-missing data are used.

Syntax		DESCRIPTIVES VARIABLES=QUALITY tangibles reliability responsiveness assurance emphaty SATISFACTION REVISIT /STATISTICS=MEAN STDDEV MIN MAX.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
QUALITY	385	1,920000000 000000	4,480000000 000001	3,54	,53
tangibles	385	1,600000000 000000	5,000000000 000000	3,65	,66
reliability	385	1,000000000 000000	5,000000000 000000	3,57	,92
responsiveness	385	1,000000000 000000	5,000000000 000000	3,20	1,04
assurance	385	1,200000000 000000	5,000000000 000000	3,74	,90
emphaty	385	1,000000000 000000	5,000000000 000000	3,53	,78
SATISFACTIO N	385	2,200000000 000000	5,000000000 000000	3,88	,59
REVISIT	385	1,000000000 000000	5,000000000 000000	3,45	1,04
Valid N (listwise)	385				

CORRELATIONS

/VARIABLES=SATISFACTION REVISIT QUALITY tangibles reliability
responsiveness assurance emphaty
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

Correlations

Notes

Output Created	11-FEB-2023 21:10:19
----------------	----------------------

Comments		
Input	Data	D:\data.sav
	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	385
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax	CORRELATIONS /VARIABLES=SATISF ACTION REVISIT QUALITY tangibles reliability responsiveness assurance empathy /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE .	
Resources	Processor Time	00:00:00,06
	Elapsed Time	00:00:00,06

Correlations

		SATISF ACTIO N	REV ISIT	QUA LIT Y	tangi bles				
SATISF ACTION	Pearson Correlation	1	,437*	,633*	,276*				
	Sig. (2- tailed)		,000	,000	,000				
	N	385	385	385	385				
REVISIT	Pearson Correlation	,437**	1	,411*	,217*				
	Sig. (2- tailed)	,000		,000	,000				
	N	385	385	385	385				
QUALIT Y	Pearson Correlation	,633**	,411*	1	,659*				

	Sig. (2-tailed)	,000	,000		,000				
	N	385	385	385	385				
tangibles	Pearson Correlation	,276**	,217*	,659*	1				
	Sig. (2-tailed)	,000	,000	,000					
	N	385	385	385	385				
reliability	Pearson Correlation	,498**	,304*	,610*	,201*				
	Sig. (2-tailed)	,000	,000	,000	,000				
	N	385	385	385	385				
responsiveness	Pearson Correlation	,173**	,147*	,615*	,467*				
	Sig. (2-tailed)	,001	,004	,000	,000				
	N	385	385	385	385				
assurance	Pearson Correlation	,518**	,296*	,640*	,288*				
	Sig. (2-tailed)	,000	,000	,000	,000				
	N	385	385	385	385				
emphaty	Pearson Correlation	,499**	,317*	,553*	,188*				
	Sig. (2-tailed)	,000	,000	,000	,000				
	N	385	385	385	385				

REGRESSION

```

/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT SATISFACTION
/METHOD=ENTER QUALITY.

```

Regression

Notes

Output Created		11-FEB-2023 21:38:58
Comments		
Input	Data	D:\data.sav
	Active Dataset	DataSet3

	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	385
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT SATISFACTION /METHOD=ENTER QUALITY.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,05
	Memory Required	2276 bytes
	Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	QUALITY ^b	.	Enter

a. Dependent Variable: SATISFACTION

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,633 ^a	,400	,399	,4589683326 86233

a. Predictors: (Constant), QUALITY

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53,871	1	53,871	255,736	,000 ^b
	Residual	80,680	383	,211		
	Total	134,551	384			

a. Dependent Variable: SATISFACTION

b. Predictors: (Constant), QUALITY

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,370	,159		8,641	,000
	QUALITY	,709	,044	,633	15,992	,000

a. Dependent Variable: SATISFACTION

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT SATISFACTION

/METHOD=ENTER tangibles reliability responsiveness assurance empathy.

Regression

Output Created	11-FEB-2023 21:55:09	
Comments		
Input	Data	D:\data.sav
	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	385
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.

Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT SATISFACTION /METHOD=ENTER tangibles reliability responsiveness assurance empathy.
Resources	Processor Time	00:00:00,06
	Elapsed Time	00:00:00,09
	Memory Required	3508 bytes
	Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	emphaty, responsiveness, reliability, assurance, tangibles ^b	.	Enter

a. Dependent Variable: SATISFACTION

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,709 ^a	,502	,496	,4203303136 47945

a. Predictors: (Constant), emphaty, responsiveness, reliability, assurance, tangibles

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	67,590	5	13,518	76,513	,000 ^b
	Residual	66,961	379	,177		
	Total	134,551	384			

a. Dependent Variable: SATISFACTION

b. Predictors: (Constant), emphaty, responsiveness, reliability, assurance, tangibles

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,285	,153		8,380	,000
	tangibles	,028	,038	,032	,740	,460
	reliability	,201	,025	,311	8,033	,000
	responsiveness	,033	,023	,059	1,439	,151
	assurance	,217	,026	,329	8,310	,000
	emphaty	,241	,030	,316	8,160	,000

a. Dependent Variable: SATISFACTION

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT REVISIT

/METHOD=ENTER QUALITY.

Regression

Notes		
Output Created		11-FEB-2023 22:05:32
Comments		
Input	Data	D:\data.sav
	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	385
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.

Syntax	REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT REVISIT /METHOD=ENTER QUALITY.	
Resources	Processor Time	00:00:00,08
	Elapsed Time	00:00:00,08
	Memory Required	2276 bytes
	Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	QUALITY ^b	.	Enter

- a. Dependent Variable: REVISIT
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,411 ^a	,169	,167	,9460564918 25589

- a. Predictors: (Constant), QUALITY

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69,772	1	69,772	77,955	,000 ^b
	Residual	342,794	383	,895		
	Total	412,566	384			

- a. Dependent Variable: REVISIT
b. Predictors: (Constant), QUALITY

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,600	,327		1,836	,067
	QUALITY	,807	,091	,411	8,829	,000

a. Dependent Variable: REVISIT

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT REVISIT

/METHOD=ENTER tangibles reliability responsiveness assurance empathy.

Regression

Notes

Output Created	11-FEB-2023 22:07:30	
Comments		
Input	Data	D:\data.sav
	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	385
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.

Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT REVISIT /METHOD=ENTER tangibles reliability responsiveness assurance empathy.
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,11
	Memory Required	3508 bytes
	Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	emphaty, responsiveness, reliability, assurance, tangibles ^b	.	Enter

- a. Dependent Variable: REVISIT
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,439 ^a	,193	,182	,9374592301 24173

- a. Predictors: (Constant), emphaty, responsiveness, reliability, assurance, tangibles

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79,489	5	15,898	18,090	,000 ^b
	Residual	333,076	379	,879		

Total	412,566	384			
-------	---------	-----	--	--	--

a. Dependent Variable: REVISIT

b. Predictors: (Constant), empathy, responsiveness, reliability, assurance, tangibles

Model		Coefficients ^a				Sig.
		Unstandardized Coefficients		Standardized Coefficients	t	
		B	Std. Error	Beta		
1	(Constant)	,464	,342		1,357	,176
	tangibles	,104	,085	,066	1,215	,225
	reliability	,209	,056	,185	3,742	,000
	responsiveness	,060	,052	,060	1,155	,249
	assurance	,186	,058	,161	3,184	,002
	emphaty	,277	,066	,207	4,208	,000

a. Dependent Variable: REVISIT

T-TEST GROUPS=gender(1 2)

/MISSING=ANALYSIS

/VARIABLES=QUALITY tangibles reliability responsiveness assurance emphaty

SATISFACTION REVISIT

/CRITERIA=CI(.95).

T-Test

Notes

Output Created	12-FEB-2023 02:06:31	
Comments		
Input	Data	D:\data.sav
	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	385
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.

Cases Used	Statistics for each analysis are based on the cases with no missing or out-of-range data for any variable in the analysis.
Syntax	T-TEST GROUPS=gender(1 2) /MISSING=ANALYSIS /VARIABLES=QUALITY tangibles reliability responsiveness assurance emphaty SATISFACTION REVISIT /CRITERIA=CI(.95).
Resources	Processor Time Elapsed Time
	00:00:00,03 00:00:00,14

Group Statistics

	gender	N	Mean	Std. Deviation	Std. Error Mean
QUALITY	Female	162	3,58	,49	,038886579863119
	Male	223	3,51	,55	,036833344544682
tangibles	Female	162	3,70	,66	,051813131627949
	Male	223	3,61	,67	,044560740256177
reliability	Female	162	3,62	,92	,072142400133053
	Male	223	3,53	,91	,061145559938612
responsiveness	Female	162	3,31	1,03	,080925914081569
	Male	223	3,12	1,05	,070283329449113
assurance	Female	162	3,80	,86	,067761880270248
	Male	223	3,70	,92	,061622312067753
emphaty	Female	162	3,48	,77	,060404168866540

	Male	223	3,57	,78	,05220857831 2207
SATISFACTIO N	Female	162	3,92	,61	,04800282434 2437
	Male	223	3,85	,58	,03864001674 9560
REVISIT	Female	162	3,48	1,02	,07976769962 2429
	Male	223	3,44	1,05	,07056173129 9052

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df					
QUALITY	Equal variances assumed	3,995	,046	1,40 3	383					
	Equal variances not assumed			1,42 7	365, 894					
tangibles	Equal variances assumed	,097	,755	1,34 8	383					
	Equal variances not assumed			1,35 0	348, 842					
reliability	Equal variances assumed	,199	,656	,955	383					
	Equal variances not assumed			,955	345, 933					
responsiveness	Equal variances assumed	,338	,562	1,75 0	383					
	Equal variances not assumed			1,75 5	350, 753					
assurance	Equal variances assumed	1,613	,205	1,06 6	383					
	Equal variances not assumed			1,07 7	359, 228					

emphat y	Equal variances assumed	,035	,851	- 1,08 9	383					
	Equal variances not assumed			- 1,09 1	349, 818					
SATIS FACTI ON	Equal variances assumed	,808	,369	1,23 8	383					
	Equal variances not assumed			1,22 7	335, 179					
REVISI T	Equal variances assumed	,740	,390	,335	383					
	Equal variances not assumed			,337	354, 242					

ONEWAY QUALITY tangibles reliability responsiveness assurance emphaty
 SATISFACTION REVISIT BY age
 /STATISTICS DESCRIPTIVES
 /MISSING ANALYSIS.

Oneway

Notes

Output Created	12-FEB-2023 02:16:52	
Comments		
Input	Data	D:\data.sav
	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	385
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on cases with no missing data for any variable in the analysis.

Syntax	ONEWAY QUALITY tangibles reliability responsiveness assurance empathy SATISFACTION REVISIT BY age /STATISTICS DESCRIPTIVES /MISSING ANALYSIS.
Resources	Processor Time 00:00:00,03 Elapsed Time 00:00:00,09

		Descriptives							
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean			
						Lower Bound	Upper Bound		
QUALITY	Below 30	107	3,52934 579439 2522	,576353 650323 810	,055718 210436 269	3,41887 902295 1126	3,63981 256583 3919		
	30-39	166	3,55445 783132 5301	,510902 358012 906	,039653 713375 632	3,47616 373023 3866	3,63275 193241 6736		
	40-49	66	3,46909 090909 0910	,540565 878068 038	,066539 059903 947	3,33620 323016 7997	3,60197 858801 3823		
	50-59	46	3,59304 347826 0870	,456405 616701 330	,067293 336926 526	3,45750 774030 8075	3,72857 921621 3666		
	Total	385	3,53745 454545 4545	,528246 671030 254	,026921 943227 684	3,48452 167169 3909	3,59038 741921 5181		
	tangibles	Below 30	107	3,67663 551401 8694	,602288 002200 592	,058225 378864 173	3,56119 803731 7352	3,79207 299072 0036	
30-39		166	3,67228 915662 6509	,663930 126482 754	,051530 971670 186	3,57054 405479 7918	3,77403 425845 5100		
40-49		66	3,59090 909090 9092	,739589 755873 489	,091037 205763 508	3,40909 523620 4741	3,77272 294561 3443		
50-59		46	3,57391 304347 8262	,694881 215303 481	,102454 645679 637	3,36755 879440 8350	3,78026 729254 8173		
Total		385	3,64779 220779 2210	,663640 181154 886	,033822 235445 074	3,58129 224885 6273	3,71429 216672 8147		

reliability	Belo w 30	107	3,60186 915887 8505	,873291 464929 720	,084424 272471 970	3,43448 982744 9070	3,76924 849030 7940		
	30-39	166	3,55542 168674 6987	,919651 187109 046	,071378 775234 114	3,41448 817590 4675	3,69635 519758 9298		
	40-49	66	3,39696 969696 9699	1,03328 746420 4896	,127188 894579 234	3,14295 593407 9084	3,65098 345986 0313		
	50-59	46	3,76521 739130 4349	,788026 336645 151	,116188 144576 539	3,53120 245556 5002	3,99923 232704 3696		
	Total	385	3,56623 376623 3766	,915151 739127 291	,046640 451358 548	3,47453 113158 2847	3,65793 640088 4685		
	responsiv eness	Belo w 30	107	3,14392 523364 4860	,988917 606321 733	,095602 273469 091	2,95438 442804 6525	3,33346 603924 3195	
30-39		166	3,16024 096385 5421	1,07674 478662 4906	,083571 603219 047	2,99523 337707 9795	3,32524 855063 1047		
40-49		66	3,36969 696969 6969	1,02955 848594 9524	,126729 889085 951	3,11659 990407 7151	3,62279 403531 6788		
50-59		46	3,21739 130434 7826	1,07812 684222 3449	,158961 130600 527	2,89722 715250 5024	3,53755 545619 0629		
Total		385	3,19844 155844 1558	1,04417 913450 4739	,053216 296325 811	3,09380 975413 2348	3,30307 336275 0769		
assurance		Belo w 30	107	3,75514 018691 5889	,921568 970264 669	,089091 435072 709	3,57850 775169 4016	3,93177 262213 7762	
	30-39	166	3,79759 036144 5785	,906003 666273 197	,070319 522186 981	3,65874 828815 3547	3,93643 243473 8022		
	40-49	66	3,53030 303030 3030	,912472 498547 798	,112317 600323 885	3,30598 929291 6619	3,75461 676768 9440		
	50-59	46	3,82173 913043 4782	,749789 020244 513	,110550 359848 315	3,59907 927602 2330	4,04439 898484 7235		
	Total	385	3,74285 714285 7144	,896554 250343 795	,045692 635565 918	3,65301 806661 5635	3,83269 621909 8652		
	emphaty	Belo w 30	107	3,46915 887850 4672	,935304 532683 932	,090419 302011 536	3,28989 381792 5893	3,64842 393908 3451	

	30-39	166	3,58674 698795 1808	,722666 960360 672	,056089 834119 453	3,47600 066008 2071	3,69749 331582 1545		
	40-49	66	3,45757 575757 5757	,676429 678205 436	,083262 737632 977	3,29128 858789 2473	3,62386 292725 9042		
	50-59	46	3,58695 652173 9130	,679087 196381 919	,100125 944634 295	3,38529 251733 6332	3,78862 052614 1928		
	Total	385	3,53194 805194 8052	,775297 387433 390	,039512 813603 436	3,45425 950039 3295	3,60963 660350 2809		
SATISF ACTION	Belo w 30	107	3,85607 476635 5142	,616009 306792 819	,059551 867446 834	3,73800 739702 2053	3,97414 213568 8232		
	30-39	166	3,90361 445783 1327	,563419 383737 835	,043729 825088 126	3,81727 229578 1392	3,98995 661988 1262		
	40-49	66	3,84545 454545 4544	,674635 358644 110	,083041 872162 880	3,67960 847457 4245	4,01130 061633 4843		
	50-59	46	3,88695 652173 9131	,519233 921016 626	,076556 865016 669	3,73276 308046 6990	4,04114 996301 1273		
	Total	385	3,87844 155844 1559	,591940 367155 678	,030168 074561 945	3,81912 626797 8174	3,93775 684890 4945		
REVISIT	Belo w 30	107	3,35514 018691 5887	1,12831 949401 8213	,109078 762616 895	3,13888 093083 4911	3,57139 944299 6864		
	30-39	166	3,45180 722891 5661	,977879 971868 618	,075898 205424 352	3,30195 034888 3729	3,60166 410894 7594		
	40-49	66	3,41919 191919 1920	1,11295 495805 9282	,136995 285180 358	3,14559 344188 7306	3,69279 039649 6533		
	50-59	46	3,74637 681159 4203	,872586 003709 721	,128655 787300 346	3,48725 075439 3484	4,00550 286879 4921		
	Total	385	3,45454 545454 5454	1,03652 772786 8257	,052826 344535 528	3,35068 035822 2856	3,55841 055086 8053		

ANOVA

		Sum of Squares	df	Mean Square	F	
QUALITY	Between Groups	,506	3	,169	,602	

	Within Groups	106,647	381	,280		
	Total	107,153	384			
tangibles	Between Groups	,653	3	,218	,492	
	Within Groups	168,467	381	,442		
	Total	169,121	384			
reliability	Between Groups	3,868	3	1,289	1,546	
	Within Groups	317,733	381	,834		
	Total	321,601	384			
responsiveness	Between Groups	2,512	3	,837	,767	
	Within Groups	416,167	381	1,092		
	Total	418,679	384			
assurance	Between Groups	3,781	3	1,260	1,575	
	Within Groups	304,881	381	,800		
	Total	308,663	384			
emphaty	Between Groups	1,425	3	,475	,789	
	Within Groups	229,392	381	,602		
	Total	230,817	384			
SATISFACT ION	Between Groups	,234	3	,078	,221	
	Within Groups	134,317	381	,353		
	Total	134,551	384			
REVISIT	Between Groups	5,059	3	1,686	1,577	
	Within Groups	407,507	381	1,070		
	Total	412,566	384			

T-TEST GROUPS=marital(1 2)

/MISSING=ANALYSIS

/VARIABLES=QUALITY tangibles reliability responsiveness assurance emphaty
SATISFACTION REVISIT

/CRITERIA=CI(.95).

T-Test

Notes

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	Cases Used	Statistics for each analysis are based on the cases with no missing or out-of-range data for any variable in the analysis.
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Group Statistics

	marital	N	Mean	Std. Deviation	Std. Error Mean
QUALITY	Single	122	3,52	,54	,0492393359 59022
	Married	263	3,55	,52	,0321613445 47610
tangibles	Single	122	3,67	,66	,0598024173 55111

	Married	263	3,64	,67	,0410714107 36234
reliability	Single	122	3,50	1,00	,0907971263 31495
	Married	263	3,60	,87	,0537611305 73824
responsiveness	Single	122	3,25	,93	,0839533123 39719
	Married	263	3,17	1,09	,0675205530 56356
assurance	Single	122	3,72	,95	,0862860319 28532
	Married	263	3,76	,87	,0536901385 77751
emphaty	Single	122	3,44	,72	,0649749107 28769
	Married	263	3,58	,80	,0492084384 36689
SATISFACTIO N	Single	122	3,91	,59	,0532942667 91751
	Married	263	3,86	,59	,0366283643 14246
REVISIT	Single	122	3,57	,95	,0860834033 49857
	Married	263	3,40	1,07	,0660528470 29972

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df					
QUALITY	Equal variances assumed	,120	,729	-,565	383					
	Equal variances not assumed			-,557	227, 170					
tangibles	Equal variances assumed	,158	,691	,457	383					
	Equal variances not assumed			,458	237, 647					
reliability	Equal variances assumed	5,370	,021	-,943	383					

	Equal variances not assumed			- ,896	208, 858					
responsiveness	Equal variances assumed	6,188	,013	,670	383					
	Equal variances not assumed			,712	275, 019					
assurance	Equal variances assumed	,717	,398	- ,394	383					
	Equal variances not assumed			- ,381	217, 759					
emphaty	Equal variances assumed	2,933	,088	- 1,65 6	383					
	Equal variances not assumed			- 1,72 2	260, 094					
SATISFACTION	Equal variances assumed	,054	,816	,708	383					
	Equal variances not assumed			,711	237, 805					
REVISIT	Equal variances assumed	3,173	,076	1,54 0	383					
	Equal variances not assumed			1,60 9	263, 277					

ONEWAY QUALITY tangibles reliability responsiveness assurance emphaty
SATISFACTION REVISIT BY
education
/STATISTICS DESCRIPTIVES
/MISSING ANALYSIS.

Oneway

Notes

Output Created

12-FEB-2023 02:33:55

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	Cases Used	Statistics for each analysis are based on cases with no missing data for any variable in the analysis.
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Descriptives

		N	Mean	Std. Deviation	Std. Error				
QUALITY	High school	70	3,5337 142857 14285	,54335 023916 5914	,06494 277507 3979				
	University	273	3,5491 575091 57506	,51763 001431 2639	,03132 839363 9776				
	Postgraduate	42	3,4676 190476 19049	,57719 172755 6838	,08906 261713 2427				
	Total	385	3,5374 545454 54543	,52824 667103 0254	,02692 194322 7684				

tangible s	High school	70	3,5028 571428 57142	,64851 478670 2222	,07751 234266 4289				
	Univer sity	273	3,6989 010989 01099	,67084 689213 1589	,04060 150093 2334				
	Postgra duate	42	3,5571 428571 42857	,60813 303147 5947	,09383 696397 9341				
	Total	385	3,6477 922077 92208	,66364 018115 4886	,03382 223544 5074				
reliabilit y	High school	70	3,5628 571428 57143	,83147 702149 0721	,09938 051240 8986				
	Univer sity	273	3,5794 871794 87179	,93219 603192 1730	,05641 907043 6364				
	Postgra duate	42	3,4857 142857 14286	,95267 823467 0726	,14700 144304 5665				
	Total	385	3,5662 337662 33765	,91515 173912 7291	,04664 045135 8548				
responsi veness	High school	70	3,1171 428571 42858	1,0403 415588 19127	,12434 459945 8016				
	Univer sity	273	3,2461 538461 53849	1,0429 357277 06505	,06312 134172 1195				
	Postgra duate	42	3,0238 095238 09524	1,0566 420636 33089	,16304 341012 9443				
	Total	385	3,1984 415584 41560	1,0441 791345 04738	,05321 629632 5811				
assuranc e	High school	70	3,9028 571428 57145	,83873 117224 5354	,10024 754926 0822				
	Univer sity	273	3,7003 663003 66300	,89936 653231 5048	,05443 213873 1793				
	Postgra duate	42	3,7523 809523 80951	,96049 735471 2040	,14820 795946 1795				
	Total	385	3,7428 571428 57143	,89655 425034 3795	,04569 263556 5918				

emphaty	High school	70	3,5828 571428 57142	,81132 766992 8567	,09697 220426 4324				
	Univer sity	273	3,5208 791208 79125	,76727 887457 1645	,04643 783001 2589				
	Postgra duate	42	3,5190 476190 47618	,78156 756031 4306	,12059 849277 8197				
	Total	385	3,5319 480519 48054	,77529 738743 3389	,03951 281360 3436				
SATISF ACTIO N	High school	70	3,9314 285714 28572	,65309 582871 9403	,07805 988191 2238				
	Univer sity	273	3,8615 384615 38463	,57216 742795 3444	,03462 914806 9372				
	Postgra duate	42	3,8999 999999 99999	,62038 540342 3137	,09572 754601 5774				
	Total	385	3,8784 415584 41559	,59194 036715 5678	,03016 807456 1945				
REVISI T	High school	70	3,4571 428571 42857	1,0233 528119 30353	,12231 405582 6196				
	Univer sity	273	3,4908 424908 42490	1,0024 569400 65070	,06067 145404 4230				
	Postgra duate	42	3,2142 857142 85715	1,2511 705707 59684	,19305 981044 2202				
	Total	385	3,4545 454545 45454	1,0365 277278 68257	,05282 634453 5528				

ANOVA

		Sum of Squares	df	Mean Square	F	
QUALITY	Between Groups	,243	2	,122	,434	
	Within Groups	106,910	382	,280		
	Total	107,153	384			
tangibles	Between Groups	2,529	2	1,264	2,899	

	Within Groups	166,592	382	,436		
	Total	169,121	384			
reliability	Between Groups	,321	2	,161	,191	
	Within Groups	321,280	382	,841		
	Total	321,601	384			
responsiveness	Between Groups	2,365	2	1,182	1,085	
	Within Groups	416,314	382	1,090		
	Total	418,679	384			
assurance	Between Groups	2,289	2	1,144	1,427	
	Within Groups	306,374	382	,802		
	Total	308,663	384			
emphaty	Between Groups	,222	2	,111	,184	
	Within Groups	230,595	382	,604		
	Total	230,817	384			
SATISFACT ION	Between Groups	,294	2	,147	,418	
	Within Groups	134,257	382	,351		
	Total	134,551	384			
REVISIT	Between Groups	2,785	2	1,392	1,298	
	Within Groups	409,781	382	1,073		
	Total	412,566	384			

ONEWAY QUALITY tangibles reliability responsiveness assurance emphaty
 SATISFACTION REVISIT BY income
 /STATISTICS DESCRIPTIVES
 /MISSING ANALYSIS.

Oneway

Notes

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	Cases Used	Statistics for each analysis are based on cases with no missing data for any variable in the analysis.
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Descriptives

		N	Mean	Std. Deviation	Std. Error				
QUALITY	Low	44	3,510909 0909090 91	,522951 4548229 88	,078837 8981462 88				
	Moderate	304	3,547500 0000000 01	,523533 6271395 32	,030026 7128190 33				
	High	37	3,486486 4864864 87	,581837 2062136 75	,095653 4474781 06				
	Total	385	3,537454 5454545 47	,528246 6710302 54	,026921 9432276 84				
tangibles	Low	44	3,690909 0909090 91	,679883 0890669 03	,102496 2321701 23				

	Mod erate	304	3,641447 3684210 52	,660627 1726527 58	,037889 5669072 42				
	High	37	3,648648 6486486 48	,685412 1313412 75	,112681 0602793 12				
	Tota l	385	3,647792 2077922 07	,663640 1811548 86	,033822 2354450 74				
reliabilit y	Low	44	3,595454 5454545 46	,778177 5206852 15	,117314 6752909 95				
	Mod erate	304	3,566447 3684210 52	,934307 1825755 14	,053586 1919877 75				
	High	37	3,529729 7297297 31	,927620 8710893 05	,152499 9318103 95				
	Tota l	385	3,566233 7662337 66	,915151 7391272 91	,046640 4513585 48				
responsi veness	Low	44	3,181818 1818181 82	1,03233 1460938 360	,155629 8234187 26				
	Mod erate	304	3,215131 5789473 70	1,04292 4288593 737	,059815 8102597 91				
	High	37	3,081081 0810810 81	1,08879 0827232 424	,178996 1093843 73				
	Tota l	385	3,198441 5584415 60	1,04417 9134504 738	,053216 2963258 11				
assuranc e	Low	44	3,609090 9090909 09	1,00506 1187959 888	,151518 6750823 55				
	Mod erate	304	3,784210 5263157 86	,875640 6622546 61	,050221 4362845 14				
	High	37	3,562162 1621621 63	,918740 4878876 75	,151040 0058051 64				
	Tota l	385	3,742857 1428571 40	,896554 2503437 95	,045692 6355659 18				
emphaty	Low	44	3,477272 7272727 27	,671292 9684358 83	,101201 2227593 51				

	Mod erate	304	3,530263 1578947 43	,788283 8002022 38	,045211 1766304 18				
	High	37	3,610810 8108108 11	,795746 9530027 83	,130819 9932249 81				
	Tota l	385	3,531948 0519480 56	,775297 3874333 90	,039512 8136034 36				
SATISF ACTIO N	Low	44	3,895454 5454545 45	,657675 4502684 70	,099148 3046531 16				
	Mod erate	304	3,884210 5263157 89	,583616 2742182 53	,033472 6889621 46				
	High	37	3,810810 8108108 11	,590566 4812438 72	,097088 5314529 81				
	Tota l	385	3,878441 5584415 58	,591940 3671556 77	,030168 0745619 45				
REVISI T	Low	44	3,560606 0606060 61	1,06330 0714604 376	,160298 6140754 31				
	Mod erate	304	3,449561 4035087 73	1,03070 5604147 851	,059115 0206450 20				
	High	37	3,369369 3693693 70	1,07089 3776313 418	,176053 8523375 36				
	Tota l	385	3,454545 4545454 55	1,03652 7727868 257	,052826 3445355 28				

ANOVA

		Sum of Squares	df	Mean Square	F	
QUALITY	Between Groups	,158	2	,079	,282	
	Within Groups	106,995	382	,280		
	Total	107,153	384			
tangibles	Between Groups	,094	2	,047	,106	
	Within Groups	169,027	382	,442		
	Total	169,121	384			
reliability	Between Groups	,087	2	,043	,052	

	Within Groups	321,514	382	,842		
	Total	321,601	384			
responsiveness	Between Groups	,606	2	,303	,277	
	Within Groups	418,073	382	1,094		
	Total	418,679	384			
assurance	Between Groups	2,515	2	1,258	1,569	
	Within Groups	306,148	382	,801		
	Total	308,663	384			
emphaty	Between Groups	,363	2	,181	,300	
	Within Groups	230,455	382	,603		
	Total	230,817	384			
SATISFACTION	Between Groups	,192	2	,096	,273	
	Within Groups	134,359	382	,352		
	Total	134,551	384			
REVISIT	Between Groups	,771	2	,385	,358	
	Within Groups	411,795	382	1,078		
	Total	412,566	384			