

## The Investigation of Effect of Customer Satisfaction Factors on Customer Loyalty with Logistics Regression Analysis

İlgin CENGİZ MUTLUBAS (Ph.D in Progress) Necmettin Erbakan University, e-mail: [ygmrcngz@hotmail.com](mailto:ygmrcngz@hotmail.com)

Associate Prof. Dr. Hasan Huseyin SOYBALI, Afyon Kocatepe University, Faculty of Tourism, e-mail: [hsoyballi@aku.edu.tr](mailto:hsoyballi@aku.edu.tr)

### Abstract

The aim of this research is to determine the effects of the factors, which form the satisfaction level of customers staying in five-star thermal hotels in İzmir and Afyonkarahisar, on loyalty by employing logistic regression analysis. Within this scope, 423 customers in five-star thermal hotels in İzmir and Afyonkarahisar were surveyed to obtain the data. The results of the data analysis show that there is a positive relationship between customer satisfaction and customer loyalty. According to the results of the logistic regression analysis, it is found that the loyalty behaviors of satisfied customers compared to unsatisfied customers is 3,5 times in housekeeping services, 6,7 times in food and beverage services and 3,4 times in overall service evaluation greater.

Keywords: Customer, Satisfaction, Loyalty, Thermal Hotel, Logistic Regression Analysis.



Journal of Turkish Tourism Research  
Vol. 1, Issue.3, 2017  
pp.1-15.

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**Suggested Citation:** Cengiz Mutlubaş, I. and Soybalı, H. H. (2017). The Investigation of Effect of Customer Satisfaction Factors on Customer Loyalty with Logistics Regression Analysis, *Journal of Turkish Tourism Research*, Vol.1, Issue.3, pp.1-15.