Factors affecting customer satisfaction in the private sector hotels in Qom Case study: parsia Grand Hotel (4 starsT)

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ABSTRACT

One of the success factors of the tourism industry is to provide the satisfaction of tourists. Hotel industry is one of the key elements in this success. The factors affecting customer satisfaction in the private sector Hotels in Qom province (Case study 4-star hotel Parsia) has been examined in this stud. The present study is a descriptive survey in terms of methodology and practical in terms of purpose. A questionnaire has been developed for this purpose and has been distributed among the clients of Parsia Grand Hotel. Finally the data has been analyzed and then the results were concluded. The results of these studies examined factors affecting customer satisfaction in the private sector Hotels in Qom province (Case study 4-star hotel Parsia) and used by the activists in this industry.

Since the number of Parsia hotel customers were unlimited, therefore, sample size of study was considered as 384 using the Cochran formula. The questionnaire was distributed through convenience sampling. In order to analyze the data, the Kolmogorov – Smirnov, Simple and multiple linear regressions was used applying the SPSS21 software.

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INTRODUCTION

In most countries, tourism is a source of foreign exchange earnings. Tourism is one of the topics covering many different subjects such as hotels and residential centers and catering services. Lack of attention to this class directly or indirectly can weaken the tourism industry, and reduce sources of foreign exchange earnings.

The goal of most service organizations and business is customer satisfaction. But keeping the existing customers has a very low cost than attracting new customers. Providing appropriate services to safeguard the survival of the organization and customer satisfaction with the service provided also caused the recommendation of the product to others by the customer.

In today's world of increasing competition, the organizations will be successful which could satisfy more customers. One of the most important issues that organizations deal with it in the current competitive situation is the knowledge about customer satisfaction and their views on the performance of the organization, its products and services. This is especially true and is more important for service organizations that provide intangible products to its customers. Full understanding of the customer, prior to his count and quality services is one of the factors ensuring the success in today's business market.

A sense that is today used for the customer is quite different of what used in the past centuries. This means that the customer is not the buyer of the product or service anymore but he is considered as an active and impressive member in all business activities. Thus, having new strategies, pay attention to important points in establishing, maintaining and expanding customer relationships and trying to satisfy him in all phases, increase the efficiency and effectiveness of an organization in achieving the objectives of customer-centric and in the long term will bring a base of loyal customers.

The term client and customer satisfaction in service organizations is of much higher importance specially in hotels due to total dependence on customers for the survival.The hotel offers various products (services at the hotel), in order to retain existing customers and attract new customers and ultimately gain competitive market share which reflects this importance. Therefore, awareness of the organization's image with customers in order to identify strengths and weaknesses and to improve the performance are the key priorities all the organizations especially hotels.

Today the first aim is to maintain and grow the customer and companies have paid a heavy price to get each customer and the rival is always snatching at them. Losing a customer is not equal to the loss of sales next turn but any customer who is lost will create a disservice to buy all of his life. In addition, the cost of finding replacement customers is also at work (Foroozandeh 1997, 48).

Creating and implementing a system to measure customer satisfaction is defined as an indicator of the quality of products and services and is among the basic needs of today's organizations while recently the focus was to attract new customers as the most significant organizational policy. Today's strategic and commercial policies have focused to protect and improve loyalty and increased satisfaction to the organization which is causes of such changes and increase in public awareness about the desirable consequences of customer satisfaction and loyalty.

Various definitions of customer satisfaction have been provided. Some researchers in terms of psychological satisfaction, a feeling that is the result of a comparison between the specifications received in relation to the needs or desires of the customer and social expectations will be achieved (Kavosi and Saghaiee, 2015, 82). The key to the survival of organizations, maintaining satisfied customers because the cost of acquiring a new customer than to keep an existing customer than five times the time, money and resources needs (Foroozandeh 2014, 28).

There is a lot of benefit in having satisfied customers. They show less sensitivity to the prices, for a long period will be the customer and give others favorable comments about the company and its products and services (Foroozandeh 1997, 867) 4. In today's world of increasing competition, the companies will be successful which could satisfy their customers. Companies that are not only looking for short sale and consider the long-term customer satisfaction through the provision of goods and service along with superior and distinctive value, However due to increased satisfaction and identify ways to create and retain them. In fact, one should take the effective and useful step towards prosperity and dynamism of the company.

Customer satisfaction leads to repeat purchases or increase the frequency of their visits and customer loyalty increases the market share and profitability of the organization. Increase in the customer loyalty leads to more sales and financial performance will be better.

Statement of the problem

Tourism is one of the sections that are now receiving serious attention due to the positive effects of social, cultural and economic conditions in different countries. The tourism industry in terms of revenue and the impact on economic growth is becoming the world's first industry (Haber 1998, 198). The hotels in the world devoted their focus to what the future requires that is giving service to the client.

Developments in technology in the hotel industry are supporting the idea that more should be close to the customer and then provided the desired quality. Several studies show a high degree of satisfaction and a high rate of customer retention and profitability are linked and interdependent, get a new customer than to keep an existing customer are five times more time, money and resources needs (Newman Katlin 1995.247 6). The customer service is the ultimate goal of a hotel unit and thus meeting the requirement of consent in the system is important.

Destination countries to succeed in attracting tourists due to its geographical characteristics and cultural needs act towards providing the necessary infrastructure and become a tourist destination in its own sphere, This requires a system-oriented approach towards the tourism sector to provide the facilities needed by tourism development fields. Since there are facilities needed, the first step in attracting and keeping tourists means to reclaim them.

Thus the knowledge of the situation in terms of surface area of these factors provides the condition of the field of tourism and its pathology and development so that by meeting the expectations of tourists from the region based on the experience from previous trips and advertising, its

promotion takes shape. Quality of service, quality of accommodations and value received and perceived have a direct impact on the quality of travel, tourism experience and the level of demand in the future. (Annual 2003, 8).

Failure to do so can weaken the grade of the tourism industry directly or indirectly and reduce sources of foreign exchange earnings .Like all industries, the tourism industry also needs to study the threats and opportunities facing the industry and identify the strategic and unique advantages in their study of geography. Studying the customers of the hotels and according to scientific findings in the field, the owners of the industry can have an understanding of the factors affecting the industry in their business which can be helpful to allocate limited resources.

Countless poor performance of the players active in the hotel and restaurant industry as well as a large number of customers that go to a restaurant or complex once and for all and barred others from going there, will make it necessary to examine the customer satisfaction to and the factors. Several factors are causing customer dissatisfaction in this industry and paying attention to them and removing the causes of defects makes other customers not to be dissatisfied. In the meantime identifying factors affecting customer satisfaction is important and strengthening these factors will lead to customer satisfaction.

Factors affecting customer satisfaction for having satisfied customers is a turning point. So identifying these important factors from the customer perspective will help to achieve customers' satisfaction to be given to them. Customer satisfaction and service is the most important debate of the hotel industry and restaurants, so that the customer is satisfied with the durability hotels and suppliers wanted and needed her main goal hotel. Customer-oriented slogan and motto of the customer is used for a while in the private sector and has attracted the attention of managers of the country especially the hotels.

Considering the factors which were less important from a customer perspective and valuing these factors resources in areas are where they are less likely to influence customer behavior. Therefore, understanding of the factors that has the greatest impact on customer satisfaction will help the organization to move in this direction. The present study is a descriptive survey in terms of methodology and practical in terms of purpose. A questionnaire has been developed for this purpose and has been distributed among the clients of Parsia Grand Hotel. The results of these studies examined factors affecting customer satisfaction in the private sector Hotels in Qom province (Case study 4-star hotel Parsia) and used by the activists in this industry.

Significance of the study

Customer-orientation is basically the main policy thrust of organizations and this has been accepted as a basic principle that the future of its customers. Introducing the appropriate and principled role and status of clients as well as how to deal with customers to those service providers are the most effective approach that managers are using them to show their commitment to the customers called the "owners of the organization Customer satisfaction is a key factor that will determine how far the organization can be successful customer relationships. Although every successful marketer is willing to provide a service that can satisfy the customers, but this is not his only goal.

The main objectives of the Company cannot trade, such as reaching benefits in terms of competitive advantage or not. Customer satisfaction provides many advantages for companies and higher levels of customer satisfaction to customer loyalty leads. Finally, customer satisfaction increased during the period of survival of customers. In addition, focusing on the principle of customer satisfaction, spread negative messages by unhappy customers take the organization to the lowest. Maintaining good customer is more beneficial than ever to replace a customer who has left the company, new customer traction.

Highly satisfied customers and thus emits positive verbal advertisements and so become a moving ad and spokesman for the company and in this way reduce the cost of acquiring new customers. Losses or loss of a customer and leaving the unhappy customer is much more serious than it seems because the unhappy customer can speak with a lot of people and their grievances seem far worse. In addition, with the development of communication nowadays and especially the development of the World Wide Web, based on a review of negative verbal messages of the dissatisfied customers reaches others more faster than before and very much exaggerated to inform others.

Research Model

The present paper aims to describe the relationship between known factors associated with ACSI model the relationships between perceived quality and customer satisfaction, perceived quality and perceived value, customer expectations and satisfaction, customer expectations and perceived value, customer expectations, perceived quality, perceived value and satisfaction customer, customer satisfaction and customer loyalty, customer satisfaction with customer complaints, customer complaints and customer loyalty.

To assess this relationship, the questionnaire of the survey by Fornell et al. (1996) was adapted and a questionnaire based on a five-point Likert scale on the continuum of very low to very high was designed where a score of 5 indicated very high, score 4 high, score 3 average, score 2 a low and score 1 indicated very low. In the following, the research model is shown.
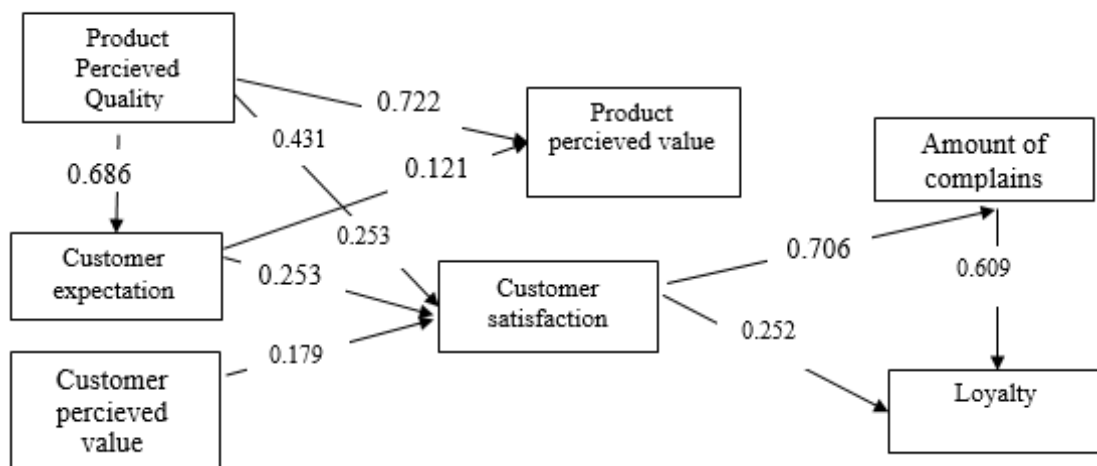
Figure 1: Research Model

Hypotheses

First hypothesis: the perceived quality of products and services provided by Parsia hotel has an effect the perceived value of the hotel's customer.

Second hypothesis: the perceived value of products and services provided by Parsia hotel has an effect on customer satisfaction.

Third hypothesis: the perceived value of products and services provided by Parsia hotel has an effect its customer satisfaction.

Fourth hypothesis: the customer expectations of Parsia hotel has an effect the perceived value of products and services provided by the hotel.

Fifth hypothesis: the perceived quality of Parsia hotel has an effect the perceived value of products and services provided by the hotel.

Sixth hypothesis: the customer expectations of Parsia hotel has an effect the perceived quality of products and services provided by the hotel.

Seventh hypothesis: Customer satisfaction has an effect the loyalty of Parsia Hotel customers.

Eighth hypothesis: Customer complaints affect the loyalty of Parsia Hotel customers

Ninth hypothesis: Customer satisfaction has an effect the complaints of Parsia Hotel customers.

Research Method

The present study is a descriptive survey in terms of methodology and practical in terms of purpose. A questionnaire has been developed for this purpose and has been distributed among the clients of Parsia Grand Hotel.

The theoretical arguments of the study were collected by studying the references, publications, internal and external sources and the use of the Internet.

The research instrument to collect the quantitative data required by the hypotheses was to use a standard questionnaire taken the American model for measuring customer satisfaction (ACSI) developed by Fornell and colleagues in 1999. According to several studies, the ACSI model is the most comprehensive measure of the customer satisfaction.

Research Population

In this study, customers of 4 stars Parsia Hotel in Qom have been regarded as the research population and due to the fact

that a comprehensive list of the population cannot be provided, the target population is regarded as unlimited.

Data Analysis

In this study, for the analysis of statistical data and according to the research questions and variables, the descriptive statistics were used in the table format and regarding the inferential statistics, in order to analyze the data, the Kolmogorov – Smirnov, Simple and multiple linear regressions was used applying the SPSS 21 software.

Statistical analysis included descriptive and inferential analysis that will be described respectively.

Descriptive statistical analysis: in this section the results of this investigation in terms of demographic characteristics and variables are presented in table format.

Table 4.1 Distribution and frequency of the participants based on gender

gender	frequency	Frequency percent
male	267	69.5
female	117	30.5
total	384	100

According to Table 4.1, it can be seen that 69.5 percent of the respondents to the questionnaire were male and 30.5% were female. Therefore it is concluded that a greater percentage of employees responding to the questionnaire were men.

Table 4.2 Distribution and frequency of the participants based on age

age	frequency	Frequency percent
Under 30	57	14.8
31-40	93	24.2
41-50	130	33.9
51-69	82	21.4
Over 60	22	5.7
total	384	100

According to Table 4.2, it can be seen that 14.8 percent of the respondents were under 30 years old, 24.2 percent of the respondents were between 31 and 40 years old, 9/33% of them were between 41 and 50 years old, 4 / 21% between 51 and 60 years old and 7.5 percent were more than 61 years old. Therefore, it is concluded that a higher percentage of

employees responding to the questionnaire were between 41 to 50 years old.

Table 4.3 Distribution and frequency of the participants based on education

Education degree	frequency	Frequency percent
Under bachelor's	52	13.5
Bachelor's	39	10.2
Master's	154	40.1
Ph.D.	139	36.2
Total	384	100

According to Table 4.3, it can be seen that education level of 13.5 percent of the respondents to the questionnaire was below a bachelor's, 2.10 percent bachelor's, 1/40 master's and 2/36 percent of doctoral degree, respectively. It is conclude that a greater percentage of employees responding to the questionnaire had master degree.

Table 4.4 Distribution and frequency of the participants based on referring

visits	frequency	Frequency percent
1 time	50	13
2 times	83	21.6
3 times	95	24.7
4 times and more	156	40.6
Total	384	100

According to Table 4.4, it can be seen that 13 percent of respondents to the questionnaire had 1 time visits, 21.6 percent 2 times, 7/24 percent 3 times and 6/40 percent had 4 times or more than 4 times visits. It is conclude that a higher percentage of respondents to the questionnaire had 4 times or more than 4 times visits.

The descriptive statistics for the mean score of the main factors are shown as it is seen in Table 4-5, respectively.

Table 4.5 Descriptive statistics for the mean of the main indicators

index	mean	SD	Min.	Max.
customer expectation	3.97	0.54	2.4	5
perceived quality	4.09	0.61	2	5
perceived value	4.1	0.71	1.5	5
customer satisfaction	3.91	0.76	2	5
Customer complaints	3.84	0.76	1.33	5
loyalty	3.68	0.87	0.87	5

Table 4-6: data normality

Variable	Z komologrov	(sig)	Result
customer expectation	1.113	0.168	normal
perceived quality	1.461	0.061	normal
perceived value	1.242	0.091	normal
customer satisfaction	1.304	0.073	normal
Customer complaints	1.176	0.126	normal
loyalty	1.545	0.052	normal

According to the results presented in Table 4-6, how much significance level for the variables customer expectations, perceived quality of the product, customer perceived value, customer satisfaction, customer complaints and loyalty was greater than the amount of 0.05 error (sig> 0.05) so the null hypothesis is confirmed, then the variables of customer expectations, perceived quality of the product, customer

perceived value, customer satisfaction, customer complaints and loyalty are normally distributed.

First hypothesis: the perceived quality of products and services provided by Parsia hotel has an effect on the perceived value of the hotel's customer.

Table 4-11: the perceived quality on the perceived value

	non-standard regression coefficient		standard regression coefficient	t statistics	.sig
	B	standard error	Beta		
perceived quality	0.537	0.073	0.431	7.311	0.000*

$* sig < 0/05$

According to the results presented in Table 4-11, because the significant level is 0.000 and smaller than 0.05 and the absolute value of the error statistic t were 7.317, greater than the table value of 96/1, with 95% confidence, the null hypothesis is rejected and first hypothesis is confirmed. So, the perceived quality variable remains in the model and its value is 0.527. So it is concluded that the perceived quality of products and services provided by Parsia hotel has an effect the perceived value of the hotel's customer and its value is 1.43% that is positive (direct). So, the first hypothesis is approved that the perceived quality of products and services provided by Parsia hotel has an effect the perceived value of the hotel's customer.

Second hypothesis: the perceived value of products and services provided by Parsia hotel has an effect on customer satisfaction.

Table 4-12: the perceived on customer satisfaction

	non-standard regression coefficient		standard regression coefficient	t statistics	.sig
	B	standard error	Beta		
customer expectation	0.355	0.062	0.253	5.712	0.000*

$* sig < 0/05$

According to the results presented in Table 4-12, because the significant level is 0.000 and smaller than 0.05 and the absolute value of the error statistic "t" were 5.712, greater than the table value of 96/1, with 95% confidence, the null hypothesis is rejected and second hypothesis is confirmed. So, the perceived quality variable remains in the model and its value is 0.527. So it is concluded that the perceived quality of products and services provided by Parsia hotel has an effect on the satisfaction of the hotel's customer and its value is 1.43% that is positive (direct). So, the second hypothesis is approved that the perceived value of products and services provided by Parsia hotel has an effect on customer satisfaction.

Third hypothesis: the perceived value of products and services provided by Parsia hotel has an effect on its customer satisfaction.

Table 4-13: the perceived value on customer satisfaction.

	non-standard regression coefficient		standard regression coefficient	t statistics	.sig
	B	standard error	Beta		
perceived value	0.192	0.058	0.179	3.29	0.001*

$* sig < 0/05$

According to the results presented in Table 4-13, because the significant level is 0.000 and smaller than 0.05 and the absolute value of the error statistic "t" were 3.290, greater than the table value of 0.192, with 95% confidence, the null hypothesis is rejected and third hypothesis is confirmed. So, the perceived quality variable remains in the model and its value is 0.527. So it is concluded that the perceived quality of products and services provided by Parsia hotel has an effect on the satisfaction of the hotel's customer and its value is 1.43% that is positive (direct). So, the third hypothesis is approved that the perceived value of products and services provided by Parsia hotel has an effect its customer satisfaction.

Fourth hypothesis: the customer expectations of Parsia hotel has an effect the perceived value of products and services provided by the hotel.

Table 4-14: the customer expectations on the perceived value

	non-standard regression coefficient		standard regression coefficient	t statistics	.sig
	B	standard error	Beta		
customer expectation	0.158	0.054	0.121	2.941	0.003*

$* sig < 0/05$

According to the results presented in Table 4-14, because the significant level is 0.000 and smaller than 0.05 and the absolute value of the error statistic "t" were 2.941, greater than the table value of 0.192, with 95% confidence, the null hypothesis is rejected and fourth hypothesis is confirmed. So, the perceived quality variable remains in the model and its value is 0.158. So it is concluded that the perceived quality of products and services provided by Parsia hotel has an effect on the satisfaction of the hotel's customer and its value is 12.1% that is positive (direct). So, the fourth hypothesis is approved that the customer expectations of Parsia hotel has an effect the perceived value of products and services provided by the hotel.

Fifth hypothesis: the perceived quality of Parsia hotel has an effect the perceived value of products and services provided by the hotel.

Table 4-15: the perceived quality on the perceived value

	non-standard regression coefficient		standard regression coefficient	t statistics	.sig
	B	standard error	Beta		
perceived quality	0.838	0.048	0.722	17.514	0.000*

$* sig < 0/05$

According to the results presented in Table 4-15, because the significant level is 0.000 and smaller than 0.05 and the absolute value of the error statistic "t" were 17.514, greater than the table value of 0.192, with 95% confidence, the null hypothesis is rejected and fifth hypothesis is confirmed. So, the perceived quality variable remains in the model and its value is 0.838. So it is concluded that the perceived quality of products and services provided by Parsia hotel has an effect on the satisfaction of the hotel's customer and its value is 72.2 % that is positive (direct). So, the fifth hypothesis is approved that the perceived quality of Parsia

hotel has an effect the perceived value of products and services provided by the hotel.

Sixth hypothesis: the customer expectations of Parsia hotel has an effect the perceived quality of products and services provided by the hotel.

Table 4-16: the customer expectations on the perceived quality

	non-standard regression coefficient		standard regression coefficient	t statistics	.sig
	B	standard error	Beta		
customer expectation	0.771	0.042	0.686	18.437	0.000*

$* sig < 0/05$

According to the results presented in Table 4-16, because the significant level is 0.000 and smaller than 0.05 and the absolute value of the error statistic "t" were 18.437, greater than the table value of 1.96, with 95% confidence, the null hypothesis is rejected and sixth hypothesis is confirmed. So, the perceived quality variable remains in the model. So it is concluded that the customer expectations of Parsia hotel has an effect the perceived quality of products and services provided by the hotel and its value is 68.8 % that is positive (direct). So, the sixth hypothesis is approved that the customer expectations of Parsia hotel has an effect the perceived quality of products and services provided by the hotel.

Seventh hypothesis: Customer satisfaction has an effect the loyalty of Parsia Hotel customers.

H0: Customer satisfaction does not have an effect the loyalty of Parsia Hotel customers.

H1: Customer satisfaction has an effect the loyalty of Parsia Hotel customers.

Table 4-17: Customer satisfaction on the loyalty

.	non-standard regression coefficient		standard regression coefficient	t statistics	.sig
	B	standard error	Beta		
customer satisfaction	0.291	0.049	0.252	5.912	0.000*

$* sig < 0/05$

According to the results presented in Table 4-17, because the significant level is 0.000 and smaller than 0.05 and the absolute value of the error statistic "t" were 5.912, greater than the table value of 1.96, with 95% confidence, the null hypothesis is rejected and seventh hypothesis is confirmed. So, the perceived quality variable remains in the model and its value is 0.291. So it is concluded that customer satisfaction has an effect the loyalty of Parsia Hotel customers and its value is 25.2 % that is positive (direct). So, the seventh hypothesis is approved that Customer satisfaction has an effect the loyalty of Parsia Hotel customers.

Eighth hypothesis: Customer complaints affect the loyalty of Parsia Hotel customers

Table 4-18: Customer complaints has an effect the loyalty

	non-standard regression coefficient		standard regression coefficient	t statistics	.sig
	B	standard	Beta		

		error			
customer complaints	0.698	0.049	0.609	14.295	0.000*

$* sig < 0/05$

According to the results presented in Table 4-18, because the significant level is 0.000 and smaller than 0.05 and the absolute value of the error statistic "t" were 14.269, greater than the table value of 1.96, with 95% confidence, the null hypothesis is rejected and eighth hypothesis is confirmed. So, the perceived quality variable remains in the model and its value is 0.698. So it is concluded that customer complaints affect the loyalty of Parsia Hotel customers and its value is 60.9 % that is positive (direct). So, the eighth hypothesis is approved that customer complaints affect the loyalty of Parsia Hotel customers.

Ninth hypothesis: Customer satisfaction has an effect the complaints of Parsia Hotel customers.

Table 4-19: Customer satisfaction on the complaints

	non-standard regression coefficient		standard regression coefficient	t statistics	sig.
	B	standard error	Beta		
customer satisfaction	0.711	0.036	0.706	19.499	0.000*

$* sig < 0/05$

According to the results presented in Table 4-19, because the significant level is 0.000 and smaller than 0.05 and the absolute value of the error statistic "t" were 19.499, greater than the table value of 1.96, with 95% confidence, the null hypothesis is rejected and ninth hypothesis is confirmed. So, the customer satisfaction variable remains in the model. So it is concluded that customer satisfaction has an effect the complaints of Parsia Hotel customers and its value is 70.6 % that is positive (direct). So, the ninth hypothesis is approved that customer satisfaction has an effect the complaints of Parsia Hotel customers.

Examining the research hypotheses and conclusion

First hypothesis: the perceived quality of products and services provided by Parsia hotel has an effect the perceived value of the hotel's customer. It is concluded that there is a significant positive and direct relationship between the independent variable of customer satisfaction and the dependent variable of perceived quality.

Second hypothesis: the perceived value of products and services provided by Parsia hotel has an effect on customer satisfaction. It is concluded that there is a significant positive and direct relationship between the independent variable of customer satisfaction and the dependent variable of perceived value.

.**Third hypothesis**: the perceived value of products and services provided by Parsia hotel has an effect its customer satisfaction. It is concluded that there is a significant positive and direct relationship between the independent variable of customer satisfaction and the dependent variable of perceived value.

Fourth hypothesis: the customer expectations of Parsia hotel has an effect the perceived value of products and services provided by the hotel. It is concluded that there is a significant positive and direct relationship between the independent variable of customer expectations and the dependent variable of perceived value.

Fifth hypothesis: the perceived quality of Parsia hotel has an effect the perceived value of products and services provided by the hotel. . It is concluded that there is a significant positive and direct relationship between the independent variable of perceived quality and the dependent variable of perceived value.

Sixth hypothesis: the customer expectations of Parsia hotel has an effect the perceived quality of products and services provided by the hotel. It is concluded that there is a significant positive and direct relationship between the independent variable of customer expectations and the dependent variable of perceived quality.

Seventh hypothesis: Customer satisfaction has an effect the loyalty of Parsia Hotel customers. It is concluded that there is a significant positive and direct relationship between the independent variable of customer expectations and the dependent variable of loyalty.

Eighth hypothesis: Customer complaints affect the loyalty of Parsia Hotel customers. It is concluded that there is a significant positive and direct relationship between the independent variable of customer complaints and the dependent variable of loyalty.

Ninth hypothesis: Customer satisfaction has an effect the complaints of Parsia Hotel customers. It is concluded that there is a significant positive and reverse relationship between the independent variable of customer complaints and the dependent variable of the customer complaints.

Practical-managerial Suggestions
- Establishing communication with customers, to create a public relations department at the hotel
- To create a database of customers including the hotels and updating the information contained therein.
- Managing customer complaints and dissatisfaction causes and resolve the identified problems.
- Training and improving the staff knowledge to provide services and respond to customers.
- Management between different parts of the hotel (rooms, personnel, internal parts: ranging from warehouse, logistics and rifled) to accelerate in providing products and services to customers.
- Coordination and communication between different departments and basic hotel, including production and marketing to meet the new needs of customers.
- Paying more attention to hidden expectations and needs of the customer and collect this information, in order to increase the quality of products.

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