

FACTORS INFLUENCING ORGANIZATIONAL RESPONSES TO GUEST COMPLAINTS

Cases of Hong Kong and North Cyprus

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Many, if not all businesses aim at providing perfect service and satisfying their customers to the fullest extent. However, mistakes and failures are frequent occurrences in service businesses as is the case in hospitality industry. Customers' evaluations of organizations' responses to their complaints in service encounters are important elements of customer satisfaction and long-term loyalty. Thus, this study attempts first to find out the current complaint handling practices in the hotel industry of two tourist destinations, namely Hong Kong, an international recognized tourism and business center and Northern Cyprus, a developing island state. Then, it seeks to investigate the factors influencing organizational responses to guest complaints in these two locations. To do so, self administrated questionnaires were sent to all members of major hotel associations in both locations. Results revealed that 'guest focus and commitment' is found to be the most influential variable over the organizational responses. Furthermore, the 'prejudgments towards guest complaints' variable is found to have significant negative relationship with organizational responses in both locations. Discussion of the findings, implications and limitations are given.

KEY WORDS: complaint management, current practices, hotels, Hong Kong and Northern Cyprus.