



Evaluation of Online Customer Complaints for Hotel Businesses in Terms of Expectation Management and Behavioral Intention

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Abstract

Businesses that possess an understanding of customer expectations are able to align their products and services accordingly, thereby minimizing customer losses and reducing the occurrence of complaints. The primary objective of this research is to ascertain the pre-stay expectations of customers staying at five-star hotels and analyze customer feedback with respect to behavioral intentions. The content analysis method was employed as the research approach. The study population comprises five-star hotel establishments located in the Kemer and Belek regions of Antalya. Qualitative data analysis software was utilized to analyze the collected data. The analysis revealed that customer expectations can be categorized into nine main dimensions, namely: food, staff, general areas and activities, prices, rooms, front desk, management, customers, and drinks and bars. It was observed that the majority of pre-stay expectations primarily revolve around hotel personnel, and when these expectations are not met, customers tend to express the highest level of dissatisfaction. Furthermore, the analysis determined that food-related issues serve as the focal point for customer complaints, which significantly influence their subsequent behavioral intentions.

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INTRODUCTION

The handling of customer complaints involves addressing both the economic aspects and improving the service quality of enterprises. By ensuring customer satisfaction and minimizing complaints, businesses have the potential to increase their revenues and encourage customers to shop with them more frequently or consistently. The primary objective for businesses is to achieve customer satisfaction through the utilization of their products and services. However, the effectiveness and accuracy of complaint management become even more crucial to satisfying customers (Barış, 2006, p. 54). In situations where customer satisfaction cannot be attained, it is beneficial for businesses to identify the sources of dissatisfaction and understand how customers may react. Additionally, recognizing and effectively managing customer responses can contribute to resolving dissatisfaction and promoting repeat purchases of the products and services offered by the business (Özer, Ergeneli & Hamidli, 2010, p. 121).

Customer complaints are closely linked to feelings of dissatisfaction (Sujithamrak & Lam, 2005, p. 291). When a dissatisfied customer expresses a complaint in person, it is crucial for the recipient of the complaint to handle the situation in a courteous and amiable manner, demonstrating empathy and understanding towards the customer's perspective. It is important for the staff member dealing with the complaint to anticipate and be prepared for various customer attitudes and approaches. The customer should perceive that their complaint is being acknowledged and that appropriate measures will be taken to address the issue. The outcomes of the complaint management process should be equitable and lawful, leaving no room for potential discrimination against the customer (Faed, 2013, p. 19).

For businesses, it is crucial to proactively address and promptly resolve online complaints to prevent the loss of both existing customers who have filed complaints and potential customers who are evaluating the business. In this regard, the initial step that businesses need to take is to accurately analyze the complaints and identify the underlying customer expectations conveyed through these complaints. Accurately identifying customer expectations aids in mitigating complaints by aligning services with customer expectations. The reduction in complaints, in turn, has positive behavioral implications such as increased customer satisfaction, recommendations, and intention to revisit, which are valuable outcomes for businesses.

Literature Review

Demirci, Bayraktaroğlu, & Seçmiş (2015) identified that tourists commonly express dissatisfaction regarding service quality and hygiene and sanitation issues. Similarly, Chan, Tang, & Sou (2017) highlighted that participants' complaints were primarily related to staff service quality, room conditions, and inefficient check-in/check-out processes. Ünal's (2019) study indicated that hygiene and cleaning were the most frequent subjects of complaints, while male customers tended to complain more about payment and wages. Su & Bowen (2001) emphasized the significance of food services for customers and noted that customers' confidence in the management's ability to resolve issues during negative situations influences their decision to lodge a complaint. Successful complaint management was found to enhance customers' intention to return and reduce negative word-of-mouth. Muturi & Ongiti (2018) reported that 44% of participants had at least one complaint during their hotel stay, with 53% of those complaints being promptly and satisfactorily resolved. Furthermore, 53% of participants did not experience repeated complaints, and 62% received an apology from the staff after expressing their complaints. It was also noted that 67% of participants expressed a preference for staying at the same hotel again. These studies collectively highlight the

importance of addressing key areas such as service quality, hygiene, staff performance, and effective complaint resolution in order to meet customer expectations, enhance customer satisfaction, and encourage loyalty.

Ak & Kızılırmak (2019) conducted a study focusing on e-complaints and e-complaints management in five-star hotel businesses in Beyoğlu. The study suggested that businesses generally responded to e-complaints within an average of three days, which is considered positive. However, it was recommended that businesses provide more solution-oriented content in their responses to enhance customer satisfaction. Kılıç & Ok (2012) discovered that customers frequently complained about busy and noisy environments, and some customers even expressed the intention to switch hotels due to these issues. The hotel management takes these complaints into consideration when evaluating their services. Additionally, significant differences were observed between different groups based on variables such as gender, marital status, and education regarding their evaluation of hotel complaints. Arpacı, Uğurlu & Batman (2015) found that men and individuals with a university education tended to make more complaints compared to other groups. Conversely, Olcay & Sürme's (2014) study concluded that the factors leading to customer complaints did not differ significantly based on the educational status of the participants. These studies shed light on the importance of addressing specific complaints related to environmental factors, considering demographic variables when evaluating complaints, and recognizing the influence of education and gender on the complaint behavior of customers.

Sann, Lai, & Liaw (2020) conducted a study that revealed the influence of cultural background on e-complaint behavior. Asian customers were found to complain more about service-related issues, while non-Asian customers were more inclined to complain about cleanliness, room quality, sleep quality, and location. Moreover, the study noted that e-complaint behavior varied across different hotel classes. Customers staying in first-class hotels tended to complain more about service and value, whereas guests in lower-class hotels were more likely to complain about cleanliness, room quality, sleep quality, and location. Emir (2011) discovered a relationship between customer complaints and complaint behaviors, and identified fundamental differences in complaint behaviors among customers from different countries such as Turkey, Russia, the Netherlands, and Germany. Şahin & Cesur (2016) determined both similarities and differences in the complaint behaviors of Turkish and Arab customers in response to their dissatisfaction during their stay. The study also concluded that significant differences existed in terms of expectations for complaint resolution based on nationality. Overall, numerous studies have examined customer complaint behavior in relation to demographic characteristics. The research findings consistently indicate significant differences in complaint behavior based on variables such as gender, marital status, education, culture, nationality, and more.

Customer Complaints, Expectation Management and Behavioral Intention

Complaints can be defined as the act of expressing dissatisfaction either verbally or in writing to business managers or third parties when the products or services provided by businesses fail to meet or satisfy customer expectations (Erduran, 2017, p. 45). When examining customer complaint behavior, two types of behaviors can be observed when customers are dissatisfied with the products and services. They either directly communicate their dissatisfaction to the business or silently disengage without expressing their concerns (Barlow & Moller, 2008, p. 33). Gruber, Szmigin, and Voss's (2009) research emphasizes the significance of customers feeling taken seriously when reporting complaints and the importance of establishing a connection with staff members who possess genuine and active listening skills. During the service delivery, customers form impressions of how the business will respond

in the event of a problem based on their interactions with the staff. Small gestures such as apologizing for any mistakes, considering customer requests, and having personnel who are willing to express gratitude can facilitate customers in communicating their complaints effectively. Creating an environment where customers feel valued and their complaints are handled attentively can contribute to better complaint management and customer satisfaction. It is essential for businesses to prioritize effective communication and demonstrate a customer-centric approach to encourage customers to voice their concerns and provide an opportunity for satisfactory resolutions.

Complaints play a significant role for businesses as they serve as a valuable source of information. They provide insights into areas where improvements are needed and help businesses identify necessary changes in processes and products to satisfy customers. Customer complaints offer a unique perspective that businesses may not have considered on their own, enabling them to enhance their services and expand their product offerings. By recognizing customer complaints as a valuable feedback source, businesses can foster a customer-oriented culture (Barlow & Moller, 2008; Butelli, 2007; Ekiz & Köker, 2010). Businesses understand that passive customers who do not express their dissatisfaction pose a potential threat to their future success (Zeithaml, Bitner, & Gremler, 2018, p. 183). Therefore, it is crucial for businesses to encourage customers to provide feedback, including complaints, as it allows them to address issues, rectify mistakes, and improve overall customer satisfaction. By actively seeking and embracing customer complaints, businesses demonstrate their commitment to resolving issues and maintaining strong customer relationships. This customer-centric approach helps businesses in anticipating and meeting customer expectations, ultimately contributing to their long-term success.

Customer complaint behavior is significantly influenced by customer expectations, which play a pivotal role in shaping their satisfaction levels. In today's market, customers have increasingly high expectations regarding the quality of the products or services they purchase. Consequently, they may have a limited understanding or tolerance when their expectations are not met adequately (Çakıcı & Güler, 2015, p. 226). However, apart from customer expectations, there are other factors that can contribute to the occurrence of customer complaints. Businesses often keep track of various statistics regarding customers who have filed complaints. These statistics encompass variables such as the nature of the purchased product or service, the presence of competitors, the price point of the product or service, the brand value associated with the purchase, and the socio-economic class to which the customer belongs (Barlow & Moller, 2008, p. 120).

In the study conducted by Timur and Sariyer (2004), two main categories of complaint channels were identified: relationship-based complaint channels and technology-based complaint channels. Relationship-based complaint channels include methods such as customer surveys, complaint boxes, and staff and customer support desks, which facilitate direct interaction between customers and businesses. On the other hand, technology-based complaint channels encompass toll-free hotlines, call centers, and, more recently, online complaint platforms due to the widespread use of the internet. In the study by Seyran (2005), it is emphasized that businesses need to adopt a systematic approach to effectively and efficiently manage the customer complaint process. They should plan and implement suitable customer complaint management processes tailored to their specific needs. Businesses that handle customer complaints with fairness and equality can benefit in the long term by cultivating loyal customers. Therefore, it is in the best interest of businesses to encourage customers to report their complaints, make them feel valued and cared for, and provide information about the steps taken to address their concerns. By implementing effective

complaint management strategies and demonstrating genuine concern for customer satisfaction, businesses can enhance their reputation, build customer loyalty, and ultimately achieve sustained success.

Complaints serve as manifestations of unmet customer expectations. When customers perceive that their expectations are not being fulfilled, they engage in complaining behavior. These complaints can be conveyed directly to management or indirectly through guest cards, online platforms, or through word-of-mouth to family and friends (Harrison-Walker, 2001, p. 399). Online complaints offer the advantages of time and cost savings compared to more traditional channels like phone calls or letter writing. Online communication provides a fast and convenient avenue for expressing complaints, and it can be considered a modern-day method of complaining. Geographical distance poses no barriers when making online complaints, as they can be made from any environment (Murphy, Neale, & Scharl, 2006, p. 173). The expectations that customers have when purchasing a particular product or service are referred to as customer expectations (Sandıkçı, 2007, p. 61). Customer expectations can vary depending on the specific product or service offered by the company (Ataberk, 2007, p. 113). The concept of behavioral intention relates to customers' inclination to recommend the products or services of a business to others and their likelihood of repeatedly consuming the offered products or services (Aksu, 2012, p. 84). Studies on behavioral intention reveal that customer behavior often involves re-purchasing from the same business or destination, providing recommendations about the business, and voluntarily promoting the business with a positive attitude (Yücenur, Demirel, Ceylan, & Demirel, 2011, p. 160).

Methodology

The research employed the content analysis method, which is commonly used in social science studies and is applicable to web communications as well (Çilingir & Keskin, 2010, p. 53). The target population of the research consisted of five-star hotel businesses operating in the Kemer and Belek regions of Antalya province. The study focused on analyzing online reviews of five-star hotels in the Kemer and Belek regions of Antalya province, which were obtained from websites. Due to time limitations and the large number of online comments, sampling was utilized. The study employed a simple random sampling method, where the boundaries of the population were determined, and each unit within the population was numbered. From the obtained list, a random selection of numbers equal to the desired sample size was drawn using a lottery method or computer (Ural & Kılıç, 2013, p. 38).

According to the content analysis method used in the research, a list of hotel businesses in Antalya province was created, and it was decided to evaluate comments about 10 hotels from each region. The comments were collected from a selected website as the data source for the research, covering the period between January 1, 2018, and July 1, 2020. In total, there were 260 comments for the Kemer region and 263 comments for the Belek region. These comments were categorized as "bad" or "lousy" based on the customers' feedback on the hotel establishments. The chosen website is one of the most popular online platforms used by customers for various purposes, including purchasing and providing feedback on hotel services.

In the research, a program was used for the analysis, which allowed for validity and reliability analysis through coder agreement. The researcher and a second coder, who was an expert in the field, worked together on the validity and reliability steps of the study. The second coder was informed about the research content and objectives and received training on the coding criteria. To ensure accuracy, the coders conducted a pilot application on comments from the preferred website outside the time frame of the research. The coding files created by the two researchers

were then merged in the analysis program, and the level of agreement between the coders was determined to be 97.15%. This correlation ratio represents the reliability of the qualitative research conducted. The expectation for coder agreement in this application was at least 80%. In cases where there were disagreements in coding, the coders re-examined the criteria, discussed them, and reached a consensus. Items with lower inter-coder consistency were also reviewed, and adjustments were made based on the discussions. This process helped enhance the validity and reliability of the analysis.

The assumption that customers who provided comments did not have bad and hostile feelings towards the business contributes to the reliability of the research. It suggests that the comments collected were based on genuine experiences and opinions rather than biased or malicious intentions. This assumption helps ensure that the data accurately reflect customer perceptions and complaints. The primary objective of content analysis is to discern pertinent concepts and relationships that facilitate an understanding of the acquired data. In the evaluation of qualitative research data through content analysis, the initial step entails coding the data and identifying the principal themes. Subsequently, an exhaustive examination of the codes and themes is conducted, and any requisite adjustments are implemented. Finally, the acquired data is subject to interpretation (Baltacı, 2019, p. 378). In line with this approach, within the context of content analysis, the initial step involved the researcher compiling all the comments into a single document. Following this, comments that lacked sufficient evaluative potential through reading were excluded, while those deemed relevant for the research were refined. Subsequently, the prepared document was uploaded into a qualitative research analysis software, and the analysis commenced. Each comment was individually scrutinized, leading to the identification of primary codes that represented the grievances expressed. Sub-codes were subsequently established, and each comment was categorized accordingly under the appropriate heading. Moreover, given the nature of the obtained data and the capabilities of the employed software, an examination of the interrelationships between the codes was conducted, leading to the formulation of hypotheses.

Results

Through a comprehensive analysis of the feedback provided by individuals pertaining to the Belek region and Kemer region, the comments have been categorized into twelve distinct dimensions. These dimensions encompass various aspects such as food, beverages, and bars, the competence of the staff, the quality of the rooms, the effectiveness of the front desk services, the condition of common areas and available activities, the efficiency of the management, the perception of the customers, the pricing, the initial expectations prior to accommodation, the correlation between price and quality, as well as the behavioral intention of the guests. Table 1 presents the collected data, including the total number of comments received and the corresponding percentage distribution for each dimension.

Table 1. Belek Region and Kemer Region Codes

Complaints about Food	Belek	%	Kemer	%
Tasteless and poor quality of food	75	40,32	63	36
Lack of variety, scarcity of food and inadequate presentations	38	20,43	35	20
The restaurant is dirty, smelly, crowded and small	24	2,90	28	16
Less choice of meat in meals	14	7,53	6	3,43
Hygiene and staleness in food	13	6,99	15	8,57
Children's buffet food poor quality, lack of variety	10	5,38	4	2,29

Table 1. Belek Region and Kemer Region Codes (cont.)

à la carte services	7	3,76	10	5,71
Snack restaurant services	3	1,61	6	3,43
Fork, spoon, glass, plate hygiene	2	1,08	8	4,57
Total	186	100	175	100
Complaints about Personnel	Belek	%	Kemer	%
Being uninterested, unwilling and unhappy	61	41,78	43	21,5
Being lax and disrespectful	29	19,86	27	13,5
Long service times and slow service	16	10,96	32	16
Not enough staff	14	9,59	36	18
Foreign personnel-communication problem	8	5,49	17	8,5
Customer discrimination	6	4,11	24	12
Quarrel-chat among themselves	6	4,11	6	3
Poor service quality	3	2,05	9	4,5
Untrained staff, lack of knowledge of all in-house information	3	2,05	6	3
Total	146	100	200	100
Complaints about General Areas and Activities	Belek	%	Kemer	%
Inadequate and lack of variety of activities and staff	30	19,61	38	21,47
The pool and beach are dirty and small	19	12,42	11	6,21
The complexity of the layout	18	11,77	13	7,34
Mismatch between marketing activities and actual service	15	9,80	15	8,47
General area cleaning	15	9,80	24	13,59
Not kid friendly	14	9,15	8	4,52
Being far from the sea	11	7,19	-	-
Old and bad appearance	9	5,88	13	7,34
Poor quality of SPA-hamam-sauna services	8	5,23	8	4,52
Lost-forgotten item indifference	5	3,27	2	1,13
Complex and bad towel card transactions	4	2,61	6	3,39
Broken elevators	3	1,96	7	3,95
Sunbed and beach crowd	2	1,31	19	10,73
Problem with heating and cooling systems	-	-	8	4,52
Problems with the doctor	-	-	5	2,82
Total	153	100	177	100
Complaints About Prices	Belek	%	Kemer	%
Pay extra money	17	65,38	32	91,43
Treated like free service - we were disgraced with our money	3	11,54	1	2,86
Issues with rates	3	11,54	-	-
Continuous-instant invoice	2	7,69	2	5,71
Giving privileges to customers	1	3,85	-	-
Total	26	100	35	100
Complaints About Rooms	Belek	%	Kemer	%
Poor quality of goods and equipment	18	16,82	26	15,20
Not clean	16	14,95	21	12,28
Failure to clean properly and on time	13	12,15	31	18,15
Poor sound insulation	12	11,21	5	2,92
Without a view	11	10,28	2	1,17
Not filling the minibar fully and on time	8	7,48	11	6,43
Towels, shampoo, etc. lack of products, poor quality	7	6,54	15	8,77
Rooms smell	6	5,61	11	6,43
Small and problematic rooms and bathrooms	5	4,68	23	13,45
Negligible and old	4	3,74	17	9,94
Poor quality of the additional bed - not being placed before the stay	4	3,74	7	4,09
Rooms are far from the elevator	3	2,80	2	1,17
Total	107	100	171	100

Table 1. Belek Region and Kemer Region Codes (cont.)

Complaints About the Front Office	Belek	%	Kemer	%
Bellboy, valet, welcome, promotion etc. problems in matters	26	48,15	7	18,92
Length of check-in time, problems with room delivery	11	20,37	11	29,73
Problems with front office staff	8	14,80	8	21,62
Unanswered change requests for rooms	3	5,56	3	8,11
Tour company issues	3	5,56	7	18,92
No refreshment	3	5,56	1	2,70
Total	54	100	37	100
Management Related Complaints	Belek	%	Kemer	%
Indifference in moments of trouble, not being solution-oriented	9	33,33	8	20
Distinguishing between customers	8	29,63	17	42,5
Service quality	7	25,93	11	27,5
No apology, rudeness	3	11,11	4	10
Total	27	100	40	100
Customer Complaints	Belek	%	Kemer	%
Lots of foreign customers	25	46,30	21	30,89
Not being clean and hygienic in common areas	13	24,07	1	1,47
Disturbing others (harassment, noise, etc.)	12	22,22	23	33,82
Single male customers	4	7,41	23	33,82
Total	54	100	68	100
Complaints about drinks and bars	Belek	%	Kemer	%
Drinks are of poor quality-unbranded	14	35	16	30,77
Problems with staff	10	25	9	17,31
Not every drink is served in its own glass	6	15	9	17,31
Not easy access to beverages in all areas	5	12,5	16	30,77
Insufficient variety of drinks and poor presentation	3	7,5	2	3,84
Lack of bar-service on the beach and at the pool	2	5	-	
Total	40	100	52	100

The analysis of the provided table reveals that the primary complaint regarding the food offered in hotels within the Belek Region is categorized as "unsavory and poor quality of the food." This particular complaint occupies the top position in terms of frequency. In the second position, there are 38 comments that have been coded as "The food is lacking in variety, insufficient, and the presentations are insufficient." Similarly, when examining the complaints related to food in hotels situated in the Kemer Region, the predominant concern is voiced through 63 comments coded as "the food is tasteless and of poor quality." This particular complaint holds the highest frequency among the gathered comments in the food category for hotels in the Kemer Region. The analysis of the table reveals that the most common complaint concerning hotel personnel in the Belek Region is attributed to their perceived lack of interest, willingness, and overall unhappiness. A total of 61 complaints were categorized under this code, placing it at the top of the list. In the second position, there are 29 complaints coded as "being indifferent and disrespectful". Similarly, when considering the complaints related to personnel in hotels located in the Kemer Region, the primary concern is expressed through 43 complaints coded as "being uninterested, unwilling, and unhappy." This particular coding holds the highest frequency among the collected complaints in the personnel category for hotels in the Kemer Region. Regarding the general areas and activities, the foremost complaint in the Belek Region is associated with the perceived inadequacy and lack of variety in activities, as well as insufficient personnel. A total of 30 complaints were categorized under this code. In contrast, for hotels in the Kemer Region, the most common complaint concerning general areas and activities consists of 38 complaints coded as "the activities are few, repetitive, and the staff is insufficient".

The examination of the table reveals that the most prevalent complaint regarding prices in hotels within the Belek

Region is coded as "not paying extra money," with a total of 17 complaints. In contrast, for hotels in the Kemer Region, the most common complaint is coded as "paying extra money," with 32 instances. Turning to the complaints about rooms in hotels located in the Belek Region, the top two concerns are coded as "poor quality of furniture and equipment" and "not clean rooms." Meanwhile, in the Kemer Region hotels, the foremost complaint in this category is coded as "not cleaning on time and properly". Regarding the front desk of hotels in the Belek Region, the three most prominent complaints, based on their numerical values, are related to issues such as bellboy, valet, welcome, promotion, etc., the length of check-in time and problems in room delivery, and problems with front desk personnel. In the case of hotels in the Kemer Region, the primary complaint concerning the front desk is "long check-in time and problems in room delivery," with 11 comments. When examining the complaints regarding management in hotels within the Belek Region, it is observed that there are closely ranked codes, including "indifference in times of problems, not being solution-oriented," "discriminating between customers," "quality of service," and "no apology-rudeness." Conversely, for the Kemer Region hotels, the most common complaint code in this category is "discrimination between customers," occupying the top position. In the context of complaints about customers in hotels within the Belek Region, the most prominent concern revolves around "the abundance of foreign customers," with a total of 25 complaints. Following closely behind is the code for "disturbing others (harassment, noise, etc.)". Similarly, in hotels situated in the Kemer Region, the primary complaints about customers are related to "single male customers" and "disturbing the people around (harassment, noise, etc.)," occupying the top positions in this category. Regarding complaints about drinks and bars in hotels within the Belek Region, the foremost concern is expressed through the code "poor quality-unbranded drinks," with a total of 14 complaints. On the other hand, for hotels in the Kemer Region, the most common complaints regarding drinks and bars are coded as "beverages are of poor quality-unbranded" and "beverages are not easily accessible in all areas," both occupying the top position in this category.

The analysis of customer comments reveals that in the Belek region, customers mentioned their pre-stay expectations in a total of 51 comments. Conversely, in the Kemer region, customers expressed their pre-stay expectations in a larger number of comments, specifically 101 comments. Table 2 presents the results of the evaluations regarding behavioral intentions, derived from the examination of customer comments.

Table 2. Findings Related to Behavioral Intention Evaluation

Behavioral Intent Assessment	Belek Region	%	Kemer Region	%
I would not recommend	66	53,66	66	55,46
I will not come again	57	46,34	53	44,54
Total	123	100	119	100

Upon reviewing the comments regarding behavioral intention, it has been observed that customers expressed their evaluations on the website. Specifically, customers who had complaints expressed negative behavioral intentions, indicating that they would not engage with the businesses again. The customers' negative behavioral intentions stemmed from their expectations not being met in accordance with their complaints, leading to their dissatisfaction. Consequently, they expressed their intention not to choose the business again and indicated that they would not recommend it to others or provide any advice regarding it.

Relational Analysis of All Codes

In this phase of the research, the Belek and Kemer regions were treated as a combined entity, and the analysis was conducted using the total number of complaints. Therefore, a total of 2241 coded complaints were included in the subsequent analyses. Multiple methods were employed during the coding process. One approach involved marking the same sentence to represent two or more codes, known as overlap coding. Alternatively, sequential coding was used, wherein each word in the sentence was marked with the corresponding code it represented. During the application of relational analysis, either the program marked the "intersection of codes in the section" or the "proximity of codes within the same document" checkbox was selected, based on the chosen coding method, to facilitate further analysis. The following table represents the outcomes of the applied relational analysis. The table derived from the analysis has been augmented with coloration, as it visually represents the density of relationships. The automatic color assignment feature within the program was employed for this purpose. The colors are organized in a specific sequence denoting the varying levels of intensity, namely light red, dark red, dark blue, and light blue. In order to present the density of relations, a screenshot of the resulting table from the analysis has been included.

Hypothesis1: The table resulting from the analysis conducted to explore the hypothesis "There exists a correlation between customers' pre-accommodation expectations and their subsequent complaints" is presented below.

Table 3. Relational Analysis Table Between Pre-Accommodation Expectations and Complaints

Code System	Expectations Before Stay
Complaints About Food	462
Complaints About Staff	375
Complaints About Rooms	352
Complaints About Public Areas And Activities	371
Complaints About Prices	90
Complaints About Front Office	108
Complaint About Management	79
Complaint About Customers	180
Complaint About Drinks And Bars	133

Upon examining the data, a significant correlation is observed between customers' pre-accommodation expectations and their subsequent complaints. Specifically, the strongest association is found to be related to the personnel factor. This implies that customers' expectations before their stay primarily revolve around the behavior and performance of the personnel, and when these expectations are not met, their complaints predominantly revolve around this aspect. In their study, Öztürk and Yılmaz (2020) indicated that service recovery satisfaction influences customer satisfaction and behavioral intentions. They found that addressing and compensating for customer complaints have an impact on customers' behavioral intentions.

Hypothesis2: The table resulting from the analysis conducted to investigate the hypothesis "customer complaints have an impact on behavioral intentions" is presented below.

Table 4. Relational Analysis Table Between Customer Complaints and Behavioral Intentions

Code System	I would not recommend	I will not come again
Complaints About Food	462	406
Complaints About Staff	375	375
Complaints About Rooms	352	308
Complaints About Public Areas And Activities	371	358
Complaints About Prices	90	46
Complaints About Front Office	108	103
Complaint About Management	79	72
Complaint About Customers	180	137
Complaint About Drinks And Bars	133	95

The analysis reveals that the primary complaint subject leading to customers' reluctance to recommend and revisit is related to food. Subsequently, it is observed that complaints concerning personnel, as well as general areas and activities, have a detrimental influence on customers' behavioral intentions. Çöp and Türkoğlu (2020) conducted a study indicating that service quality has a statistically significant impact on behavioral intentions.

Hypothesis3: The analysis outcomes regarding the hypothesis "There exists a correlation between pre-accommodation expectations, customer complaints, and price" are provided below.

Table 5. Relational Analysis Table Between Pre-Accommodation Expectations and Customer Complaints and Price-Quality

Code System	Price-Quality Relationship
Expectations Before Stay	97
Complaints About Food	268
Complaints About Staff	281
Complaints About Rooms	193
Complaints About Public Areas And Activities	253
Complaints About Prices	29
Complaints About Front Office	67
Complaint About Management	36
Complaint About Customers	48
Complaint About Drinks And Bars	74

Based on the data presented in the table, it can be observed that customers who felt that they did not receive value for the price they paid predominantly expressed complaints regarding the personnel. Subsequently, their complaints extended to the food aspect, followed by complaints related to general areas and activities.

Hypothesis4: The findings derived from the analysis conducted to address the hypothesis "there exists a correlation between pre-stay expectations and behavioral intention" are presented herewith.

Table 6. Relational Analysis Table Between Pre-Accommodation Expectations and Behavioral Intention

Code System	Expectations Before Stay
Behavioral Intention	
I do not recommend	141
I will not come again	147

Upon examination of the tabulated data, it is evident that a correlation exists between pre-accommodation expectations and behavioral intention. The association between pre-stay expectations and the code "I will not come again" exhibits a stronger relationship compared to the association with the code "I do not recommend." Both

relationships display relatively equal densities, indicating similar levels of significance. Based on the analysis results, it was established that customers who provided details regarding their expectations prior to their stay, through comments posted on the website, expressed a tendency to refrain from revisiting the establishment and recommended against it due to their expectations not being met.

Hypothesis5: Below are the results obtained from the analysis conducted to examine the hypothesis "there is a relationship between behavioral intention and price."

Table 7. Relational Analysis Table Between Behavioral Intention and Price-Quality

Code System	Price-Quality Relationship
Behavioral Intention	
I do not recommend	70
I will not come again	77

Based on the information presented in the table, a correlation can be observed between behavioral intention and the "price-quality" code. Notably, complaints regarding the price made by individuals expressing "I will not come again" are most prominent and strongly associated. Furthermore, complaints related to price among those stating "I do not recommend" hold a secondary position but remain relevant. The results of the analysis indicate that customers who express dissatisfaction with the prices they have paid for the products and services, perceiving them as high or of poor quality, tend to exhibit behavioral intentions of "not returning" and "not recommending" the establishment.

All hypotheses formulated based on the results of the hypothesis testing have been confirmed or accepted.

Conclusion and Recommendations

The purpose of this study was to identify customer complaints, expectations, and behavioral intentions before their stay, based on reviews posted by customers of hotel businesses on their websites. The study employed the content analysis method, which is a qualitative research approach, and the collected data were analyzed using a computer program designed for qualitative data analysis. The study focused on five-star hotel businesses located in the province of Antalya, known for its tourism industry and popularity among tourists. The comments provided by customers who stayed in these establishments through a website were examined. The key findings derived from the analysis of the comments can be summarized as follows:

The comments provided by customers on the selected website, which served as a source of consumer feedback, were analyzed and categorized into nine main complaint categories. These categories include: "food-related complaints," "personnel-related complaints," "complaints about general areas and activities," "pricing-related complaints," "room-related complaints," "front desk-related complaints," "complaints related to management," "complaints related to other customers," and "complaints related to drinks and bars". Furthermore, comments expressing customer expectations prior to their stay and opinions regarding pricing were grouped together under a single category. The relationships between these expectations and pricing-related comments were also examined.

It is worth noting that although the complaints of customers from the Belek region and the Kemer region are grouped under the same content categories, they differ in terms of their ranking. For instance, while food-related complaints ranked highest among customers from the Belek region, complaints about personnel were the primary concern for customers from the Kemer region. Furthermore, the examination of customer comments led to the identification and evaluation of customer expectations across 74 subcategories, organized under the nine main

categories of food, staff, general areas and activities, prices, rooms, front office, management, customers, and drinks and bars. Another significant finding from the research pertains to customer behavioral intentions. The evaluations of customer behavioral intentions, based on their identified complaints, indicate a negative outlook, with customers expressing a lack of intention to recommend or revisit the establishment they stayed at.

The findings of the study indicate that there is a significant relationship between three key factors: complaints, expectations before accommodation, and behavioral intentions. Specifically, customer expectations before their stay were predominantly related to personnel, while the behavior of recommending and returning was primarily influenced by food-related factors. Complaints related to not receiving value for the price paid were primarily associated with personnel-related issues. Individuals who lead busy lives and yearn for optimal relaxation during their vacation periods often choose hotel accommodation as a means to enjoy their leisure time to the fullest. These individuals may prioritize saving money while still seeking a high-quality holiday experience within their budgetary constraints. It is worth noting that customers' expectations are influenced by the cost of the services provided, as there is a general perception that higher-priced products or services are associated with better quality.

The hotels selected for the sample are establishments that position themselves as providers of the highest quality services, often accompanied by high price tags. The target customers who can afford these services are typically financially capable individuals who opt for these establishments with the expectation of receiving top-notch service. In essence, these individuals are accustomed to obtaining the best food in the finest establishments, tailored to their personal preferences. Consequently, their expectations extend beyond concrete factors such as food quality and encompass more abstract concepts such as being respected, cared for, and treated with kindness. Customers, having commenced their holidays with specific expectations, are not hesitant to lodge complaints with the relevant authorities when they encounter services that fail to meet their expectations. Since tourism and hotel services are highly substitutable, customers whose expectations are not adequately met begin to harbor negative sentiments towards the establishments. They readily express their complaints through various channels, including complaint platforms, third-party interventions, or word-of-mouth, which can have detrimental consequences for the businesses involved.

With the advancement of technology, customers now have greater convenience in expressing their complaints to businesses and fellow customers. Online submission of complaints has become a preferred method, primarily due to its low cost and the potential to reach a larger audience. Businesses are well aware of the significant and lasting impact that complaints can have on their reputation and operations. Consequently, they should prioritize listening attentively to customer complaints and actively working towards resolving them. The first step towards finding a solution lies in accurately identifying and understanding customer expectations. By comprehending what customers truly desire, businesses can provide comprehensive services and ensure maximum customer satisfaction.

Contemporary businesses have embraced a standardized approach when it comes to their protocols for detecting and addressing complaints. Customers are encouraged to voice their grievances, and in response, managers typically offer compensatory gestures, such as gifts or written apologies. However, the current paradigm calls for a shift in strategy, necessitating the adoption of a proactive approach to complaint management. Rather than reacting to complaints after they have surfaced, businesses should strive to identify and address potential issues before they manifest. Achieving this objective requires the implementation of an efficient expectation management practice,

whereby hotel managers proactively ascertain the specific needs and desires of their customers prior to their stay. This proactive insight allows managers to allocate their resources and prioritize certain services accordingly, ensuring heightened customer satisfaction. Furthermore, by devoting their attention to expectation management practices, business managers can allocate their time more effectively, focusing on activities that directly contribute to the growth and success of the business. Rather than being preoccupied with responding to complaints and resolving issues, managers can proactively ensure that customers encounter the services they anticipate in the hotel industry. This proactive approach not only minimizes the occurrence of complaints but also maximizes customer satisfaction, allowing guests to fully enjoy their holidays without the need for grievances. Consequently, satisfied customers are more likely to leave the hotel with a positive perception and a higher likelihood of returning or recommending the establishment to others.

Customers who depart a business with a sense of satisfaction can manifest a range of behaviors that have significant implications for the business. This satisfaction-driven behavior tends to foster customer loyalty, whereby individuals develop a strong attachment to the business and actively choose to patronize it again in the future. Furthermore, satisfied customers often engage in favorable behaviors that benefit the business, such as recommending the establishment to others and making repeat purchases. These behaviors not only contribute to the financial success of the business but also serve as valuable marketing tools, as positive word-of-mouth recommendations can attract new customers. Hotel managers aspire to cultivate a loyal customer base and foster ongoing interactions with customers, recognizing the substantial benefits derived from such relationships.

Customer purchasing behavior is heavily influenced by psychological factors. The desire to go on vacation, for instance, can arise from psychological needs. It is believed that adopting a multidimensional approach to studying consumer behavior, particularly within the context of tourism, and exploring its connection with various aspects, can yield fresh insights and contribute new data to the existing body of research on complaints and customer expectations. By delving into these interrelated areas, researchers can expand the literature and enhance our understanding of the complex dynamics that underlie customer behavior in the tourism industry. Such investigations have the potential to uncover novel perspectives and shed light on the intricate relationships between psychological factors, consumer behavior, complaints, and expectations.

When the researches were examined, it was seen that the studies prepared on the subject of online customer complaints were determined, but it was not discussed in detail by associating them with expectations. Although there are studies in the literature to determine online customer complaints, the absence of a study on the determination of expectations from online complaints and their relationship with behavioral intentions makes this study unique among other studies. While the current study focuses on analyzing the comments of Turkish customers, it is advisable for future research to consider including the comments of foreign customers as well. Examining the feedback from a diverse customer base can provide valuable insights and a more comprehensive understanding of the subject matter. The data generated from this study is expected to offer practical benefits for hotel managers and employees, equipping them with valuable information to enhance their service quality and customer satisfaction. Moreover, the study's findings and the applied techniques and analyses can serve as a valuable guide not only for the hotel industry but also for other sectors and businesses that provide services. The broader applicability of the study's outcomes and methodologies can prove advantageous for professionals in various service-oriented industries, offering them insights

and tools to improve their own practices.

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