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Relationships Between Corporate Image Perception and Service Compensation Perception: A Study on Boutique Hotels in Core Cappadocia

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Abstract

Businesses' primary goal in providing a service is to ensure that the service is delivered correctly. Nowadays, companies face a great deal of customer pressure and are confronted with increasingly conscious consumer expectations. Service employees facing pressure can lead to errors and shortcomings in the service delivery process. In the intensely competitive environment, businesses need to pay more attention to service recovery to differentiate themselves. The literature review suggests that customer complaints affect corporate image perception. Based on this, this study investigates the effect of corporate image perception on service recovery perception. The research is designed quantitatively and the survey technique is selected as the data collection method. Local and foreign tourists staying in boutique hotels in the Core Cappadocia were included in the study. Data was obtained from 388 tourists. The analysis results indicate that the service experiences of customers at the hotel significantly influence the corporate image. Additionally, it is emphasized that hotels should develop an effective recovery strategy and respond quickly and positively to customer complaints. This study highlights the need for hotels to improve service quality and strengthen recovery policies to increase customer satisfaction and gain a competitive advantage.

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INTRODUCTION

In today's world, businesses must be ready for constant change and adaptation due to increasingly aware consumers and rapidly intensifying competition. Therefore, companies need to develop customer-centric strategies to maintain their competitive advantage. In this context, the modern marketing approach, which aims to offer products and services that meet customer needs and ensure customer satisfaction and loyalty, has gained significant importance in the tourism sector.

The modern marketing concept is customer-centric, emphasizing the importance of maintaining customer relationships to ensure customer satisfaction. A business that fosters positive customer relations will distinguish itself from its competitors (Akdu, 2017). However, it must be acknowledged that not every service is satisfactory for every customer, and service disruptions can lead to customer dissatisfaction.

Encountering customer complaints is inevitable, and businesses must develop remediation strategies to respond effectively to these complaints. Companies that fail to resolve complaints efficiently may lose their competitive advantage in the long term, experience a decline in profit margins, and suffer customer attrition, ultimately damaging their image (Demirel, 2019).

The primary focus for businesses should be resolving the customer's issues as quickly and effectively as possible during service recovery. This positive approach ensures customer satisfaction and enhances customer loyalty to the business (Burucuoğlu, 2011). A satisfied customer is also a loyal customer. Satisfied customers maintain their connection with the company, helping it sustain its presence in the industry. Furthermore, these customers may recommend the business to potential customers, thereby contributing to the acquisition of new clients. However, maintaining consistent customer satisfaction is not always feasible. İn the service industry, defective products and flawed services are common occurrences. Therefore, businesses must continuously address potential dissatisfaction scenarios and develop robust service recovery strategies (Tuna & Sözbilen, 2022).

The service industry is labor-intensive and complex. Therefore, businesses must exert greater effort to adapt to changing conditions and maintain customer satisfaction (İşkorkutan, 2018). Quickly addressing service failures can enhance customer satisfaction and help the business maintain its competitive edge (Özdemir, 2023).

Another marketing approach to minimize service errors is to enhance the perception of the corporate image. By focusing on the corporate image, businesses can strengthen customer perception and increase satisfaction. Paying adequate attention to this area and developing appropriate strategies can significantly boost success factors (Akdu, 2017).

In this research, the relationship between the perception of corporate image and the perception of service recovery of boutique hotels in Core Cappadocia is examined. The Cappadocia region encompasses the provinces of Nevşehir, Aksaray, Niğde, Kırşehir and Kayseri. nucleus Cappadocia, known for its high concentration of fairy chimneys, includes areas such as Uçhisar, Göreme, Avanos, Ürgüp, Derinkuyu, Kaymaklı, Ihlara, and their surroundings (Ahiler Kalkınma Ajansı, ahika.gov.tr: 17). This study aims to determine how effective the corporate image of hotels in nucleus Cappadocia, which holds significant potential, is in compensating for service errors. A zero-error service sector is unimaginable. In this respect, it is thought that compensating for service recovery and knowing the factors associated with this compensation will make a great contribution to hotel businesses.

Conceptual Framework

Concept of Service Compensation

Service recovery is the process by which businesses take steps to rectify a faulty service situation and satisfy the customer (Grönroos, 1988; McCollough, Berry, & Yadav, 2000). Controlling factors that negatively affect service quality in a business is generally a challenging process. However, minimizing the negative impacts of these factors is possible through service recovery (Olcay & Özekici, 2015; Zemke & Bell, 1990). Grönroos (1988) described the concept of service recovery as the effort to satisfy a customer who is dissatisfied with the service (cited in Kambur, 2018). In this context, businesses engage in service recovery to ensure customer satisfaction. Businesses must always be prepared for service errors during this process. Addressing unintentional errors can help businesses enhance customer satisfaction.

A customer who has never experienced a service failure before but witnesses the business's efforts to rectify a service error may become more satisfied with the business. This phenomenon is referred to as the "service recovery paradox" in the service marketing literature. In order words, the service recovery paradox describes a scenario where a customer who experiences a service failure and subsequently goes through the recovery process leaves the business more satisfied than they were with the initial service ((Michel & Meuter, 2008, cited in Demirel, 2019). While this can be seen as an opportunity for businesses, the service recovery paradox also presents varying claims. People tend to recall positive experiences more vividly than negative ones when reflecting on the past, which is often the case in indulgent cultures. In restraint cultures, however, individuals tend to remember both positive and negative experiences equally. Therefore, in restraint cultures, customers may not leave the business satisfied after the recovery process, as predicted by the service recovery paradox (Miller, Craighead, & Karwan, 2000; Kambur, 2018; Yılmaz, Boz, & Koç, 2017; Koç, Ar, & Aydın, 2017).

In the event of a service failure, businesses have two options (Eren, 2019; Wirtz & Mattila, 2004):

- Propose a resolution by offering a compromise to achieve a positive outcome,
- Avoid addressing the issue altogether.

Due to the nature of services, preventing service failures is quite challenging. For customers to trust a business and be inclined to choose it again, companies need to rectify service failures. In this context, successfully managing service recovery processes is crucial for businesses to maintain customer loyalty and protect their corporate image.

Service Compensation Dimensions

In the study conducted by Boshoff (2005), service recovery was measured across six dimensions:

Communication: This is the most crucial for service delivery. It involves employees asking questions to clarify the situation in clear language, understanding, and most importantly, acting reliably and honestly to resolve the issue.

Empowerment: The extent to which the employee who first hears about the problem can resolve it without seeking help from others.

Feedback: Recording the issue when it arises and providing the customer with updates on what has been done to resolve it.

Compensation: Apologizing for the financial loss experienced by the customer and courteously informing the customer about the compensation for the economic loss.

Explanation: Provide an explanation from the service provider about what went wrong and ensuring that this explanation is satisfactory.

Tangible Characteristics: This includes the orderliness and professionalism of the service firm, as well as whether the staff is well-dressed.

Every business aims for operations to proceed as planned. However, such smooth progress is particularly rare in the service sector. Therefore, businesses must place great emphasis on service recovering and focus on ensuring customer satisfaction. It should be noted that customers who lodge complaints during the service process need to maintain confidence that they will receive flawless service (Tuna & Sözbilen, 2022).

A negative service perception can diminish the value of superior service and adversely affect customers' image perception. In such cases, customers may turn to alternative service providers. However, businesses that make efforts to correct service errors can distinguish themselves from their competitors. Effective service recovery not only enhances the value of the service but also mitigates customer dissatisfaction. If service errors are not addressed, customer dissatisfaction will increase. Consequently, a business may lose customers due to a single error and negatively influence other potential customers. Therefore, businesses should always initiate the service recovery process in the event of a service error and manage this process effectively (Tuna & Sözbilen, 2022).

In this study, service recovery is examined in two dimensions. The scale items were developed by Boshoff (1999) and adapted into Turkish by Kılınç (2019).

Theories Regarding Service Compensation

Theories enable scientists to describe, explain, and even predict facts or events. In this sense, theories that provide various contributions to researchers of problems (Abend, 2008; Çalışkan & Çoban, 2022).

In the service sector, service errors are inevitable. For the correct and swift resolution of service errors, it is essential to properly understand the theories related to service recovery. Although the literature encompasses numerous theories and models, this study focuses on attribution theory (causality attribution) and equity theory (justice).

Equity Theory (Justice)

The concept of equity and justice are often used interchangeably and are considered equivalent. Equity is defined as fairness or rights in comparison to other entities, whether real or perceived, individual or collective (Kwon & Jang, 2012). The concept of justice has been examined in three dimensions: distributive, procedural, and interactional justice. Procedural justice pertains to the adherence to procedures to achieve outcomes and is a result of exchanges between individuals. Interactional justice, on the other hand, is the outcome of the communication process between people. Lastly, distributive justice arises when there is dissatisfaction resulting from an exchange, leading to complaints. It addresses the fairness of the outcomes of the exchange (Chebat & Slusarczyk, 2005; Öztürk, 2020).

Attribution Theory (Attribution of Causation)

People try to make sense of events, behavior, and their causes. In social psychology, this process is called attribution or causality theory (Kızgın & Dalgın, 2012; Kahraman, 2019). Attribution theory is associated with different effects, which are termed interval, external, and situational. An important aspect here is how individuals interpret these effects. People tend to attribute positive outcomes to internal factors, while they attribute negative outcomes to external or situational factors (Demirel, 2019).

Individuals undergo a specific attribution process. This process was explained by Kelley & Michela (1980) and Weiner (1985). Kelley & Michela (1980) emphasized that when a person experiences an event, they make causal explanations based on their prior knowledge, existing beliefs, and motivation, and these perceived causes influence their behavior, emotions, and expectations. Weiner (1985) highlighted the necessity of antecedents for attributions to form (Kahraman, 2019).

Causal dimensions are guiding factors in explaining behaviors. These dimensions are divided into three categories in theory:
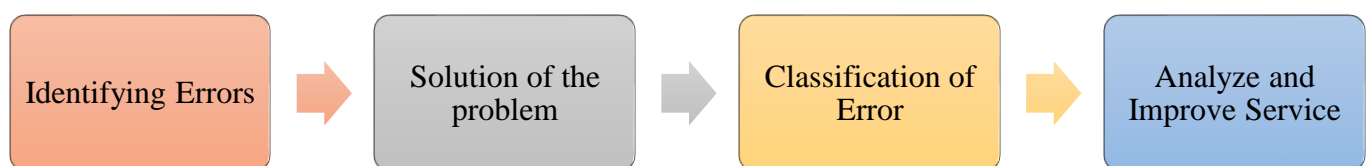
- Source
- Permanence
- Controllability

The locus of attribution determines whether the cause is internal or external. Internal attribution means the individual sees themselves as the cause of the situation, while external attribution means the individual attributes the cause to factors outside themselves. Stability refers to whether the cause of an event persists over time. Events attributed to stable causes are likely to recur. Controllability is the extent to which the individual can control their behaviors (Kahraman, 2019).

As a result, when a customer encounters an error, they first question the locus, controllability, and stability of the error. This questioning leads the customer to form a judgment and behaviors. Therefore, businesses need to accurately analyze the reasons customers attribute to errors to determine the most appropriate recovery strategy (Çalışkan & Çoban, 2022).

Service Error Compensation Process

The service recovery process is segmented into various stages by numerous researchers. For instance, Tax, Brown, & Chandrashekaran (1998) delineate the stages of the service recovery process as follows: identifying service errors, resolving customer issues, recognizing and categorizing service errors, and, in the final stage, analyzing all the gathered information to enhance the service provided (Akdu, 2017).

Source: (Akdu, 2017; Kılınç, 2011; Türkoğlu, 2007)

Figure 1. Service Error Compensation Process

Parasuraman, Zeithaml, and Berry (1985) examined the service recovery process through two dimensions: the technical dimension and the functional dimension. The technical dimension addresses what actions are taken to rectify the error, while the functional dimension focuses on how to effectively manage the error recovery process (Türkoğlu, 2007).

Berry (1995) articulated the service recovery process in four stages. These stages are: recognizing the significance of service recovery, detecting errors by the business, offering an effective solution to the customer and developing appropriate strategies, and selecting and implementing the most suitable strategy for the service error. According to Miller, Craighead, & Karwan (2000) Schweikhart, Strasser, & Kennedy (1993), the service recovery process can also be discussed in three stages: the pre-recovery phase, the immediate recovery process, and the post-recovery phase (Akdu, 2017; Güneren & Yaşar, 2022).

Corporate Image

Image refers to the positive or negative impressions formed in people's minds. Corporate image encompasses the entire perception of the institution as formed in the human mind (Önder & Bayın, 2014; Özata & Sevinç, 2009; Yılmaz, Saygın, & Tolon, 2021). Additionally, corporate image functions as a mirror, reflecting the organization's culture and identity to the outside world (Gioia, Schultz, & Corley, 2000; Juntunen, Saraniemi, Halttu, & Tähtinen, 2010). A disparity between culture and image can adversely impact the institution's reputation (Sap, 2021; Urde, 2003; Davies & Chun, 2002). Therefore, the interaction between customers and employees is crucial in service companies. In this highly interactive sector, there must be consistency between internal and external stakeholders (Davies & Miles, 1998).

Corparate image can often vary and may be positive, negative or neutral. A customer experiencing a negative incident with an organization's product, an unfavorable advertisement reaching the customers, or negative experiences shared by someone within the customer's close circle can contribute to the formation of a negative image (Taslak & Akın, 2005) (Bal, 2012).

An examination of the relevant literature reveals that studies on service recovery are relatively limited. When considering these studies within the context of the tourism sector (Öztürk, 2020; İşkorkutan, 2018; Demirel, 2019; Türkoğlu, 2007; Tutuş, 2019). It becomes evident that the issue of service recovery is analyzed in relation to the theory of justice, customer satisfaction, and customers' repurchase intentions. In contrast, the international literature (Hazée, Van Vaerenbergh, & Armirotto 2017; Mostafa, Lages, Shabbir & Thwaites, 2015; Bell & Zemke, 1987; Boshoff, 1997; Boshoff, 1999; Levesque & Mcdougall, 2000; Mcdougall & Levesque, 1999; Boshoff & Staude, 2003; Grönroos, 1988). Places greater emphasis on the topic of service recovery.

This study aims to discuss the importance of service recovery in the process of restoring customer satisfaction, to examine the factors that influence the service recovery process, and to explore of corporate image that may be affected by it. This investigation focuses on the service recovery process implemented to restore customer satisfaction following a service failure.

In this context, the research hypotheses were developed and are as follows:

H0: There is no significant relationship between corporate image perception and service recovery perception.

H1: There is significant relationship between corporate image perception and service recovery perception.

Method of The Research

The ethics committee permission required to collect the data used in this research was obtained from the Nevşehir Hacı Bektaş Veli University Ethics Committee with the date 30.05.2024 and the decision/issue number 2024.06.140.

Core Cappadocia is generally known as a destination region that attracts significant interest from both local and foreign tourists. However, this study specifically targets local and foreign tourists who visit Core Cappadocia and stay in boutique hotels.

The study population comprises local and foreign tourists who stay in boutique hotels in Core Cappadocia and have lodged complaints about faulty service provision. Boutique hotels were chosen for this study due to their high appeal to tourists visiting the region. Consequently, it is assumed that all individuals who visit Core Cappadocia and receive services from boutique hotels are potential participants.

When probability (random) sampling methods are not feasible in scientific studies, non-probability (non-random) sampling methods can be employed. Non-probability sampling methods are utilized when the population is not fully known or cannot be completely estimated, and the researcher selects participants based on their own experience and subjective judgment (Uzgören, 2012: 176, cited in Akdu & Cengiz, 2020). One such method is convenience sampling. This method allows for rapid, easy and economical collection of data from the population (Haşıloğlu, Baran, & Aydın, 2015). Consequently, the convenience sampling method was used in this study. Ensuring that participants had experienced complaints in boutique hotels and reported them to the business is crucial for the validity of the results. A notable challenge in this regard is the inability to maintain statistics on tourists who have had such experiences. Therefore, due to the difficulty in determining the exact population, local and foreign tourists who stayed in boutique hotels in Core Cappadocia were included in the research. The survey was administered to individuals who had these experiences during the survey application process.

The survey technique was employed as the data collection method in this research. The prepared survey comprises three sections. The first section aims to gather data on the demographic characteristics of the participants, as well as questions regarding the service errors experienced during the accommodation process and how these errors were reported to the survey, with statements rated as "1:Strongly Disagree, 2: Disagree, 3:Undecided, 4: Agree, 5: Strongly Agree."

The research encompasses two primary variables. The first variable is corporate image, which consists of 8 items adapted from studies conducted by Rodríguez & Leaniz (2016); Mostafa, Lages, Shabbir, & Thwaites (2015); and Altun (2018). The second variable is service recovery, measured by scale developed by Boshoff (1999) and adapted into Turskish by Kılınç (2019), consisting of 7 items.

Findings

Validity and Reliability Analysis Results

A scale reliability analysis was conducted to measure the consistency of the data obtained from the surveys. The reliability coefficients of the scales are above 0.70, indicating a high level of reliability in scientific terms. However, researchers suggest that a reliability coefficient may be deemed acceptable at values as low 0.5 (Coşkun, Altunışık, Bayraktaroğlu, & Yıldırım, 2015).

Table 1. Reliability Coefficient of Variables

Variables	Cronbach's Alpha
Corporate Image	0,92
Service Compensation	0,94

It this study, the Cronbach's Alpha value, which indicates the reliability coefficient, was found to be 0,92 for the corporate image variable and 0,94 for the service recovery variable. These results suggest that the scales used in the survey are statistically reliable. Additionally, factor analyses were conducted to test the validity of the scales.

Table 2. Exploratory Factor Analysis Results

	F1	F2	F3
Hotel staff contacted me to understand the situation in order to resolve my issue.	,887		
During the problem-solving process, hotel staff actively assisted me in resolving my issue.	,882		
The hotel staff exhibited a polite and respectful attitude while addressing my complaint.	,858		
Hotel authorities took steps to ensure customer satisfaction by apologizing for any potential financial losses.	,857		
The hotel staff apologized for the issues that occurred.	,845		
The hotel staff promptly informed me about the issue.	,833		
The complaint was resolved by the first hotel staff member I reported it to.	,799		
I think this hotel is a well-known hotel		,936	
I think this hotel is an admirable hotel.		,914	
I think this hotel is a reputable hotel.		,874	
I think this hotel is a prestigious hotel.		,794	
I think this hotel has a customer-oriented perspective.			,904
I think this hotel places importance on protecting customer privacy.			,875
I am satisfied with the way this hotel presents itself to the public (e.g., through the messages conveyed in its advertisements, methods of communicating with its target audience, etc.).			,803
KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	,885		
Bartlett's Test of Sphericity Chi-Square Value	5103,251		
Bartlett's Test of Sphericity Significance Level	,000		

In this study, Kaiser-Meyer-Olkin (KMO) value was found to be 0.88 indicating that the scale is valid for conducting factor analysis. Field (2000) states that the minimum threshold for KMO should be 0.59, and that data with < 0.50 cannot be factorized.

TO enhance the clarity and interpretability of the factor analysis in this study, the statement "I have a positive image of this hotel" from the corporate image scale was removed from the dataset. This adjustment allowed the items with high loading under each component to better define the meanings of the respective factors. Consequently, a

more robust foundation was established for understanding and improving the relationship between service recovery and corporate image perception.

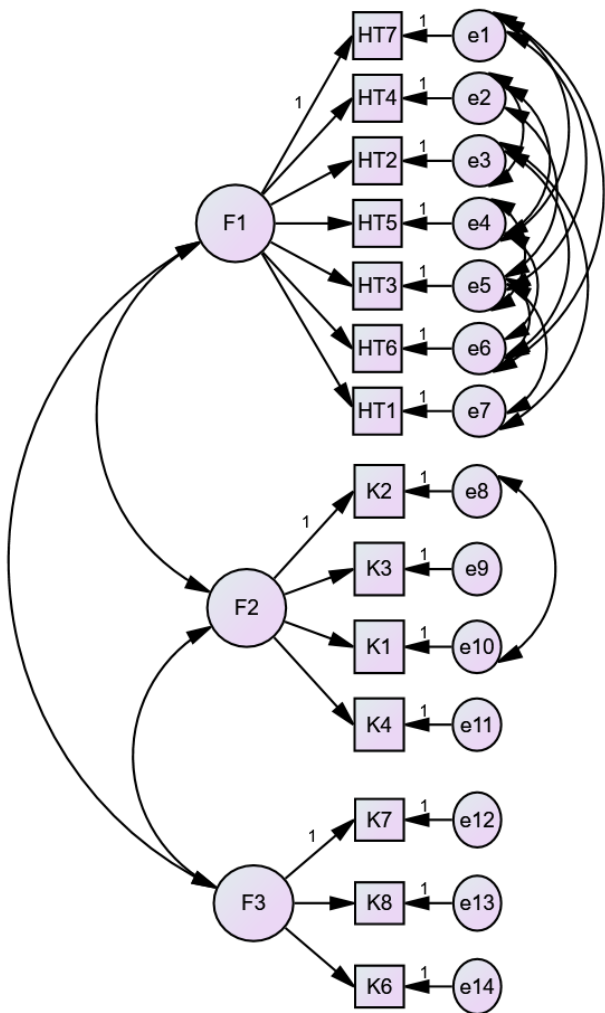These results clearly identify the areas on which hotel management should focus to enhance customer satisfaction.

Figure 2. Confirmatory Factor Analysis Results of Model 1

Table 3. Fit Indices of Model 1

X2	DF	RMSEA	CFI	TLI	NFI	P	CMIN/DF
163.63	61	0.066	0.980	0.970	0.968	0.000	2.682

According to the research results, the values in the table above indicate that the model constructed in Amos provide a good fit with the data. When examining the fit index results of model 1, the CMIN/DF value was found to be 2.682, indicating good model fit since it is below the threshold of 3. Additionally, the following values were observed: P: 0.000, TLI:0.970, NFI: 0.968, CFI: 0.980, and RMSEA: 0.066. These values support the theoretical structure of the model and indicate its validity.

Descriptive Findings

Below, tables present descriptive data regarding the participants' reasons for complaints, methods of reporting complaints, and demographic characteristics, including gender, age, income, and education level.

Table 4. Identifying Information About Participants

Variables		n	%
Gender	Male	160	41,2
	Female	228	58,8
Age	18-25	54	13,9
	26-35	105	27,1
	36-45	76	19,6
	46-55	59	15,2
	56-65	56	14,4
	66 years and above	38	9,8
Education	Primary school	10	2,6
	Middle school	16	4,1
	High school	101	26,0
	University	211	54,4
	Postgraduate	50	12,9
Occupation	Student	44	11,3
	Unemployed	25	6,4
	Retired	60	15,5
	Officer	35	9,0
	Teacher	60	15,5
	Academician	26	6,7
	Health personnel	28	7,2
	Legal personnel	21	5,4
	Engineer	19	4,9
	Employee	17	4,4
	Self-employment	47	12,1
	Other	6	1,5

Based on the findings, 58.6% of the participants are women, and 41.2% are men. In terms of age distribution, the largest group comprises participants aged 26-35, representing 27.1% of the sample, while the smallest group consist of participants aged 66 and over, accounting for 9.8%. these data indicate that the majority of participants in the study are young and middle-aged university graduates from various professional backgrounds.

Table 5. Reasons for Participants' Complaints

Reasons for Complaints	n	%
Deficiency/malfunction of in-room amenities (TV, air conditioning, minibar, etc.)	57	14,7
Cleanliness and hygiene issues in the premises	48	12,4
Cleanliness and hygiene issues with staff	38	9,8
Security concerns	31	8,0
Issues related to outdoor facilities (parking, etc.)	63	16,2
Problems with reservations	29	7,5
Issues with check-in/check-out processes	35	9,0
Problems related to service delivery	39	10,1
Respect and courtesy of the staff	43	11,1
Other	5	1,3

Upon examining Table 5, it is evident that the majority of participants, at a rate of 16.2% (63 individuals), primarily cited "problems related to outdoor spaces (parking, etc.)" as their main complaint in the rooms (TV, air Conditioner, minibar, etc.)" as a significant issue. Following these, cleanliness and hygiene problems within the premises were noted by 12.4% of participants, and the respect and courtesy of employees were highlighted by 11.1%

of participants.

Table 6. Forms of Reporting a Complaint

Forms of reporting complaints	n	%
Face to face	171	44,1
Complaint Box in the Hotel	38	9,8
Email	24	6,2
Social Media (Facebook, Twitter etc.)	58	14,9
Complaint-Comment Sites	77	19,8
Other	20	5,2

Upon examining Table 6, it is observed that the majority of local and foreign tourists staying in boutique hotels in Core Cappadocia preferred to communicate their complaints face-to-face (44.1%), followed by complaint-review sites (19.8%). It is understood that local and foreign tourists visiting the hotel generally choose direct communication and prefer to convey their problems directly to the hotel staff. The analysis also shows that social media (14.9%) and other communication channels (5.2%) are preferred to a lesser extent. The usage rate of social media suggests that tourists often wish to express their complaints publicly.

Table 7. Correlations Between Service Compensation and Corporate Image

Variables	Average	Standard deviation	1	2
1.Corporate Image	3,41	0,91	1	,509**
2.Service Compensation	2,93	1,12	,509**	1

** Correlations are significant at the 0.01 level. (2-tailed).

Upon examining Table 7, a relationship between the variables of corporate image and service recovery is evident. On average, participants rated the corporate image variable at 3.41 and the service recovery variable at 2.93. The correlation coefficient between the two variables was found to be 0.509, indicating a moderate positive relationship. The correlation analysis is statistically significant ($p < 0.01$), suggesting that the relationship between the variables is not coincidental but indeed exists.

Table 8. Hypotheses of the Research Model

Hypotheses of the Research Model	Conclusion
H_0: There is no significant relationship between corporate image perception and service compensation perception.	**NEGATİVE**
H_1: There is a significant relationship between corporate image perception and service compensation perception.	**POSİTİVE**

In this study, two hypotheses were developed. Based on the conducted analysis, the correlation analysis results led to the acceptance of Hypothesis H1, which states that there is a significant relationship between corporate image perception and service recovery perception.

Conclusion and Discussion

This research aims to determine the relationship between corporate image perception and service recovery perception. Previous studies suggest that customers' hotel service experiences can influence the perception of the hotel's corporate image and that the hotel's recovery strategies can also impact customers' perceptions of the corporate image. It is argued that service recovery strategies are more effective when supported by a positive corporate image. These finding align with the research results of Akdu & Cengiz (2020), Kandampully & Hu, (2007), Nikbin, Ismail, Marimuthu, & Jalalkamali (2010), Mostafa (2017), and Liat, Mansori, Chuan, & İmrie (2017).

Therefore, this research is considered as an important step towards understanding the relationship between tourists' hotel service experiences and the hotel's compensation strategies and their corporate image perception.

In the study, validity and reliability analyses were intially conducted. The results of these analyses confirmed that the constructed model is both reliable and valid. The Cronbach's Alpha values for the scales measuring service recovery and corporate image were found to be 0.94 and 0.92, respectively, indicating high reliability. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was 0.88, and the signifiance level obtained from Barlett's test of sphericity (p<0.001) indicated that the data were suitable for fctor analysis. The results of the confirmatory factor analyses demonstrated that the model exhibited a good fit and that the factor loadings were significant.

In this research, data was obtained from a total of 388 participants. An examination of the demographic characteristics reveals that 58.8% of the participants are women, while 41.2% are men. Regarding age distribution, the largest group consists of participants aged 26-35, accounting for 27.1% of the sample, whereas the smallest group comprises participants aged 66 and over, representing 9.8%. In terms of education levels, 54.4% of the participants are university graduates, 26.0% are high school graduates, 12.9% hold postgraduate degrees. 4.1% are secondary school graduates, and 2.6% are primary school graduates. The occupational distribution shows the highest percentages in the retired and teacher categories at 15.5% followed by self-employed individuals at 12.1% and students at 11.3%. These data suggest that the analyses and inferences made within the scope of the study can be evaluated in a manner that encompasses different segments of society.

According to the research finding, the issues that customers most frequently complain about have been identified. 16.2% of the survey participants stated that the most common problem in hotels is "problems related to outdoor spaces (parking, etc.)." It was determined that the option "lack of equipment/defect in the equipment in the rooms (TV, air conditioner, minibar, etc.)" was selected by 14.7% of the participants. Following these, cleanliness and hygiene issues in the premises were reported by 12.4% of the participants, and the respect and courtesy of employees by 11.1%. These results clearly indicate that hotels should pay more attention to outdoor arrangements and parking services to enhance customer satisfaction. Additionally, regularly inspecting the equipment in the rooms and improving cleaning standards are crucial for increasing satisfaction. The issue of respect and courtesy among employees can be addressed by providing necessary training support for hotel staff. Lockyer (2005) found in his study that factors such as room cleanliness, parking, and employee attidutes were among the most common complaints from hotel customers. This study supports the findings of the current research.

In the study, data was also collected on how tourists staying in the Core Cappadocia region reported their complaints. The majority of tourists, 44.1%, selected the "face-to-face"option. Following this, it was determined that 19.8% of the complaints were reported through "complaint and comment sites." This indicates that tourists visiting hotels are willing to report their complaints and prefer direct communication methods. Tourists voicing their complaints in this manner provides an advantage for hotels, as such feedback offers valuable data for improving service quality and customer satisfaction. The findings from this study are consistent with those of Dolnicar & Otter (2003), who stated that when customer complaints are reported directly face-to-face, hotel management can use this feedback more effectively in the improvement process.

The data obtained from this study indicate a relationship between tourists' hotel service experiences and their perception of corporate image. It has been determined that customers who are particularly satisfied with hotel services

perceive the hotel's corporate image more positively. This suggests that hotels can enhance their corporate image by improving service quality and ensuring customer satisfaction. Additionally, the research results show that hotels' service recovery policies may also impact the perception of corporate image. Positive compensation for service errors or disruptions can positively influence the hotel's corporate image. Therefore, hotels that develop effective compensation strategies and respond promptly and positively to customer complaints will foster long-term customer relationships and increase brand loyalty. In summary, this study provides valuable insights for hotel managers and service sector employees to develop customer relationship management strategies. Kau & Loh (2006) also emphasized the positive effects of service recovery strategies on customer satisfaction and corporate image perception in their study.

The findings obtained from the research support the hypotheses of the research and confirm the usability of the relationship between service recovery and corporate image in explaining its impact on hotel customers. In the study, hypothesis H0 (there is no significant between corporate image perception and service recovery perception) was created and subsequently rejected. According to the analysis results, a significant positive relationship between corporate image perception and service recovery perception was determined, leading to the acceptance of Hypothesis H1 (there is a significant relationship between corporate image perception and service recovery perception).

In related studies, Akdu & Cengiz (2020) found that the apology dimension, one of the service error compensation strategies, positively affects the perceived corporate image. Mostafa (2017) demonstrated that corporate image plays a moderating role in the relationship between service recovery strategies and post-recovery satisfaction. La & Choi (2019) found that perceived fairness in service recovery affects corporate social responsibility, which in turn increases customer satisfaction and repurchase intenion. Liat, Mansori, Chuan, & İmrie (2017) found that service quality and compensation affected customer satisfaction and loyalty, with corporate image partially mediating this relationship. Kandampully & Hu (2007) stated that corporate image is influenced by both service quality and customer satisfaction, and that this image enhances customer loyalty. Işkın (2021) found that the perception of corporate reputation affects the perception of hygiene conditions and business image. Additionally, Akdu (2019) found a positive relationship between service error compensation strategies and service quality perception. Similarly, studies conducted by Gil, Hudson, & Quintana (2006) and McCollough (1995) also identified positive relationships between these variables.

Although similar studies exist in the literature, the unique alignment of the model and hypotheses in this study limits direct comparison and underscores the contribution of this research to the existing body of knowledge.

This research was conducted to determine the relationship between service recovery and corporate image perception. The findings provide valuable guidance for hotel managers in improving service quality and developing effective recovery strategies. However, the research has some limitations. These include the confinement of the sampling group to a specific geographical region and the restriction to a particular time point or a short period, thereby examining the current situation. In other words, this study is cross-sectional, which helps understand the relationships within that period by providing of the findings by conducting longitudinal studies in different geographic regions. Additionally, examining specific elements of service recovery strategies in detail can assist hotels in identifying the most effective compensation methods.

Declaration

All authors of the article contributed equally to the article process. There is no conflict of interest that the authors should declare. The ethics committee permission required to collect the data used in this research was obtained from the Nevşehir Hacı Bektaş Veli University Ethics Committee with the date 30.05.2024 and the decision/issue number 2024.06.140.

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Appendix 1. Ethics Committee Permission

T.C.
NEVŞEHİR HACI BEKTAŞ VELİ ÜNİVERSİTESİ REKTÖRLÜĞÜ
Bilimsel Araştırmalar ve Yayın Etik Kurulu

TOPLANTI SAYISI	KARAR SAYISI	TOPLANTI TARİHİ
06	2024.06.140	30.05.2024

Üniversitemiz Turizm Araştırmaları Enstitüsü Öğretim Üyesi Doç. Dr. Doç. Dr. Burcu Gülsevil BELBER'nın "Kurumsal İmaj Algısı İle Hizmet Telafisi Algısı Arasındaki İlişkiler; Kapadokya Bölgesinde Butik Oteller Üzerine Bir Araştırma" isimli bilimsel araştırma projesi hakkında alınan 13.05.2024 tarih ve 2400042135 sayılı yazının görüşülmesi.

2024.06.140 Üniversitemiz Turizm Araştırmaları Enstitüsü Öğretim Üyesi Doç. Dr. Doç. Dr. Burcu Gülsevil BELBER'nın "Kurumsal İmaj Algısı İle Hizmet Telafisi Algısı Arasındaki İlişkiler; Kapadokya Bölgesinde Butik Oteller Üzerine Bir Araştırma" isimli bilimsel araştırma projesi hakkında alınan 13.05.2024 tarih ve 2400042135 sayılı başvuru dosyası görüşüldü.

Yapılan görüşmeler sonucunda**,** aşağıdaki tabloda isimleri belirtilen araştırmacılar tarafından hazırlanan *"Kurumsal İmaj Algısı İle Hizmet Telafisi Algısı Arasındaki İlişkiler; Kapadokya Bölgesinde Butik Oteller Üzerine Bir Araştırma"* isimli araştırma projesi dosyası ve ilgili belgeler araştırmanın gerekçe, amaç, yaklaşım ve yöntemleri dikkate alınarak incelenmiş olup, projenin gerçekleştirilmesinde etik sakınca bulunmadığına kurulumuz üyeleri tarafından oy birliği ile karar verilmiştir.

YÜRÜTÜCÜ	ARAŞTIRMACI/UZMAN
Doç. Dr. Burcu Gülsevil BELBER	Doktora Öğrencisi Selcen BALKI

**Prof. Dr. Fatih ÖZDEMİR toplantıya katılmadı.
**Prof. Dr. Merter Rahmi TELKENAROĞLU toplantıya katılmadı.
**Prof. Dr. Sezer SORGUN toplantıya katılmadı.

Prof. Dr. Suzan ÇOBAN Kurul Üyesi	Prof. Dr. Muhammet Şevki AYDIN Kurul Üyesi	Prof. Dr. Zübeyde KUMBIÇAK Kurul Üyesi
Prof. Dr. Ensar ÇETİN Kurul Üyesi	Prof. Dr. Lütfi BUYRUK Kurul Üyesi	Prof. Dr. Mutluhan AKIN Kurul Başkanı

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