



The Mediator Role of Customer Satisfaction on the Effects of Employee Satisfaction and Service Quality on Hotel Performance

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Abstract

The aim of this study is to scrutinize the effects of employee satisfaction, one of the internal factors of Resource Based View on firm performance in the tourism and hospitality industry. In this study, it was empirically surveyed through a questionnaire at 15 hotel companies in Northern Cyprus and was also analyzed whether there were positive relationships among employee satisfaction, service quality, customer satisfaction and firm performance. Hierarchical regression analysis was used to analyze the data. Few studies have been carried out regarding the relationship between employee satisfaction and hotel firm performance in Northern Cyprus Tourism Industry. Thus, this study reveals important results for the hoteliers and marketers in Northern Cyprus. The findings posed that service quality had a significant effect on customer satisfaction and hotel performance, while customer satisfaction fully mediated the effect of service quality on hotel performance. Discussion section along with implications and limitations including future directions were given at the end of the study.

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