

FACTOR "3"		
Plate Service quality results Vs Positive "Word of Mouth"		
CODE (EXISTANCE)	COMPONENT (-.411until .673)	QUESTION
F5b	-0.411	Service Profit Chain: "LOYALTY", is a direct result of cutomers' satisfaction
F6c	-0.314	Parasuramant: five service dimensions:"ASSURANCE" is defined as the knowledge and courtesy of employees and ispire confidence
F5e	-0.293	Service Profit Chain: "EMPLOYEE SATISFACTION", is largely influenced by the value of service provided to customers
F5c	-0.249	Service Profit Chain: "SATISFACTION" is largely influenced by the value of service provided to customers
B3	-0.232	There was a variety of dishes to choose from
B8	-0.217	The plate's and dish's decoration was excellent
B12RoomService	0.346	The kitchen staff was always alert during the buffet service time
F13	0.388	There is an increased positive "Word of Mouth" in this hotel
E5	0.420	Water sport facilities are very good
F7	0.436	Service quality is declining in the Cyprus hotel industry
E3	0.489	Mini-club facilities are very good
C10	0.544	Language communication barrier is apparent in restaurants
C22	0.673	Language communication barrier is apparent in bars
B	3	FOOD & BEVERAGE (FOOD QUALITY, QUANTITY, VARIETY)
C	2	FRONTLINE STAFF SERVICE
E	2	OTHER SERVICES (SPA, H/K, MAINTENANCE, ENTERTAINMENT)
F	6	GENERAL SERVICES (QUALITY OF SERVICE OPINION, etc)
		Πιο ψηλά νούμερα
		Πιο πολλές ερωτήσεις

FACTOR "4"		
Customers might be generally happy but service quality defaults are there		
CODE (EXISTANCE)	COMPONENT (-.485 until .357)	QUESTION
B13	-0.485	There was a variety of dishes to choose from the menu
B15	-0.476	The room service trolley was clean and well led
E3	-0.461	Mini-club facilities are very good
B21	-0.362	The BAR waiting time is adequate
B14	-0.331	The R/S food temperature was adequete
F5c	-0.300	Service Profit Chain: "SATISFACTION" is largely influenced by the value of service provided to customers
D7	-0.232	Balconies and rooms are in good repair
C11	0.250	RESTAURANT: employees are well groomed, speech clear and audible
C22	0.295	BAR: language communication barrier is apparent in bars
F1General	0.330	Efficient quality of service is important towards guests' satisfaction and guests and staff loyalty
C15	0.338	RESTAURANT: waiting staff I well aware of all menu and beverage options
D8	0.352	In-door swimming pool is always heated
C16	0.357	RESTAURANT: waiting staff is demostrating "suggestng selling" techniques
B	4	FOOD & BEVERAGE (FOOD QUALITY, QUANTITY, VARIETY)
C	4	FRONTLINE STAFF SERVICE
D	2	TANGIBLE SERVICE
E	1	OTHER SERVICES (SPA, H/K, MAINTENANCE, ENTERTAINMENT)
F	1	GENERAL SERVICES (QUALITY OF SERVICE OPINION, etc)
		Πιο πολλές ερωτήσεις και πιο ψηλά νούμερα

FACTOR "5"			
Effective customer satisfaction can contribute to either the hotel's success or loss			
CODE (EXISTANCE)	COMPONENT (- .502 until .362)	QUESTION	
B14	-0.502	R/S: the food temperature was adequate	
F1General	-0.410	Efficient quality of service is important towards guests' satisfaction and guests and staff loyalty	
D6	-0.406	Hotel's safety and evacuation rules are clear and visible	
B13	-0.361	There is an increased positive "Word of Mouth" in this hotel	
D5	-0.358	Hotel's landscaping is in very good condition	
B15	-0.350	The room service roley was clean and well led	
D4	-0.309	Hetel's accessibility and disables' accessibility is in good condition	
B16	-0.300	R/S: the quality of food was excellent	
C8	0.233	F/O: Employees use customer's name	
F4	0.324	Effective customer satisfaction can contribute to either the hotel's success or loss	
B21	0.354	BAR: the waiting time is adequate	
F9	0.362	Service Relationship: when customers require the same staff to serve them at all times during their holidays	
B	5	FOOD & BEVERAGE (FOOD QUALITY, QUANTITY, VARIETY)	Πιο πολλές ερωτήσεις και
C	1	FRONTLINE STAFF SERVICE	
D	3	TANGIBLE SERVICE	
F	3	GENERAL SERVICES (QUALITY OF SERVICE OPINION, etc)	

FACTOR "6"			
Service qualities need refining			
CODE (EXISTANCE)	COMPONENT (- .435 until .373)	QUESTION	
B16	-0.435	R/S: The quality of food was excellent	
F6b	-0.323	Parasuramant: five service dimensions:"RESPONSIVENESS" is defined as the willingness to help customers	
F9	-0.306	SPA and gym employees are well groomed, attentive and approachable to customer's needs	
D1Tangible	-0.270	Hotel air-condition is at good temperature	
B18	-0.213	BAR: There are adequate bar glss types according to each drink	
C5	0.277	Employees are well groomed	
F5a	0.339	Service Profit Chain: "PROFIT & GROWTH" are stimulated primarily by customers' loyalty	
E11	0.340	Hotel's live music is in good quality and according to various tastes	
F5c	0.360	Service Profit Chain: "SATISFACTION" is largely influenced by the value of service provided to customers	
E4	0.365	Baby seating facilities are very good	
F8	0.373	SPA and gym employees smile and exhibit a friendly manner	
B	2	FOOD & BEVERAGE (FOOD QUALITY, QUANTITY, VARIETY)	Πιο πολλές ερωτήσεις και
C	1	FRONTLINE STAFF SERVICE	
D	1	TANGIBLE SERVICE	
E	2	OTHER SERVICES (SPA, H/K, MAINTENANCE, ENTERTAINMENT)	
F	5	GENERAL SERVICES (QUALITY OF SERVICE OPINION, etc)	

FACTOR "7"			
Service quality flactuation			
CODE (EXISTANCE)	COMPONENT (- .493until .365)	QUESTION	
F10	-0.493	Global organisation memberships i.e. "Leading Hotels of the World" are important towards hotles' quality of service success	
B6	-0.333	RESTAURANT: The quality of food (starters, main dishes, dessert) was excellent	
F11	-0.322	The handling complaints evaluation process in this hotel is effective towards minimisation of future complaints	
F13	-0.322	There is an increased positive "Word of Mouth" in this hotel	
B5	-0.300	RESTAURANT: The food temperature was adequate	
F9	-0.246	SPA and gym employees are well groomed, attentive and approachable to customer's needs	
C3	-0.243	F/O: Handling complaints is properly done	
F8	0.277	SPA and gym employees smile and exhibit a friendly manner	
C20	0.312	RESTAURANT: Waiting staff always thank me after dinner, on my way out	
C11	0.332	RESTAURANT: Employees are well groomed, speech clear and audible	
C23	0.335	BAR: Employees are well groomed	
F4	0.365	Baby seating facilities are very good	
B	2	FOOD & BEVERAGE (FOOD QUALITY, QUANTITY, VARIETY)	
C	4	FRONTLINE STAFF SERVICE	
F	6	GENERAL SERVICES (QUALITY OF SERVICE OPINION, etc)	Πιο πολλές ερωτήσεις και πιο ψηλά νούμερα

FACTOR "8"			
(a) Empathy: ascertaining customer's name needs improving, (b) Tangible: tangible services needs improving also			
CODE (EXISTANCE)	COMPONENT (-.400until .378)	QUESTION	
D3	-0.400	Lightings are in good condition	
D4	-0.385	Hotel accessibility and disable's accessibility is in good condition	
F1General	-0.305	Efficientquality of service is important towards guests' satisfaction and guests and staff loyalty	
E6	-0.277	Housekeeping staff ascertain my name and use it at least once	
D6	-0.246	Hotel's safety and evacuation rules are clear and visible	
D2	-0.224	Hotel and room furniture and building are in good repair	
C9Restaurant	0.272	RESTAURANT: I am greeted in a warm and friendly manner	
C11	0.314	RESTAURANT: employees are well groomed, speech clear and audible	
B7	0.319	RESTAURANT: the waiting time between dishes was adequate	
B16	0.364	R/S: the quality of food was excellent	
B14	0.378	R/S: the food temperature was adequate	
B	3	FOOD & BEVERAGE (FOOD QUALITY, QUANTITY, VARIETY)	Πιο ψηλά νούμερα
C	2	FRONTLINE STAFF SERVICE	
D	4	TANGIBLE SERVICE	Πιο πολλές ερωτήσεις
E	1	OTHER SERVICES (SPA, H/K, MAINTENANCE, ENTERTAINMENT)	
F	1	GENERAL SERVICES (QUALITY OF SERVICE OPINION, etc)	

FACTOR ANALYSIS - HOTEL 2 - GUESTS QUESTIONNAIRE

FACTOR "1"			
Good Service Quality Assurance, but still room for improvement			
CODE (EXISTANCE)	COMPONENT (.534 until .644)	QUESTION	
D1Tangible	0.644	Hotel air-condition is at good temperature	
D4	0.621	Hotel accessibility and disables' accessibility is in good condition	
C20	0.613	RESTAURANT: Waiting staff always thank me after dinner, on my way out	
E8	0.610	SPA and gym employees smile and exhibit a friendly manner	
B4	0.608	The presentation of food was excellent	
B15	0.605	ROOM SERVICE: The room service trolley wa clean and well led	
B7	0.600	The waiting time between dishes was adequate	
D5	0.599	Hotel's landscaping is in very good condition	
E9	0.589	SPA and gym employees are well groomed, attentive and approachable to customer's needs	
D2	0.568	Hotel and room furniture and bulding are in good repair	
B20	0.564	The quality of drinks is excellent	
C7	0.563	Employees are cordial, attentive and helpful	
C18	0.562	RESTAURANT: When I order wine, saiting staff demonstrate good wine knowledge	
C19	0.556	RESTAURANT: The bill is presented in a folder with an opened hotel pen	
B6	0.550	The quality of food (starters, main dishes dessert) was excellent	
C21Bar	0.548	BAR: I am greeted in a warm and friendly manner	
C1FrontOffice	0.547	F/O: I am greeted in a warm and friendly manner	
C23	0.547	BAR: Employees are well groomed	
B1Restaurant	0.541	The restaurant's aesthetic and atmosphere was exeptional	
E7	0.537	SPA and gym employees are speech clear, audible and helpful	
B17Bar	0.537	BAR: The waiting time was adequite	
B14	0.534	The food temperature was adequate	
B	8	FOOD & BEVERAGE (FOOD QUALITY, QUANTITY, VARIETY)	Πιο πολλές ερωτήσεις
C	7	FRONTLINE STAFF SERVICE	
D	4	TANGIBLE SERVICE	Πιο ψηλά νούμερα
E	3	OTHER SERVICES (SPA, H/K, MAINTENANCE, ENTERTAINMENT)	

FACTOR "2"		
<i>Customers' service quality perception Vs service quality experienced</i>		
CODE (EXISTANCE)	COMPONENT (- .548until .643)	QUESTION
C4	-0.548	F/O: Language communication barrier is apparent at reception
B13	-0.461	R/S: The food temperature was adequate
C22	-0.408	BAR: Language communication barrier is aparent in bars
D7	-0.389	Balconies and rooms are in good repair
D3	-0.388	Lightings are in good condition
B12RoomService	-0.387	R/S: There was a variety of dishes o choose from the menu
E6	-0.374	Hotel and room ceaning is potless
B15	-0.339	R/S: The quality of food was excellent
E13	-0.329	Hotel's lie entertainment and animation programme are in good quality and in good variety for all tastes
B16	-0.321	R/S: The quality of food was excellent
C10	-0.310	RESTAURANT: Language communciation barrier is apparent in restaurants
F7	-0.287	Service quality is declining in the Cyprus hotel industry
F8	-0.215	Service quality is declining from this hotel
E10	0.362	Housekeeping staff is speech clear, audible and helpful
F13	0.397	There is a increased poisitive "Word of Mouth" in this hotel
F2	0.446	Customer's quality perception is important in the hotel's quality performance and success
D6	0.496	Hotel's safety and evacuation rules are clear and visible
F5e	0.604	Service Profit Chain: "EMPLOYEE SATISFACTION", is largely influenced by the value of service provided to customers
F5c	0.615	Service Profit Chain: "SATISFACTION" is largely influenced by the value of service provided to customers
F5a	0.634	Service Profit Chain: "PROFIT & GROWTH" are stimulated primarily by customers' loyalty
F5b	0.643	Service Profit Chain: "LOYALTY", is a direct result of cutomers' satisfaction
B	3	FOOD & BEVERAGE (FOOD QUALITY, QUANTITY, VARIETY)
C	2	FRONTLINE STAFF SERVICE
D	3	TANGIBLE SERVICE
E	3	OTHER SERVICES (SPA, H/K, MAINTENANCE, ENTERTAINMENT)
F	8	GENERAL SERVICES (QUALITY OF SERVICE OPINION, etc) Πιο πολλές ερωτήσεις και πιο ψηλά νούμερα

FACTOR "3"		
<i>Customer's service quality perception and expectation is clear and high however small details are missing from the actual experience</i>		
CODE (EXISTANCE)	COMPONENT (- .566until .585)	QUESTION
C8	-0.566	RESTAURANT: Employees use customer's name
C28	-0.340	BAR: Bar staff wish me to have a nice day, afternoon or evening on my way out of the bar
C19	-0.326	RESTAURANT: the bill is presented in a folder with an opened hotel pen
B18	-0.272	BAR: There are adequate bar glass types according to each drink
C16	-0.267	RESTAURANT: Waiting staff is demonstraining "suggestive selling" techniques
F11	0.344	The handling complaints evaluation process in this hotel is effective towards minimasation of future complaints
F3	0.354	Customer's quality of service percetion could be different from staff's perception
D4	0.373	Hotel acessibility and isables; acessibility is in good condition
F8	0.380	Service quality is declining from this hotel
F5b	0.430	Service Profit Chain: "LOYALTY", is a direct result of cutomers' satisfaction
F4	0.444	Effective customer satisfaction an contribute to either the hotel's financial success or loss
F7	0.491	Service quality is declining in the Cyprus hotel industry
F10	0.585	Global organisation memberships i.e. "Leading Hotels of the World" are important towards hotles' quality of service success
B	1	FOOD & BEVERAGE (FOOD QUALITY, QUANTITY, VARIETY)
C	4	FRONTLINE STAFF SERVICE
D	1	TANGIBLE SERVICE
F	7	GENERAL SERVICES (QUALITY OF SERVICE OPINION, etc) Πιο πολλές ερωτήσεις και πιο ψηλά νούμερα

FACTOR "4"			
<i>Parasuraman's service dimensions (i.e. responsiveness and empathy) are not so apparent such as suggestive selling and ascertaining customer's name</i>			
CODE (EXISTANCE)	COMPONENT (- .546until .512)	QUESTION	
C2	-0.546	F/O: Staff is promoting restaurants, products facilities of the hotel	
C16	-0.513	RESTAURANT: Waiting staff is demonstraiting "suggestive selling" techniques	
E6	-0.512	H/K staff ascertain my name and use it at least once	
E11	-0.445	Hotel's live music is in god quality and accordngy to various tastes	
B18	-0.441	BAR: There are adequate bar glass types according to each drink	
C18	-0.306	RESTAURANT: When I order wine, waiting staff demonstrate good wine knowledge	
C26	-0.299	BAR: Bar wating staff is demonstrating "suggestive selling" techniques	
C17	0.303	RESTAURANT: Food and beverage is served in the proper time	
E4	0.368	Baby seating facilities are very good	
C10	0.380	Language communication barrier is apparent in restaurants	
E5	0.383	Water sport facilities are very good	
D8	0.465	In-door swimming pool is always heated	
B	1	FOOD & BEVERAGE (FOOD QUALITY, QUANTITY, VARIETY)	
C	6	FRONTLINE STAFF SERVICE	<i>Πιο πολλές ερωτήσεις</i>
D	1	TANGIBLE SERVICE	<i>Πιο ψηλά νούμερα</i>
E	4	GENERAL SERVICES (QUALITY OF SERVICE OPINION, etc)	

FACTOR "5"			
<i>Service Quality is there, Service Quality details are missing</i>			
CODE (EXISTANCE)	COMPONENT (- .370until .850)	QUESTION	
B5	-0.370	The food temperature was adequate	
B2	-0.362	RESTAURANT: There was a variety of Them buffet nights during the week	
E13	-0.330	Hotel's live entertainment and animation programme are in good quality and in good variety of all tastes	
B3	-0.325	RESTAURANT: There was a variety of dishes o choose from	
E7	-0.243	SPA and gym employees are speech clear, audible and helpful	
F5c	-0.239	Service Profit Chain: "SATISFACTION" is largely influenced by the value of service provided to customers	
B8	0.215	RESTAURANT: The plate's and dish's decoration was excellent	
C14	0.259	Restaurants are clean and tidy	
C27	0.824	BAR: employees are not only attentive but also work as a team	
C15	0.850	Waiting staff is well aware of all menu and beverage options	
B	4	FOOD & BEVERAGE (FOOD QUALITY, QUANTITY, VARIETY)	<i>Πιο πολλές ερωτήσεις</i>
C	3	FRONTLINE STAFF SERVICE	<i>Πιο ψηλά νούμερα</i>
E	2	OTHER SERVICES (SPA, H/K, MAINTENANCE, ENTERTAINMENT)	
F	1	GENERAL SERVICES (QUALITY OF SERVICE OPINION, etc)	

FACTOR "6"			
<i>Restaurant service is of high standard, however refining details are still missing</i>			
CODE (EXISTANCE)	COMPONENT (- .294until .514)	QUESTION	
C18	-0.294	RESTAURANT: When I order wine, waiting staff demonstrate good wine knowledge	
C9Restaurant	-0.380	RESTAURANT: I am greeted in a warm and friendly manner	
F12	-0.357	Positive "Word of Mouth" can reflect positively to the hotels business and revenue	
E2	-0.298	Safe box facilities are very good	
C3	-0.287	F/O: Handling complaints is properly done	
C10	0.304	RESTAURANT: Language communication barrier is apparent in restuarants	
F7	0.325	Service quality is declining in the Cyprus hotel industry	
C4	0.345	F/O: Language communication barrier is apparent at reception	
F8	0.350	Service quality is declining from this hotel	
C22	0.363	BAR: The glass's presentation is excellent	
B1Restaurant	0.514	The restaurant's aesthetic and atmosphere was exceptional	
B	1	FOOD & BEVERAGE (FOOD QUALITY, QUANTITY, VARIETY)	<i>Πιο ψηλά νούμερα</i>
C	5	FRONTLINE STAFF SERVICE	<i>Πιο πολλές ερωτήσεις</i>
E	1	OTHER SERVICES (SPA, H/K, MAINTENANCE, ENTERTAINMENT)	
F	3	GENERAL SERVICES (QUALITY OF SERVICE OPINION, etc)	

FACTOR "7"			
More food variety and better food presentation is required			
CODE (EXISTANCE)	COMPONENT (-.271 until .261)	QUESTION	
B1Restaurant	-0.271	The restaurant's aesthetic and atmosphere was exceptional	
B3	-0.261	There was a variety of dishes to choose from	
B4	-0.259	The presentation of food was excellent	
C23	0.267	BAR: Employees are well groomed	
C24	0.329	BAR: Employees are speech clear and audible, cordial and helpful	
D8	0.362	In-door swimming pool is always heated	
E3	0.362	Mini-club facilities are very good	
E4	0.322	Baby seating facilities are very good	
F8	0.261	Service quality is declining from this hotel	
B	3	FOOD & BEVERAGE (FOOD QUALITY, QUANTITY, VARIETY)	Πιο πολλές ερωτήσεις
C	2	FRONTLINE STAFF SERVICE	
D	1	TANGIBLE SERVICE	
E	2	OTHER SERVICES (SPA, H/K, MAINTENANCE, ENTERTAINMENT)	Πιο ψηλά νούμερα
F	1	GENERAL SERVICES (QUALITY OF SERVICE OPINION, etc)	

FACTOR "8"			
F&B Service Quality Experience fluctuates			
CODE (EXISTANCE)	COMPONENT (-.253 until .327)	QUESTION	
B4	-0.253	RESTAURANT: The presentation of food was excellent	
B7	-0.344	RESTAURANT: The waiting time between dishes was adequate	
C25	-0.222	BAR: Bar waiting staff is well aware of all menus and wine options	
C14	-0.310	RESTAURANT: Restaurant are clean and tidy	
E9	0.275	SPA and gym employees are well groomed, attentive and approachable to customer's needs	
C11	0.427	RESTAURANT: Employees are well groomed speech clear and audible	
F9	0.300	SPA and gym employees are well groomed, attentive and approachable to customer's needs	
C6	0.533	F/O: Employees are well groomed	
F3	0.464	Customer's quality of service perception could be different from staff's perception	
C12	0.451	RESTAURANT: Employees are cordial, friendly, helpful and work as a team	
F6c	0.327	Parasuramant: five service dimensions:"ASSURANCE" is defined as the knowledge and courtesy of employees and inspire trust and confidence	
B	2	FOOD & BEVERAGE (FOOD QUALITY, QUANTITY, VARIETY)	
C	5	FRONTLINE STAFF SERVICE	Πιο πολλές ερωτήσεις και πιο ψηλά νούμερα
E	1	OTHER SERVICES (SPA, H/K, MAINTENANCE, ENTERTAINMENT)	
F	3	GENERAL SERVICES (QUALITY OF SERVICE OPINION, etc)	













