

FACTOR ANALYSIS - HOTEL 1 - GUESTS QUESTIONNAIRE**FACTOR "1"****Parasuraman's "five service dimensions" emplementation**

| CODE (EXISTANCE) | COMPONENT (.720 until .815) | QUESTION |
|------------------|--------------------------------|---|
| C15 | 0.815 | Waiting staff is demonstrating "Suggestive Selling" techniques |
| C8 | 0.791 | Employees use customer's name |
| B10 | 0.789 | The waiting staff was smatley dressed |
| E12 | 0.787 | Hotel's live entertainment and animation programme are in good quality and in good variety for all tastes |
| D9 | 0.783 | Crockery, cutlery and chinaware are spotless and of the same design |
| B19 | 0.780 | For each drink nuts, food accompaniments are adequate |
| B8 | 0.780 | The plate's and dish's decoration was excellent |
| C25 | 0.780 | Bar waiting staff is well aware of all menus and wine options |
| C14 | 0.771 | Restaurants are clean and tidy |
| C27 | 0.769 | Employees are not only attentive but also work as a team |
| E2 | 0.767 | Safe box facilities are very good |
| B20 | 0.761 | The quality of drinks is excellent |
| B18 | 0.759 | There are adequate bar glass types according to each drink |
| B3 | 0.758 | There was a variety of dishes to choose from |
| E9 | 0.749 | SPA and gym employees are weel groomed, attentive and approachable to customer's needs |
| C21Bar | 0.746 | I am greeted in a warm and friendly manner |
| B2 | 0.740 | There was a variety of Thme buffet nights during the week |
| C23 | 0.731 | Employees are well groomed |
| C24 | 0.720 | Employees are speech clear nd audiable, cordial and helpful |
| B | 7 | FOOD & BEVERAGE (FOOD QUALITY, QUANTITY, VARIETY) |
| C | 8 | FRONTLINE STAFF SERVICE |
| D | 1 | TANGIBLE SERVICE |
| E | 3 | OTHER SERVICES (SPA, H/K, MAINTENANCE, ENTERTAINMENT) |

Πιο πολλές ερωτήσεις και
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FACTOR "2"**The customers' service quality perception varies from the actual - experienced one!**

| CODE (EXISTANCE) | COMPONENT (-.326 until .700) | QUESTION |
|------------------|---------------------------------|---|
| B4 | -0.326 | The presentation of food was excellent |
| B10 | -0.311 | The waiting staff was smatley dressed |
| B8 | -0.265 | The buffet area was spotlessly clean |
| E5 | 0.368 | Water sport facilities are very good |
| C22 | 0.384 | Language communication barrier is apparent in bars |
| F11 | 0.425 | The handling complaints evaluation process in this hotel is effective towards minimasiation of future complaints |
| F5b | 0.442 | Service Profit Chain: "RESPONSIVENESS" is defined as the willingness to help customers and provision of prompt service |
| F3 | 0.492 | Customer's quality of service perception could be different form staff's perception |
| F5c | 0.500 | Service Profit Chain: "SATISFACTION" is largely influenced by the value of service provided to customers |
| F7 | 0.501 | Service quality is declining in the Cyprus hotel industry |
| F10 | 0.515 | Global organisation membership: i.e. Leading Hotels of the World", etc |
| F5a | 0.582 | Service Profit Chain: "PROFIT & GROWTH" are stimulated primarilty by customers' loyalty |
| F5e | 0.593 | Service Profit Chain: "EMPLOYEE SATISFACTION", is largely influenced by the value of service provided to customers |
| F6b | 0.601 | Parasuramant: five service dimensions:"RESPONSIVENESS" is defined as the willingness to help customers |
| F6c | 0.606 | Parasuramant: five service dimensions:"ASSURANCE" is defined as the knowledge and courtesy of employees and ispire confidence |
| F6e | 0.629 | Parasuramant: five service dimensions:"TANGIBLE" are physical facilities equipment and appearance to personnel |
| F6a | 0.654 | Parasuramant: five service dimensions:"RELIABILITY" is the ability to perform the promised service dependably and accurately |
| F5d | 0.691 | Service Profit Chain: "VALUE" us created by satisfied, loyal and productive employees |
| F6d | 0.700 | Parasuramant: five service dimensions:"EMPATHY" is defined as caring and individualised attention to customers |
| B | 3 | FOOD & BEVERAGE (FOOD QUALITY, QUANTITY, VARIETY) |
| C | 1 | FRONTLINE STAFF SERVICE |
| E | 1 | OTHER SERVICES (SPA, H/K, MAINTENANCE, ENTERTAINMENT) |
| F | 14 | GENERAL SERVICES (QUALITY OF SERVICE OPINION, etc) |

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| 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 | Πιο ψηλά νούμερα |
| E | 2 | OTHER SERVICES (SPA, H/K, MAINTENANCE, ENTERTAINMENT) | |
| F | 6 | GENERAL SERVICES (QUALITY OF SERVICE OPINION, etc) | 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 | Πιο πολλές ερωτήσεις και πιο ψηλά νούμερα |
| D | 2 | TANGIBLE SERVICE | |
| E | 1 | OTHER SERVICES (SPA, H/K, MAINTENANCE, ENTERTAINMENT) | |
| F | 1 | GENERAL SERVICES (QUALITY OF SERVICE OPINION, etc) | |

| 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 rolley 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) |
| C | 1 | FRONTLINE STAFF SERVICE |
| D | 3 | TANGIBLE SERVICE |
| F | 3 | GENERAL SERVICES (QUALITY OF SERVICE OPINION, etc) |

Πιο πολλές ερωτήσεις και

| 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) |
| 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) |

Πιο πολλές ερωτήσεις και

| 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
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| 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 | Efficientquility 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 adequte | |
| 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" | | |
|--|-----------------------------|--|
| Customers' service quality perception Vs service quality experienced | | |
| 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 communiction 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" | | |
|--|-----------------------------|---|
| Customer's service quality perception and expectation is clear and high however small details are missing from the actual experience | | |
| 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 demonsttraing "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 | Πιο πολλές ερωτήσεις |
| D | 1 | TANGIBLE SERVICE | Πιο ψηλά νούμερα |
| 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) | Πιο πολλές ερωτήσεις |
| C | 3 | FRONTLINE STAFF SERVICE | Πιο ψηλά νούμερα |
| 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) | Πιο ψηλά νούμερα |
| C | 5 | FRONTLINE STAFF SERVICE | Πιο πολλές ερωτήσεις |
| 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) | |













