



The Impact of ISO 17679 Service Requirements on Customer Satisfaction and Behavioral Intentions in Wellness Spas: A Sequential Mediation Analysis

Iyad A. A. Abusahloub, Semra Gunay

Anadolu University/Faculty of Tourism

Abstract

This research investigates the implementation of Service Requirements based on ISO 17679 in 5-star thermal hotels' wellness spas and its impact on Customer Satisfaction and Behavioral Intentions.

Given the lack of prior research examining the sequential mediation relationship starting with Service Requirements in the context of spa services, this study develops a comprehensive theoretical and empirical model to examine the direct and indirect relationships among Service Requirements, Servicescape, Service Quality, Customer Satisfaction, and Behavioral Intentions. The study aims to bridge this research gap by integrating the operational standards proposed by ISO 17679, which suggest that adhering to ISO 17679 in providing service requirements and supporting processes positively affects the quality of service provided to clients, with previous studies investigating the factors influencing the Customer Satisfaction and the Behavioral Intentions.

A Convenience Sampling technique is used, involving 397 customers who have experienced wellness spa services in thermal hotels located in Muscat, Sultanate of Oman. The collected data was analyzed using Structural Equation Modeling (SEM).

The findings indicate a high level of ISO 17679 implementation in thermal hotels in Muscat. They emphasize the importance of meeting Service Requirements in enhancing Customer Satisfaction and influencing Behavioral Intentions. Additionally, the results highlight the mediating roles of Servicescape and Service Quality in the relationship between Service Requirements and Customer Satisfaction. Furthermore, the study confirms that Servicescape and Service Quality partially mediate the association between Service Requirements and Customer Satisfaction in 5-star thermal hotels' wellness spas in the context of the Sultanate of Oman. Moreover, it validates the direct impact of Customer Satisfaction on Behavioral Intentions.

From a theoretical perspective, this research contributes to the existing literature on spa service requirements by illuminating the foundational role of Service Requirements in shaping Customer Satisfaction and subsequently influencing Behavioral Intentions, with Servicescape

14th International Conference on Management, Economics and Humanities

21 - 23 July 2023

Copenhagen, Denmark



and Service Quality serving as mediating factors. Through exploring a sequential mediation relationship, this study enhances our understanding of the connections between Service Requirements and Customer Satisfaction, uncovering the mediators involved in this sequential chain.

From a practical standpoint, the research underscores the importance of adhering to ISO 17679-based Service Requirements. Spa managers are advised to prioritize meeting these requirements to ensure the delivery of high-quality services, as they, directly and indirectly, impact Customer Satisfaction and Behavioral Intentions.

Keywords: service requirements, iso 17679, customer satisfaction, behavioral intentions, services cape, service quality, structural equation modeling, wellness spas, thermal hotels, Muscat, Oman