



## Factors affecting customer satisfaction in the private sector hotels in Qom Case study: parsia Grand Hotel (4 starsT)

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**ABSTRACT**

One of the success factors of the tourism industry is to provide the satisfaction of tourists. Hotel industry is one of the key elements in this success. The factors affecting customer satisfaction in the private sector Hotels in Qom province (Case study 4-star hotel Parsia) has been examined in this stud. The present study is a descriptive survey in terms of methodology and practical in terms of purpose. A questionnaire has been developed for this purpose and has been distributed among the clients of Parsia Grand Hotel. Finally the data has been analyzed and then the results were concluded. The results of these studies examined factors affecting customer satisfaction in the private sector Hotels in Qom province (Case study 4-star hotel Parsia) and used by the activists in this industry. Since the number of Parsia hotel customers were unlimited, therefore, sample size of study was considered as 384 using the Cochran formula. The questionnaire was distributed through convenience sampling. In order to analyze the data, the Kolmogorov – Smirnov, Simple and multiple linear regressions was used applying the SPSS21 software.

**Keyword:**

Hotel industry,  
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