

Perceived Service Quality, Satisfaction, and Behavioral Intentions: A Study on Visitors of Ishak Pasha Palace

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Abstract

The aim of this study is to examine the effects of perceived service quality on satisfaction and behavioral intentions among visitors to Ishak Pasha Palace, and to evaluate the mediating role of satisfaction in this relationship. The study sample consisted of 415 individuals aged 18 and above who visited Ishak Pasha Palace between May 14 and June 16, 2024. A questionnaire was used as the data collection tool. The collected data were analyzed using SPSS 22. The reliability of the scales was assessed with Cronbach's Alpha, and factor analysis, correlation, regression, and mediation analyses were conducted. The results indicated that only the Tangibles and Assurance dimensions had significant and positive effects on satisfaction and behavioral intentions. Moreover, satisfaction was found to play a partial mediating role in the relationship between service quality and behavioral intentions. Finally, recommendations were developed based on the study findings.

Keywords: Perceived Service Quality, Satisfaction, Behavioral Intentions, Ishak Pasha Palace

1. INTRODUCTION

Service quality is defined as the extent to which consumers' expectations are met (Rowley, 1999: 303). Interest in evaluating service quality has emerged with the recognition of its strategic importance in business success. For service-providing organizations, service quality is at the center of marketing strategies, and superior service quality is considered a critical tool for gaining a competitive advantage and positioning effectively in the market (Frochot & Hughes, 2000). In today's competitive environment, historical and cultural heritage sites similarly develop strategic plans to enhance their attractiveness, increase visitor numbers, and contribute to local development. In this context, visitor satisfaction is not merely an operational outcome but has become an indispensable strategic element for institutional development and sustainable success (Daskalaki, Voutsas, Boutsouki & Hatzithomas, 2020).

Satisfaction is generally regarded as an overall attitude reflecting consumers' emotional state after experiencing a service. Indeed, satisfied consumers are often repeat visitors. Consumer satisfaction is based on the holistic experience, beginning from the first point of contact with the institution (e.g., parking or telephone communication) and continuing through acquiring information or enjoying the museum experience until leaving the site. The literature frequently emphasizes that service quality is a key factor shaping satisfaction evaluations and that it has a strong impact on post-purchase behaviors, such as repeat visits (Frochot, 2004: 223; Rowley, 1999: 303).

The aim of this study is to examine the effects of service quality on behavioral intentions and visitor satisfaction, and to evaluate the mediating role of visitor satisfaction in this relationship. Accordingly, the study addresses both direct and indirect relationships between service quality, behavioral intentions, and satisfaction within a comprehensive framework. Focusing on visitor experiences in the cultural heritage context of Ishak Pasha Palace, the study aims to contribute to the development of visitor-centered service strategies based on the findings obtained.

2. LITERATURE REVIEW

2.1. Perceived Service Quality

One of the first systematic approaches to the concept of service quality was developed by Grönroos (1984). In this model, service quality is defined based on a comparison between the consumer's expectations of the service and their perception of the service. Grönroos conceptualizes service quality in three dimensions: technical quality, functional quality, and corporate image.

While technical quality refers to the output obtained from the service, functional quality relates to the manner in which the service is delivered and involves the interaction with the customer and the experience during the service process. Corporate image represents the consumer's overall perception of the service provider. Grönroos's approach emphasizes the multidimensional nature of customer perception by considering both the tangible and experiential aspects of the service. One of the widely used models for measuring service quality is SERVQUAL, developed by Parasuraman, Zeithaml, and Berry (1988). In this model, service quality is assessed based on the gap between consumer expectations and perceived performance. The model conceptualizes the multidimensional nature of service delivery through five dimensions: reliability, responsiveness, assurance, empathy, and tangibles. However, subsequent studies revealed some methodological limitations of the expectation-performance gap measurement. In particular, the variability of expectations over time and the uncertainty it creates in measurement accelerated the shift toward alternative models. In this context, SERVPERF, a modification of SERVQUAL, was developed by Cronin Jr. and Taylor (1992), offering a more streamlined and direct measurement approach by focusing solely on perceived performance. The validity of the model across different sectors and its comparative advantage over SERVQUAL were empirically tested by Cronin Jr. and Taylor (1994).

2.2. Satisfaction

The concept of satisfaction has its etymological roots in the Latin words *satis* (sufficient) and *facere* (to do/make). This origin points to the capacity of a product or service to meet an individual's expectations at a "sufficient" level. Satisfaction is a subjective response reflecting the consumer's level of contentment with consumption. This response involves a judgment regarding the extent to which a specific feature or the overall performance of a product or service delivers the expected benefit. Such a judgment can encompass situations where expectations are under- or over-fulfilled (Oliver, 2010: 6, 8). This definition clearly demonstrates why visitor satisfaction is a critical factor for organizations. Indeed, measuring visitor satisfaction has become a priority for contemporary institutions and is supported by the philosophy of visitor-centeredness and principles of continuous improvement. Systematically assessing visitor satisfaction enables organizations to understand visitor behaviors and, in particular, to identify and analyze their expectations, needs, and desires (Putra, 2016: 322).

2.3. Behavioral Intentions

According to Zeithaml, Berry, and Parasuraman (1996), behavioral intentions are the behavioral responses that customers are likely to exhibit following a service experience. These intentions can be either positive or negative. For instance, positive intentions may include continuing to do business with the service provider, recommending it to others, or increasing spending, whereas negative intentions may involve discontinuing use, complaining, or leaving unfavorable reviews. Understanding visitors' behavioral intentions provides a suitable context for developing effective communication strategies with them (Lee, Graefe & Burns, 2004: 73; Dağdeviren, 2021: 545). This is particularly important in marketing communications, as it allows for more accurately tailored messages to the target audience and better management of attitudes formed after the visitor experience. Shaping behavioral intentions positively supports critical outcomes for sustainable tourism, such as destination loyalty, word-of-mouth communication, and repeat visits, while early identification of negative intentions offers a strategic feedback mechanism for improving service quality and preventing potential dissatisfaction. In this context, systematically monitoring visitor behaviors and integrating them into marketing communication strategies has become a fundamental requirement for both destination management and long-term sustainability objectives.

3. HYPOTHESIS DEVELOPMENT

According to Rowley (1999: 303), consumer satisfaction is inextricably linked to service quality. High-quality service provides users with an experience that results in satisfaction. Therefore, consumer satisfaction is considered an important indicator in the evaluation of service quality. The effect of service quality on customer satisfaction has been found to be significant and positive in numerous studies across different sectors and contexts. For example, Cronin Jr. and Taylor (1992) found in their study on customers of various service-sector businesses in the United States that the dimensions of reliability, empathy, tangibles, assurance, and responsiveness were strong determinants of satisfaction levels. Similarly, Baker and Crompton (2000) confirmed the significant and positive effect of service quality on satisfaction among festival visitors. Study conducted in the context of natural and cultural heritage also supports this relationship. Lee et al. (2004), in their study on visitors to the Umpqua National Forest in Oregon, found that service quality had a significant and positive direct effect on satisfaction. Wu and Li (2015), in Macao museums, and Wu, Cheng & Ai (2016), among participants of an international education fair, also found a significant and positive effect of service quality on satisfaction. Sulkaisi and Idris (2020), in their study at the Adityawarman Museum in Indonesia, reported that service quality had a significant and positive effect on tourist satisfaction. Study conducted in the context of Türkiye has produced similar findings. Sert and Karacaoğlu (2018), at the Anatolian Civilizations Museum, and Yıldız and Diken (2021), at the Topkapı Palace Museum, found that service quality had a significant and positive effect on visitor satisfaction.

Dikici and Akkılıç (2023), in their study on medical tourists visiting Istanbul, also found that perceived service quality had a significant and positive effect on satisfaction. On the other hand, Dağdeviren (2021), in a study on visitors to the Kaman-Kalehöyük Archaeology Museum, found that some dimensions of service quality (attractiveness, communication, enthusiasm) had significant and positive effects on satisfaction, whereas the privilege dimension had no significant effect. This suggests that the effect of service quality on satisfaction may vary at the dimensional level. The general trend in the literature supports the significant and positive effect of service quality on satisfaction. Based on this foundation, the following study hypothesis has been developed:

H₁: Perceived service quality has a positive and significant effect on satisfaction.

Study conducted in the context of behavioral intentions consistently supports the effect of service quality on such intentions. Baker and Crompton (2000) found that perceived service quality has a positive and significant effect on behavioral intentions. Lee et al. (2004) emphasized in their study that the effect of service quality on behavioral intentions is as important as its effect on satisfaction. Wu and Li (2015) demonstrated that visitors' behavioral tendencies, such as revisiting, making positive comments, and recommending to others, are closely related to perceptions of service quality. Study conducted in the context of Türkiye also supports this relationship. Akkılıç and Varol (2016) found in their study in the Edremit Gulf that the reliability, competence, and empathy dimensions of service quality had significant and positive effects on behavioral intentions, whereas the tangibles and enthusiasm dimensions had no significant effect. Sert and Karacaoğlu (2018) found that service quality had a significant and positive effect on the intention to recommend. Dağdeviren (2021) reported that the attractiveness, communication, and enthusiasm dimensions of service quality had significant and positive effects on behavioral intentions, whereas the privilege dimension had no significant effect. Göktaş and Ülkü (2021) found that perceived service quality significantly and positively influenced the intention to revisit and recommend. Similarly, Dikici and Akkılıç (2023) found that perceived service quality had a significant and positive effect on behavioral intentions. Based on these literature findings, the following study hypothesis has been developed:

H₂: Perceived service quality has a positive and significant effect on behavioral intentions.

Visitor satisfaction is critically important in tourism services, not only for evaluations of the service encounter itself but also for its capacity to influence future behavioral intentions (Daskalaki et al., 2020). According to Mey and Mohamed (2010), visitors' perceptions of service quality and their overall satisfaction levels are key determinants shaping behavioral intentions, such as revisiting, providing positive feedback, and recommending to others. Baker and Crompton (2000) found that satisfaction has a significant and positive effect on visitors' behavioral intentions. Lee et al. (2004) emphasized that the effect of satisfaction on behavioral intentions is significant and positive. Huo and Miller (2007) reported that visitors with high satisfaction levels at the Robert Louis Stevenson Museum in Samoa were more likely to intend to recommend the museum to others. Wu and Li (2015) demonstrated that as satisfaction levels increase, visitors' behavioral tendencies—such as revisiting, providing positive feedback, and recommending—also increase. Wu et al. (2016) found that satisfaction has a significant and positive effect on behavioral intentions. However, Trinh and Ryan (2013), in their study at the Cham Museum in Vietnam, did not find statistical evidence that satisfied visitors were more likely to recommend the museum to others. Studies conducted in Türkiye also support the effect of satisfaction on behavioral intentions. Altunel and Günlü (2015) found that satisfaction has a significant and positive effect on the intention to recommend among foreign tourists visiting the Topkapı Palace Museum. Pamukçu, Baydeniz, Tanrısever, and Sandıkçı (2023) reported that satisfaction has a significant and positive effect on behavioral intentions among individuals visiting museums and/or exhibition spaces in Afyonkarahisar. Similarly, Dağdeviren (2021) found that satisfaction has a significant and positive effect on behavioral intentions. Based on the findings of the general literature, the following study hypothesis has been developed:

H₃: Satisfaction has a positive and significant effect on behavioral intentions.

Perceived service quality is considered one of the key determinants shaping tourists' behavioral intentions toward a destination. However, strong empirical evidence indicates that this relationship occurs not only directly but also indirectly through satisfaction. Indeed, study conducted by Baker and Crompton (2000) and Lee et al. (2004) has statistically demonstrated that satisfaction plays a partial mediating role in the relationship between service quality and behavioral intentions. Dikici and Akkılıç (2023) found that satisfaction has a mediating effect on the relationship between all dimensions of perceived service quality and behavioral intentions. Based on these literature findings, the following study hypothesis has been developed:

H₄: Satisfaction plays a mediating role in the relationship between perceived service quality and behavioral intentions.

In light of all these study findings in the literature, the study model developed is presented in Figure 1.

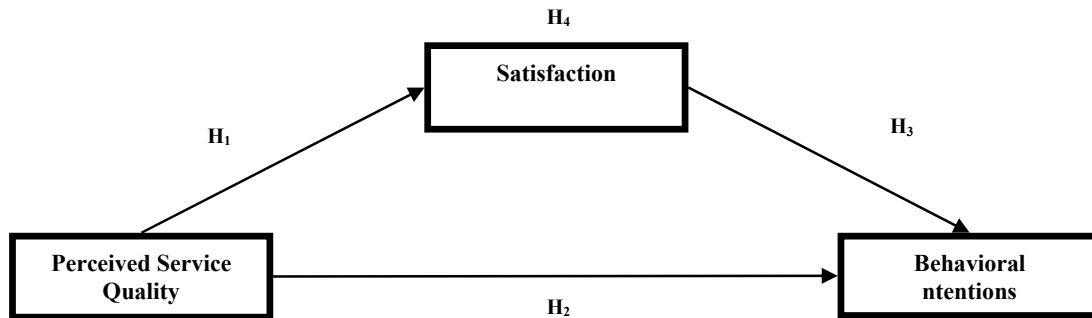


Figure 1. Study Model

4. METHOD

4.1. Study Area

Ishak Pasha Palace is located at coordinates 39°31' N – 44°08' E in the Doğubayazıt district of Ağrı province in eastern Türkiye (UNESCO World Heritage Centre, n.d.). Until World War I, the Bayezid Sanjak was administered from this palace. Construction of the palace was initiated in 1685 by Çolak Abdi Pasha of the Çıldır Atabeks and was completed in 1784 during the reign of Ishak Pasha, who belonged to the same lineage (Türkiye Cumhuriyeti Kültür ve Turizm Bakanlığı [Republic of Türkiye Ministry of Culture and Tourism], n.d.-a, n.d.-b). Although the architects are said to have been “Ahıska Turks”, little information is available on this subject. However, numerous symbols and signs left by the craftsmen who worked there are found on the stones in various sections of the palace (Türkiye Cumhuriyeti Doğubayazıt Kaymakamlığı [Republic of Türkiye Doğubayazıt District Governorship], n.d.).

The palace consists of a terrace, two courtyards, and various building complexes surrounding these courtyards. It covers an area of approximately 7,600 m² in an east-west direction on a high and steep hill. Some sections of the palace are single-story, some are two-story, and others are three-story, including the basement (Türkiye Cumhuriyeti Kültür ve Turizm Bakanlığı, n.d.-a, n.d.-b).

Figure 2 shows the layout of Ishak Pasha Palace. As seen in the figure, Ishak Pasha Palace includes the Main Gate (Outer Gate), Fountain, Courtyard I, Guard Barracks, Dungeons, Carriage and Stables, Courtyard II, Ceremonial Greeting Hall, Library, Mosque, Mausoleum, Storehouses, Banquet Hall, Turkish Bath, Pantry, Kitchen, Harem and Garden sections. Except for the Has Garden, which surrounds the Harem on three sides, the Harem section measures approximately 115 × 50 meters from outer edge to outer edge (Türkiye Cumhuriyeti Kültür ve Turizm Bakanlığı, n.d.-c).

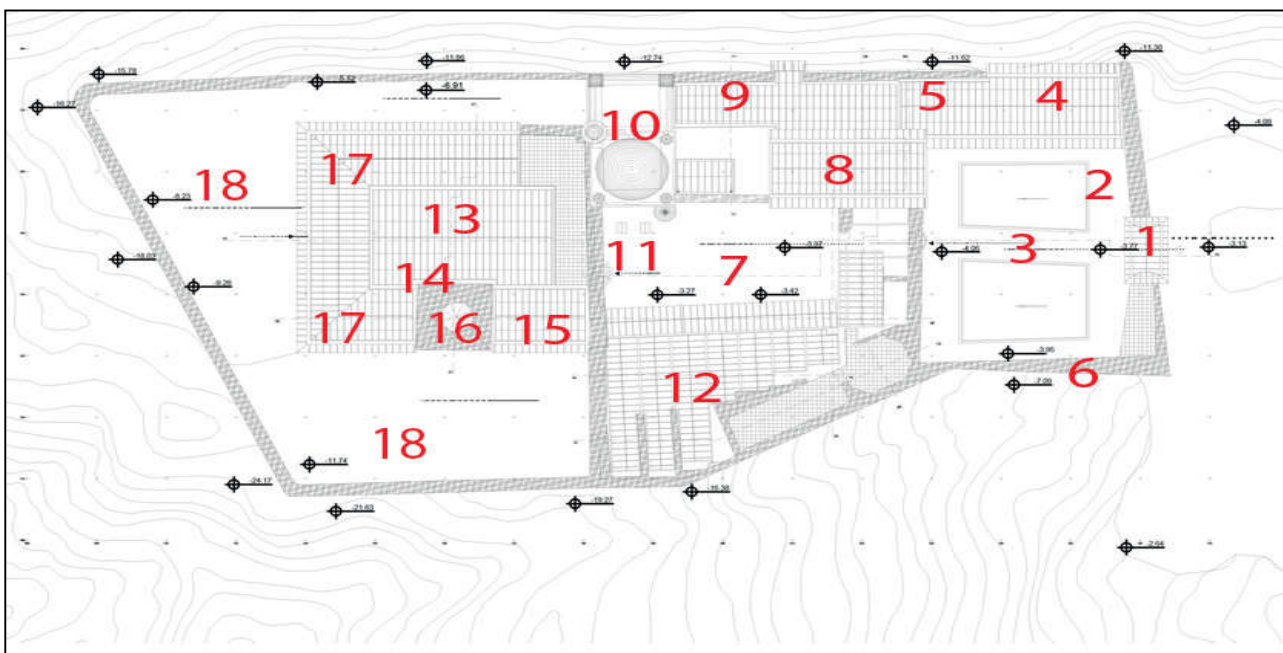


Figure 2. Layout of Ishak Pasha Palace

Source: Türkiye Cumhuriyeti Kültür ve Turizm Bakanlığı, n.d.-c.

Ishak Pasha Palace is located in a region where winters are harsh and severe. Steam from water heated at a specific point was distributed throughout the palace via pipes, providing heating for the entire building. Although the components of this heating system were destroyed during World War I, the traces of the ducts and pipes embedded within the walls are still visible. Despite being an Ottoman-era structure, the decorations, stone ornaments, motifs, muqarnas, and geometric and vegetal embellishments that adorn every part of the palace reflect a blend of different civilizations and architectural styles. In addition to motifs unique to Turkish art, particularly Seljuk architecture, it also incorporates Western architectural styles such as Baroque, Rococo, and Empire. Although located far from the Ottoman capital, the palace is as magnificent in terms of beauty and elegance as the royal palaces in Istanbul (Türkiye Cumhuriyeti Kültür ve Turizm Bakanlığı, n.d.-c.). Figure 3 includes images showing the exterior and interior views of Ishak Pasha Palace.

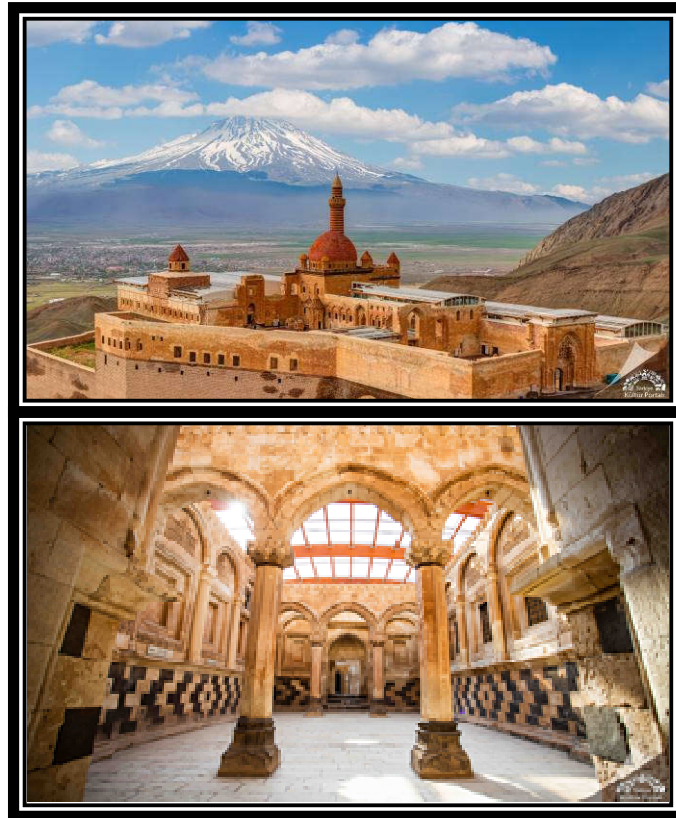


Figure 3. Exterior and Interior Views of Ishak Pasha Palace
Source: Türkiye Cumhuriyeti Kültür ve Turizm Bakanlığı, n.d.-a.

Today, Ishak Pasha Palace is one of the most visited structures in Türkiye due to its historical and cultural significance. Attracting considerable attention from both domestic and international tourists, the palace serves as an important symbol for tourism in Ağrı province. It was added to the UNESCO World Heritage Tentative List in 2000. Its inclusion was justified by its universal architectural value, the successful synthesis of Eastern and Western cultural influences in its architecture, its aesthetically integrated positioning within the natural environment, and its status as a pinnacle example of 18th century Ottoman provincial architecture. With the necessary conservation efforts and restoration projects, the Ministry of Culture and Tourism and relevant institutions continue to work toward adding the palace to the permanent World Heritage List (Türkiye Cumhuriyeti Kültür ve Turizm Bakanlığı, n.d.-d).

4.2. Population and Sample of the Study

The population of the study consists of individuals who visited Ishak Pasha Palace. The population of the study consists of individuals who visited Ishak Pasha Palace. According to the 2024 data from the Ağrı Provincial Directorate of Culture and Tourism (Ağrı İl Kültür ve Turizm Müdürlüğü), the palace was visited by 213,000 people in 2023. Based on the sample size table by Bougie and Sekaran (2021), a sample of 384 participants is considered sufficient for a population of 1 million. However, in order to increase reliability in this study, a total of 415 people aged 18 and over who visited Ishak Pasha Palace were included in the sample.

4.3. Collection of Study Data

The data collection instrument of the study consisted of a questionnaire with four sections. The first section of the questionnaire included the perceived service quality scale, the second section included the satisfaction scale, the third section included the behavioral intentions scale, and the fourth section included questions aimed at determining sociodemographic characteristics.

The perceived service quality scale in the first section consisted of 20 items, which were selected from the studies of Frochot and Hughes (2000), Hsieh (2010), Hsieh, Park, and Hitchcock (2015), Nowacki (2005), and Shi and Chen (2008) (Appendix 1 presents the items and their sources in a table). The satisfaction scale in the second section consisted of one item and was adapted from Cronin Jr. and Taylor (1992). The behavioral intentions scale in the third section consisted of three items and was adapted from González and Brea (2005). The final section of the questionnaire contained seven sociodemographic questions, four of which (gender, marital status, educational level, and museum visitation status) were closed-ended, while three (age, occupation, and reason for visiting the museum) were open-ended. The questionnaire was administered to visitors between May 14 and June 16, 2024.

4.4. Analysis of Study Data

The study data were analyzed using IBM SPSS 22. The participants' sociodemographic characteristics were determined through frequency and percentage distributions, and the reliability of the scales was tested using the Cronbach's Alpha coefficient. Skewness and Kurtosis values were calculated to examine the distribution properties of the variables at the item level. The construct validity of the perceived service quality scale was evaluated through exploratory factor analysis, and the arithmetic mean and standard deviation values were determined for the factors and items. Relationships among the variables were examined using Pearson correlation analysis. Regression analysis was conducted to test the hypotheses, and the mediating effects were evaluated through mediation analysis using Hayes' PROCESS macro.

5. FINDINGS

5.1. Sociodemographic Profile

Table 1 presents the sociodemographic characteristics of the participants. As seen in the table, the majority of the participants were male (69.2%) and aged between 18-24 (44.8%). In addition, most participants were single (70.4%). Regarding educational background, the largest group were high school graduates (42.2%), while among occupational groups, students were the most represented (39%). The main reason for visiting Ishak Pasha Palace, according to most participants (59.3%), was to have a social/enjoyable experience, and in terms of visit status, the majority of participants (66.7%) indicated that it was their first time visiting the Palace.

Table 1. Sociodemographic Characteristics of the Participants

Variable	Category	Frequency	Percentage
Gender	Male	287	69.2
	Female	128	30.8
Age	18-24	186	44.8
	25-31	105	25.3
	32-38	48	11.6
	39-45	41	9.9
	46 and above	35	8.4
Marital Status	Single	292	70.4
	Married	123	29.6
Education Level	Primary education	7	1.7
	High school	175	42.2
	Associate degree	49	11.8
	Bachelor's degree	145	34.9
	Graduate degree	39	9.4
Occupation	Public sector employee	129	31.1
	Private sector employee	58	14.0
	Self-employed	41	9.9
	Unemployed	13	3.1
	Retired	2	0.5
	Student	162	39.0
	Housewife	10	2.4
Primary Reason for Visiting Ishak Pasha Palace	Gaining knowledge and learning	46	11.1
	Aesthetic appeal	17	4.1

Visitation Status of Ishak Pasha Palace	Cultural and artistic interest	33	8.0
	Curiosity and exploration	73	17.6
	Having a social/pleasurable experience	246	59.3
	First	277	66.7
	Two or more	138	33.3

5.2. Skewness and Kurtosis Values for Variables

Table 2 presents the Skewness and Kurtosis values for the variables. As seen in the table, the skewness and kurtosis coefficients of all variables fall within the ± 1 range. This indicates that the data exhibit a structure close to normal distribution and do not contain significant deviations. George and Mallery (2016) state that Skewness and Kurtosis values remaining within the ± 1 limits are sufficient to meet the assumption of normal distribution. The fact that most Skewness values are negative suggests that participants tend to give higher scores to the relevant statements, indicating that positive perceptions are dominant. Although Kurtosis values are generally within acceptable levels, they are found to be relatively high in some items such as “The noise level at Ishak Pasha Palace is acceptable.”, “The general cleanliness of Ishak Pasha Palace is satisfactory.”, and “The entry process to Ishak Pasha Palace is straightforward.”. This shows that responses are concentrated around certain scores and the distribution exhibits a more peaked (leptokurtic) structure. On the other hand, the statements “The staff of Ishak Pasha Palace is well-informed.” and “The exhibition themes at Ishak Pasha Palace are diverse.” display values closest to normal in terms of both Skewness and Kurtosis, revealing a more balanced distribution pattern. The fact that all Skewness and Kurtosis values fall within acceptable limits indicates that the dataset meets the assumption of normal distribution and is suitable for parametric analyses.

Table 2. Skewness and Kurtosis Values for Variables

Variable	Skewness	Kurtosis
1. The staff of Ishak Pasha Palace is polite and helpful.	-0.672	0.513
2. The staff of Ishak Pasha Palace is willing to spend time with visitors.	-0.339	0.182
3. Visitors are made to feel welcome at Ishak Pasha Palace.	-0.751	0.128
4. The noise level at Ishak Pasha Palace is acceptable.	-0.934	0.930
5. The operating hours of Ishak Pasha Palace are convenient.	-0.635	0.783
6. The staff of Ishak Pasha Palace is always accessible when needed.	-0.397	0.245
7. The staff of Ishak Pasha Palace is well-informed.	-0.117	-0.321
8. The staff of Ishak Pasha Palace has an elegant appearance.	-0.536	-0.151
9. Ishak Pasha Palace is well preserved and restored.	-0.369	0.307
10. The general cleanliness of Ishak Pasha Palace is satisfactory.	-0.836	0.872
11. The direction signs of Ishak Pasha Palace are clear and helpful.	-0.542	0.351
12. The view of Ishak Pasha Palace is attractive.	-0.715	0.161
13. The exhibition themes at Ishak Pasha Palace are diverse.	-0.087	-0.100
14. The brochures of Ishak Pasha Palace provide visitors with sufficient information.	-0.385	-0.486
15. The staff of Ishak Pasha Palace responds promptly to visitors' requests.	-0.627	0.721
16. The needs of visitors with disabilities are taken into consideration at Ishak Pasha Palace.	-0.111	-0.545
17. Warnings regarding potential issues and dangers at Ishak Pasha Palace are sufficient.	-0.553	-0.167
18. The parking area of Ishak Pasha Palace is sufficient.	-0.564	0.575
19. The entry process to Ishak Pasha Palace is straightforward.	-0.814	0.749
20. The exhibited works are well preserved at Ishak Pasha Palace.	-0.248	0.079

5.3. Factor Analysis Results and Reliability of the Perceived Service Quality Scale

Table 3 presents the factor analysis results and cronbach's alpha coefficients of the perceived service quality scale. As seen in the table, the scale has a four-factor structure consisting of Tangibles, Responsiveness, Reliability, and Assurance. The factor loadings range from 0.664 to 0.847, indicating that each item represents its respective factor well. The variance percentages corresponding to the eigenvalues of each factor reveal that the four factors explain 63.13% of the total variance. The Cronbach's Alpha values for the scale and its sub-factors range between 0.744 and 0.893. Specifically, Reliability (0.776) and Assurance (0.744) are considered reliable, while Tangibles (0.868) and Responsiveness (0.893) demonstrate high reliability. The overall Cronbach's Alpha coefficient of the scale is 0.867, indicating that the scale is generally highly reliable. Additionally, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (0.870) and the result of Bartlett's Test of Sphericity (Chi-square = 3850.468; $p = 0.000$) show that the sample and the correlations among variables are suitable for factor analysis. These findings demonstrate that the scale is both reliable and valid, and that it can meaningfully measure visitor perceptions.

Table 3. Factor Analysis Results and Cronbach's Alpha Coefficients of the Perceived Service Quality Scale

Factor/Item	Factor Loading Value	Eigenvalue	Variance Percentage	Cronbach Alpha Value of Factors
Tangibles		6.150	21.060	0.868
18. The parking area of Ishak Pasha Palace is sufficient.	0.761			
9. Ishak Pasha Palace is well preserved and restored.	0.739			
12. The view of Ishak Pasha Palace is attractive.	0.726			
11. The direction signs of Ishak Pasha Palace are clear and helpful.	0.702			
10. The general cleanliness of Ishak Pasha Palace is satisfactory.	0.700			
8. The staff of Ishak Pasha Palace has an elegant appearance.	0.679			
20. The exhibited works are well preserved at Ishak Pasha Palace.	0.672			
13. The exhibition themes at Ishak Pasha Palace are diverse.	0.664			
Responsiveness		2.841	20.479	0.893
15. The staff of Ishak Pasha Palace responds promptly to visitors' requests.	0.829			
2. The staff of Ishak Pasha Palace is willing to spend time with visitors.	0.817			
1. The staff of Ishak Pasha Palace is polite and helpful.	0.796			
6. The staff of Ishak Pasha Palace is always accessible when needed.	0.789			
7. The staff of Ishak Pasha Palace is well-informed.	0.734			
4. The noise level at Ishak Pasha Palace is acceptable.	0.717			
Reliability		1.903	11.156	0.776
19. The entry process to Ishak Pasha Palace is straightforward.	0.847			
5. The operating hours of Ishak Pasha Palace are convenient.	0.830			
3. Visitors are made to feel welcome at Ishak Pasha Palace.	0.743			
Assurance		1.731	10.435	0.744
14. The brochures of Ishak Pasha Palace provide visitors with sufficient information.	0.809			
17. Warnings regarding potential issues and dangers at Ishak Pasha Palace are sufficient.	0.789			
16. The needs of visitors with disabilities are taken into consideration at Ishak Pasha Palace.	0.744			
Percentage of Total Variance			63.130	
Cronbach Alpha Value of the Scale				0.867
Kaiser-Meyer-Olkin Measure of Sampling Adequacy = 0.870, Bartlett's Test of Sphericity Chi Square = 3850.468, df = 190, p = 0.000				

Note: Extraction Method: Principal Component Analysis, Rotation Method: Varimax

5.4. Descriptive Statistics of Perceived Service Quality, Satisfaction, and Behavioral Intentions Scales

Table 4 presents the arithmetic mean and standard deviation values of the perceived service quality, satisfaction, and behavioral intention scales related to Ishak Pasha Palace. As seen in the table, the perceived service quality factor, with a mean of 3.76 and a standard deviation of 0.89, reflects a positive evaluation. Within the sub-factor of Tangibles (3.74; 0.84), participants particularly expressed satisfaction with physical elements such as the palace's parking area, restoration condition, scenic appeal, and the visibility of directional signs. In the Responsiveness factor (3.77; 0.86), the staff's prompt and courteous responses to visitors, as well as their willingness to help, stand out.

The Reliability factor (3.95; 0.88) indicates high satisfaction regarding service continuity items such as the suitability of visiting hours and the simplicity of the entry process. Under the Assurance factor (3.58; 0.99), elements such as the informativeness of brochures, warnings about potential issues, and consideration of the needs of disabled visitors were evaluated at an acceptable level on average. The Satisfaction factor, which consists of a single item, shows a mean of 4.23 and a standard deviation of 0.85, indicating that participants were generally satisfied with the museum. The Behavioral Intentions factor, with a mean of 4.07 and a standard deviation of 0.69, is at a high level. This suggests that participants intend to recommend the palace to others, revisit it, and encourage their relatives to come. The findings reveal that participants' evaluations of the perceived service quality, satisfaction, and behavioral intention regarding Ishak Pasha Palace are at a good level.

Table 4. Mean and Standard Deviation Values for the Perceived Service Quality, Satisfaction, and Behavioral Intentions Scales

Factor/Item	Mean	Standard Deviation
Perceived Service Quality	3.76	0.89
Tangibles	3.74	0.84
18. The parking area of Ishak Pasha Palace is sufficient.	4.08	0.74
9. Ishak Pasha Palace is well preserved and restored.	3.14	0.82
12. The view of Ishak Pasha Palace is attractive.	4.33	0.68
11. The direction signs of Ishak Pasha Palace are clear and helpful.	3.64	0.92
10. The general cleanliness of Ishak Pasha Palace is satisfactory.	4.09	0.86
8. The staff of Ishak Pasha Palace has an elegant appearance.	3.89	0.96
20. The exhibited works are well preserved at Ishak Pasha Palace.	3.63	0.80
13. The exhibition themes at Ishak Pasha Palace are diverse.	3.08	0.96
Responsiveness	3.77	0.86
15. The staff of Ishak Pasha Palace responds promptly to visitors' requests.	3.85	0.83
2. The staff of Ishak Pasha Palace is willing to spend time with visitors.	3.76	0.84
1. The staff of Ishak Pasha Palace is polite and helpful.	3.88	0.86
6. The staff of Ishak Pasha Palace is always accessible when needed.	3.69	0.84
7. The staff of Ishak Pasha Palace is well-informed.	3.39	0.92
4. The noise level at Ishak Pasha Palace is acceptable.	4.04	0.88
Reliability	3.95	0.88
19. The entry process to Ishak Pasha Palace is straightforward.	4.06	0.86
5. The operating hours of Ishak Pasha Palace are convenient.	3.80	0.82
3. Visitors are made to feel welcome at Ishak Pasha Palace.	4.00	0.97
Assurance	3.58	0.99
14. The brochures of Ishak Pasha Palace provide visitors with sufficient information.	3.71	0.97
17. Warnings regarding potential issues and dangers at Ishak Pasha Palace are sufficient.	3.89	0.94
16. The needs of visitors with disabilities are taken into consideration at Ishak Pasha Palace.	3.13	1.05
Satisfaction	4.23	0.85
I was generally satisfied with this museum.		
Behavioral Intentions	4.07	0.69
1. I will encourage my relatives to visit Ishak Pasha Palace.	4.14	0.70
2. If I have the opportunity, I would like to visit Ishak Pasha Palace again.	4.03	0.68
3. I will recommend Ishak Pasha Palace to anyone who asks me.	4.04	0.68

Note: 1 = Strongly Disagree, 2 = Slightly Agree, 3 = Moderately Agree, 4 = Agree, 5 = Strongly Agree

5.5. Correlation Between Perceived Service Quality, Satisfaction, and Behavioral Intentions

Table 5 presents the correlation coefficients among perceived service quality, satisfaction, and behavioral intentions. As shown in the table, positive and significant relationships exist between the different dimensions of perceived service quality and both satisfaction and behavioral intentions. The Tangibles dimension exhibits a weak correlation with satisfaction ($r = 0.273$) and a moderate correlation with behavioral intentions ($r = 0.529$). The Responsiveness dimension shows a very weak correlation with satisfaction ($r = 0.235$) and a moderate correlation with behavioral intentions ($r = 0.544$). The Reliability dimension demonstrates a very weak correlation with both satisfaction ($r = 0.086$) and behavioral intentions ($r = 0.207$), while the Assurance dimension has a weak correlation with satisfaction ($r = 0.376$) and a moderate correlation with behavioral intentions ($r = 0.568$). Furthermore, a moderate correlation was observed between satisfaction and behavioral intentions ($r = 0.517$). In addition, the overall perceived service quality variable shows a weak positive and significant relationship with satisfaction ($r = 0.364$) and a high positive and significant relationship with behavioral intentions ($r = 0.713$).

Table 5. Correlation Coefficients Among Perceived Service Quality, Satisfaction, and Behavioral Intentions

Variable	Tangibles	Responsiveness	Reliability	Assurance	Perceived Service Quality	Satisfaction	Behavioral Intentions
Tangibles	1						
Responsiveness	0.393**	1					
Reliability	0.039	0.258**	1				
Assurance	0.297**	0.279**	0.152**	1			
Perceived Service Quality	0.782**	0.782**	0.410**	0.573**	1		
Satisfaction	0.273**	0.235**	0.086	0.376**	0.364**	1	
Behavioral Intentions	0.529**	0.544**	0.207**	0.568**	0.713**	0.517**	1

Note: ** p<0.01

5.6. Linear Regression Analysis Findings

Table 6 presents the results of the multiple linear regression analysis conducted to examine the effect of the dimensions of perceived service quality on satisfaction. As seen in the table, the model is significant ($F = 22.047$; $p < 0.001$). The independent variables included in the model significantly explain satisfaction, with approximately 17% of the variance in the satisfaction variable accounted for by the dimensions of perceived service quality (Adjusted $R^2 = 0.169$). Looking at the coefficients, it can be seen that the Tangibles ($\beta = 0.147$; $p < 0.01$) and Assurance ($\beta = 0.306$; $p < 0.001$) dimensions have a significant and positive effect on satisfaction. In contrast, the Responsiveness ($\beta = 0.088$; $p > 0.05$) and Reliability ($\beta = 0.011$; $p > 0.05$) dimensions do not have a significant effect on satisfaction.

Table 6. Results of the Multiple Linear Regression Analysis to Determine the Effect of Perceived Service Quality on Satisfaction

Model	B	Standard Error	β	t	p
(Constant)	1.867	0.321		5.820	0.000
Tangibles	0.204	0.069	0.147	2.941	0.003
Responsiveness	0.107	0.062	0.088	1.729	0.084
Reliability	0.013	0.054	0.011	0.238	0.812
Assurance	0.321	0.050	0.306	6.373	0.000
R = 0.421 R ² = 0.177 Adjusted R ² = 0.169 F (4, 410) = 22.047 p<0.001					

Note: Dependent Variable: Satisfaction

Table 7 presents the results of the multiple linear regression analysis conducted to determine the effect of perceived service quality dimensions on behavioral intentions. As seen in the table, the model is significant ($F = 126.637$, $p < 0.001$). The independent variables in the model explain approximately 55% of the variance in behavioral intentions (Adjusted $R^2 = 0.548$). Examining the coefficients, it is observed that the dimensions of Tangibles ($\beta = 0.291$; $p < 0.001$), Responsiveness ($\beta = 0.307$; $p < 0.001$), and Assurance ($\beta = 0.387$; $p < 0.001$) have a significant and positive effect on behavioral intentions. On the other hand, the Reliability dimension ($\beta = 0.057$; $p > 0.05$) does not have a significant effect on behavioral intentions.

Table 7. Results of the Multiple Linear Regression Analysis to Determine the Effect of Perceived Service Quality on Behavioral Intentions

Model	B	Standard Error	β	t	p
(Constant)	0.804	0.167		4.815	0.000
Tangibles	0.284	0.036	0.291	7.877	0.000
Responsiveness	0.264	0.032	0.307	8.147	0.000
Reliability	0.046	0.028	0.057	1.659	0.098
Assurance	0.287	0.026	0.387	10.941	0.000
R = 0.743 R ² = 0.553 Adjusted R ² = 0.548 F(4, 410) = 126.637 p < 0.001					

Note: Dependent Variable: Behavioral Intentions

Table 8 presents the results of the simple linear regression analysis conducted to determine the effect of satisfaction on behavioral intentions. As seen in the table, the model is significant ($F = 150.731$, $p < 0.001$). The satisfaction variable explains approximately 27% of the variance in behavioral intentions ($R^2 = 0.267$). Examining the coefficients, it is observed that satisfaction has a significant and positive effect on behavioral intentions ($\beta = 0.517$; $p < 0.001$).

Table 8. Results of the Simple Linear Regression Analysis to Determine the Effect of Satisfaction on Behavioral Intentions

Model	B	Standard Error	β	t	p
(Constant)	2.524	0.128		19.661	0.000
Satisfaction	0.365	0.030	0.517	12.277	0.000
R = 0.517 R ² = 0.267 Adjusted R ² = 0.266 F (1, 413) = 150.731 p < 0.001					

Note: Dependent Variable: Behavioral Intentions

Table 9 presents the results of the mediation analysis conducted to determine the mediating role of customer satisfaction in the effect of perceived service quality on behavioral intentions. According to the analysis, perceived service quality has a significant effect on behavioral intentions both directly and through customer satisfaction. Perceived service quality significantly increases customer satisfaction ($X \rightarrow M$; $B = 0.6564$, $SE = 0.0826$, $t = 7.947$, $p < 0.001$, $R^2 = 0.1326$). In the direct effect analysis, perceived service quality was found to have a significant direct effect on behavioral intentions (X [Perceived Service Quality] $\rightarrow Y$ [Behavioral Intentions]; $B = 0.7700$, $SE = 0.0434$, $t = 17.742$, $p < 0.001$). The effect of customer satisfaction on behavioral intentions is also significant (M [Satisfaction] $\rightarrow Y$; $B = 0.2097$, $SE = 0.0241$, $t = 8.707$, $p < 0.001$, $R^2 = 0.5847$), indicating that satisfaction positively influences behavioral intentions. In the indirect effect analysis, perceived service quality was found to affect behavioral intentions through customer satisfaction, and since the bootstrap confidence interval (95% CI [0.0893; 0.1936], 5000 samples) does not include zero, the mediating role is considered significant. The fact that the direct effect is stronger than the indirect effect indicates that the mediation is of a partial nature.

Table 9. Mediation Analysis Results to Determine the Mediating Role of Satisfaction in the Effect of Perceived Service Quality on Behavioral Intentions

Direction / Type of Effect	B	SE	t	p	LLCI	ULCI	R ²
$X \rightarrow M$	0.6564	0.0826	7.947	0.000	0.4941	0.8188	0.1326
$X \rightarrow Y$ (Direct Effect)	0.7700	0.0434	17.742	0.000	0.6847	0.8554	-
$M \rightarrow Y$	0.2097	0.0241	8.707	0.000	0.1623	0.2570	0.5847
$X \rightarrow M \rightarrow Y$ (Indirect Effect)	0.1376	0.0266	-	-	0.0893	0.1936	-

Note: X = Perceived Service Quality, M = Satisfaction, Y = Behavioral Intentions

Table 10 presents the hypotheses in the study model and their acceptance/rejection status. As shown in the table, H₁ was partially accepted. Examining the sub-dimensions, Tangibles (H_{1a}) and Assurance (H_{1d}) positively affect satisfaction, whereas Responsiveness (H_{1b}) and Reliability (H_{1c}) do not have a significant effect. H₂ was also partially accepted. Although Tangibles (H_{2a}), Responsiveness (H_{2b}), and Assurance (H_{2d}) have a positive and significant effect on behavioral intentions, the Reliability (H_{2c}) dimension does not have a significant effect. H₃ was accepted, showing that satisfaction has a positive and significant effect on behavioral intentions. H₄ was partially accepted. It was determined that satisfaction plays a mediating role in the relationship between perceived service quality and behavioral intentions. The fact that the direct effect is stronger than the indirect effect indicates that the mediation is of a partial nature.

Table 10. Hypotheses in the Study Model and Their Acceptance/Rejection Status

Hypothesis	Hypothesis Acceptance/Rejection Status
H₁: <i>Perceived service quality has a positive and significant effect on satisfaction.</i>	Partially accepted.
H_{1a}: The Tangibles dimension of perceived service quality has a positive and significant effect on satisfaction.	Accepted.
H_{1b}: The Responsiveness dimension of perceived service quality has a positive and significant effect on satisfaction.	Rejected.
H_{1c}: The Reliability dimension of perceived service quality has a positive and significant effect on satisfaction.	Rejected.
H_{1d}: The Assurance dimension of perceived service quality has a positive and significant effect on satisfaction.	Accepted.
H₂: <i>Perceived service quality has a positive and significant effect on behavioral intentions.</i>	Partially accepted.
H_{2a}: The Tangibles dimension of perceived service quality has a positive and significant effect on behavioral intentions.	Accepted.
H_{2b}: The Responsiveness dimension of perceived service quality has a positive and significant effect on behavioral intentions.	Accepted.
H_{2c}: The Reliability dimension of perceived service quality has a positive and significant effect on behavioral intentions.	Rejected.
H_{2d}: The Assurance dimension of perceived service quality has a positive and significant effect on behavioral intentions.	Accepted.
H₃: <i>Satisfaction has a positive and significant effect on behavioral intentions.</i>	Accepted.
H₄: <i>Satisfaction plays a mediating role in the relationship between perceived service quality and behavioral intentions.</i>	Partially accepted.

6. DISCUSSION

The analysis results indicate that service quality exerts varying levels of influence on visitor satisfaction and behavioral intentions. H₁ is partially supported. The finding that Tangibles and Assurance dimensions have a positive and significant effect on satisfaction reveals that visitors attach high importance to physical attributes and service elements that provide assurance. This result is consistent with the findings of Cronin Jr. and Taylor (1992), Baker and Crompton (2000), Wu and Li (2015), and Sert and Karacaoğlu (2018) regarding the relationship between service quality and satisfaction. On the other hand, the lack of significant effects for the Responsiveness and Reliability dimensions suggests that not all dimensions of service quality equally contribute to satisfaction, which parallels Dağdeviren's (2021) findings indicating the ineffectiveness of certain dimensions. H₂ is also partially supported. The analysis results demonstrate that Tangibles, Responsiveness, and Assurance dimensions have significant effects on behavioral intentions, whereas the Reliability dimension does not. This finding indicates that visible service attributes and dimensions involving direct interaction with visitors play a critical role in loyalty and revisit intentions. The results align with the findings of Baker and Crompton (2000), Lee et al. (2004), and Wu and Li (2015). The ineffectiveness of the Reliability dimension, however, supports the results of Akkılıç and Varol (2016) and Dağdeviren (2021), who argued that some dimensions of service quality do not exert a significant impact on behavioral intentions. H₃ is fully supported. The analysis results reveal that satisfaction has a strong and positive effect on behavioral intentions. This is in line with the findings of Baker and Crompton (2000), Lee et al. (2004), Wu et al. (2016), Altunel and Günlü (2015), and Pamukçu et al. (2023), conducted in different contexts. Thus, visitor satisfaction emerges as a fundamental determinant in shaping behavioral intentions such as revisit, positive word-of-mouth, and recommendation. Finally, H₄ is partially supported. The analyses indicate that the effect of perceived service quality on behavioral intentions occurs both directly and indirectly through satisfaction. This finding reveals that satisfaction assumes a partial, rather than full, mediating role in the relationship, which is consistent with the mediation results reported by Baker and Crompton (2000), Lee et al. (2004), and Dikici and Akkılıç (2023) regarding the service quality-satisfaction-behavioral intentions nexus. Overall, the study findings show that not all dimensions of service quality are equally effective; particularly, Tangibles and Assurance dimensions stand out as critical determinants of both satisfaction and behavioral intentions. This result underlines the importance of investing in the quality of the physical environment, trust-inspiring service elements, and efficient service processes to enhance visitor experiences.

7. CONCLUSIONS AND RECOMMENDATIONS

This study examined the impact of perceived service quality on visitor satisfaction and behavioral intentions among individuals visiting Ishak Pasha Palace, while also assessing the mediating role of satisfaction in this relationship. Service quality was conceptualized based on four widely recognized dimensions in the literature: Tangibles, Responsiveness, Reliability, and Assurance. A dimension-based approach was applied using multiple linear regression to test the relative impact of each dimension on satisfaction separately. Mediation analysis examined the indirect effect of satisfaction on behavioral intentions using the overall perceived service quality score, allowing for a comprehensive evaluation of both the direct and indirect effects of service quality.

The results indicate that Tangibles and Assurance had significant and positive effects on both satisfaction and behavioral intentions. While Responsiveness significantly influenced behavioral intentions, Reliability had no significant effect on either variable. These findings suggest that visitors place particular importance on the quality of the physical environment and trust-inspiring service elements, whereas service reliability alone is insufficient to generate satisfaction and behavioral intentions. Satisfaction was found to partially mediate the relationship between service quality and behavioral intentions, highlighting its critical role in enhancing revisitation and recommendation behaviors. Based on these findings, several recommendations are proposed for museum managers and stakeholders. First, to enhance visitor satisfaction and behavioral intentions, investment should be directed toward improving the quality of the physical environment and trust-inspiring service elements. Key areas for development include exhibition layout, cleanliness, visual appeal, informational materials, and staff competence and trustworthiness. Additionally, as Responsiveness positively affects behavioral intentions, emphasis should be placed on staff training and optimization of service delivery processes. The fact that Reliability alone did not have a significant impact suggests that service consistency contributes to the visitor experience most effectively when integrated with other service quality dimensions.

Considering the limitations of this study, which was conducted solely in the context of Ishak Pasha Palace, the generalizability of the findings is limited. Future study could extend the analysis to other museums and cultural heritage sites to allow for comparative insights. Longitudinal designs could be used to examine changes over time in the impact of service quality dimensions on satisfaction and behavioral intentions. Additionally, factors such as visitor demographics, cultural background, and visit frequency should be investigated. Finally, incorporating digital and online services as well as environmental factors into future study could further enrich the understanding of service quality and its effects on visitor satisfaction.

Appendix 1. Perceived Service Quality Scale Items and Sources Used

Item	Source
1. The staff of Ishak Pasha Palace is polite and helpful.	Frochot & Hughes (2000)
2. The staff of Ishak Pasha Palace is willing to spend time with visitors.	Frochot & Hughes (2000)
3. Visitors are made to feel welcome at Ishak Pasha Palace.	Frochot & Hughes (2000)
4. The noise level at Ishak Pasha Palace is acceptable.	Hsieh (2010), Hsieh et al. (2015)
5. The operating hours of Ishak Pasha Palace are convenient.	Frochot & Hughes (2000)
6. The staff of Ishak Pasha Palace is always accessible when needed.	Frochot & Hughes (2000)
7. The staff of Ishak Pasha Palace is well-informed.	Frochot & Hughes (2000)
8. The staff of Ishak Pasha Palace has an elegant appearance.	Hsieh (2010)
9. Ishak Pasha Palace is well preserved and restored.	Frochot & Hughes (2000)
10. The general cleanliness of Ishak Pasha Palace is satisfactory.	Frochot & Hughes (2000)
11. The direction signs of Ishak Pasha Palace are clear and helpful.	Frochot & Hughes (2000)
12. The view of Ishak Pasha Palace is attractive.	Frochot & Hughes (2000)
13. The exhibition themes at Ishak Pasha Palace are diverse.	Hsieh (2010), Hsieh et al. (2015)
14. The brochures of Ishak Pasha Palace provide visitors with sufficient information.	Frochot & Hughes (2000)
15. The staff of Ishak Pasha Palace responds promptly to visitors' requests.	Hsieh (2010), Hsieh et al. (2015)
16. The needs of visitors with disabilities are taken into consideration at Ishak Pasha Palace.	Frochot & Hughes (2000)
17. Warnings regarding potential issues and dangers at Ishak Pasha Palace are sufficient.	Nowacki (2005)
18. The parking area of Ishak Pasha Palace is sufficient.	Shi & Chen (2008)
19. The entry process to Ishak Pasha Palace is straightforward.	Shi & Chen (2008)
20. The exhibited works are well preserved at Ishak Pasha Palace.	Hsieh (2010), Hsieh et al. (2015)

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