

## Does Quality Standards Certification Truly Matter on Operational and Business Performances of Firms? Evidence from Resort Hotels

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Coordinating editor: Stanislav Ivanov      **Abstract**      This study aims to determine the effects of ISO 9001:2015 quality certification on the firm performance. A questionnaire survey was used to collect data from 241 resort hotels in Turkey. The EFA (Exploratory Factor Analysis) and Cronbach alpha were used in order to test the unidimensionality and reliability of the scales. The difference between the ISO 9001 non/certified resort hotels was determined by t-test in order to test the hypothesis. As one of the first study focusing on how ISO 9001:2015 quality certification influence organizational and business performances of resort hotels in an emerging economy. The results show a significant relationship between the ISO 9001 quality certification and the operational performance, but not a positive one. However, the study does not show any significant relationship between the ISO 9001 quality certification and business performance. Finally, this study provides theoretical and practical implications with limitations and suggestions for potential future studies.

**Keywords**

:  
9001; quality certification; operational and business performance; hotels

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