THE ASSOCIATION AMONG HOSPITALITY, ORGANIZATIONAL CULTURE AND PEOPLE MANAGEMENT WITH CONSUMER SATISFACTION

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Introdução
Hospitality can be analyzed according to the service experiences they offer to their customers, which are intangible and highly dependent on the interaction between employees and customers. It is important to highlight that the quality of service provided by the host to the guest can directly influence the perception of consumers about the company. Complaints or problems in the service relationship can compromise customer evaluation and, consequently, affect organizational results.

Problema de Pesquisa e Objetivo
There is a theoretical and practical need to examine how the relationship between employees and customers. And since this affects organizational performance, organizational culture could be that link.Thus, this study seeks to identify the association between the culture of organizational hospitality and the degree of consumer satisfaction on occasions when there is a complaint about the services provided and, consequently, disruption in the host-guest relationship.

Fundamentação Teórica
Organizational culture refers to values, beliefs and behaviors that guide the behavior of members of an organization. In this sense, the culture of hospitality is essential for companies in the service sector. Understanding the culture of hospitality and the degree of customer satisfaction in resolving complaints can contribute to improving the quality of services provided, as well as increasing customer loyalty and the company's competitiveness in the market.(Madera et. al , 2017; Xiong, 2019, Otoo, 2019).

Metodologia
The 30 Brazilian organizations chosen for this study had active registration on the careers platform Indeed and Reclame Aqui in 2023. The sample of this research included 600 employees. A natural language algorithm was developed to classify the presence of the key terms. A scale of hospitality culture was calculated for each evaluation. K-means algorithm was applied to the normalized data to perform clustering into two clusters. Then, the data were analyzed and categorized, based on the organizational hospitality culture scale and customer satisfaction.

Análise dos Resultados
The hypothesis 1 that "there is an association between the culture of hospitality and consumer satisfaction when dealing with complaints" was confirmed .Besides, we check hypothesis 2 that "organizational hospitality culture is associated with the degree of problem solving, loyalty and return for new business by customers".

Conclusão
It was found that organizational hospitality culture is associated with the degree of satisfaction, problem solving, loyalty and return for new business by customers. These results indicate the importance of investing in organizational hospitality culture, especially in sectors that rely heavily on customer experience. Companies should strive to create and maintain an organizational culture that values hospitality and customer service. This can include conducting employee training, creating recognition and reward programs, and policies and practices that promote a welcoming environment.

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