THE EFFECT OF SERVICE QUALITY, AIRLINE IMAGE, CUSTOMER SATISFACTION AND SERVICE VALUE ON PASSENGERS' BEHAVIORAL INTENTIONS: THE CASE OF TURKEY

Levent KAYA *

Şenay Yavuz GÖRKEM **

ABSTRACT

This research study was designed as an extension of Park et al. (2004) in the contemporary context of Turkey. Following a Delphi study conducted with individuals holding managerial positions in the Turkish civil aviation sector to check and extend external validity of the survey items developed by Park et al., additions were made to the survey. Data was collected via this survey online from 420 participants. Regression analyses confirmed that service quality, airline image and customer satisfaction had a significant effect on passengers' behavioral intentions. However, service value was not found out to be a significant predictor of passengers' behavioral intentions.

Keywords*: Service quality, airline image, customer satisfaction, service value, passengers' behavioral intentions*

ÖZ
HİZMET KALİTESİ, HAVAYOLU İMAJI, MÜŞTERİ MEMNUNİYETİ VE HİZMET DEĞERİNİN YOLCULARIN DAVRANIŞSAL EĞİLİMLERİ ÜZERİNDEKİ ETKİLERİ

Bu araştırma Park ve diğerlerinin 2004 yılında yaptıkları çalışmanın günümüz Türkiye koşullarına uyarlanması ve geliştirilmesi amacıyla tasarlanmıştır. Park ve diğerleri tarafından geliştirilen ölçeğin dışsal geçerliliğini test etmek ve geliştirmek üzere sivil havacılık sektöründe yönetici pozisyonlarında çalışan bireylerle bir Delfi çalışması yürütülmüş ve ölçeğe eklemeler yapılmıştır. Veri, bu ölçek kullanılarak ve çevrimiçi olarak 420 katılımcıdan toplanılmıştır. Yapılan regresyon analizi hizmet kalitesi, havayolu imajı ve müşteri memnuniyetinin müşteri eğilimleri üzerinde etkisi olduğunu göstermiştir. Ancak, hizmet değerinin müşteri memnuniyetini belirleyen faktörlerden biri olmadığı görülmüştür.

Anahtar Kelimeler: *Hizmet Kalitesi, havayolu imajı, müşteri memnuniyeti, hizmet değeri, müşterilerin davranışsal eğilimleri*

* Öğr. Gör., Maltepe Üniversitesi, Sivil Hava Ulaştırma İşletmeciliği Bölümü, Meslek Yüksekokulu
(leventkaya@maltepe.edu.tr) 0000-0003-4937-8349
** Dr. Öğr. Üyesi, Maltepe Üniversitesi, Halkla İlişkiler ve Tanıtım (İngilizce) Bölümü
(senayyavuz@maltepe.edu.tr) 0000-0002-8130-7121

1. Introduction

The demand for air travel has been growing exponentially as air travel prices are going down with low-cost airlines. In today's global marketplace with too many key players, it gains importance to have an in-depth understanding as to why passengers prefer one air carrier over the other. This knowledge might be the starting point of all efforts to enhance the services rendered to passengers, which might lead to better perceptions of corporate image and eventually to customer patronage.

Earlier research suggests that a marketing approach is needed in the management of airlines; in other words, airline companies need to define the needs, wants, preferences, and priorities of consumers in relation to their services so that they will be able to modify their services and communication efforts in a way that they will appeal to those in their target groups (Cornelissen, 2008: 36-37). Many factors might be at play in the decision-making processes of consumers when selecting one air carrier over the other. This research study was adapted from the MA thesis of Levent Kaya, which was designed to check the effects of service quality, service value, airline image, and customer satisfaction on the behavioral intentions of the passengers under the supervision of Dr. Şenay Yavuz Görkem. This is an attempt valuable in the context of Turkey as there is a scarcity of research that explicitly focuses on these issues of the effect of service quality, airline image, customer satisfaction and service value on passengers' behavioral intentions.

2. Factors Related to Passengers' Behavioral Intentions

2.1. Perceived Service Quality

Perceived service quality is defined as the customers' overall assessment of the superiority of the service (Bolton & Drew, 1991: 376). Parasuraman et al. (1985) suggest that there are two major pillars of this assessment: expectations regarding the service to be provided and actual service performance. Parasuraman et al. (1985) also highlight the importance of the five underlying dimensions of service quality assessment: tangibles, reliability, responsiveness, assurance and empathy.

Maintaining and measuring service quality is more difficult than maintaining and measuring product quality for many reasons. To start with, the service industry sells, an intangible performance instead of a solid product (Liou & Chuang, 2009: 1080). For this reason, it is more difficult to set and apply specifications to ensure uniform quality. As Parasuraman et al. (1985: 42) states "most services cannot be counted, measured, inventoried, tested and verified in advance of sale to assure quality." This condition imposes difficulties to the consumers as well since they are provided with almost no physical clues for evaluating quality. Second, many services are multidimensional; for example, airline service consists of the core service of

transportation, facilitating services such as check-in procedures, and supporting services such as in-flight meals (Bolton & Drew, 1991: 377). Performance of the personnel providing these different services that make up the whole may vary from one personnel to another, from one passenger to another at different times. In other words, consistency of performance on the behalf of all the service personnel involved is difficult to achieve as they are human beings dealing with stressful situations as well as with passengers who are also active agents in the service delivery processes.

As aforementioned, maintaining and measuring service quality in the field of air transportation imposes extra complexities. In addition, there is the fact that many factors that passengers perceive as determinants of service quality are beyond the control of the air carriers. On-time performance, for instance, is an important quality attribute of airline services, however, the majority of the delays in airline services are caused by weather conditions, insufficient airport capacity, congestion or other exogenous factors (Mazzeo, 2003: 277, Truitt & Haynes, 1994: 26). Airport service attributes can also influence passengers' perceptions and satisfaction. Bogicevic et al. (2013: 9) found that cleanliness of the facilities, shopping options, Wİ Fİ and adequate setting increased passengers' satisfaction with the airport service, whereas security screening processes, poor signage and long waiting lines stand as threats to passenger satisfaction. It is a fact that airlines cannot control airports. This makes them vulnerable to the effects of airline services. When passengers have negative perceptions about the airport services, these negative perceptions are transferred to the airline service quality evaluations of the same passengers. After all, an airline can provide its core service of transportation with zero defects; however, this does not guarantee that problems in the baggage claim would not lead to passenger dissatisfaction (Bogicevic et al., 2013: 7).

Previous research has revealed that passengers associate different features with airline service quality. For example, research by Truitt and Haynes (1994: 29) found that aircraft size, larger seats, more headroom and overhead bin space are important quality attributes according to the passengers in their case study on two large regional airlines in America. Archana and Subha (2012) demonstrated that in-flight service, in-flight digital service and back-office operations positively correlated with perceived quality. Cuisines provided, seat comfort, and flight safety are the factors with the highest loadings assigned by the passengers of Indian Airlines as quality attributes related with in-flight services, personal entertainment is the factor with the highest loading in the in-flight digital services category. Online ticket booking is the quality attribute with the highest loading among the items related to back-office operations. This research also revealed that travel classes also act as a modifier of in-flight service quality attributes.

2.2. Service Value

It has been realized that although cost factors have been shown to play an important role in the modification of demand, it is not the absolute predictor. Consumers do not always purchase the service with the lowest cost (Cronin et al, 1997: 375). This pushes service marketers to come up with ways to add value to their services.

Service value "…can be considered to involve a trade-off between a customer's evaluation of the benefits of using a service and its cost" (Bolton & Drew, 1991: 376). Taking the definition of Zeithaml (1988: 14) for product value, service value can also be defined as

> "consumer's overall assessment of the utility of a *service* based on perceptions of what is received for what is given. Though what is received varies across consumers (i.e., some may want volume, others high quality, still others convenience) and what is given varies (i.e., some are concerned only with money expended, others with time and effort), value represents a tradeoff of the salient give and get components."

It has to be noted here that monetary and nonmonetary costs of utilizing a service modifies customers' evaluation of service value. The more one sacrifices, the more benefits one expects to get. Other modifiers of service value might be customer tastes, customer characteristics, previous experience, socioeconomic status, reference groups and so forth as indicated by the definition of Zeithaml. Research by Bolton and Drew (1991) indicated that customers' evaluations of service value is complex and companies should offer flexible services that can appeal to different market segments instead of trying to maximize service quality and minimize costs. It should be noted here that low-cost airlines use this approach successfully as they offer different travel packages with different prices to different market segments. This might be one reason why a high number of traditional airlines create their low-cost brands.

2.3. Corporate Image

Corporate image, as defined by Argenti (1998: 56) "…is a reflection of the organization's reality. It is the corporation as seen through the eyes of constituencies. Thus, an organization can have different images with different constituencies". Corporate image benefits both parties; a positive image provides corporations with a prolific ground for establishing an efficient commercial relationship with target groups. It also attracts both repeat and trial customers. Corporate image helps consumers as well, it provides them with a short cut for evaluating a corporation by acting as a reference point that summarizes comprehensive informational input about a corporation into a set of simplifications. These sets of simplifications make the

decision-making processes of individuals easier (Van Riel, 1995: 77). Many consumers prefer relying on corporate image for purchase decisions instead of reviewing all alternatives in a product category as well as the features, pros and cons of these alternatives.

A preferable corporate image provides airlines with a competitive edge due the potential of corporate image to stimulate purchase decisions and to create loyal passengers. Liou and Chuang (2009: 1088) found that the safety record and services of an air carrier were two statistically significant predictors of airline image in Taiwan. Among the services, handling complaints were rated with higher scores by the passengers as a criterion for airline image; which indicates that airline managers should make sure that their procedures for handling complaints are efficient and that their investment in their human capital guarantees that complaints will be dealt with by knowledgeable and skilled staff. Geraldine and Chikwendu (2013) also confirmed the relationship between quality attributes and perception of corporate image. Geraldne and Chikwendu, used a questionnaire designed in line with SERVQUAL (service quality scale designed by Parasuraman et al., 1988) to investigate the assessments of the passengers on the service rendered to them, passengers' opinions on whether the quality of service influences corporate image of the airline or not, and finally, whether airline image modifies customer patronage. Customer patronage was measured through items that represent behavioral intentions of repurchase and willingness to recommend the airline to others. Results of the study confirmed that the relationships between service quality dimensions and image as well as between image and customer patronage were statistically significant.

2.4. Customer Satisfaction

Customer satisfaction is created as a result of an interaction between customer expectation and customer experience. High satisfactory levels are reached when customer experience exceeds customer expectation. Satisfaction is average when experience meets the expectation. Low satisfactory levels are created when there is discrepancy between expectation and actual experience (Truitt & Haynes, 1994: 26).
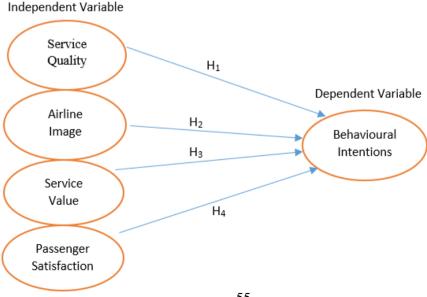
Gures et al. (2014) aimed to reveal the relationships among customer expectation, satisfaction and loyalty in Turkish Airline Industry through data collected via self-report questionnaires from 421 domestic flight passengers and 400 international flight passengers who voluntarily participated in the study while waiting for their flights. The results obtained in the study showed that reliability and facilities had a significant positive effect on customer satisfaction. It was also found that customer satisfaction was a significant determiner of customer loyalty.

The study by Park et al. (2004) involved passenger satisfaction as well as service value and airline image in their research model on the determinants of passengers' behavioral intentions; i.e. intention to repurchase and willingness to recommend the airline to others. Analysis on 592 samples of questionnaires from Koreans confirmed that all factors included in the model had a direct effect on passengers' behavioral intentions. This study focused on passenger satisfaction in addition to factors of service quality, service value and airline image and was designed to measure the effects of these factors on passengers' behavioral intentions. This study is significant in the context of Turkish civil aviation sector as data on how these factors are interrelated is scarce and as determiners of passenger behavioral intentions may vary from one culture to another.

3. Methods

This research study aimed to generate data on the causal relations between service quality, service value, airline image and passengers' behavioral intentions. The figure below summarizes the model of the present study. In order to do this, an online survey was conducted with 420 passengers. The survey was developed by taking Park et al. (2004) as the basis and adjusting it to the Turkish context through a Delphi study. Professionals holding managerial positions at the International Air Transport Association (IATA), Turkish Airlines, Pegasus Airlines and Atlas Global contributed to the Delphi study.

Figure 1. Model of the Study

All meetings were audio recorded and transcribed with the consent of the participants of the Delphi study. The first face to face meeting was held with Ass. Prof. Hasan Uncular, Turkish Airlines Travel and Time Manager in in his office on August 7th, 2017. The meeting lasted 60 minutes. The second meeting was held with Erdinç Meriçli, Station Manager of Sabiha Gökçen Airport in İstanbul. The meeting was held at Sabiha Gökçen Airport on August 18th, 2017 and lasted 70 minutes. The third meeting was held with Yüksel Atak, the President of Ground Operations at Atlas Global and Özcan Kırtay, the Vice-President of Ground Operations at Atlas Global. This meeting was held at Atlas Global Headquarters on August 24th, 2017 and lasted 30 minutes. The final meeting was held with Mehmet Erkan Dursun, the IATA Manager of Turkey, Azerbaijan and Turkmenistan. This meeting was held at IATA Turkey Office Bomonti on September 6, 2017. The meeting lasted 44 minutes. As can be seen from the titles of the professionals who participated in the Delphi study, individuals working in different parts of the civil aviation sector have contributed to this study. These professionals were asked about their ideas on what Turkish passengers perceive as signs of service quality. Factors mentioned by participants of the Delphi study were checked against the service quality scale of 22 items given in the first row of Table 1. Variables that were mentioned by at least three professionals and were not included in the service quality scale of Park et al. were added to the scale for this research (second row of Table 1). As a result of the Delphi study, a total of eight items were added and the final version of the scale consisted of a total of 30 items. Passengers were asked to assign importance to these items on a 5-point Likert Scale (1: Not Important At All, 5: Very Important) as signs of service quality.

Table 1. Service Quality Scale

Scale	Items
Service Quality Scale (Park et al.) developed on the basis of SERVQUAL by Parasuraman et al. (1988)	Up-to-date aircraft and in-flight facility
	Meal service (items, tastes, freshness, quantity, appearance, etc.)
	Seating comfort
	Seat space and legroom
	In-flight entertainment services (e.g. books, newspapers, movies, magazines)
	Convenience of reservation and ticketing
	Promptness and accuracy of reservation and ticketing
	Frequent flyer program
	On-time performance
	Sincere interest in solving problems (flight cancellation, baggage loss, etc.)
	Safety record

	Check-in service (waiting time, efficiency etc.) Promptness and accuracy of baggage deliver The amount imposed for overweight baggage Providing seat that passengers prefer Neat appearance of employee Employees who are willing to help passengers Courtesy of employees Employees who have the knowledge to answer passengers' questions Give passengers personal attention Convenient flight schedule Non-stop flight
Delphi Study	Genial service Flight safety (sufficiency of the measures against sabotage and attacks Clean restrooms on the plane Having commercially important person (CIP) lounges (for resting and eating before a flight) Providing alternatives when there is a problem with a flight instead of invalidating a ticket Providing a new baggage if the baggage is damaged in the arrival station Providing free food and beverage on the plane Making the passengers feel there are valued

Items used to measure service value, airline image, passenger satisfaction and behavioral intentions were adapted from Park et. al with no modifications (see Table 2). Service value scale consisted of three items, airline image scale consisted of three items, passenger satisfaction and behavioral intentions scales had two items each. All items were translated to Turkish with back-translation method and the survey was pilot tested with 50 individuals.

Table 2. Service Value, Airline Image, Passenger Satisfaction, and Behavioral Intentions Scales

Scale	Items
Service Value	Considering the ticket price I pay for the airline, I believe that the airline offers sufficient services The ticket price of this airline is reasonable I have always had a good impression of this airline
Airline Image	I believe that this airline has a better image than its competitors In my opinion, this airline has a good image in the minds of

	competitors Overall, how satisfied are you with the airline's service quality?
Passenger Satisfaction	My choice to use this airline was a wise one I think that I did the right thing when I decided to use this airline
Behavioral Intentions	Would you consider flying on this airline again in the future? Would you recommend this airline to other people?

The survey was distributed via social media networks via snowball technique and a total of 420 passengers responded to the questionnaire. 23 incomplete surveys had to be eliminated from the data set and thus, analyses were carried out on the basis of data provided by 397 passengers. Table 3 summarizes the socio-demographic profile of the passengers who have contributed to the study.

Reliability analyses were carried out by computing Cronbach's alpha scores for the scales. A Cronbach's alpha score of 0,922 was computed for the service quality scale and a score of 0,831 was calculated for service value scale. Cronbach's alpha score of airline image scale was 0,754. Reliability of passenger satisfaction and behavioral intentions scales were also confirmed with scores of 0,905 and 0,772. Some items had to be eliminated from the service quality scale to increase reliability due to the fact that those items aggravated the clear distribution of items to different factors. The items eliminated were: Up-to-date aircraft and in-flight facility, meal service (items, tastes, freshness, quantity, appearance, etc.), safety record, courtesy of employees, flight safety and clean restrooms on the plane.

Table 3. Socio-Demographic Profile of the Sample

Gender	**No.**	**(%)**
Women	211	53,1
Men	186	46,9
Total	397	100,0
Age	**No.**	**(%)**
26-35	200	50,4
16-25	71	17,9
36-45	67	16,9
46-55	43	10,8
56-65	16	4,0
Total	397	100,0
Marital Status	**No.**	**(%)**
Single	203	51,1
Married	194	48,9
Total	397	100,0

Education	No.	(%)
Undergraduate	254	64,0
Graduate	107	27,0
High School	30	7,6
Primary School	6	1,5
Total	397	100,0
Occupation	**No.**	**(%)**
Employed in Private Sector	174	43,8
Employed in Public Sector	70	17,6
Other	44	11,1
Student	40	10,1
Self-employed	30	7,6
Housewife	21	5,3
Unemployed	18	4,5
Total	397	100,0
Total Years of Air Travel Experience	**No.**	**(%)**
11 years and above	111	28,0
5-7 years	99	24,9
1-4 years	87	21,9
8-10 years	56	14,1
Less than a year	44	11,1
Total	397	100,0
Frequency of Air Travel in a Year	**No.**	**(%)**
1-3 times	169	42,6
4-6 times	118	29,7
10 times and above	72	18,1
7-9 times	38	9,6
Total	397	100,0
Purpose for Air Travel	**No.**	**(%)**
Touristic	294	74,1
Business	103	25,9
Total	397	100,0
Income (TL)	**No.**	**(%)**
0-3000	170	42,8
3001-6000	145	36,5
6001-10000	45	11,3
10001-15000	19	4,8
15001 and above	18	4,5
Total	397	100,0
Most Preferred Airline Ranking	**Points**	**(%)**
THY	969	45,26
Pegasus	474	22,13

AnadoluJet	350	16,34
Atlas Global	125	5,84
Onur Air	107	5,0
Sunexpress	99	4,62
Other	17	0,79
Total	2141	100,0

As can be seen from the table, gender and marital status distribution among the sample was estimated approximately. Majority of the respondents were between 26 and 35 and held undergraduate degrees. Most of the participants (58,9%) lived in Istanbul and the rest lived in various cities around Turkey. A total of 67% of the respondents had between five and 11 or more years of air travel experience and more than 70% travelled between once and six times a year. Almost a third travelled between seven times and ten times or above in a year. Almost 75% travelled for touristic purposes and the rest traveled for business. More than 60 % had an income of more than 3000 Turkish Liras a month. One fifth had a monthly income between 6000 and more than 15000. As to the most preferred airline ranking, points were calculated by assigning three points to the airline the respondent named as the most preferred, two points were assigned to the airline named second in this list and one point was assigned to the third preferred airline. As displayed in Table 3, Turkish Airlines was the most preferred airline among the respondents.

4. Results

This study aimed to shed light on the causal relations within the service quality, service value, airline image, customer satisfaction and customer behavioral intentions. To do this, data collected was analyzed via SPSS 21.0. First, descriptive statistics were run to see what value Turkish passengers assign to different factors as signs of service quality in the civil aviation sector (see Table 4 below). As illustrated in the table, Turkish passengers gave more importance to the attitude of the airline workers, hospitality on the plane and practices of the airline that made them feel valued and cared as opposed to items related to rational matters such as convenience, facilities, policies and programs. Three items about rational issues were among the ten items with the highest mean scores. 'Providing a new baggage if the baggage is damaged in the arrival station' had the highest mean score. 'Convenient flight schedule' and 'providing alternatives when there is a problem with a flight instead of invalidating a ticket' also had high scores. However, it can be claimed that these items also have humanistic aspects. Many Turkish people suffer from damaged baggage and not many air carriers provide a new baggage in this case. Such a practice is probably seen as an act of good will and a sign of value given to the passengers. The same explanation is valid for convenient flight schedule and

providing alternatives when there is a problem with a flight since Istanbul is a huge city with a chronic traffic problem and people have difficulty in going to the airport at certain times of the day (e.g. at night when public transportation does not work) or miss their flights due to traffic.

Table 4. Descriptive Statistics of Service Quality Items

Item	Mean	Std. Dev.
1. Providing a new baggage if the baggage is damaged in the arrival station	4,6	0,609
2. Employees who are willing to help passengers	4,57	0,613
3. Providing free food and beverage on the plane	4,56	0,635
4. Convenient flight schedule	4,55	0,655
5. Give passengers personal attention	4,53	0,679
6. Making the passengers feel there are valued	4,53	0,629
7. Providing alternatives when there is a problem with a flight instead of invalidating a ticket	4,52	0,645
8. Genial service	4,52	0,664
9. Employees who have the knowledge to answer passengers' questions	4,5	0,75
10. Neat appearance of employee	4,48	0,698
11. Non-stop flight	4,45	0,686
12. Promptness and accuracy of baggage deliver	4,33	0,807
13. Having commercially important person (CIP) lounges (for resting and eating before a flight)	4,33	0,805
14. The amount imposed for overweight baggage	4,29	0,888
15. On-time performance	4,25	0,674
16. Frequent flyer program	4,14	0,711
17. Sincere interest in solving problems (flight cancellation, baggage loss, etc.)	4,14	0,773
18. Promptness and accuracy of reservation and ticketing	4,13	0,763
19. Seat space and legroom	4,02	0,906
20. In-flight entertainment services (e.g. books, newspapers, movies, magazines)	4,01	0,859
21. Convenience of reservation and ticketing	4	0,791
22. Check-in service (waiting time, efficiency etc.)	3,96	1,103
23. Seating comfort	3,87	0,877
24. Providing seat that passengers prefer	3,85	1,053

Five out of eight items added to the scale as a result of the Delphi study were among the items with the highest mean scores. These scores assured that the Delphi study served its purpose and the scale was modified in a way that it would reflect the Turkish culture. The respectively lower mean scores assigned to rational matters such

as convenience, facilities, policies and programs can be explained by the fact that 45% of the participants preferred a standard carrier as opposed to low cost ones and these items reflect the already established practices and processes (even in low-cost carriers) that passengers might have started to perceive as granted.

The second step in the analyses aimed to reveal interrelations between the constructs. Correlation analysis, the output of which is displayed below, was carried out first to see whether these constructs are related.

Table 5. Correlation Analysis

	Service Quality	Service Value	Airline Image	Customer Satisfaction	Behavioral Intentions
Service Quality	1				
Service Value	,643**	1			
Airline Image	,633**	,653**	1		
Customer Satisfaction	,614**	,674**	,725**	1	
Behavioral Intentions	,569**	,607**	,656**	,708**	1

As can be seen, correlation analysis confirmed that all constructs included in this study were significantly related to customer behavioral intentions. Positive relations were confirmed among the constructs of the study. Customer satisfaction had a respectively higher correlation coefficient.

In order to test for causality, a regression analysis of multiple variables was conducted. Customer behavioral intentions were assigned as the dependent variable and service quality, service value, airline image, and customer satisfaction were assigned as independent variables. The regression analysis produced an F value of 133,509 and a p value of 0,00, which displayed validity for the model. Durbin-Watson test produced a score of 2,019, which confirmed that there is no autocorrelation detected in the sample. Tolerance values and variance inflation values were also checked to make sure that the model did not have multicollinearity. All tolerance values were above 0.1 and the variance inflation values were below 10, which ensured that the model did not have multicollinearity. The model (Table 6) explained 57,2% of variance in customer behavior intentions.

Table 6. Regression Analysis

Independent Variables	B	T	P	Tolerance Value	VIF Value
Service Quality	,237	3,164	,002	,424	2,361
Service Value	,077	3,186	,236	,408	2,451
Airline Image	,223	4,084	,000	,401	2,493
Customer Satisfaction	,411	8,408	,000	,423	2,362
DW=2,019	R²= ,572	F= 133,509	p= ,000		

As a result of regression analysis, it was found that customer satisfaction, service quality, and airline image were statistically significant predictors of customer behavior intentions. Although correlational analysis has confirmed that service value is related to customer behavioral intentions, causality could not be confirmed by regression analysis.

5. Discussion

The findings of this study has overlapped with previous research with two major differences. First of all, highest means were calculated for items that emphasized a humanistic approach on the side of the airline that convinced the passengers that they were valued as opposed to items with content reflecting rational matters such as convenience, facilities, policies and programs. As opposed to Archana and Subha (2012) who found rational factors such as in-flight service factors (cuisines provided, seat comfort, and safety), in-flight digital service, (personal entertainment) and back-office operations (online ticket booking) as strong signifiers of service quality; this study revealed that Turkish passengers gave more importance to the attitude of the airline workers, hospitality on the plane and other practices of the airline that made them feel valued and cared for. The respectively lower but still high mean scores that Turkish passengers assigned to the other more rational items indicate that Turkish passengers give importance to and expect to have these signs of quality. The respectively lower scores might signify that these rational aspects are seen as granted; that passengers expect to have these aspects as default in any air carrier. It is the extra care that makes passengers feel valued and motivates them to prefer one air carrier over the other.

As to causal relations among the constructs in this study, results have confirmed previous research. Correlation analysis revealed that there existed positive relations between customer behavioral intentions, service quality, service value, airline image, and customer satisfaction. Geraldine and Chikwendu (2013) also

confirmed that the relationships between service quality, image, and customer patronage (i.e. behavioral intentions) were statistically significant. Park et. al (2004), on which the model of this study was developed, determined service quality, service value, airline image, and passenger satisfaction as predictors of customer behavioral intentions. The findings of the current study confirmed these findings with one exception. Causality was not detected between service value and behavioral intentions. This finding is the second deviation from the related literature.

As aforementioned, many factors such as customer characteristics, previous experience, socioeconomic status, reference groups and so forth modify customer value. Culture and country specific factors can also effect customer value. The fact that five of the items out of the eight items added to the original scale as a result of the Delphi study, were among the top ten items with the highest scores as signs of quality confirms the power of culture and country specific factors. This might be the reason why customer value could not predict customer behavioral intentions statistically.

Findings of the present study imply that airline companies should look for new and effective ways for making the passengers feel valued and cared for. It seems that Turkish passengers expect to receive more than standard services and operations. Airline companies should also invest in their human capital, or in other words, they should invest in the training of their employees as passengers assigned quite high scores to the items about the knowledge, attitude and behavior of the employees as signs of quality. Finally, they should be aware that customers' evaluations of service value are complex and should customize their services as much as possible with flexible services that can appeal to different market segments.

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YAYIN İLKELERİ

1. *Yakın Doğu Üniversitesi Sosyal Bilimler Dergis*i'nin kısa adı *YDÜ SOSBİLDER*'dir.
2. *Yakın Doğu Üniversitesi Sosyal Bilimler Dergisi*, Yakın Doğu Üniversitesi Sosyal Bilimler Enstitüsünün resmi yayın organı olup hakemli ve akademik bir dergidir.
3. Sosyal bilimlerin tüm alanlarına açık olan dergimiz, Türkçe ve İngilizce dilinde yazılmış araştırma ve derleme türü bilimsel çalışmalar yayımlamaktadır.
4. *YDÜ SOSBİLDER*'e yayımlanmak üzere gönderilen yazılar özgün, daha önce yayımlanmamış, aynı anda birden fazla dergiye değerlendirilmek üzere gönderilmemiş olmalıdır. Makalenin aynı anda birden fazla dergiye gönderildiği tespit edildiği takdirde yayın süreci durdurulur ve makalenin dergi ile ilişiği kesilir.
5. *Yakın Doğu Üniversitesi Sosyal Bilimler Dergisi*, yayımlanmak üzere kabul edilen makalelerin yayım haklarına sahiptir.
6. *YDÜ SOSBİLDER*'e gönderilen makaleler arasında özellikle Etik Kurul kararı gerektiren klinik ve deneysel insan ve hayvanlar üzerindeki çalışmalar için etik kurul onayı alınmış olmalı, bu onay makalede belirtilmeli ve belgelenmelidir.
7. Dergimizde yayımlanan yazılarda ileri sürülen görüşler yazarlarına aittir. Yasal, hukuksal, ekonomik ve etik sorumlulukların muhatabı yazardır. Yazıların yayımlanması, derginin ya da üniversitenin bu görüşleri savunduğu anlamına gelmez.
8. *Yakın Doğu Üniversitesi Sosyal Bilimler Dergisi*, altı (6) ayda bir olmak üzere yılda iki (2) sayı yayımlanmaktadır.
9. *Yakın Doğu Üniversitesi Sosyal Bilimler Dergisi* makale kabul ve değerlendirme sürecinin her aşamasında, hakemlerin ve yazarların isimlerinin saklı tutulduğu çift-kör hakemlik sistemini kullanmaktadır. Makaleler değerlendirilmek üzere alanındaki iki hakeme gönderilir. Hakem raporlarından biri olumlu, diğeri olumsuz olduğu takdirde, yazı, üçüncü bir hakeme gönderilebilir veya Yayın Kurulu, hakem raporlarını inceleyerek nihai kararı verebilir.
10. Yazarlar, eserlerini derginin belirlediği makale yazım kurallarına göre ve APA 6 (American Psychological Association) standartlarına uygun olarak hazırlamalıdır.
11. Yazarlar *YDÜ SOSBİLDER*'e gönderilmek üzere makale dosyası ve yazar bilgi dosyası hazırlamalıdır. Makale dosyası yazar bilgisini içermez. Yazar bilgisi, makalenin adıyla birlikte ayrı bir dosya olarak hazırlanır. Yazar bilgi dosyası ayrıca yazarların ORCID numaralarını da içermelidir.
12. *Yakın Doğu Üniversitesi Sosyal Bilimler Dergisi*'ne yazı gönderilebilmesi için dergi.neu.edu.tr adresinden Makale Takip Sistemi'ne üye olunması ve makalelerin buradan gönderilmesi gerekmektedir. Eklenen yazılarda isim veya yazarın kimliği ile ilgili bilgilere yer verilmemelidir. Yazarlara ait bilgiler, yayın aşamasında editör tarafından eklenir.
13. Dergimize gönderilen yazılarda Türk Dil Kurumu Yazım Kılavuzu'na uyulmak zorunluluğu vardır. Yayın Kurulu tarafından yazının bütünlüğünü etkilemeyecek düzeltmeler yapılabilir.
14. Yayın ilkelerine uygun olmayan makaleler hakem değerlendirme sürecine alınmayacaktır.
15. Yazıları yayımlanan yazarlara yayımlanan makalenin 2 adet dergi bedelsiz olarak gönderilir.
16. Yayını kabul edilen yazarlardan imzalı telif devir formu alınır.

PUBLICATION RULES

1. Near East University Journal of Social Sciences is abbreviated as NEU SOSBILDER.
2. Near East University Journal of Social Sciences is the official publication of Near East University Graduate School of Social Sciences and is a scholarly academic and peer-reviewed journal.
3. The journal is open to all areas of social sciences, in particularly, research and literature review of types which is written in both Turkish and English languages.
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7. The opinions expressed in the published articles belong to their authors. The publication of articles does not mean that the Near East University or Journal of Social Sciences defends these views.
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YAYIN ETİĞİ VE YAYIN GÖREVİNİ KÖTÜYE KULLANMA BEYANI

Bu yayın etiği rehberi, COPE şeffaflık ve en iyi uygulama ilkeleri ve COPE davranış kuralları ile tamamen uyumludur.

Editörlerin sorumlulukları
Yayın kararları

Dergide hangi makalelerin yayınlanacağına karar vermek editörün sorumluluğundadır. Yazarların el yazması metinlerini değerlendiren editör, ırk, cinsiyet, cinsel yönelim, dini inanç, etnik köken, vatandaşlık ya da politik felsefelerinden bağımsız olarak değerlendirecektir. Alınacak karar, makalenin doğruluğu, geçerliliği ve önemi ile derginin kapsamının uygunluğuna dayanacaktır. İftira, telif hakkı ihlali ve intihal ile ilgili mevcut yasal gereklilikler de dikkate alınmalıdır.

Gizlilik

Editör veya herhangi bir editoryal görevli, ilgili yazar, hakemler, potansiyel hakemler, diğer editör danışmanları ve yayıncılardan başka kimseye bir sunum hakkında bilgi ifşa etmemelidir.

Açıklama ve Çıkar Çatışmaları

Sunulan bir makalede açıklanan yayınlanmamış malzemeler, yazarın açık yazılı izni olmaksızın editörün veya yardımcılarının kendi araştırmalarında kullanılamaz.

Hakemlerin sorumlulukları
Editoryal Kararlarına Katkı

Hakem değerlendirmesi süreci editörün kararlarını vermede editör ve editör kuruluna yardımcı olur. Ayrıca yazının hazırlanmasında yazara da hizmet edebilir.

Çabukluk

Araştırmayı incelemek için yeterli nitelikte olmayan veya bir makalede yazılan ya da derhal gözden geçirmenin imkânsız olacağını bilen seçilmiş herhangi bir hakem, editöre bildirmeli ve inceleme sürecinden mazurunu istemelidir.

Gizlilik

İnceleme için alınan tüm yazılar gizli belgeler olarak değerlendirilmelidir. Mahremiyete uymalı ve editör tarafından izin verilenler dışındaki makale bilgilerini paylaşmamalıdırlar.

Nesnellik Standartları

Yorumlar nesnel olarak yapılmalıdır. Yazarın kişisel eleştirisi uygun değildir. Hakemler görüşlerini destekleyici argümanlarla ifade etmelidir.

Kaynakların Kabulü

Hakemler, makalede atıfta bulunulan yayınlanmış çalışmanın referans bölümünde gösterilmediği durumları tespit etmelidir. Diğer yayınlar, türetilmiş gözlem veya değişkenlerin kaynağında olup olmadığını belirtmelidir. Hakemler, editöre, dikkate alınan yazılar ile kişisel bilgileri olan diğer basılı makaleler arasında önemli bir benzerlik veya örtüşme olduğunu bildireceklerdir.

Açıklama ve Çıkar Çatışması

Hakem değerlendirmesi yoluyla elde edilen bilgi veya fikirler gizli tutulmalı ve herhangi bir avantaj için kullanılmamalıdır. Gönderilen bir makalede açıklanan yayınlanmamış materyaller, editörün veya yardımcılarının kendi araştırmalarında kullanılamaz. Hakemler, rekabete dayalı, işbirliğine dayalı veya diğer ilişkilerle veya gazetelere bağlı yazar, şirket veya kurumlarla ilişkili çıkar çatışmaları olan makaleleri dikkate almamalıdır.

Yazarların görevleri
Raporlama Standartları

Yazarlar, yapılan işin doğru bir açıklaması ve önemi hakkında nesnel bir tartışma sunmalıdır. Temel veriler kâğıtta doğru şekilde gösterilmelidir. Bir makale, başkalarının işi çoğaltmasına izin vermek için yeterli ayrıntı ve referanslar içermelidir. Hileli veya bilerek yanlış beyanlar etik olmayan davranışlar yaratır ve kabul edilemez. İnceleme ve profesyonel editoryal makaleler de doğru ve nesnel olmalı ve editörlerin görüşleri açıkça belirtilmelidir.

Veri Erişimi ve Saklama

Yazarların, editör incelemesi için bir makale ile bağlantılı olarak ham verileri sunmaları istenebilir ve eğer uygunsa, bu verilere halka açık erişim sağlamaya ve her durumda, bu verilerin yayınlandıktan sonra makul bir süre depolanması için hazırlanmalıdır.

Özgünlük, İntihal ve Kaynakların Kabulü

Yazarlar, çalışmalarının orijinal olmasını sağlamalıdır ve yazarlar başkalarının çalışmalarını ve/veya sözlerini kullanmışlarsa, uygun şekilde atıf yapılmalıdır. Bildirilen çalışmanın niteliğini belirlemede etkili olan yayınlar da belirtilmelidir. İntihal, her türlü etik olmayan yayıncılık davranışını oluşturur ve kabul edilemez.

Çoklu, Yedekli veya Eşzamanlı Yayın

Bir yazar, genellikle aynı araştırmayı birden fazla dergi veya birincil yayın olarak tanımlayan makaleleri yayınlamamalıdır. Aynı makalenin aynı anda birden fazla dergiye sunulması, etik olmayan yayın davranışını beraberinde getirir. Genel olarak, bir yazar, başka bir dergide daha önce yayınlanmış bir el yazması metinlerini sunmamalıdır.

Başka herhangi bir telif hakkı bulunmayan materyal başka bir yerde yayınlanamaz. Ayrıca, dergi tarafından incelenen yazılar telif hakkıyla korunan yayınlara yeniden gönderilmemelidir. Bununla birlikte, bir el yazması metin göndererek, yazar(lar) yayınlanan materyalin haklarını korur. Telif hakkı yazarlarla (CC-BY) kalır, böylece metinlerinin nihai olarak yeniden

yayınlanmasına karar verebilirler. Birincil referans ikincil yayında belirtilmelidir.

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Kağıtın Yazarlığı

Yazarlık, bildirilen çalışmanın düşünce, tasarım, icra veya yorumuna önemli katkılarda bulunanlarla sınırlı olmalıdır. Tüm katkıda bulunanlar ortak yazar olarak listelenmelidir. Yazar, katkıda bulunan tüm yazarların ve davetsiz misafirlerin yazar listesine dâhil edilmesini sağlar.

Araştırma projesinin belirli yönlerinde başkalarının bulunduğu yerlerde, onlar kabul edilmeli veya katkıda bulunanlar olarak listelenmelidir. Tüm ortak yazarlar makalenin son halini görmüş ve onaylamışlardır ve yayın için sunmayı kabul etmişlerdir.

Açıklama ve Çıkar Çatışması

Tüm yazarlar, makalelerinin sonuçlarını veya yorumunu etkileyecek şekilde yorumlanabilecek finansal veya diğer finansal çıkar çatışmalarını açıklayan bir açıklama içermelidir. Proje için tüm mali destek kaynakları açıklanmalıdır. Potansiyel çıkar çatışmaları mümkün olan en erken aşamada açıklanmalıdır. Okuyucular, araştırmayı kimin finanse ettiği ve fon verenlerin araştırmadaki rolü hakkında bilgilendirilmelidir.