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CURRENT STATUS OF AIR CARGO TRANSPORTATION IN TURKEY AND THE ROLE OF SERVICE QUALITY IN CREATING CUSTOMER SATISFACTION: HOROZ BOLLORE COMPANY APPLICATION

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Abstract

Quality of service is an important factor affecting customer satisfaction. In the study, the role of air cargo transportation in Turkey and the role of service quality in creating customer satisfaction is examined. The creation of the research is from the authorities of the company which receives transportation service from Horoz Bollore Logistics company in Istanbul province, annually over 100.000 Dollar and a total of 110 companies are in service. As the data of the study, developed by 5-point Likert method; "Personal Information Form", "Customer Satisfaction Scale in Logistics Transportation Activities", "Quality of Service Scale for Logistics Transportation Activities" and "Criteria for Sense of Service Quality in Customer Logistics Transportation Activities" surveys were applied. The obtained data were analyzed using the SPSS 17:00 package program with Cronbach alpha, descriptive statistics, Independent T test, Kruskal Wallis analysis of variance and Pearson techniques. As per the result; according to the factors of the sectors between the points collected from the scale of Service Quality and Customer Satisfaction P<0.05, Service Quality and Customer Satisfaction Scale scores according to the factor of expectation satisfaction are P<0.01 And P<0.05 for the scores collected from the Service Quality Perception Scale. We also found that there is a strong positive relationship between Service Quality and Customer Satisfaction according to the results obtained, and the other parameters are again positive.

Keywords: Logistics, Customer Satisfaction, Service Quality, Air Transportation, Horoz Bollore



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INTRODUCTION

Business environments become more dynamic, and market-based strategies become more dynamic. Today, competition is now a strategy battle, and success in this battle depends on predicting the underlying market trends and anticipating changing customer needs. In such an environment, the essence of a market-based strategy is not the behavior of an enterprise and the market but the behavioral dynamics. The goal is to distinguish an enterprise from its competitors in the eyes of its customers, to identify and improve resources and talents that are difficult to imitate and create value.

Logistics management, the right product, in the right amount with the right distribution channel, right time aims to deliver the correct customer in a way that is undamaged, it is regarded as an important value-creating activity for the products or services in this respect. The value of the products or services produced by the operator, depending on where and when customers want it. The goods and services that can not be offered to the customer at the desired place and time will have no value for the Customer. Transport has an important role in this context. Transportation concept; Is a service that enables the person or the person to change the location so as to provide time and space benefits with the satisfaction of the needs. The users buy from the transportation system is performance or service. Therefore, the performances of the enterprises that will determine the satisfaction of the customers and the quality of the services offered.

The service level expected from the logistics transportation business, based on what customers understand from the service to be delivered to them. Poor quality of service dissatisfaction, sufficient service quality will create satisfaction, high quality of service will provide value to the customer. Today's conscious consumer is not only in need of a service, what is different about that service than the others, plus they want to know what they value. For this reason, the logistics transport operation must add value to this value service by finding what is called value in the consumer's eye.

Logistics sector is the fastest growing sector in our country, which stands out in terms of growth potential and job power. Moreover, since Turkey has a strategic position between the continents of Asia, Europe and Africa due to its geographical position, the importance of the logistics sector also increases day by day.

The second sector with the greatest potential in the service sector in our country after the tourism sector is logistics. The logistics sector, which has a large share in the sector in terms of cost and services within the country economy, is seen as one of the most important factors determining competition. The undeniable effect of the logistics internal affects on the general course of the country's economy is indisputable. In other words, the increase in demand



for logistics in the revival of the economy and the decrease in demand for logistics in the case of a recession are the main reasons.

The district evaluation of the logistic is determined according to the physical, geographical and institutional infrastructure. These kinds of assessments enlighten the investments and regulations necessary for the progress of logistics. In order to advance in the logistic sector in Turkey, the sector can be informed about the transportation, the information sector, the banking and the insurance field which can be monitored in this maneuver.

The definition of the service is different from the physical goods, and it is made more difficult by the reason. Services are spread over a wide range of activities from service activities in the transportation sector to provided services by insurance companies.

While Kuriloff and friends define service as a non-qualitative product brought to the market in order to satisfy consumer needs, Gözlü defines service as an economic activity providing time, place, form and psychological benefits.

The customer is real or legal persons who purchase goods or services. Customers can also use these goods and services they purchase for commercial purposes or personal purposes.

According to another definition, the customer is a person who has the possibility of purchasing a product or service in the future and has not yet entered into the shopping relation. In short, everyone is a customer according to this definition.

Customer satisfaction, to meet the expectations of the customer's product, the product has to do with the success of harmony between business and be able to do this work; expectations of customer service after the sale described as meet. In classical interpretations, customer satisfaction is defined as satisfactory satisfaction, whereas dissatisfaction is in contrast to customer dissatisfaction. In other words, the customer-centered service approach in the community has led to an intense competition in the whole product and service sector and the customers' wishes have begun to gain importance. Apart from that, the attitudes of the customers in the last decade have also started to change from passive to active role.

METHODOLOGY

Research data were obtained by questionnaire method. Three scales were used in the questionnaire form. "Customer Satisfaction Scale in Logistics Transportation Activities" has been used with the aim of determining customer satisfaction in logistical transportation activities. "Quality of Service Quality in Logistics Transportation Activities" and "Quality of Service Perception Criteria in Customer Logistics Transportation Activities" scale were used to determine the quality of service provided by Horoz Bollore to customers. The "Personal



Information Form" developed by the researcher was used to determine the demographic characteristics of the participants.

The universe of the research is made up of the authorities of the firm that receives transportation service from Horoz Bollore administration in Istanbul province. The sample of the study consisted of 110 firms with Horoz Bollore, which is one of the customers of Horoz Bollore in Istanbul province and a total of 100.000 dollars and over of annual service.

The results of this research are as follows: "Personal Information Form", "Service Quality Scale at Logistics Transportation Activities" (Alpha= 0,93), "Service Quality Scale at Customer Logistics Transportation Activities" applied to 110 firms authorized to serve in Istanbul provincial borders from Horoz Bollore Logistics Company(Alpha= 0.88) and "Customer Satisfaction Scale in Logistics Transportation Activities" (Alpha= 0.95).

The obtained Data were analyzed with Cronbach alpha, Descriptive statistics, Independent T test, Kruskall Wallis variance analysis and Pearson techniques in the SPSS 17:00 package program.

PARAMETERS		Ν	%
GENDER	Female	46	41,8
	Male	64	58,2
MARITAL STATUS	Married	65	59,1
	Single	45	40,9
EDUCATION	High school	7	6,4
	Associate Degree	33	30,0
	Undergratuate	63	57,3
	Master	7	6,4
	1400 - 2000	6	5,5
	2001 - 2500	19	17,3
INCOME RATE	2501 - 3000	43	39,1
	3001 - 3500	32	29,1
	3501 and over	10	9,1

FINDINGS AND DISCUSSION

Table 1. Distribution of Selected Demographics of the Research Group

When the research group was evaluated according to gender, 41.8% of the group were female and 58. 2% were male; according to marital status, 59.1% were married, 40.9% were single; due to educational situation, 6.4% were high school, 30.0% were associate, 57.3% were licensed, 6,4% of them have education at master's level and when they are evaluated according



to their income levels, 5,5% of them has 1400-2000, 17,3% of them has 2001-2500, %39,1 of them has 2501-3000,%29,1 of them has 3001-3500 and 9,1% of them have income of 3501 TL or more.

	of the Research Group's Gender 1 actor Geores									
PARAMETERS		Ν	Average ±	MIN	MAX	SD	Т	LEVEL		
Service Quality Scale	Female	46	84,23 ±9,33	33 61,00 100,00			-0 194	P>0.05		
	Male	64	84,56 ±8,09	65,00	100,00		-,	1 7 0,00		
Customer Satisfaction Scale	Female	46	76,52 ±8,07	59,00	90,00	108	0.429	P>0.05		
	Male	64	75,87 ±7,58	52,00	90,00		0,420	1 - 0,00		
Service Quality Perception	Female	46	53,73 ±4,51	42,00	60,00		0.280	P>0.05		
	Male	64	53,48 ±4,83	34,00	60,00		0,200	1 - 0,00		

Table 2. Descriptive Statistics and Independent T Test Results Regarding the Scores of the Research Group's Gender Factor Scores

When the research group was evaluated according to the genders of the participants, it was determined that there was no statistically significant difference between the scale total scores at the level of P<0,05 when the scores obtained from the scales were evaluated.

When the research group was evaluated according to the marital status, when the total scores obtained from the scales were evaluated, it was found that there was no statistically significant difference between the scale total scores at P<0,05 level. When the study group was assessed according to the educational status of the participants, it was determined that there was no statistically significant difference between scale total scores at the level of P<0,05 when the scores obtained from scales were evaluated. When the study group was evaluated according to the income status of the participants, it was determined that there was not a statistically significant relationship between the total scores obtained from the scales at P<0,05 level.

While obtained these results expected results together, in addition to sector needs is educated workforce deficiencies and especially technological infrastructure is inadequate, general difficulties experienced by the sector in its public opinion are also known. However, the sector is determined to keep standing and leadership as an important aspect of international competitiveness in the sector in order to protect the sustainability of the authorities obtained the results they cope with these difficulties.

While it is possible to say a lot about the homogeneous view when evaluating by taking the average of the scores obtained and the standard deviations into consideration, it can be said that these differences do not affect general attitudes negatively. However, when the results obtained are evaluated, it can be said that there may be some variables in the sector that are



not fully fitted to the rail. In this sense, one or more of the problems faced is that the important thing is to start from the right place and draw up a profile that considers the improvements needed by all the rings in the supply chain. From the supplier to the manufacturer; From the transporters, to the warehouseman, everybody in these processes puts more or less hand under the stone and tries to act according to the win-win principle.

Table 3. Descriptive Statistics and Independent T Test Results Regarding the Scores of theResearch Group from the Tests According to the Factors of Marital Status

PARAMETERS		Ν	Average ±	MIN	MAX	SD	Т	LEVEL
Service Quality Scale	Married	65	84,24 ±8,53	61,00	100,00		-0 265	P>0.05
	Single	45	84,68 ±8,76	66,00	100,00			1 7 0,00
Customer Satisfaction Scale	Married	65	76,03 ±7,98	52,00	90,00	108	-0 185	P>0.05
	Single	45	76,31 ±7,51	53,00	90,00		0,100	1 2 0,00
Service Quality Perception	Married	65	53,30 ±4,38	42,00	60,00		-0.761	P>0.05
	Single	45	54,00 ±5,10	34,00	60,00		0,.01	5,00

Table 4. Descriptive Statistics and Kruskall Wallis Test Results Regarding the Scores of the

PARAMETERS		Ν	Average ±	MIN	MAX	SD	Т	LEVEL
	High school	7	86,00 ±5,09	77,00	94,00			P>0,05
Service Quality Scale	Associate Degree	33	85,21 ±8,57	67,00	100,00		0 844	
	Undergratuate	63	83,90 ±9,19	61,00	100,00		0,011	
	Master	7	83,85 ±6,25	73,00	91,00			
	High school	7	76,28 ±4,88	70,00	85,00			
Customer Satisfaction	Associate Degree	33	76,51 ±8,28	53,00	90,00	108	0,896	P>0,05
Casla	Undergratuate	63	75,87 ±8,09	52,00	90,00	100		
Scale	Master	7	76,71 ±5,15	67,00	82,00			
Service Quality	High school	7	54,85 ±2,26	52,00	58,00			
Perception	Associate Degree	33	53,69 ±5,42	34,00	60,00		0 768	P>0.05
	Undergratuate	63	53,38 ±4,61	42,00	60,00		0,100	1 2 0,00
	Master	7	53,71 ±3,72	49,00	59,00			

Research Group from Tests According to the Educational Factor

Table 5. Descriptive Statistics and Kruskall Wallis Test Results Regarding the Scores of the

		•	-					
PARAMETERS		Ν	Average ±	MIN	MAX	SD	Т	LEVEL
	1400 - 2000	6	79,16 ±7,02	67,00	86,00			
	2001 - 2500	19	86,84 ±8,43	65,00	100,00			
Service Quality Scale	2501 - 3000	43	82,51 ±8,60	61,00	100,00	108	0,084	P>0,05
	3001 - 3500	32	85,34 ±8,39	65,00	100,00			
	3501 and over	10	88,30 ±8,28	78,00	100,00			

Research Group from Tests by Income Factor



							Toble	E
	1400 - 2000	6	70,00 ±8,74	53,00	77,00		Table	э
	2001 - 2500	19	78,57 ±7,10	63,00	90,00			
Customer Satisfaction	2501 - 3000	43	74,88 ±7,61	59,00	90,00	0,096	P>0,05	
Scale	3001 - 3500	32	76,43 ±7,33	52,00	90,00			
	3501 and over	10	79,70 ±8,45	65,00	90,00			
	1400 - 2000	6	49,83 ±8,28	34,00	57,00			
Service Quality Perception	2001 - 2500	19	53,57 ±5,04	42,00	60,00			
·····	2501 - 3000	43	53,32 ±4,39	43,00	60,00	0,582	P>0,05	
	3001 - 3500	32	54,03 ±4,01	45,00	60,00			
	3501 and over	10	55,60 ±4,00	50,00	60,00			

Table 6. Distribution of Responses According to the Sectors in the Questionnaire of the

SECTOPS	Abs	olutely	Ac	aree	und	undecided		aree	Strongly	
SECTORS	A	gree		U				9.00	Disagree	
	Ν	%	Ν	%	Ν	%	Ν	%	Ν	%
Porcelain	7	100,0								
Communication	10	76,9	3	23,1						
Banking	6	100,0								
Food	9	69,2	3	23,1	1	7,7				
Home Textile	8	66,7	4	33,3						
Liquid fuel	4	57,1	1	14,3	2	28,6				
Automotive	20	74,1	6	22,2	1	3,7				
Health	8	61,5	5	38,5						
Clothing	9	75,0	3	25,0						

Research Group 'The product must be delivered in time and perfect'

Table 7. Distribution of Responses According to the Sectors in the Questionnaire of the Research Group "Measures should be taken so that the transported product is not damaged"

SECTORS	Abs A	olutely gree	Agree		und	ecided	Disa	agree	Stro	ngly Disagree
	Ν	%	Ν	%	Ν	%	Ν	%	Ν	%
Porcelain	6	85,7	1	14,3						
Communication	8	61,5	5	38,5						
Banking	4	66,7	2	33,3						
Food	10	76,9	2	15,4	1	7,7				
Home Textile	8	66,7	4	33,3						
Liquid fuel	4	57,1	3	42,9						
Automotive	13	48,1	13	48,1	1	3,7				
Health	8	61,5	4	30,8	1	7,7				
Clothing	7	58,3	4	33,3	1	8,3				



SECTORS	Absolutely Agree		Agree		unde	undecided		gree	Strongly Disagree	
	Ν	%	Ν	%	Ν	%	Ν	%	Ν	%
Porcelain	5	71,4	2	28,6						
Communication	9	69,2	4	30,8						
Banking	6	100,0								
Food	8	61,5	3	23,1	2	15,4				
Home Textile	5	41,7	5	41,7	2	16,7				
Liquid fuel	4	57,1	1	14,3	2	28,6				
Automotive	14	51,9	7	25,9	6	22,2				
Health	6	46,2	6	46,2	1	7,7				
Clothing	9	75,0	3	25,0						

Table 8. Distribution of Responses According to Sectors in the Questionnaire of the Research

Group 'Business should have a widespread distribution network'

Table 9. Distribution of Responses According to Sectors in the Questionnaire of the Research Group 'Business must have a large vehicle fleet'.

SECTORS	Abso Aç	olutely gree	Agree		undecided		Disagree		Strongly Disagree	
	Ν	%	Ν	%	Ν	%	Ν	%	Ν	%
Porcelain	3	42,9	4	57,1						
Communication	11	84,6	2	15,4						
Banking	5	83,3	1	16,7						
Food	8	61,5	2	15,4	2	15,4	1	7,7		
Home Textile	6	50,0	6	50,0						
Liquid fuel	2	28,6	2	28,6	3	42,9				
Automotive	12	44,4	11	40,7	4	14,8				
Health	5	38,5	3	23,1	4	30,8	1	7,7		
Clothing	7	58,3	5	41,7						

Table10. Distribution of Responses to the Questionnaire by Sectors in the Questionnaire 'The shipping tools used by the business should be suitable for the requested service'

SECTORS	Abso Ag	olutely gree	A	gree	unde	ecided	Disagree		S D	Strongly Disagree
	Ν	%	Ν	%	Ν	%	Ν	%	Ν	%
Porcelain	5	71,4	2	28,6						
Communication	7	53,8	4	30,8	2	15,4				
Banking	5	83,3	1	16,7						
Food	7	53,8	5	38,5			1	7,7		
Home Textile	7	58,3	4	33,3	1	8,3				
Liquid fuel	5	71,4	2	28,6						
Automotive	15	55,6	9	33,3	3	11,1				
Health	5	38,5	7	53,8	1	7,7				
Clothing	8	66,7	3	25,0	1	8,3				



Although The Automobile industry has a larger share in the distribution of the research group according to the sectors, it can be understood from the results obtained that they are close to each other in other sectors.

In spite of this share distribution in the sectors, some sectors give "I strongly agree" answer to the question "The product delivered on time and be perfect." In other sectors this ratio drops to 66 %. In the porcelain sector, 85.7 % of the respondents said "I absolutely agree" in their responses to the phrase "Precautions should be taken so that transported product is not damaged" by the research group, while in other sectors this ratio decreases to 57.1 %. When we look at the distribution of the responses of the research group to the phrase "The enterprise should have a widespread distribution network", this ratio is 100 % "strongly agree" in the banking sector, while it can be reduced to 41 % in other sectors. Looking at the distribution of the responses of the research group to the expression "The business should have a large vehicle fleet" in terms of sectors, 84.6 % of the respondents said "I strongly agree" in the communication sector and this ratio can be reduced to 38.5 % in other sectors.

The results obtained in this direction, it can be stated that although some process parameters may vary between sectors, they are not sufficiently absorbed in terms of service quality and customer satisfaction.

Nevertheless, it should not be overlooked that the situation defined as a result of sectoral differences in terms of service quality and customer satisfaction. Still, one of the most important factors involved in this process should be the determination of the correct and full level and level of customer value and customer service needs and objectives.

Another important point is that customer service priorities must be set and standards established. Because, especially in the economic uncertainty in the period when the judges and the necessary business on complex supply chain network structure, as well as logistics and reduce costs in supply chain management,

to achieve a competitive advantage, develop a wide range of services and business processes, the central area to specialize and group settled, It should not be forgotten that the most important market driver is customer service management. It can be stated that in some sectors in the direction of the results obtained, this situation is not taken sufficiently seriously and evaluated.



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PARAMETER	S	Ν	Average \pm SS	MIN	MAX	SD	Z VALUE	LEVEL
	Porcelain	7	78,57 ±11,35	65,00	99,00			
	Communicatio	13	90,76 ±6,59	84,00	100,00	-		
a .	Banking	6	90,16 ±8,08	77,00	100,00	-		
Service	Food	13	86,00 ±11,75	65,00	100,00	-		
Quality	Home Textile	12	81,91 ±7,16	68,00	92,00	-	0,012	P <0,05 *
Scale	Liquid fuel	7	81,85 ±4,25	77,00	87,00	-		
	Automotive	27	84,70 ±6,91	72,00	100,00	-		
	Health	13	79,38 ±9,56	61,00	92,00	-		
	Clothing	12	85,25 ±5,22	74,00	93,00	-		
	Porcelain	7	72,42 ±10,14	63,00	90,00	-		
	Communicatio	13	81,53 ±6,33	72,00	90,00	-		
•	Banking	6	81,83 ±4,53	77,00	90,00			
Customer	Food	13	77,76 ±11,22	52,00	90,00	-		
Satisfaction	Home Textile	12	75,00 ±7,48	62,00	86,00	8	0,034	P <0,05 *
Scale	Liquid fuel	7	75,85 ±4,74	70,00	85,00	-		
	Automotive	27	75,18 ±5,14	64,00	87,00	-		
	Health	13	71,92 ±8,93	53,00	80,00	-		
	Clothing	12	75,91 ±6,62	62,00	85,00	-		
	Porcelain	7	54,42 ±6,21	42,00	60,00	-		
	Communicatio	13	56,07 ±3,79	49,00	60,00	-		
0	Banking	6	56,00 ±4,42	48,00	60,00	-		
Service	Food	13	54,76 ±4,78	45,00	60,00	-		
Quality	Home Textile	12	53,50 ±4,48	48,00	60,00	-	0,119	P>0,05
Perception	Liquid fuel	7	52,57 ±3,73	47,00	58,00	-		
	Automotive	27	53,29 ±3,47	47,00	60,00	-		
	Health	13	51,00 ±7,26	34,00	60,00	-		
	Clothing	12	52,08 ±3,02	48,00	58,00			
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Table 11. Descriptive Statistics and Kruskall Wallis Test Results Regarding the Scores of the Study Group from Tests by Sectors

Significant difference at P<0.05 level

Table 12. Descriptive Statistics and Kruskall Wallis Test Results Regarding the Scores of the Study Group Obtained from the Tests for the Duration of Service

PARAMETER	S	N	Average ± SS	MIN	MAX	SD	Z VALUE	LEVEL
Service	Less than 1 year 13 1-2 year 30		79,38 ±10,43	61,00	100,00			
			84,36 ±8,49	66,00	100,00	00		
Quality	2-3 year	33	86,60 ±8,46	65,00	100,00	-	0,157	P>0,05
Scale	3-4 year	18	85,88 ±6,88	69,00	98,00	-		
	4-5 Year	16	82,50 ±8,01	65,00	100,00	4		
	Less than 1 year	13	73,00 ±9,11	59,00	90,00	_		
Customer	1-2 year	30	74,66 ±8,10	53,00	90,00	_	0.139	P>0.05
Satisfaction	2-3 year	33	78,48 ±7,42	63,00	90,00	_	-,	,
Satistaction	3-4 year	18	78,00 ±5,54	65,00	88,00	-		



Scale	4-5 Year	16	74,56±7,76	52,00	87,00		Table 12
<u> </u>	Less than 1 year	13	54,00±5,09	43,00	60,00		
Service	1-2 year	30	52,63±5,00	34,00	60,00	-	
Quality	2-3 year	33	53,81±4,70	42,00	60,00	0,721	P>0,05
Perception	3-4 year	18	54,72±4,38	47,00	60,00	_	
_	4-5 Year	16	53,31±4,19	45,00	60,00	_	

Table 13. Descriptive Statistics and Kruskall Wallis Test Results Regarding the Scores of the

Study Group Obtained from the Tests for the Purpose of the Study

PARAMETER	S	Ν	Average ± SS	MIN	MAX	SD	Z VALUE	LEVEL
	Cost	24	82,66 ±8,34	65,00	99,00			P>0,05
Service	Quality service	57	86,03 ±7,31	66,00	100,00			
Quality	Delivery Time	14	83,42 ±6,59	72,00	97,00	-	0.542	
Socio	Closeness	7	84,00 ±13,92	65,00	100,00	- -	0,012	
Scale	Institutionalis	7	79,57 ±14,81	61,00	100,00			
	No Reason	1	86,00 ± 0,00	86,00	86,00			
	Cost	24	73,95 ±7,50	62,00	90,00			
Customer	Quality service 57		77,57 ±6,40	63,00	90,00	_		
Satisfaction	Delivery Time	14	77,00 ±5,68	66,00	89,00	4	0.122	P>0,05
Scalo	Closeness	7	76,00 ±13,42	52,00	90,00		-,	,
Scale	Institutionalis	7	70,00 ±12,64	53,00	90,00			
	No Reason	1	79,00 ± 0,00	79,00	79,00			
	Cost	24	53,16 ±4,53	42,00	60,00			
Service	Quality service	57	54,10 ±4,08	48,00	60,00			
Quality	Delivery Time	14	53,00 ±3,63	47,00	60,00		0.694	P>0.05
	Closeness	7	54,71 ±5,82	45,00	60,00		-,	,
r ei ceptioli	Institutionalis	7	50,42 ±9,07	34,00	60,00			
	No Reason	1	57,00 ± 0,00	57,00	57,00			

Table 14. Descriptive Statistics and Kruskall Wallis Test Results Regarding the Points Obtained from the Tests According to the Expectations of the Study Group

PARAMETERS		Ν	Average \pm SS	MIN	MAX	SD	Z VALUE	LEVEL
0	Lower costs	24	81,79 ±9,37	65,00	100,00			
Service	Timely delivery	ry 41	85,82 ±6,45	74,00	100,00		0,570	P>0,05
Quality	Customer	19	84,89 ±8,09	66,00	100,00			
Scale	Service quality	18	84,11 ±11,73	61,00	100,00			
	Customer	8	84,75 ±9,17	68,00	98,00	4		
0	Lower costs	24	73,62 ±7,59	63,00	90,00			
Customer	Timely delivery	41	77,58 ±6,11	62,00	90,00	-		
Satisfaction	Customer	19	76,84 ±7,82	53,00	90,00		0,187	P>0,05
Scale	Service quality	18	75,11 ±10,91	52,00	90,00			
	Customer	8	77,00 ±7,05	62,00	85,00			



. .	Lower costs	24	53,83 ±4,99	42,00	60,00			I able 14
Service	Timely delivery	41	53,07 ±3,90	47,00	60,00	_		
Quality	Customer	19	52,42 ±5,83	34,00	60,00	0,250	P>0,05	
Perception	Service quality	18	54,88 ±4,93	43,00	60,00	_		
	Customer	8	55,37 ±3,54	49,00	60,00	-		

Table 15. Descriptive Statistics and Kruskall Wallis Test Results Regarding the Scores Taken

				0 1			,	•	
PARAMETERS			Ν	Average \pm SS	MIN	MAX	SD	Z VALUE	LEVEL
		%20	0	0	0	0			
		%40	3	76,66 ±13,86	65,00	92,00		0.004	
Service Qua	ality	%50	9	77,44 ±8,67	65,00	87,00			D -0 01**
Scale		%60	16	79,31 ±9,24	61,00	98,00		0,001	P<0,01
		%800	58	85,12 ±7,09	66,00	100,00			
	_	%100	24	89,75 ±7,10	79,00	100,00			
		%20	0	0	0	0			
		%40	3	71,00 ±13,00	63,00	86,00	-	0,001	P <0,01 **
Customer		%50	9	67,66 ±9,83	52,00	79,00			
Satisfaction Scale	е	%60	16	70,93 ±7,53	59,00	82,00	4		
		%800	58	76,98 ±5,94	63,00	90,00			
	_	%100	24	81,41 ±5,61	74,00	90,00			
		%20	0	0	0	0			
		%40	3	49,66 ±9,29	42,00	60,00			
Service Qua	ality	%50	9	48,77 ±6,59	34,00	57,00		0.020	D _0 05 *
Perception		%60	16	53,12 ±4,54	43,00	60,00		0,039	P <0,05 *
	_	%800	58	54,03 ±3,98	47,00	60,00			
		%100	24	55,12 ±3,79	47,00	60,00			
			_					-	

from the Tests According to the Expectation of the Study Group

* Significant at P<0,05 level, ** Significant at P<0,01 level

According to the sector between Service Quality and Customer Satisfaction scores, they collect from scale P<0.05 level of significant difference was found to be possible to explain the reasons mentioned above. It is thought to be caused by low average in home textile and fuel sector in particular.

The obtained scores in the evaluation based on meeting the expectations of Service Quality and Customer Satisfaction scores they collect from the scale of the sector based P<0.01 level and service quality scores collected from the perceive scale of the P<0.05 level significantly also on the differences there are said to be effective in low percentages can be considered as not adequately met expectations It may be. This means that it is important to ask about what the company has taken responsibility for and who uses the authorization from time to time for its employees and to work towards improving the sense of belonging to the company.



PARAMETERS	Service Quality	Customer Satisfaction	Service Quality Perception
Service Quality Scale	1	0,872**	0,514**
Customer Satisfaction Scale	0,872**	1	0,591**
Service Quality Perception	0,514**	0,591**	1

Table 16.	Pearson	Correlation	Results	Regarding	the Measure	ed Parameters	s of the Study	y Group
								/ /

when the scores obtained from the tests applied by the research group were evaluated, it was determined that there was a positive strong correlation between the scores of the Service Quality Scale and the Customer Satisfaction Scales, and when the other parameters were evaluated, they were again positive. This is a completely expected result and both parametres are the main basis for emphasizing the importance.

Logistics is known to be a sector that is constantly evolving and innovating day by day. In this sense, the logistics sector, which can have significant different orientations both in the world and in Turkey, can enter into different formations and operations within the principle of customer orientation. These operations can gain new achievements and actions in the logistics sector. With the development of technology, it may be necessary to integrate important applications such as online information flow into the system by differentiating customer demands. Companies investing in technology in this way are inevitable to be always ahead in the point of finding customers and focusing on customers today and in the future. Especially in the days when the quality of service is assessed by the information flow rate between the floor and the ceiling, it should not be overlooked.

Nowadays, when customers behavior less profit-making policies, companies are choosing a hassle-free, quality logistics company that will reduce their costs, speed up workflows, accelerate data exchanges, and it is natural for them to search in this direction. In this context, logistics companies need to invest in the win-win principle to help both themselves and their customers win.

Fast turn around to customer requests is a measure of the value given to the customer. Different solutions, customer-specific operations, rapid reflexes in response to problems, in short, responding to customer requests is the most important step in working with customer focus. Almost all corporate companies in the logistics sector provide similar services and attract customers with these services in terms of sales.

It is important to remember that "customer acquisition is very difficult and customer loss is very easy", and sectoral evaluations should be done regularly and that the mission should be undertaken as a part of visions that are not lagging behind rapid change.



As a recommendation for future research; survery shuld be conducted outside air transport. It is advisable to investigate the relationship between service quality and customer loyalty, as well as the relationship between service quality and customer satisfaction.

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