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A SURVEY ON THE EFFECTS OF SERVICE QUALITY ON CUSTOMER SATISFACTION AND LOYALTY

Abstract:

The gradual increase of competition and the effects of globalization make yeting the customer satisfaction increasingly more diffeult in the field of transportation as well as in other sectors. Meeting the customer satisfaction is one of the biggest obstackles to ensure the customer loyalty. As a result, to differenciate from their competitors and to ensure customer loyalty, the enterprices have had to increase their quality of service as well as their product. In this study a research has been made to find out what kind of effects the service quality has on customer satisfaction and loyalty in the enterprises operating in the transport sector in the province of Konya. This study has been carried out with the participation of the studets of Konya Selçuk University.

Keywords:

The Dimentions of Service Quality, Customer Satisfaction, Loyalty.

JEL Classification: M31

INTRODUCTION

When today's market conditions are examined, quality, regarding the enterprises, is considered as a strategic opportunity to cope up with competition and to achieve business objectives by providing goods and services requested by customers (Sureshchandar vd, 2002:69). Kovancı (2001:2) defines quality as producing all goods and services in the most economical way that will meet customers' needs and their reasonable expectation. Peters and Waterman, in their research done in the USA, have come to the conclusion that the most profitable businesses are the ones which place simultaneously equal emphasis on the quality of goods and services (Öztürk, 2003:137). But today, the customers are more difficult to satisfy. That's because, in today's word there are many more alternatives and customers are more able to make rational decisions (Diken, 2009:55). The enterprises which desire to differentiate from their rivals and want to stand out have chosen the way to increase their service quality. According to Kotler (1984:536) services are activities, benefits and satisfactions, offered for sale, which take plays in people's daily lives and are indispensable.

According to Mummalaneni and Pradeep (1995:17), there is a consensus that there is a close relationship between customer satisfaction and service quality. As the service quality of a business increases, so does the customer loyalty and the behaviors of the customers to complain, change the business and price sensitivity decreases (Zeithaml, Berry ve Parasuraman, 1996: 42). According to Parasuraman (1985:46) regardless of what the service is, consumers use ten different criteria as determinants of service quality. These are;

- Physical Appearance: The physical appearance of the place where the service is given, the staff and the used materials and tools,
- Reliability: Perfection, reliability, abide one's word,
- Willingness: Rapid and on time service, enthusiasm and helpfulness,
- Proficiency: Having the necessary knowledge and experience
- Politeness: Respect, understanding, kindness and friendly approach,
- Credibility: Integrity and credibility,
- Security: To avoid risk and danger and safety assurance,
- Attainability: Transportation and ease of access,
- Communication: Effective communication, using and understandable language and listening to the customer,
- Understanding: Trying to understand the customer and the need of them.

The main aim of improving service quality and more use of information technology in business activities stems from the desire to create more loyal customers and to satisfy them. Loyalty can be defined as the level of making use of the services of a business, the tendency of the customer or the process that cause to brand commitment (Sudhahar

vd. 2006:1814). According to Rienartz and Kumar (2002:4), the best customer is the loyal one thus who is brand committed because businesses can serve their loyal customers with less cost, these customers are willing to pay more compared with the others for the same service and frequently act as marketers of the business.

THE AIM AND THE METHOD OF THE RESEARCH

The main aim of the research is to explore what kind of affects the service quality and the level of benefit of communication technology of the businesses operating in highway transport sector in Konya province have on customers satisfaction and loyalty of Konya Selçuk University students. To achieve this purpose a student survey was conducted in Konya Selçuk University Campus between the dates 10-16 January 2012. The survey questions were asked to 76 students of the Faculty of Economics and Administrative Sciences, 29 students of the Faculty of Engineering, 28 students of the faculty of Veterinary Medicine, 37 students of the Faculty of Science and to the students in the schools of vocational higher education to 30 students in Kadınhanı district, 28 students in Ereğli district and 42 students in Cihanbeyli district. There are 20 faculties, 23 vocational high schools and 5 high schools (www.selcuk.edu.tr). In 2011 there were 76.080 students in Konya Selçuk University (www.wikipedia.com, 2011). The survey questions were asked to 270 students. In the studies made on Selcuk University students (Şahin, 2009:461; Herken vd., 1998:40; Kaya ve Çilli, 2002:91; Yılmaz ve Sünbül, 2009:195) the number of students varied between 250 and 500. Because of this the number of the questionnaire implemented on 270 students can be accepted.

That there is a close relationship between the validity and the reliability of the questionnaire and the response rate has taken into account; the survey design and the implementation of the pilot study were carried out with care. In addition, the length of the survey, which is one of the most important determiner of the response rates, was carefully taken into consideration and 23 questions were chosen to reach the aim of the questionnaire. The questionnaire is composed of two parts. While questions about demographic characteristics of the participants were asked in the first part, questions about the service quality in transportation sector, the innovations in communication technology and customer satisfaction and loyalty took place in the second part. The questions of the questionnaire were adopted from the questions used by Seiders in 2005, Bahai and Nantel in 2000, Hallowel in 1996, Roecrich in 2004 and Çamlı in 2010. The questions about service quality, which take part in the second section, were obtained by adopting the quality dimensions regarding service quality of Parasuraman vd. (1985) to the transportation sector and the comments about this section were mad in this direction. The questions in the second part, which are used to measure the service quality, customer satisfaction and loyalty and communication technology, are quintet Likert-type questions. The participants were asked to answer to chose the best option which were ranged from 1 to 5 (1 stands for "I definitely don't agree", 5stand for "I definitely agree"). With the points obtained in this way, an analysis was made to measure the affects of the innovations in communication technology and service quality is on customer loyalty and satisfaction. In the study, average analysis and ANOVA analysis were applied to see whether there is a significant dependency relationship

between the percentage analysis in the study and the variables. To see the reliability of the questions Cronbach's Alpha is used and 0.888 was found as the safety factor. That this safety factor is high means the questionnaire questions are safe, too.

There are three main hypotheses and these are as follows;

H1: Gender is the important factor which is effect the dimension of service quality that is physical appearance, reliability, willingness, proficiency, politeness, credibility, security, communication, understanding and attainability.

H2: Income is the important factor which is effect the dimension of service quality that is physical appearance, reliability, willingness, proficiency, politeness, credibility, security, communication, understanding and attainability.

H3: There is a statistically meaningful relationship between dimensions of service quality which is physical appearance, reliability, willingness, proficiency, politeness, credibility, security, communication, understanding, attainability and customer satisfaction and loyalty.

ASSESSMENT OF RESEARCH FINDINGS

In this section the statistical analysis of the research findings will be made and commends will be made using tables.

Table 1. Demographic Characteristics of Participants

Gender	Number	Percentage (%)
Male	119	44
Female	151	56
Total	270	100
Place of origin		
Village	24	9
Town	24	9
District	87	32
Province	58	21
Metropolitan	77	29
Total	270	100
Monthly Income (TL)		
0-200	93	34
201-300	72	27
301-500	54	20
500+	51	19
Total	270	100

As seen in Table 1. 119 participants (44%) are male and 151 (56%) of them are female. 61% of them have a monthly income about up to TL 300. Regarding that the participants are students, it is normal that the survey result shows greatly this rate. 29% of the participants have come to Konya Selçuk University from a metropolitan and 21% from

a province. 50% of the rest come from districts, towns and villages. Because the participants are university students no questions about marital status and education level took place in the questionnaire.

The effects of the demographic characteristics of the participants on the dimensions of service quality and customer loyalty is shown below.

Table 2. The Assessment of Reliability Quality Dimension Regarding Participants by Gender

Gender							Total
		1,00	2,00	3,00	4,00	5,00	
Male	Count	12		10	30	54	119
	% of Total	4,4%	4,8%	3,7%	11,4%	19,8%	44,0%
Female	Count	20	11	6	38	76	151
	% of Total	7,3%	4,0%	3,3%	13,6%	27,8%	56,0%
Total	Count	32	24	16	68	130	270
	% of Total	11,7%	8,8%	7,0%	24,9%	47,6%	100,0%

130 of the 270 participants, corresponding to 47,6% in percentage, have emphasized that reliability is a very important dimension of quality. 76 of the 130 participants, corresponding to 47,6% in percentage, are female and 54, 19,8%, are male.

Table 3. The Assessment of Reliability Quality Dimension Regarding Participants by Income

Income (TL)							Total
		1,00	2,00	3,00	4,00	5,00	
100-200	Count	17	10	7	22	37	93
	% of Total	6,2%	3,7%	2,6%	8,8%	13,6%	34,8%
201-300	Count	7	5	6	19	35	72
	% of Total	2,6%	1,8%	2,2%	7,0%	12,8%	26,4%
301-500	Count	1	3	3	16	31	54
	% of Total	,4%	1,1%	1,1%	5,9%	11,4%	19,8%
500+	Count	7	3	3	11	27	51
	% of Total	2,6%	2,2%	1,1%	3,3%	9,9%	19,0%
Total	Count	32	21	19	68	130	270
	% of Total	11,7%	8,8%	7,0%	24,9%	47,6%	100,0%

37 of the 130 participants, corresponding to 13,6%, who have said that reliability is very important having a percentage of 47,6%, have an income between TL 100 and TL 200; 35 participants, which comes to 12,8% have an income between TL 201 and TL 300; 31 participants, which comes to 11,4% have an income between TL 301 and TL 500; and 27 of them, that's 9,9% have an income of TL 500 and more.

Table 4. The Assessment of Willingness Quality Dimension Regarding Participants by Gender

Gender							Total
		1,00	2,00	3,00	4,00	5,00	
Male	Count	9	10	11	26	63	119
	% of Total	3,3%	3,7%	4,1%	9,6%	23,2%	43,9%
Female	Count	14	6	4	24	103	151
	% of Total	5,2%	2,2%	1,8%	8,9%	38,0%	56,1%
Total	Count	23	16	15	50	166	270
	% of Total	8,5%	5,9%	5,9%	18,5%	61,3%	100,0%

270 of the 166 participants, corresponding to 61,3% in percentage, have emphasized that willingness is a very important dimension of quality. 103 of 166 participants, corresponding to 38% in percentage, are female and 63, corresponding to 23,2% in percentage, are male.

Table 5. The Assessment of Willingness Quality Dimension Regarding Participants by Income

Income (TL)							Total
		1,00	2,00	3,00	4,00	5,00	
100-200	Count	11	7	5	14	56	93
	% of Total	4,1%	3,3%	1,8%	5,2%	20,7%	35,1%
201-300	Count	6	5	3	18	40	72
	% of Total	2,2%	1,5%	1,5%	6,6%	14,8%	26,6%
300-500	Count	2	3	3	10	36	54
	% of Total	,7%	,4%	1,1%	3,7%	13,3%	19,2%
500+	Count	4	1	4	8	34	51
	% of Total	1,5%	,7%	1,5%	3,0%	12,5%	19,2%
Total	Count	23	16	15	50	166	270
	% of Total	8,5%	5,9%	5,9%	18,5%	61,3%	100,0%

56 of the 166 participants, corresponding to 36%, who have said that willingness is very important having a percentage of 61,3%, have an income between TL 100 and TL 200; 40 participants, which comes to 14,8% have an income between TL 201 and TL 300; 36 participants, which comes to 13,3% have an income between TL 301 and TL 500; and 34 of them, that's 12,5% have an income of TL 500 and more.

Table 6. The Assessment of Proficiency Quality Dimension Regarding Participants by Gender

Gender							Total
		1,00	2,00	3,00	4,00	5,00	
Male	Count	9	10	15	21	64	119
	% of Total	3,3%	3,7%	5,6%	7,8%	23,7%	44,1%
Female	Count	8	9	8	34	92	151
	% of Total	3,0%	3,3%	3,0%	12,6%	34,1%	55,9%
Total	Count	17	19	23	55	156	270
	% of Total	6,3%	7,0%	8,5%	20,4%	57,8%	100,0%

270 of the 156 participants, corresponding to 57,8% in percentage, have emphasized that proficiency is a very important dimension of quality. 62 of 156 participants, corresponding to 34,1% in percentage, are female and 64, corresponding to 23,7% in percentage, are male.

Table 7. The Assessment of Proficiency Quality Dimension Regarding Participants by Income

Income (TL)							Total
		1,00	2,00	3,00	4,00	5,00	
100-200	Count		9	7	18	52	93
	% of Total	2,6%	3,3%	2,6%	6,7%	19,3%	34,4%
201-300	Count	5	3	7	18	39	72
	% of Total	1,9%	1,1%	2,6%	6,7%	14,4%	26,7%
301-500	Count	2	4	3	12	33	54
	% of Total	,7%	1,5%	1,1%	4,4%	12,2%	20,0%
500+	Count	3	3	6	7	32	51
	% of Total	1,1%	1,1%	2,2%	2,6%	11,9%	18,9%
Total	Count	17	19	23	55	156	270
	% of Total	6,3%	7,0%	8,5%	20,4%	57,8%	100,0%

52 of the 156 participants, corresponding to 19,3%, who have said that proficiency is very important having a percentage of 57,8%, have an income between TL 100 and TL 200; 39 participants, which comes to 14,8% have an income between TL 201 and TL 300; 33 participants, which comes to 12,2% have an income between TL 301 and TL 500; and 32 of them, that's 11,9% have an income of TL 500 and more.

Table 8. The Assessment of Politeness Quality Dimension Regarding Participants by Gender

Gender							Total
		1,00	2,00	3,00	4,00	5,00	
Male	Count	11	4	10	16	78	119
	% of Total	4,1%	1,5%	4,1%	5,9%	28,8%	44,3%
Female	Count	8	2	3	15	123	151
	% of Total	3,0%	,7%	1,1%	5,5%	45,4%	55,7%
Total	Count	19	6	13	31	201	270
	% of Total	7,0%	2,2%	5,2%	11,4%	74,2%	100,0%

270 of the 201 participants, corresponding to 74,2% in percentage, have emphasized that politeness is a very important dimension of quality. 123 of 201 participants, corresponding to 45,4% in percentage, are female and 78, corresponding to 28,8% in percentage, are male.

Table 9. The Assessment of Politeness Quality Dimension Regarding Participants by Income

Income (TL)							Total
		1,00	2,00	3,00	4,00	5,00	
100-200	Count	11	0	5	11	67	94
	% of Total	4,1%	,0%	1,8%	4,1%	24,7%	34,7%
201-300	Count	5	3	4	7	53	72
	% of Total	1,8%	1,1%	1,5%	2,6%	19,6%	26,6%
301-500	Count	1	2	3	7	41	54
	% of Total	,4%	,7%	1,1%	2,6%	15,1%	19,9%
500+	Count	2	1	2	5	40	50
	% of Total	,7%	,4%	,7%	2,2%	14,8%	18,8%
Total	Count	19	6	14	30	201	270
	% of Total	7,0%	2,2%	5,2%	11,4%	74,2%	100,0%

67 of the 201 participants, corresponding to 24,7%, who have said that politeness is very important having a percentage of 74,2%, have an income between TL 100 and TL 200; 53 participants, which comes to 19,6% have an income between TL 201 and TL 300; 41 participants, which comes to 15,1% have an income between TL 301 and TL 500; and 40 of them, that's 14,8% have an income of TL 500 and more.

Table 10. The Assessment of Communication Quality Dimension Regarding Participants by Gender

Gender							Total
		1,00	2,00	3,00	4,00	5,00	
Male	Count	11	7	12	21	68	119
	% of Total	4,0%	2,6%	4,8%	7,7%	25,0%	44,1%
Female	Count	7	6	3	31	104	151
	% of Total	2,6%	2,2%	1,5%	11,4%	38,2%	55,9%
Total	Count	18	13	15	52	172	270
	% of Total	6,6%	4,8%	6,3%	19,1%	63,2%	100,0%

270 of the 172 participants, corresponding to 63,2% in percentage, have emphasized that communication is a very important dimension of quality. 104 of 172 participants, corresponding to 38,2% in percentage, are female and 68, corresponding to 25% in percentage, are male.

Table 11. The Assessment of Communication Quality Dimension Regarding Participants by Income

Income (TL)							Total
		1,00	2,00	3,00	4,00	5,00	
100-200	Count	11	5	3	19	56	94
	% of Total	4,0%	1,8%	1,1%	7,0%	20,6%	34,6%
201-300	Count	3	5	5	16	43	72
	% of Total	1,1%	1,8%	1,8%	5,9%	15,8%	26,5%
301-500	Count	2	1	5	8	38	54
	% of Total	,7%	,4%	1,8%	2,9%	14,0%	19,9%
500+	Count	2	2	4	7	35	50
	% of Total	,7%	,7%	1,5%	3,3%	12,9%	19,1%
Total	Count	18	13	17	50	172	270
	% of Total	6,6%	4,8%	6,3%	19,1%	63,2%	100,0%

56 of the 172 participants, corresponding to 20,6%, who have said that communication is very important having a percentage of 63,2%, have an income between TL 100 and TL 200; 43 participants, which comes to 15,8% have an income between TL 201 and TL 300; 38 participants, which comes to 14% have an income between TL 301 and TL 500; and 35 of them, that's 12,9% have an income of TL 500 and more.

Table 12. The Assessment of Credibility Quality Dimension Regarding Participants by Gender

Gender							Total
		1,00	2,00	3,00	4,00	5,00	
Male	Count	9	5	15	17	73	119
	% of Total	3,3%	2,2%	5,5%	6,3%	26,8%	44,1%
Female	Count	6	3	8	23	111	151
	% of Total	2,2%	1,5%	2,9%	8,5%	40,8%	55,9%
Total	Count	15	8	23	40	184	270
	% of Total	5,5%	3,7%	8,5%	14,7%	67,6%	100,0%

270 of the 184 participants, corresponding to 67,6% in percentage, have emphasized that credibility is a very important dimension of quality. 111 of 184 participants, corresponding to 40,8% in percentage, are female and 73, corresponding to 26,8% in percentage, are male.

Table 13. The Assessment of Credibility Quality Dimension Regarding Participants by Income

Income (TL)							Total
		1,00	2,00	3,00	4,00	5,00	
100-200	Count	7	3	7	9	68	94
	% of Total	2,6%	1,1%	2,6%	3,3%	25,0%	34,6%
201-300	Count	5	3	8	12	44	72
	% of Total	1,8%	1,1%	2,9%	4,4%	16,2%	26,5%
301-500	Count	1	0	3	13	37	54
	% of Total	,4%	,0%	1,1%	4,8%	13,6%	19,9%
500+	Count	2	4	5	4	35	50
	% of Total	,7%	1,5%	1,8%	2,2%	12,9%	19,1%
Total	Count	15	10	23	38	184	270
	% of Total	5,5%	3,7%	8,5%	14,7%	67,6%	100,0%

68 of the 184 participants, corresponding to 25%, who have said that credibility is very important having a percentage of 67,6%, have an income between TL 100 and TL 200; 44 participants, which comes to 16,2% have an income between TL 201 and TL 300; 37 participants, which comes to 13,6% have an income between TL 301 and TL 500; and 35 of them, that's 12,9% have an income of TL 500 and more.

Table 14. The Assessment of Safety Quality Dimension Regarding Participants by Gender

Gender							Total
		1,00	2,00	3,00	4,00	5,00	
Male	Count	9	10	7	16	77	119
	% of Total	3,3%	3,7%	2,6%	5,9%	28,3%	43,8%
Female	Count	2	3	3	19	124	151
	% of Total	,7%	1,1%	1,8%	7,0%	45,6%	56,3%
Total	Count	11	13	10	35	201	270
	% of Total	4,0%	4,8%	4,4%	12,9%	73,9%	100,0%

270 of the 201 participants, corresponding to 73,9% in percentage, have emphasized that safety is a very important dimension of quality. 124 of 201 participants, corresponding to 45,6% in percentage, are female and 77, corresponding to 28,3% in percentage, are male.

Table 15. The Assessment of Safety Quality Dimension Regarding Participants by Income

Income (TL)							Total
		1,00	2,00	3,00	4,00	5,00	
100-200	Count	5	7	3	9	71	95
	% of Total	1,8%	2,6%	1,1%	3,3%	26,1%	34,9%
201-300	Count	2	4	3	11	52	72
	% of Total	,7%	1,5%	1,1%	4,0%	19,1%	26,5%
301-500	Count	2	0	3	2	45	52
	% of Total	,7%	,0%	1,1%	1,5%	16,5%	19,9%
500+	Count	2	2	3	11	33	51
	% of Total	,7%	,7%	1,1%	4,0%	12,1%	18,8%
Total	Count	11	13	12	33	201	270
	% of Total	4,0%	4,8%	4,4%	12,9%	73,9%	100,0%

71 of the 201 participants, corresponding to 26%, who have said that safety is very important having a percentage of 73,9%, have an income between TL 100 and TL 200; 52 participants, which comes to 19,1% have an income between TL 201 and TL 300; 45 participants, which comes to 16,5% have an income between TL 301 and TL 500; and 33 of them, that's 12,1% have an income of TL 500 and more.

Table 16. The Assessment of Understanding Quality Dimension Regarding Participants by Gender

Gender							Total
		1,00	2,00	3,00	4,00	5,00	
Male	Count	8	5	13	21	72	119
	% of Total	2,9%	2,2%	4,8%	7,7%	26,4%	44,0%
Female	Count	3	6	4	30	108	151
	% of Total	1,1%	1,8%	2,6%	11,0%	39,6%	56,0%
Total	Count	11	11	17	51	180	270
	% of Total	4,0%	4,0%	7,3%	18,7%	65,9%	100,0%

180 of the 270 participants, corresponding to 65,9% in percentage, have emphasized that understanding is a very important dimension of quality. 108 of 180 participants, corresponding to 39,6% in percentage, are female and 72, corresponding to 26,4% in percentage, are male.

Table 17. The Assessment of Understanding Quality Dimension Regarding Participants by Income

Income (TL)							Total
		1,00	2,00	3,00	4,00	5,00	
100-200	Count	6	4	5	10	70	95
	% of Total	2,2%	1,5%	1,8%	3,7%	25,6%	34,8%
200-300	Count	2	4	6	19	41	72
	% of Total	,7%	1,5%	2,2%	7,0%	15,0%	26,4%
301-500	Count	1	2	3	11	37	54
	% of Total	,4%	,7%	1,1%	4,0%	13,6%	19,8%
500+	Count	2	1	3	11	32	49
	% of Total	,7%	,4%	2,2%	4,0%	11,7%	19,0%
Total	Count	11	11	17	51	180	270
	% of Total	4,0%	4,0%	7,3%	18,7%	65,9%	100,0%

70 of the 180 participants, corresponding to 25,6%, who have said that understanding is very important having a percentage of 65,9%, have an income between TL 100 and TL 200; 41 participants, which comes to 15% have an income between TL 201 and TL 300; 37 participants, which comes to 13,6% have an income between TL 301 and TL 500; and 33 of them, that's 11,7% have an income of TL 500 and more.

Table 18. The Assessment of Physical appearance Quality Dimension Regarding Participants by Gender

Gender							Total
		1,00	2,00	3,00	4,00	5,00	
Male	Count	9	7	10	15	78	119
	% of Total	3,3%	2,9%	3,7%	5,5%	28,6%	44,0%
Female	Count	3	5	10	27	106	151
	% of Total	1,1%	2,6%	3,7%	9,9%	38,8%	56,0%
Total	Count	12	12	20	42	184	270
	% of Total	4,4%	5,5%	7,3%	15,4%	67,4%	100,0%

184 of the 270 participants, corresponding to 67,4% in percentage, have emphasized that Physical appearance is a very important dimension of quality. 106 of 184 participants, corresponding to 38,8% in percentage, are female and 78, corresponding to 28,6% in percentage, are male.

Table 19. The Assessment of Physical appearance Quality Dimension Regarding Participants by Income

Income (TL)							Total
		1,00	2,00	3,00	4,00	5,00	
100-200	Count	5	7	5	13	65	95
	% of Total	1,8%	2,6%	1,8%	4,8%	23,8%	34,8%
201-300	Count	3	2	7	12	48	72
	% of Total	1,1%	,7%	2,6%	4,4%	17,6%	26,4%
301-500	Count	2	4	2	4	39	51
	% of Total	,7%	1,5%	,7%	2,6%	14,3%	19,8%
500+	Count	2	2	6	10	32	52
	% of Total	,7%	,7%	2,2%	3,7%	11,7%	19,0%
Total	Count	12	15	20	39	184	270
	% of Total	4,4%	5,5%	7,3%	15,4%	67,4%	100,0%

65 of the 184 participants, corresponding to 23,8%, who have said that Physical appearance is very important having a percentage of 97,4%, have an income between TL 100 and TL 200; 48 participants, which comes to 17,6% have an income between TL 201 and TL 300; 39 participants, which comes to 14,3% have an income between TL 301 and TL 500; and 32 of them, that's 11,7% have an income of TL 500 and more.

Table 20. The Assessment of Accessibleness Quality Dimension Regarding Participants by Gender

Gender							Total
		1,00	2,00	3,00	4,00	5,00	
Male	Count	15	4	13	25	62	119
	% of Total	5,5%	1,8%	4,8%	9,2%	22,7%	44,0%
Female	Count	4	9	15	37	86	151
	% of Total	2,6%	2,9%	5,5%	13,6%	31,5%	56,0%
Total	Count	19	13	28	62	148	270
	% of Total	8,1%	4,8%	10,3%	22,7%	54,2%	100,0%

148 of the 270 participants, corresponding to 54,2% in percentage, have emphasized that Accessibleness is a very important dimension of quality. 86 of 148 participants, corresponding to 31,5% in percentage, are female and 62, corresponding to 22,7% in percentage, are male.

Table 21. The Assessment of Accessibleness Quality Dimension Regarding Participants by Income

Income (TL)							Total
		1,00	2,00	3,00	4,00	5,00	
100-200	Count	13	3	5	20	54	95
	% of Total	4,8%	1,1%	1,8%	7,3%	19,8%	34,8%
201-300	Count	4	5	7	13	43	72
	% of Total	1,5%	1,8%	2,6%	4,8%	15,8%	26,4%
301-500	Count	3	2	10	15	24	54
	% of Total	1,1%	,7%	3,7%	5,5%	8,8%	19,8%
500+	Count	2	3	6	14	27	52
	% of Total	,7%	1,1%	2,2%	5,1%	9,9%	19,0%
Total	Count	22	13	28	62	148	273
	% of Total	8,1%	4,8%	10,3%	22,7%	54,2%	100,0%

54 of the 148 participants, corresponding to 19,8%, who have said that Accessibleness is very important having a percentage of 54,2%, have an income between TL 100 and TL 200; 54 participants, which comes to 18,9% have an income between TL 201 and TL 300; 43 participants, which comes to 15,8% have an income between TL 301 and TL 500; and 27 of them, that's 9,9% have an income of TL 500 and more.

In this part of the study the relationship between the dimensions of service quality and customer satisfaction and loyalty will be investigated.

As a result, according to participants answers, gender and income is important factor which is effect the service dimension that is physical appearance, reliability, willingness, proficiency, politeness, credibility, security, communication, understanding and attainability. Because both of male and female participants has got different view about dimension of service quality. Just as, according to income factor, every participants,

which is range of 100-200, 201-300, 301-500, 501+, have got different view. So, H1 and H2 hypothesis are accepted.

Table 22. The Relationship Between The Dimensions of Service Quality and Customer Satisfaction and Loyalty

	df	F	Sig
Physical Appearance	270	4,438	0,002
Reliability	270	4,775	0,001
Willingness	270	4,126	0,003
Proficiency	270	4,907	0,001
Politeness	270	4,191	0,003
Credibility	270	5,298	0,000
Security	270	5,636	0,000
Communication	270	5,281	0,000
Understanding	270	4,099	0,003
Attainability	270	1,379	0,241

According to the answers given to the questions about physical appearance, one of the dimensions of quality of goods and services, as a result of Anova test, it is seen that there is a difference between the total point of customer satisfaction and loyalty ($P=0,002<0,05$). 184 of the participants (68%) answered "I definitely agree" and 12 (4%) said "I definitely don't agree". As a result, there is a statistically meaningful relationship between physical characteristics of the business and customer satisfaction and loyalty. In this case, hypotheses number **H3** "There is a statistically meaningful relationship between **physical appearance**, one of the dimensions of service quality, and customer satisfaction and loyalty" has been accepted.

According to the answers given to the questions about reliability, one of the dimensions of quality of goods and services, as a result of Anova test, it is seen that there is a difference between the total point of customer satisfaction and loyalty ($P=0,001<0,05$). 130 of the participants (48%) answered "I definitely agree" and 32 (12%) said "I definitely don't agree". As a result, there is a statistically meaningful relationship between the reliability of the business and customer satisfaction and loyalty. In this case, hypotheses number **H3** "There is a statistically meaningful relationship between **reliability**, one of the dimensions of service quality, and customer satisfaction and loyalty. " has been accepted.

According to the answers given to the questions about willingness, one of the dimensions of quality of goods and services, as a result of Anova test, it is seen that there is a difference between the total point of customer satisfaction and loyalty ($P=0,003<0,05$). 166 of the participants (61%) answered “I definitely agree” and 23 (9%) said “I definitely don’t agree”. As a result, there is a statistically meaningful relationship between the willingness of the business and customer satisfaction and loyalty. In this case, hypotheses number **H3** “There is a statistically meaningful relationship between **willingness**, one of the dimensions of service quality, and customer satisfaction and loyalty” has been accepted.

According to the answers given to the questions about proficiency, one of the dimensions of quality of goods and services, as a result of Anova test, it is seen that there is a difference between the total point of customer satisfaction and loyalty ($P=0,001<0,05$). 156 of the participants (58%) answered “I definitely agree” and 17 (6%) said “I definitely don’t agree”. As a result, there is a statistically meaningful relationship between the sufficiency of the business and customer satisfaction and loyalty. In this case, hypotheses number **H3** “There is a statistically meaningful relationship between **proficiency**, one of the dimensions of service quality, and customer satisfaction and loyalty” has been accepted.

According to the answers given to the questions about politeness, one of the dimensions of quality of goods and services, as a result of Anova test, it is seen that there is a difference between the total point of customer satisfaction and loyalty ($P=0,003<0,05$). 201 of the participants (74%) answered “I definitely agree” and 19 (7%) said “I definitely don’t agree”. As a result, there is a statistically meaningful relationship between the politeness of the business and customer satisfaction and loyalty. In this case, hypotheses number **H3** “There is a statistically meaningful relationship between **politeness**, one of the dimensions of service quality, and customer satisfaction and loyalty” has been accepted.

According to the answers given to the questions about credibility, one of the dimensions of quality of goods and services, as a result of Anova test, it is seen that there is a difference between the total point of customer satisfaction and loyalty ($P=0,000<0,05$). 184 of the participants (68%) answered “I definitely agree” and 15 (6%) said “I definitely don’t agree”. As a result, there is a statistically meaningful relationship between the credibility of the business and customer satisfaction and loyalty. In this case, hypotheses number **H3** “There is a statistically meaningful relationship between **credibility**, one of the dimensions of service quality, and customer satisfaction and loyalty” has been accepted.

According to the answers given to the questions about security, one of the dimensions of quality of goods and services, as a result of Anova test, it is seen that there is a difference between the total point of customer satisfaction and loyalty ($P=0,000<0,05$). 201 of the participants (74%) answered “I definitely agree” and 11 (4%) said “I definitely don’t agree”. As a result, there is a statistically meaningful relationship between the security of the business and customer satisfaction and loyalty. In this case, hypotheses number **H3** “There is a statistically meaningful relationship between **security**, one of

the dimensions of service quality, and customer satisfaction and loyalty” has been accepted.

According to the answers given to the questions about communication, one of the dimensions of quality of goods and services, as a result of Anova test, it is seen that there is a difference between the total point of customer satisfaction and loyalty ($P=0,000<0,05$). 172 of the participants (64%) answered “I definitely agree” and 18 (7%) said “I definitely don’t agree”. As a result, there is a statistically meaningful relationship between the communication of the business and customer satisfaction and loyalty. In this case, hypotheses number **H3** “There is a statistically meaningful relationship between **communication**, one of the dimensions of service quality, and customer satisfaction and loyalty” has been accepted.

According to the answers given to the questions about understanding, one of the dimensions of quality of goods and services, as a result of Anova test, it is seen that there is a difference between the total point of customer satisfaction and loyalty ($P=0,003<0,05$). 180 of the participants (67%) answered “I definitely agree” and 11 (4%) said “I definitely don’t agree”. As a result, there is a statistically meaningful relationship between the understanding of the business and customer satisfaction and loyalty. In this case, hypotheses number **H3** “There is a statistically meaningful relationship between **understanding**, one of the dimensions of service quality, and customer satisfaction and loyalty” has been accepted.

As a result of the annova test it is seen that there is no difference in the total grades between customer satisfaction and loyalty regarding the answers given to the question about attainability, one of the good and service quality dimensions ($P=0,241>0,05$). In this case, hypotheses number **H3** “There is a statistically meaningful relationship between **attainability**, one of the dimensions of service quality, and customer satisfaction and loyalty. **has not been accepted.**

When the answers are analyzed, it is seen that the participants are satisfied with the dimension of service quality with 4.37 from security, 4.29 from politeness, 4.27 from understanding, 4.18 from physical possibilities, 4.14 from communication, 4.00 from willingness, 3.90 from sufficiency and 3.66 from reliability. As shown on the result all hypotheses were admitted without **attainability**. Therefore, H3 hypothesis is accepted.

RESULTS AND DISCUSSION

The gradual increase of competition and the effects of globalization make meeting the customer satisfaction increasingly more difficult in the field of transportation as well as in other sectors. Meeting the customer satisfaction is one of the biggest obstacles to ensure the customer loyalty. As a result, to differentiate from their competitors and to ensure customer loyalty, the enterprises have increased their quality of service as well as their product. The quality and the difference of their service effects their preference positively. So far, with the theoretical and empirical research findings the following assessments can be made:

The female participants in the study paid the most attention to the quality factor. Of the 151 female participants 124, corresponding to 82%, have expressed that security is a very important factor of the service quality. After security comes politeness as the most preferred quality dimension. 123 of the female participants, that's 81%, have expressed that politeness is a significant factor of improving the quality service of the businesses. The other quality dimensions that the female participants pay attention to are respectively credibility, understanding, physical appearance, communication, willingness, proficiency, attainability and security.

The most significant two quality dimensions expressed by male participants in this study are politeness and physical appearance have a percentage of 65%. The second is security with 64%. The other quality dimensions that the female participants pay attention to are respectively credibility, understanding, communication, proficiency, willingness, attainability and security.

When the distribution of the participants to income groups is examined, security is the most preferred quality dimension by the participants with an income in the range of TL 100 - TL 200. The second is understanding with a percentage of 75%. The other quality dimensions preferred by this income group is respectively, credibility, politeness, physical appearance, communication, willingness, attainability, proficiency and security. When the income group in the range TL 201 – TL 300 is examined, politeness is the most preferred quality dimension preferred corresponding to 73%. Next comes security with 72%. The other quality dimensions preferred by this income group is respectively, physical appearance, credibility, attainability, communication, understanding, willingness, proficiency and security. Of the income group in range TL 301 – TL 500, security is the most chosen option having a percentage of 83%. The second most preferred option is politeness with 75%. The other quality dimensions preferred by this income group is respectively, physical appearance, communication, credibility, understanding, proficiency, security and attainability. The group that have TL 500 or more income have expressed that politeness is the most important quality dimension that they pay attention to. Next comes credibility with 68%. The other quality dimensions preferred by this income group is respectively, willingness, security, proficiency, understanding, physical appearance, security and attainability.

In general the participants firstly demand security from a bus operation. It is the same in a study made by Çelik (2009:175) who says that passengers prefer reaching to their destination securely rather than the presentation of the service. The participants have expressed that politeness is the most important quality dimension which comes after security. In the road transport industry, the customers and business professionals are constantly in contact. In this case, in order to offer a standard service quality, the entity must give their employees training on issues. Another factor that the participants pay attention to is the physical appearance offered by the firm. So the customers expressed that the interior design and equipment of the vehicles effects the customer satisfaction and loyalty. According to a research made by Wakefield and Baker in 1998, the attractive design of the service area which represents the concrete dimension would be more lasting on the customer's quality perception than the other abstract dimensions.

After the quality dimensions above, the participants respectively pay attention to the credibility of the enterprises, the communication proficiency of the employees, willingness to work, qualification of the firm and security.

This study is to determine the effects of service quality and the innovations in communication technology on customer satisfaction and loyalty on 270 students in Konya Selçuk University who get transportation service.

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