

**T.C.  
ISTANBUL AYDIN UNIVERSITY  
INSTITUTE OF SOCIAL SCIENCES**



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

**MBA THESIS**

**Deniz ERDOĞAN**

**Department of Business**

**Master of Business Administration Program**

**Thesis Supervisor: Ast. Prof. Dr. Burçin KAPLAN**

**JUNE, 2017**



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T.C.  
İSTANBUL AYDIN ÜNİVERSİTESİ  
SOSYAL BİLİMLER ENSTİTÜSÜ MÜDÜRLÜĞÜ

**Yüksek Lisans Tez Onay Belgesi**

Enstitümüz İşletme İngilizce Ana Bilim Dalı İşletme Yönetimi İngilizce Tezli Yüksek Lisans Programı Y1312.130067 numaralı öğrencisi **Deniz ERDOĞAN**'ın: "**CURRENT STATUS OF AIR CARGO TRANSPORTATION IN TURKEY AND THE ROLE OF SERVICE QUALITY IN CREATING CUSTOMER SATISFACTION: HOROZ BOLLORE COMPANY AND ITS APPLICATION**" adlı tez çalışması Enstitümüz Yönetim Kurulunun 14.06.2017 tarih ve 2017/13 sayılı kararıyla oluşturulan jüri tarafından **oybirliği** ile Tezli Yüksek Lisans tezi olarak **kabul** edilmiştir.

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## **DECLARATION**

I would like to say that my study titled “**CURRENT STATUS OF AIR CARGO TRANSPORTATION IN TURKEY AND THE ROLE OF SERVICE QUALITY IN CREATING CUSTOMER SATISFACTION: HOROZ BOLLORE COMPANY APPLICATION**” has been written without any help which is contrary to scientific ethics and traditions in all processes. This study I make use are made of the ones shown in the bibliography that have used by reference to them (21 / 06 / 2017).

**Deniz ERDOĞAN**

## FOREWORD

In the process of the markets, customers, needs and changes in business conception and organizational structures parallel to all these, has been effective in the way logistics management has gained a great meaning and importance. Appearance of similar brands it has bring to the need for differentiation in service offerings to customers. The superior performance provided in logistics services plays an important role in the competitiveness of the enterprises.

Today one of the most important objectives of businesses, to move towards the customer. This purpose of the tools that stand out in production and consumption around are cost, quality, time and speed. Here, logistics provides the closeness of these goals and tools at a point, providing communication and communication between businesses and customers. The fact that customers have more promise in the market and the need to provide superior services has increased the interest in logistics. The quality to be provided in logistic services and the closeness of the customers, service delivery with the customer and after the customer relationship by establishing a relationship and better understand their needs and produce services and values that meet those demands and it is possible to offer benefits that are accepted by the customer.

At the end of this study, We finally came to thanks part..First I would like to express my sincere gratitude to my advisor **Ast. Prof. Dr. BURÇİN KAPLAN** for the continuous support of my MBA study and related research, for her patience, motivation, and immense knowledge. Her guidance helped me in all the time of research and writing of this thesis. I could not have imagined having a better advisor and mentor for my MBA study.

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**JUNE, 2017**

**Deniz ERDOĞAN**

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## ABBREVIATIONS

<b>TZY</b>	:Supply chain management
<b>Akt</b>	:Transmitting
<b>Çev</b>	:Translated
<b>Ed</b>	:Editor
<b>SPSS</b>	:Statistic Packets For Social Sciences
<b>Sf</b>	:Page
<b>Vd</b>	:And others
<b>N</b>	:Frequency
<b>P</b>	:Degree of significance
<b>So</b>	:Average of the rankings
<b>St</b>	:Sum of the rankings

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# **TÜRKİYE'DE HAVA YOLU TAŞIMACILIĞI İLE İLGİLİ DURUM ve MÜŞTERİ MEMNUNİYETİNİ OLUŞTURMAKTA HİZMET KALİTESİ ROLÜ: HOROZ BOLLORE ŞİRKET UYGULAMASI**

## **ÖZET**

Hizmet kalitesi müşteri memnuniyetini etkileyen önemli bir unsurdur. Memnun olan müşteri işletmenin ürün ve hizmetlerini tekrar tekrar satın almak isteyecek, müşteri bağlılığı sağlanmış olacak ve işletmenin imajı güçlenecektir. Bu çalışmada Türkiye’de hava kargo taşımacılığında mevcut durum ve hizmet kalitesinin müşteri memnuniyeti yaratmadaki rolü incelenmiştir. Araştırmanın örneklemini İstanbul ilindeki Horoz Bollore işletmesinden ulaştırma hizmeti alan firma yetkililerinden, yıllık 100.000 Dolar ve üzerinde hizmet alan toplam 110 firma yetkilisinden oluşmaktadır. Araştırmanın verileri şekilde, 5’li likert yöntemiyle geliştirilen; “Kişisel Bilgi Formu”, “Lojistik Ulaştırma Faaliyetlerinde Müşteri Memnuniyeti Ölçeği”, “Lojistik Ulaştırma Faaliyetlerindeki Hizmet Kalitesi Ölçeği” ve “Müşterin Lojistik Ulaştırma Faaliyetlerinde Hizmet Kalitesini Algılama Kriterleri Ölçeği” anketleri uygulanarak elde edilmiştir.

Elde edilen veriler SPSS 17:00 paket programında Cronbach alfa, frekans dağılımı, tanımlayıcı istatistik, bağımsız T testi, Kruskall Wallis varyans analizi ve Pearson teknikleri ile analiz edilmiştir.

Verilerin analizi sonucunda; sektörler faktörüne göre Hizmet Kalite ve Müşteri Memnuniyeti ölçeklerinden topladıkları puanlar arasında  $P<0.05$ , beklentilerin karşılanması faktörüne göre Hizmet Kalite ve Müşteri Memnuniyeti Ölçek puanları arasında sektörlere göre  $P<0.01$  düzeyinde ve Hizmet Kalitesi Algılama ölçeğinden toplanan puanlar arasında ise  $P<0.05$  düzeyinde anlamlı farklılık olduğu ve ayrıca elde edilen sonuçlara göre Hizmet Kalitesi ve Müşteri Memnuniyeti arasında pozitif güçlü ilişkinin olduğu, diğer parametrelerde ise yine pozitif ilişkinin olduğu sonucuna varılmıştır.

**Anahtar Kelimeler:** *Lojistik, Müşteri Memnuniyeti, Hizmet Kalitesi.*

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

## **ABSTRACT**

Quality of service is an important factor affecting customer satisfaction. Satisfied customers with the products and services of the company will want to buy again and again, customer loyalty will be provided and will strengthen the company's image. In this study, the role of air cargo transportation in Turkey and the role of service quality in creating customer satisfaction has been examined. The sample size 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 with frequency distribution, descriptive statistics, independent T test, Kruskal Wallis analysis of variance and Pearson techniques in SPSS 17 package program.

As result of the analysis, 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. It is seen that there is a strong positive relationship between Service Quality and Customer Satisfaction according to the results obtained along with the other positive parameters.

**Keywords:** *Logistics, Customer Satisfaction, Service Quality.*

## 1. INTRODUCTION

Today, customer perceptions that shape business life, communication and technology, globalization and competition can be mentioned without much development. In other words, these developments and rapid change businesses must be fluid, dynamic and agile. Especially, the key factor is that customers' expectations and expectations are met to create the maximum benefit. One of the main elements playing a role in realizing this factor is logistics. Logistics is between businesses and consumers actual of traffic. The good governance of this traffic with effective logistics management.

With the impact of globalization in today's business conditions, companies design products in an, providing resources from one country to another, producing them in another country and finally presenting them on the global market. Logistics management is becoming increasingly important as a result of increased demand for services from many sectors in an environment where such producers, vehicles and consumers are nowhere else in the world.

Continued growth of globalization and technology, and unrestrained growth of market players have led to a dynamic competitive environment. While the global economy offers significant opportunities for businesses to increase production and sales opportunities is also a threat to the proliferation of national and international competitors. The need to constantly have competitive advantage, increasing emphasis on providing superior customer service effectively and efficiently, strategic capabilities of core capabilities and re-engineering issues logistics and provided logistics services are very different from traditional logistics services.

After the production is of a massive quality, there has been a disagreement between the processes of production, consumption and space, time and property. Distribution channels and intermediaries have been used with the aim of dispatching these controversial incidents and delivering a large part of the production that is not consumed in the place to the end users. Distribution channels are an indispensable tool both in terms of country and business economics and its activity leads to an increase in the gross national product of the countries (Öz, 2011).

Nowadays, production costs are approximate values. In an environment where production costs are about to be able to compete logistics, is the most important tool that can be used. It is possible to be one step ahead of competitors by playing on logistics activities. In such a competitive environment, market share and profits can be increased and the most important foot of the housing, low-cost logistics and logistics that enable goods to be offered to the market at competitive prices and on time. In other words, the quality of the logistics service provided is an important factor in competing in international markets. For this, information emerges as an important criterion for tracking innovations and flexibility in logistics management.

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 (Öz, 2011).

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 (transport) 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 (Durmaz, 2010).

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.

In this study; It is planned that the criteria that should be taken into consideration in order to be able to grow in the environment that the customer considers the quality of service in this respect or to protect the position in the sector is important. It is thought that the results to be obtained will contribute to the sector in terms of service quality and customer satisfaction. It is also planned for the formation of new perspectives on the subject and the preparation of new research grounds.

## 2. GENERAL INFORMATION

### 2.1. Logistic Description And Importance

The logistic word comes from French and is derived from the words lodge, comes from quarter reproduce.

Logistics as the most general definition is of transporting, distributing, transporting and, warehouse when necessary, all or part of processes (IGD, 2012). Logistics is where the products are located where they are needed and consists of 9 main activities: Transportation, Storage, Packaging, Value Added Operations, Order Management and Customer Services, Inventory Management, Customs, Insurance and Inspection / Surveillance (MUSIAD, 2010).



**Figure 2.1:** Logistics

**Source:** <http://tusside.tubitak.gov.tr/tr/kurumsal/arge-birimleri/Ulastirma-Lojistik>,  
Access date (05.05.2017).

The concept of logistics can be defined as keeping the goods in the right place, at the right time, in the right amount, at the highest quality, safely and at reasonable cost (Kaya, 2003).

According to another definition of logistics; "The movement of goods and services, and sometimes even people, from one place to another in an organized way (Kaya, 2003).

As we can see terms of logistics; It is considered as a separate sector due to reasons such as needs assessment, market research, customs clearance, and specific legislative obligation.

While the logistics industry is said to be a locomotive for the development of countries, Ernst states that 25% of every dollar generated in the world goes to logistics. It is estimated that the world logistics market reached a size of 5 trillion dollars in 2006, formed a 6 trillion dollar market in 2009 and it will reach 10-12 trillion dollars in 2017 (MUSIAD, 2010). Considering the size of the sector over the World the significance of your logistics is better understood.

## **2.2. Logistic Activities**

Logistics consists of processes considered as a whole of a series of functional activities repeated many times during the process of converting raw materials to finished products for businesses. Logistics activities are designed and operated with the influence of many factors such as the management of enterprises, their fields of activity, their distances to markets and raw material resources (Gonel, 2007).

In the first years of logistics, while only transportation and storage activities; In addition to today's transportation and warehousing activities, inventory management also includes order processing, packaging, handling, information management, product scheduling, warehousing and customer service.

At the present time production costs are approximate values. In order to be able to compete in an environment where production costs are about logistics is the best tool to use. It is possible to be one step ahead of competitors by playing on logistic activities (Erkayman, 2007).

If the competition is so intense that the businesses in the market can survive, for their lives to survive and to compete; Minimum cost, competitive price and delivery of products in the right time and in the right place. This can be achieved through the proper planning and management of logistics activities.

### 2.2.1 Transportation Modes

Carriage means narrow sense of conveyance, a product, burden, or transit from one place of goods to another. Large sense of transportation, the products produced by the enterprises are delivered to the required regions and centers in a timely manner in order to eliminate the need of the customers. In this respect, transportation is a more comprehensive and complex process including preparation of freight, vehicles, drivers, customs etc. which are necessary documents for the transport of the cargo along with the transportation process, to the customer's warehouse, including various services (Çancı and Murat, 2009) Therefore, transportation can be said to be not a narrow-scale activity such as the delivery of goods to a customer but a planned, managed action.

In today's conditions, it is not possible to keep social and economic life alive and dynamic without an adequate transportation service. For this reason, the efficient use of natural resources, the rapid distribution of goods and services, and the development of national and international trade are only possible with the careful planning of transport and the establishment of a regular transport network. In this regard, transportation can be regarded as one of the most important elements of logistics both in terms of business and trade structure of the country (Ay, 2009).



**Figure 2.2:** Logistics Transportation Modes

**Source:** <http://www.melihpolat.com.tr/lojistik>, Access date(05.05.2017).

In order for an country to develop, the development of trade in that country and the development of trade need to be made effective in transportation.

An international transport system comes from;

- Roadways
- Railways
- Seaways
- Airways
- The Pipeline (Tek, 1990).

#### **2.2.1.1.Roadway Transport**

Road freight transport; which carries out the function of land transportation from one place to another and carries it with the carrier and the carrier carrying it for a certain fee. (Buket, 2006).

Road transport, in the middle of sea and air transport in terms of prices, and the most common type of transportation. It finds itself in widespread use in today's competitive market environment. In general, finished and semi-finished products are transported in this way (Orhan, 2003).

Most businesses are located close to the raw material sources which is why it is the most suitable form of transportation since it allows short-distance cargo to be transported from door to door.



**Figure 2.3:** Highway Transports

**Source:** <http://www.horoz.com.tr/tr/karayolu-tasimaciligi>, Access date(05.05.2017).

Production of the among and consumption points in freight transport, passenger transport in the beginning and the destination between the points of transport without giving the transfer and road transport all over the world has shown a very rapid development due to the flexibility of route selection (Ay, 2009).

At the same time, the number of transit roads are the most widely used type of transportation depending on the size of highway networks (Günay, 2005). However, as is the case with other modes of transport, road transport has certain advantages and disadvantages.

Advantages of Road Transport According to Other Transport Shapes:

Road transport seems to have a number of advantages compared to other modes of transport.

- 1- Transportation work carried out by short distance with motor vehicles is the most economical and effective (Tenekecioğlu, 1974).
- 2- Infrastructure construction is easier and more economical.

- 3- The ease of distribution with the increase of electronic e-commerce distribution centers is increasing.
- 4- There is a great transport capacity as a vehicle and a plant (State Planning Organization, 2004).
- 5- Scheduled loads can be made frequently and short referral times are among the main characteristics of the transport by road (Çancı and Murat, 2009).
- 6- All production and consumption centers, both within themselves and among themselves, it has the flexibility to connect from door to door. It usually provides faster service. Loading can be done even at night (Tek, 1999).
- 7- It is advantageous because it can reach almost every end point in highway track goods (Akten, 1995).
- 8- Terminal requirement is few. It is easy to establish a transportation network and it is relatively small. Often times, competition is possible (Tek and Özgül, 2007).

In addition to the advantageous aspects mentioned above, road transport also has negative aspects.

#### Disadvantages of Road Transport According to Other Transport Shapes:

- 1- Those who carry out transportation works by motor vehicles on the roads allow transport of goods in less amount in case of overloading on railways (Tenekecioğlu, 1974).
- 2- Those who carry out transportation works on motorways in the highways provide transportation of goods in less amount in case of overloading on railways (Tenekecioğlu, 1974).
- 3- Highway is the most costly transportation option in terms of energy consumption. Fuel cost can be up to 50% of variable costs and up to 33% of mileage cost. It is not very suitable for bulk transport. The fuel tariffs, maintenance and travel costs of the vehicles used and the customs tariffs available in international transport can cause the road transport to be carried out at a high cost (Çancı ve Murat, 2009).
- 4- In a large part of our country, negative climatic conditions are experienced during a significant period of the year, which has a negative effect on transportation (State Planning Organization, 2004)

### 2.2.1.2. Railway Transportation

Railway transport is a type of transport that can be carried out with low value, heavy and high bulk loads, without incurring large costs. It is usually operated by the government because of the high initial investment and maintenance costs. It offers significant cost advantages especially for long haul land transport. Railway transport has a distinctive importance in developed countries and the projects are completed taking into account the complementary nature of the highway. When we look at integrated transportation, it is one of the most important tools (www.ekodialog.com). Significant cost savings can be achieved if the region of the operator's product and activity is suitable for rail transport.



**Figure 2. 4:** Railway Transport

**Source:**<http://www.horoz.com.tr/tr/Ulusal-Uluslararası-Demiryolu-Tasimacılığı>, Access date (05.05.2017).

Advantages of Railway Transportation According to Other Transport Shapes:

- 1- Allows the transport of large quantities of massive, heavy, bulk, bulky products (coal, sand, mineral, forest products, etc.) in large quantities at long distances between cities and countries. Since the share of fixed costs in total costs is high, it is suitable for mass transportation (Tek and Özgül, 2007).
- 2- When fuel and motor vehicle tires become critical materials, railway transportation is primarily used (Acar, 1996).



- 3- Railway goods transport is the best transportation alternative with long distance and voluminous cargoes. At the same time, railway transport is economically and environmentally friendly (Erdal, 2005), as opposed to what it is supposed to be when compared with road infrastructure and infrastructure investments. Potential hazards in the road are disposed in the safer environment of the railway (Akten, 1995).
- 4- Not affected by bad weather conditions. Due to the easy replacement and connection of wagons and the rapid communication system, railways can provide quickness especially for those who will carry goods (Tenekecioğlu, 1974).
- 5- 5- Road traffic lightens the burden.
- 6- In general, unlike other transport alternatives, there is a long-term fixed price guarantee.
- 7- 7 Although the transit times are slightly higher than the highways, the duration of the flights is fixed (Çancı and Murat, 2009).
- 8- It requires less land than roads.
- 9- The cargo and the passenger spend less energy in the cargo.
- 10- Road construction cost is cheaper than motorway construction.
- 11- It is less noisy than land and airline (Günay, 2005).
- 12- Due to the fact that the number of employed personnel is very small, the operating costs of the used vehicles are low, such as long life (Yaylancı, 2005).
- 13- Container transportation is carried out on railways. Therefore, in terms of multi-carriage system, railways are a suitable transportation medium (Akten, 1995).

In addition to the above advantages of railway transportation, there are some disadvantages.

Disadvantages of Railway Transportation According to Other Transport Shapes:

- 1- Less than enough to fill a wagon and short-haul railway transportation is not economical (Tenekecioğlu, 1974).
- 2- It is cheaper than the highway in terms of wage but it is more expensive than the sea (Orhan, 2003).

- 3- Transit times may take longer in some delivery areas than in roads and sea routes.
- 4- Especially in the course in Turkey, delivery can be done for a longer time. For example, although the train from Germany comes to Kapikule in 5 days, it can reach Derince in 3-4 days.
- 5- Even though there are railway connections to the factory in many parts of Europe at door-to-door deliveries, there is no such possibility in Turkey.
- 6- In most cases, the train can arrive to the nearest station and the delivery address needs to be transferred to another truck (Çancı and Murat, 2009).
- 7- On the railways, the container is open, that is, it is transported by flat wagons. However, the bridge determines the impossibility and impossibility of carrying gabarisi containers such as overpasses. Reducing the wheel diameter on low-gauge railways is an effective way to adapt the height of container-loaded wagons to the gauges. However, such applications bring additional investment burden on the railways (Akten, 1995).
- 8- Rapid development of consumer oriented industry, population and industrial formation away from the railway, development of other transportation methods to meet the needs of the customers decreases the preference ratios of enterprises towards railway distribution (Yaylacı, 2005).
- 9- Qatar will be installed until the load is completed before loading.
- 10- Suitable for non-durable goods in terms of time and road.
- 11- Railway investments are capital intensive and expensive (Tek, 1999).
- 12- Loading hours are limited and the discharge facilities are not always good.
- 13- Rail investments are capital intensive and expensive.
- 14- Departure and arrival times are sometimes not exactly on time
- 15- Establishing a network of transportation is limited to natural conditions (Yavuz, 2006).

### 2.2.1.3. Airway Transportation

II. In the post-World War era, the civil aviation activities which had already been laid before the foundation and which began to grow with the use of new technology in the aviation were organized by ICAO (International Civil Aviation Organization), established with the Chicago Convention signed on 7 December 1944, (Tutulmaz, 2005).

The headquarters of the International Civil Aviation Organization, established on April 4, 1947, is based in Montreal, Canada. Turkey has become a party to the agreement with the Law no.571945 and No.4479 (Çancı and Murat, 2009).

The importance of transport by air is great for some types of goods. Among the goods transported by air, spare parts, medicines, books, flowers, quickly deformed vegetables and fruits, electronic parts and fashion-related goods (Tenekecioğlu, 1974). Due to the fact that these properties are rapidly deteriorated, high value or can be used depending on time, transportation by air is suitable.

There are points to pay attention when sending goods by air; (Yavuz, 2006), all the transportation ways that the goods will be transported, FOP (cost of delivery to the board of the plane), savings due to short transportation time, insurance, savings from storing stocks for buyers and sellers. This type of transport can be preferred if the operator's product is valuable at light cost.



**Figure 2.5:** Air Transport

**Source:** <http://www.horoz.com.tr/tr/Havayolu-Tasimaciligi>, Access date(05.05.2017).

Airway transport has positive and negative aspects as it has in other types of transportation.

Advantages of Air Carriage According to Other Transport Shapes:

- 1- The vehicles used for air transportation are very fast and therefore it is possible to transport them as soon as possible.
- 2- Air transport is a reliable and flexible transport where loading and unloading can be done at frequent intervals.
- 3- More attention is paid to the handling and loading of the cargos.
- 4- It is the case of lower insurance premiums compared to other types of transportation (Çancı and Murat, 2009).
- 5- There is less commercial risk, it is safe.
- 6- Users do not pay a special tax for airports and other facilities.
- 7- Geographical size is great, settlements are scattered, suitable for countries that are not suitable for surface transportation network (desert, mountainous etc.) (Tek, 1999).
- 8- The air transport sector provides a significant amount of tax revenue to local and central governments (Sarılğan, 2007).
- 9- The air transport sector has reduced the environmental impact by the development of new technologies and the implementation of special operation models (Sarılğan, 2007).
- 10- For goods transported by air, lighter packaging is sufficient compared to those transported by rail and road. Reduced daran, thus reducing transportation costs.
- 11- In the case of the use of the airline it is possible to reduce the amount of stock held by the sender in a certain period and at a certain point (Tenekecioğlu, 1974). This facilitates manufacturers to work with minimal inventory and to plan production (Tek, 1999).
- 12- The speed advantage provided by air transport can also be considered as a factor reducing the storage costs (Günay, 2005).

Transportation by air provides important advantages in transporting some products and has some restrictive features.

## Disadvantages of Airway Transportation According to Other Transport Shapes:

- 1- It provides a significant advantage over other modes of transport in terms of speed (Keskin, 2006). But; Due to the high cost of procurement of airplanes, flight expenses, handling and maintenance costs, air transportation is expensive compared to other modes of transportation (Karagülle, 2007). For this reason, the unit value of the goods to be transported should be high. It is not economical to transport goods with low value by air (Tenekecioğlu, 1974)
- 2- It is very limited in the way of door-to-door service as it is in the land transportation (Çancı and Murat, 2009).
- 3- Fuel consumption and operating costs are high (Tek, 1999).
- 4- Airline transportation used for transportation of small quantities and emergency goods can not carry a lot of cargo due to the construction of the airplanes and therefore the level of accessibility can be low (Uğurlu, 2007).
- 5- The distance from the city to the airfields is causing problems.
- 6- Inadequate technical maintenance of the warehouses where special products can be held at airports causes problems.
- 7- Reducing the desirability of having airports all over the country or working with insufficient capacity (Koban and Keser, 2007).
- 8- Airborne transport is affected by bad weather conditions, especially when the transport system is being used in an excellent manner to create time benefits. Bad weather conditions have a significant effect on the time and space benefits expected from transport services (Tenekecioğlu, 1974).

If the product of the company is a valuable and time-dependent product at a price, it can increase efficiency because air transportation and other transportation types are preferred because of saving time and lower risk. However, the cost advantage that can be achieved with the previously described roadway and railway transportation is lower in this type of transportation than the others. This type of transportation can be selected according to the product of the operator and the situation of the port area.

### **2.2.1.4. Sea Freight Transportation**

Sea transport is the oldest mode of transportation. Waterways (such as rivers and canals), lakes, ocean breezes, and international deep sea transport. As the distance

traveled by volume, tonnage and load increases, it is considered as the most economical mode according to other modes. Sea transport is dominant in world transport (Keskin, 2006). Because transportation costs are lowest and safest; It is the most convenient kind of sea freight transportation for large volume / bulk cargoes (oil, coal, grain etc.). Sea road transportation; It is the most preferred mode of transportation in the world because it is 22 by the airline, 7 by the highway and 3,5 times cheaper than the railway (Çancı and Murat, 2009). Our country is a country surrounded by the sea on three sides. This property is suitable for sea transportation with its reason. Making the necessary arrangements for the maritime route of our country and benefiting from this transportation mode can make a great contribution in terms of businesses and country economy.



**Figure 2.6:** Ocean Freight

**Source:**<http://www.horoz.com.tr/tr/%20Deniz-Yolu-Tasimaciligi>,Access date(05.05.2017).

Advantages of Seaway Transport According to Other Transport Shapes:

- 1- The services to be transported can be transported at the lowest cost and with high transport capacities, with low energy consumption (Dervişoğlu ve Arısoy, T.Y.).
- 2- Transportation of inland water (lake, river, canal, etc.) is convenient for mass transportation.
- 3- Damage / loss is less (Tek, 1999).
- 4- Transportation by sea provides the cheap and easy transportation between coastal cities of an country.
- 5- It provides the wide and cheap transportation of light emtian between different countries and different continents both at precious and heavy cost (Oluç, 1970).
- 6- Short-haul carriages;
  - Low infrastructure costs,
  - Alternative service (line) variety,
  - Unlimited capacity utilization,
  - Very little congestion rate
  - Maximum driving time, suitable transit time ([www.shortsea.org.tr](http://www.shortsea.org.tr), 2009).
- 7- Too much load can be delivered at one time.
- 8- Class is not excessive.
- 9- The cost of goods is at a minimum level (Özdem, 2009).

Transport by sea is very convenient in terms of our country which is surrounded by sea on three sides. It can provide significant advantages for large volume operations of businesses. However, these advantages have disadvantages as well;

Disadvantages of Seaway Transport According to Other Transport Shapes:

- 1- The provision of loading and unloading facilities of ports and warehouses falls into the state which finances these works rather than ship operations. In the absence of these facilities, loading and unloading operations can be costly compared to transportation costs (Tenekecioğlu, 1974).

- 2- According to the highways and railways, the maritime transportation is often inexpensive, but it is often behind the others in terms of speed (Oluç, 1970).
- 3- It is not possible to transport the cargo by sea until the deposit of the buyer ([www.konyatrafikplatformu.org](http://www.konyatrafikplatformu.org)).
- 4- Do not carry the features of today's preferred transportation system as door-to-door transportation and can not meet expectations.
- 5- Problems in tonnage promotion and port problems cause problems in commercial relations of service areas (Koban and Keser 2007).
- 6- It can be affected very quickly by the weather conditions.
- 7- Although high-speed storage reduces costs, it is not as widespread as the reason of high operating costs compared to other modes (Keskin, 2006).
- 8- In addition to the advantages provided by businesses in terms of volume and cost for the transport of heavy products at heavy loads, the low speed compared to other types of transportation can make it difficult to use in quick-break or modally connected products.

#### **2.2.1.5. Pipeline Transportations**

It is a method for transporting liquid or gaseous products such as crude oil, natural gas and water. The initial investment costs are very high. It is a great advantage because it is reliable and it allows the product to be transported in high quantities. It is not affected by atmospheric conditions. Sensitive and trustful to the environment. Flexibility is very low. Storage facilities are needed. International co-operation is needed due to investment and transit routes (Baykal, 2012).



**Figure 2.7:** Pipeline Transportation



**Source:**<http://www.sozcu.com.tr/2015/ekonomi/borusan-778387/>,Access date(05.05.2017).

### **2.2.2. Combined Transportation**

The transported cargo is a type of transport made using at least two transport types without the need to reload with one and the same transport unit.

A large part of the carriage is made by railway and sea road, the beginning and the ending parts are transported by land transportation. At the European Ministers of Transport Conference (UBAK), the concept of combined transport has been clearly expressed.

At European level, it is the preference of land transport types and maritime transport to provide maximum advantage. Combined transportation is expressed as a transport form based on inter-species transport units, which allows door-to-door access using different modes of transport without changing the loading unit (Report on the Current State of Combined Transport in Europe - 1998).



**Figure 2.8:** Combined Transport

Source: <http://www.horoz.com.tr/tr/Intermodal-Tasimacilik>,Access date(05.05.2017).

Combined transport by the European Union is described in more detail as follows ([http://www.unescap.org/sites/default/files/pub\\_2285\\_Ch1.pdf](http://www.unescap.org/sites/default/files/pub_2285_Ch1.pdf)):

- Combined transportation is the process of transporting goods from the territory of the Member States using trucks, trailers, semi-trailers, tractors

with tow truck free standing containers or without tow truck free standing containers or containers with the first and last legs being transported by means of inland waterways, railways and and maritime transport using the transport distance as the crow flies carry more than 100 Km.

- As flies the distance between loading and discharging ports, should not exceed a radius of 250 km. Because of the high volume of combined transport of freight transport, and to obtain a significant share of the route for a distance of more than 400/500 miles on the market share to load in a certain amount of concentration and must meet three main conditions have to be significant obstacles in road transport.

### **2.3. Current Situation in Transport in Turkey**

The logistics sector is of great importance for the Turkish economy. The reason for this is; the decisions taken regarding this sector are of direct relevance to the country's trade. In addition, the 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 (Birdoğan, 2004).

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. Some of these strategies (Cancı and Erdal 2003, Erdal 2005);

Strategies to be followed for the transport sector can be listed as follows:

-In the appropriate regions, the linking of companies to the national railway transport network is to give importance to station management directly, encourage and facilitate country transport to railways. The logistics park should be arranged so that designated sea road ports, airway and railway transfer stations serve large volumes of vehicles at high speed, reliably and efficiently and can work within private logistics companies and customs-like public institutions. Logistical facilities, such as storage, customs clearance, transportation, which are planned on the main transport channels should be procured from a center.

In development, priority areas should be planned with a logistical perspective and distribution of goods and services should be provided all over the country.

Fleet renewal initiatives should be encouraged on transport vehicles within the framework of investment incentive legislation

-All types of transportation should be combined with appropriate types of integration, combined transit transport opportunities should be increased. Costs should be reduced to the minimum, speed, security and flexibility must be foreground. Combined and transit transport lines should also be identified. This should save money and time. E-receivables, e-forms, e-contracts, e-signatures, e-declarations should be spread rapidly to speed up the works. Electronic commerce should be supported to ensure that goods and services flow quickly in the country.

In addition, the necessary automation work in customs should be done quickly. However, integration with transportation and logistics companies will be achieved in this way.

- The necessary strategies for the information and communication sector should be implemented. Vehicle freight container and document traceability should be increased to ensure workflow. Conversation and communication with the public institutions should be removed from the bureaucratic processes by moving to electronic atmosphere. Documents such as a certificate of authority must be obtained easily in a computer environment (Tanrıku, 2007).

- New strategies should be implemented in industrial zones and industrial sites. The main transport routes should be supported from organized industrial sites and small industrial sites. Locations should be separated in logistics centers for large volume

and organized warehousing and public enterprise services value added services, and these places should be operated by private logistics companies to achieve high yields and high added value. Communication between the logistics centers and the organized industrial zones should be ensured, planning and coordination should be perfected and structuring and fluency should be realized at work.

- Transit trade should be facilitated by developing strategies for internal and external commercialization. In addition, precautions must be taken to ensure that vehicles do not return empty during transport. The production consumption balance required within the country should be ensured and thus efforts should be made to increase the efficiency in logistics. These countries that are active in trade with neighboring countries should contribute liberalization and infrastructure studies, partner companies should be directed to them and logistics integration should be provided. Logistics activities should be spread to Anatolia. It should be directed to the firm for outsourcing in the logistic activities of public institutions and organizations. Depots and facilities in foreign countries will be established and a great advantage will be provided in the continual possession of goods in these countries. The progress of the logistics sector has contributed significantly to the solution of the employment problem, while the Turkish businesses' competitive power in foreign trade has been positively impacting. The geographical location in which Turkey is located is one of the factors that create the most natural competitive advantage that supersedes being the leading actor on the international level. If the deficiencies found are eliminated, the contribution of the sector to the Turkish economy will be great and Turkish logistics firms will take its place in the World (Akiş, 2016).

The target in the sector circles is that Turkey is going to be a right and fast way to be a candidate for the top three logistics tops by 2012. It is estimated that the added value of the Turkish logistics sector, which can act on the national economic performance and continuously generate positive value and provide service exports to our country's economy, will be forty-five billion dollars.

The high growth rate of this market increases the interest of foreign logistics companies in Turkey to a great extent (Çancı and Erdal, 2003; Erdal 2005).

The logistics sector is one of the sectors that have developed rapidly in Turkey. The logistics sector has an annual growth of 7-10% in Europe, 15% in North America and

20% in Asia and Turkey. The share of GDP in Turkey is 1, 5%, while it is 12% in USA.

With its geographical location, young, dynamic population structure and importance given to logistics and investments, it has the potential to become an important base position in world markets in the logistic sector in the coming years (Orhan, 2003).

In the last five years, the logistics industry has become a subject of debate in our country. Increasing integration of logistics services and organizations operating in different shipping areas has made the construction of shipping companies as logistics service providers agenda. It is seen that local firms are more in our country than their service providers. As a result, a large number of players have emerged in the market; Which in turn led to increased competition (Aktaş and Ülengin, 2003).

## **2.4.Description And Features of the Service**

Under this heading of the work, the definition, characteristics and classification of the service are given.

### **2.4.1.Service Description**

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 (Uyguç, 1998).

While Kuriloff et al. (1993) define service as a non-qualitative product brought to the market in order to satisfy consumer needs, Gözlü (1995: 86) defines service as an economic activity providing time, place, form and psychological benefits.

According to another definition, service is a social activity that requires the customer and the person or institution providing the service to have a dialogue with each other. The role and behavior of the employees in the service have a great deal of precaution. This importance stems partly from the necessity of interaction of service production by the customer (Agriculture, 2000).

It is possible to define services in the light of the definitions made, physical and psychologically as a customer, and social aspect as collecting time, providing the place and location utilization.

## **2.4.2 Properties of Services**

Features of the Services include immunity, non-homogeneity, inseparability, lack of trust and ownership. These are briefly listed below in separate chapters.

### **2.4.2.1. Immunity**

The services can not be taken as samples before they are purchased as they are invisible, untouchable, smell and untouchable. For this reason, when the promotion of the service is made, it is emphasized that it is very beneficial to itself. The results of marketing this feature can be listed as follows (Tengilimoğlu, 2012):

- Since services can not be stocked, it is difficult to manage fluctuations in demand.
- Services can easily be imitated because the patience is difficult.
- Services can not be easily displayed or easily communicated to customers.
- The evaluation of their qualities as they are abstract is difficult for the customer.
- The decisions about what to cover in service advertisements or other promotional efforts are as difficult as they are in the price.
- The nature of the services mentioned above as an abstract element brings with it some marketing problems.

### **2.4.2.2. Non-Homogeneity**

Neither a service provider nor individual service providers have the ability to standardize their services. Each unit of the serving institution is partly different from the other units.

For example; An airline may not be able to maintain the same quality of service for every flight. It is difficult for the customer to estimate the quality of service before you know it. In this respect, it is very important that the image of the business is placed and protected. When a person gets a ticket for a soccer match, he will not know if the match will be enjoyable or good quality and whether he will pay the money he or she wins.

It is very difficult for a customer to make judgments about the quality of service in service delivery before using that service. The quality and content of the services may vary from one service to another from a customer to a customer, even from day

to day. As a result, standardization and service quality control are extremely difficult. Only standardization difficulties can provide an advantage in the service sector.

The service can be personalized in line with the needs of any customer. Such privatizations are generally expensive for the sector and customers (Tengilimoğlu, 2012).

#### **2.4.2.3. Inseparability**

The products are produced with the needs determined and presented to the consumers. In service marketing, it is not the case that services are produced before services are offered to consumers. Therefore, production and consumption of services occur simultaneously, unlike product marketing (Fitzgerald, 1988).

While the products are produced first and then sold and consumed, it is necessary to find the producer and the consumer in the consumption of many services. Other customers (eg customers in the tail) who will benefit from the service other than the customer being served at that time may also witness the production process. The services are centralized, mass production is difficult and often impossible. Fabrication can not go as it is in the production of physical products. Inseparability requires direct selling in the marketing of services (Odabaşı, 1994). However, organizations such as travel and insurance agencies can undertake the promotion by representing the business that produces the service.

In such cases, indirect production distribution can be mentioned in service production (Üner, 1994).

Inseparability; the physical connection to the service offered by the service provider, the inclusion of the customer in the service production process, and the inclusion of other customers in this production process. Service providers are in constant contact with their customers, unlike merchants who produce goods in a separate factory. They should set up the areas where they offer service, keeping in mind the physical existence of the customer. This interaction between the customer and the service provider points to a critical point in service marketing. Critical points represent the greatest opportunities for both gain and loss (Hoffman and Bateson, 1997).

Most services are produced simultaneously, distributed and consumed, so there is a reciprocal relationship between consuming and consuming.

This situation makes the behaviors of service providers, consumer perceptions, relationship and communication skills extremely important (islamoğlu, 2006).

#### **2.4.2.4. Instability**

Services are impaired and can not be stored. For example, unused phone times (non-exhaustion campaigns) represent the commercial work that will not come back anymore in a car repair shop. Service markets fluctuate according to seasons, days or even hours.

Service longevity, impairability, fluctuating and unstoppable service marketing makes "service marketing" critical for service marketers. A service provider can narrow down its product mix, expand it, change its existing services, and change the quantity, quality and price of the service (Tek, 1997).

#### **2.4.2.5. Ownership**

While the owner of a product is its owner, it is only in the service sector to benefit from that service. For example; Like taking advantage of a hotel room. Payment is made for the use or rental of services.

Users of the service also can not transfer ownership of the service. As a result, users are more dependent on the service provider when purchasing and using the service (Odabaşı, 1994).

Second-hand markets do not appear in services because the consumer who purchases a service can not transfer the service to another person. A car owner can change it by selling it in the second hand market, but it is not possible to transfer a health service (islamoğlu, 2006).

#### **2.4.3. Classification of Services**

Services can be classified according to different perspectives. Lovelock classifies services as concrete or abstract and according to the person or entity to which they are directed. This classification is as follows (Yükselen, 2007);

- Services for the human body (restaurant services, hairdresser services, health services, etc.)
- Services for physical assets (storage services, logistics, etc.)
- Services directed to the human mind (music, cinema, education, etc.)
- Services for abstract assets (Accountancy, lawyer, insurance, etc. Services)



Below is a table of the services provided.

**Table 2. 1:** Classification and Examples of Services

SERVICE STRUCTURE	SERVICE OR DIRECTION	
	HUMAN	PHYSICAL GOODS AND ASSET
<b>TANGIBLE</b>	<b>Services Towards Human Body</b> ✓ Passenger transport ✓ Health care ✓ Beauty salons ✓ Hairdresser ✓ Restaurants / Bars ✓ Bodybuilding / slimming halls	<b>Services for Physical Assets</b> ✓ Logistics ✓ Maintenance ✓ Storage ✓ Retail distribution ✓ Dry cleaner
<b>INTANGIBLE</b>	<b>Services for the Human Mind</b> ✓ Advertisement / Public Relations ✓ Art and culture ✓ Consultancy ✓ Education ✓ Published ✓ Information services	<b>Services for Intangible Assets</b> ✓ Accounting ✓ Banking ✓ Advocacy ✓ Insurance ✓ Research ✓ Software

**Source:** Yükselen, C. (2007), Pazarlama, İlkeler-Yönetim, Örnek Olaylar, Genişletilmiş 6. Baskı, Ankara: Detay Yayıncılık.

Another classification is based on service type. Accordingly, organizations providing services are grouped under 10 main groups. These are (Tengilimoğlu, 2012);

1. Health Services: Hospitals, clinics, health care organizations, examination rooms, etc.

2. Finance Services: Banking, insurance companies and so on.

3. Professional Services: Accounting and law firms, advertising companies, engineering and consulting companies and so on.

4. Education and Research Services: Daily care, schools, vocational schools, universities, in-service training institutions, research institutes, libraries etc.

5. Accommodation, Travel and Tourism Services: Hotels, restaurants, airports, travel agencies, etc.

6.Spor, Arts and Entertainment Services: Cars and bicycle races, basketball, football, hockey and Olympics, ballet, opera, theater, concert and so on.

7. Telecommunication Services: Radio, television, telephone, satellite, computer, network, internet etc.

8. Distribution, Leasing and Leasing Services: Wholesalers, retailers, franchising, transportation, car rental etc.

9.Personal Care Services: Hair cutting, exercise clinics, repair and maintenance companies, automobile repair shops and so on.

10.Resemi, Semi-official and Profit-Free Services: National, regional, local administration services, police, social security and political, marketing, postal, museums.

**Table 2. 2:** Some Classifying Services

<b>AUTHOR</b>	<b>CLASSIFICATION</b>
JUDD (1964)	1. Services related to the lease of a property 2.Service connected to the acquired property 3. Non-billable services
RATHMELL (1974)	1.Services according to the household 2.Accounting services Services based on purchase orders 4.Services according to purchase order 5.Services according to the specifications of the product 6. Services according to regulation by law and legislator
SHOSTACK (1977)	1. Service package according to the share or weight of physical goods and abstract activities in service
CHASE (1978, 1981)	1.High interactive services 1.Low interactive services

**Source:** Tengilimoğlu, D. (2012), Sağlık Hizmetleri Pazarlaması, Gözden Geçirilmiş 2. Baskı, Ankara: Siyasal Kitabevi.

## 2.5 Quality And Service Quality Concepts

Despite the fact that the concept of quality is used at every stage of life today, it is almost impossible for everyone to make a compromise quality definition in general. The word quality has different meanings depending on the purpose of use. Expensive, superior quality, luxurious .. etc. . In terms of technical quality, conforms

to standards. To describe with a single sentence, the quality conforms to the desired characteristics (Sarıkaya, 2003).

It is very difficult to give a standard definition of quality because of the variability of these needs and expectations of consumers, which are directly related to the needs and expectations of consumers. Another important point about the concept of quality is that there is no objective measure of quality, so it is based on comparison and it is a totality with all dimensions of quality. Definitions of various persons and organizations regarding quality are given below:

When it comes to a quality product, it usually comes with high cost, luxury, low quality, superior quality and expensive product (Acuner, 2003). However, the definition of qualifications within the framework of total quality management has begun to gain a new shape in the 1980s (Acuner, 1998).

Quality with a total quality management approach has a different meaning for every customer.

Some of the definitions made within the framework of this approach are;

-Quality is the sum of the characteristics of a product or service based on its ability to meet or meet specified needs (TS-ISO 9005,2017).

-Quality is a production system that produces the product or service in an economical way and responds to consumer demands. Japanese Industrial Standards Committee (Acuner, 2003).

-Quality is the degree of suitability of a particular product or service to the wishes of the consumer ( European Quality Control Organization (EOQC, 2017).

-Quality is all the characteristics of a product or service that demonstrate a particular need fulfillment capability. American Society for Quality Control (Perçin, 1996).

To summarize the definitions made briefly; Quality is the judgment of a customer or a user about a product or service and is a measure of beliefs in meeting expectations and requirements. In short, it is the measure between expectations and perceptions. According to this, if the distance between the expectations and the perceptions is decreasing, the quality definition is positive. If the distance is clear, the quality definition is negative.

Service quality is the ability of an organization to meet or exceed customer expectations and is the quality perceived by the customer, which is important in service quality.

Therefore, it can be said that the quality level of service quality is the level of performance perceived by the consumer or the satisfaction level of the consumer of the service.

## **2.6.Customer And Customer Satisfaction**

A number of definitions have been made about the concept of customer, which is the reason for the existence of goods or services producing enterprises.

-The customer is real or legal persons who purchase goods or services (Eroğlu, 2005).

-Customers can also use these goods and services they purchase for commercial purposes or personal purposes (Ergunda and Tunçer, 2010).

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 (Yılmaz, 2005). In short, everyone is a customer according to this definition.

The customer, who will make his or her own definition after these definitions, can often be described as the last person to buy goods or services. In this definition, everyone from the production chain to the end user can be included in the supply chain. For example; A cheese maker is a customer of the business from the wholesaler to the last consumer. Retailers are customers of wholesalers. Cheese production is the customer of the milk producers.

Customers can be classified as existing, target, old and new customers in the simplest terms (Taşkın, 2000):

- Current customer; Are the customers who always buy the goods or services of the business.

- Target customer; The client has not been a customer yet. In order for a person or organization to be the target customer, the need for the goods or services produced by the business should be the possibility and desire to purchase.

- Former customer; The person who was formerly the customer of the business but is no longer a customer or is established.

- New customer; Is the customer who first purchases the goods or services of the operator.

Today, there is increasing competition among businesses. One of the most important reasons for this is the globalization of the economy and the fact that the number of internet users in international trade has gone out of bounds. Now the customer is not only in the country but all over the world. But in a similar way, businesses trying to reach customers are not only within the country but all over the world. For this reason, the importance of the customer is increasing day by day.

The customer is a kit that needs to be acquired and must be held after it is acquired. In order to acquire and retain customers, it is especially important that his satisfaction, expectations, expectations and satisfaction are met.

It is possible to classify customers in the simplest terms as external and internal customers. Accordingly, the external customer is a person or organization that receives goods or services from an agency (Tek, 1999). In other words, the external customer is the person who recently bought the goods or services provided by the enterprises (Acuner, 2001).

According to Frost and Kumar (2000), the internal customer has divided two groups in the form of frontline staff and support staff. Employees who have a front line staff and a direct customer relationship; And the support staff consists of employees who are not in this group.

Satisfaction between customer satisfaction, customer expectations of the product, the work that the product has to do and the ability to do it successfully; Services can be defined as meeting customer expectations after the sale (Gulsoy, 1999).

According to another definition, customer satisfaction can be defined as the attainment of customer satisfaction as a result of comparing the expectations and benefits obtained from the events experienced during the process of searching, finding, receiving, using, repairing, maintaining and consuming goods or services starting from the intention of obtaining goods or services (Bostan, 2005).

Customer satisfaction is perceived as a sign of firms' understanding of liability in terms of goods / services delivered to customers as output through the process when it is considered that the enterprises operate within a system.

However, due to the internality required by customers to be customers and the externalities resulting from the connections with other customers, diversity and market activity in their preferences and businesses are evaluating customer satisfaction depending on the characteristics of the customer, its condition and special conditions and trying to increase the profitability by providing or improving customer satisfaction.

Customer satisfaction is a barometer characteristic that shows the harmony with the customer. Traditional work on customer behavior studies emphasizes customer satisfaction as the core of the post-purchase period. Customer satisfaction mediates the client's previous experience and explains basic purchasing actions. More precisely, the customer satisfaction is the transfer of the customer's savings to the company, which is used by the customers as a guide to the company's products and as a guide to their purchasing activities. In this sense, customer satisfaction is a feedback quality "(Altıntaş, 2000).

Çatı and Koçoğlu (2008) have laid down the contributions of satisfied customers as follows:

- More products go to buy.
- It is also purchased from other products produced by the operator.
- Contributes to the positive image of the business as the business and the business are fed with positive thoughts about the products they produce.
- Customers become loyal to the business.
- Customers are less sensitive to brands and products of competing businesses.

## **2.7. The Importance of Customer Satisfaction**

The existence of contradictions and subjective content of defining customer satisfaction makes it difficult to achieve satisfaction. Customer satisfaction can be expressed in the form of goodness, carefree and happy with the real satisfaction and

emotional subjective expectations that are formed by the use of products. In classical interpretations, unsatisfiedness is the opposite of customer satisfaction (Brechan, 2006).

Customer satisfaction is the most important indicators of quality service. Efforts to increase quality have first started in the industry as a result of customers' desire to buy quality products. With the economic constraints of the 1970s and the adoption of customer-centric service in recent years, individuals have begun to seek quality in products and services. In other words, the customer-centered service approach in the society has led to an intense competition in the whole product and service sector and the customers' wishes have begun to gain importance. Apart from this, the attitudes of the customers in the last decade have also started to change from active passive to active role (Yılmaz, 2001).

A satisfied customer is a customer who is ready to purchase an item of goods or services offered by the business to the market. New customers have a tendency to be affected by the advice of the existing customers of the business rather than the marketing and advertising activities carried out by the business. Unsatisfied customers, on the other hand, affect other customers in the negative, causing the business's most powerful investments to be wasted. Satisfied customers are a source of moral for employees of the business. Customer losses are usually caused by a complete lack of understanding of customer needs and needs. The best way to understand this is to investigate and meet with customers. For this reason, it is necessary to use different research methods and negotiations (Sandıkçı, 2007).

## **2.8. Customer Satisfaction Factors**

Factors affecting Customer Satisfaction in four groups: factors related to customer, service provider factors, environmental or organizational factors, customer satisfaction measurement and performance development.

### **2.8.1.Factors Related to Customer**

Individual's experiences, gained information through friends, expectancy, age, gender, education level, social status can be influenced by customer satisfaction through written and media. In studies conducted on customer satisfaction,

inconsistent results were obtained between the socio-demographic variables of the customers. For example, in some studies older people were more satisfied than younger people, while others did not find a relationship between age and satisfaction. There are also different results in the research on gender. While in some studies women and some men were found to be more satisfied, some did not find a relationship between sex and satisfaction. There are also inconsistent results in terms of satisfaction and educational level in the literature.

Customers with high levels of education indicate that they may be less satisfied because they expect a higher standard. These studies support the belief that customers with high levels of education are less satisfied (Yılmaz, 2001).

### **2.8.2. Service Provider Factors**

The personality traits of the serving staff play an important role in the demonstrated interest and understanding, the professional attitudes, the manner of presenting the knowledge and skills, especially the customer-servicing relationship customer satisfaction. It is reported that the most important factor affecting customer satisfaction in the literature is communication and sufficient information. Because the ability of service providers to communicate with customers plays a major role in helping customers feel valued or worthless.

While customer-centered and individualized service makes the customer feel that he is valuable, it also creates a trust relationship among people. In addition, feeling of being valued as an individual is also associated with adequate information. In many cases, the staff who determine the needs of the individuals and provide information about these requirements feel that the customers are valuable. Providing information makes customers feel valued, but feeling that they are valued as an individual does not involve giving information alone. In addition, they include the client's genuine interest, focus on what they feel, and their time commitment (Yılmaz, 2001).

### **2.8.3. Environmental or Organizational Factors**

The accessibility of the firm, environment, working hours, parking, cleanliness, quality of service includes topics such as environmental and institutional factors. The comfort that customers provide from the physical and social side can cause individuals to feel at home and increase their satisfaction. Clients who fully



informed, valued and feel like they are at home are more confident in both service they have received and the staff providing it. (Yılmaz, 2001).

#### **2.8.4. Ways to be Provided in Customer Satisfaction**

Achieving customer satisfaction, gaining loyal customers and ensuring their continuity seem to be a very difficult process. To conduct research, evaluate their results, open communication channels, develop existing channels, listen to customers, etc. Indeed, it is necessary to work hard and constantly to have a satisfied customer base. There are a number of ways that managers and employees can follow to satisfy their customers. Some of these are (Tortop,2017):

- **Contacting with Customers Regularly:** Products, prices, etc. for customers over certain periods. To provide information on issues, to announce new products, and to provide information about developments in the sector. In addition, customers need to feel that you are in their special circumstances, such as birthdays, company anniversaries. By publishing bulletins and magazines, the company must always be kept in custody.

- **To keep track of whether they are satisfied or not:** In addition to the researches to be carried out in certain periods, customers can call them by phone, mail etc. a few days after they receive a product from the firm. It is necessary to be asked about their satisfaction with the products and services they have received. In short, customers need to feel that they are valued.

- **Knowing customers:** Customers need to be remembered after their first purchase, and they should not have to be forced to introduce themselves.

- **To thank the customers:** The small gifts to be given to the customers will make them happy and increase their commitment to the business.

- **Being sensitive to customer complaints:** Customer complaints must be taken seriously and felt by customers. Complaints should be answered as quickly as possible, and even if the problem can not be solved in a short time, customers should be informed frequently. Customers can understand the time it takes to resolve problems, but they never welcome the fact that they are not valued.

### **3. METHOD**

#### **3.1. Aim And Importance of Research**

Customers expect quality service and value from service operation. Therefore, the logistics transportation company can establish a close relationship with customers by quality they will provide in the services to be offered to the customers, can better understand the needs and desires of the customers by establishing relations with the customer after the service presentation and provide value by producing appropriate services and values and accepting benefits accepted by the customers.

The aims of this research can be expressed as follows;

- The importance of service quality in logistics transportation activities,
- To manifest the importance of customer satisfaction,
- To submit suggestions for increasing the quality of service levels in logistics transportation activities,
- Determining the effect of service quality on customer satisfaction in logistics transportation activities.

Logistic activities in our country were perceived only as transportation and storage until the 1990s and there was not much emphasis on additional values that would create customer satisfaction with service quality. Considering the importance of working in this respect.

### 3.2.Scope of Research



**Figure 3.1:** Horoz Bollore Logistics

**Source:** <http://www.horoz.com.tr/tr/karayolu-tasimaciligi>, Access date(05.05.2017).

The scope of this research is created by the institutional customers within Istanbul provincial borders from operation service of Horoz Bollore Logistics Information about customers of Horoz Bollore in Istanbul province was requested from the Istanbul Regional Directorate of the company. Through this information, a research plan was prepared and put into practice.

### 3.3. Method of Research

Survey method was used in the research. The questionnaire was structured according to SERVQUAL scale which is a 5-likert scale and service quality measurement models, allowing for the use of the multi-variate analysis techniques to be performed.

### **3.4. Data Collection Tools**

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" (Durmaz, 2010) 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.

### **3.5. Evolution And Sampling**

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.

### **3.6. Data Analysis**

The obtained data were analyzed with Cronbach alpha, frequency distribution, descriptive statistics, independent T test, Kruskall Wallis variance analysis and Pearson techniques in the SPSS 17:00 package program

#### 4. FINDINGS

The findings of this research are presented in the form of tables and explanations as below.

**Table 4. 1:** Reliability Analysis Results for Used Scales

<b>Scale</b>	<b>Cronbach alfa</b>
<b>Service Quality</b>	0,934
<b>Customer Satisfaction</b>	0,888
<b>Perceived Service Quality</b>	0,958

As shown in Table 4. 1, The Cronbach Alpha coefficients for the scores obtained from the applied scale are quite high.

**Table 4. 2:** Distribution of Selected Demographics of the Research Group.

<b>PARAMETERS</b>		<b>N</b>	<b>%</b>
<b>GENDER</b>	Female	46	41,8
	Male	64	58,2
<b>MARITAL STATUS</b>	Married	65	59,1
	Single	45	40,9
<b>EDUCATION</b>	High school	7	6,4
	Associate Degree	33	30,0

	Undergraduate	63	57,3
	Master	7	6,4
<b>INCOME RATE</b>	1400 - 2000	6	5,5
	2001 – 2500	19	17,3
	2501 – 3000	43	39,1
	3001 – 3500	32	29,1
	3501 and over	10	9,1

As shown in Table 4.2, when distribution of participants by gender was examined, it was found that 41.8% of the group were female and 58.2% were male, and it was determined that those participating in the survey were predominantly male.

When the marital status of the participants were examined, 59.1% were married and 40.9% were single. Accordingly, the vast majority of participants were found to be married.

When the distribution of the participants according to educational status is examined, it is seen that 6.4% has high school education, 30.0% has associate degree, 57.3% has undergraduate degree and 6.4% has master degree level education. It was determined that the largest group had the education level at the undergraduate level, while no participant had the doctoral level education.

When the distribution of the participants according to their income level is examined, it is seen that it is 1400-2000 of 5.5%, 2001-2500 of 17.3%, 2501-3000 of 39.1%, 3001-3500 of 29.1%. It is seen that they have a income of 3501 TL and over of 9.1%. According to this, it is determined that those who pay between 2501-3000 TL have the highest percentages

**Table 4. 3:** Descriptive Statistics and Independent T Test Results Regarding the Scores of the Research Group's Gender Factor Scores

PARAMETER		N	Average ± SS	MIN	MAX	SD	T VALUE	LEVEL
Service Quality Scale	Female	46	84,23±9,33	61,00	100,00	108	-0,194	P>0,05
	Male	64	84,56±8,09	65,00	100,00			
Customer Satisfaction Scale	Female	46	76,52±8,07	59,00	90,00		0,429	P>0,05
	Male	64	75,87±7,58	52,00	90,00			
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			

As shown in Table 4.3, when the total scores obtained from the scales according to the gender of the research group were evaluated, it was determined that there was no statistically significant difference between the scale total scores at the level of  $P < 0.05$ .

**Table 4. 4:** Descriptive Statistics and Independent T Test Results Regarding the Scores of the Research Group from the Tests According to the Factors of Marital Status

PARAMETER		N	Average ± SS	MIN	MAX	SD	T VALUE	LEVEL
Service Quality Scale	married	65	84,24±8,53	61,00	100,00	108	-0,265	P>0,05
	Single	45	84,68±8,76	66,00	100,00			
Customer Satisfaction Scale	married	65	76,03±7,98	52,00	90,00		-0,185	P>0,05
	Single	45	76,31±7,51	53,00	90,00			
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			

As shown in Table 4.4, when the total scores obtained from the scales according to the marital status of the research group were evaluated, it was determined that there was no statistically significant difference between the scale total scores at the level of  $P < 0.05$ .

**Table 4. 5:** Descriptive Statistics and Kruskal Wallis Test Results Regarding the Scores of the Research Group from Tests According to the Educational Factor

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

As shown in Table 4.5, when the total scores obtained from the scales according to the educational status of the research group were evaluated, it was determined that there was no statistically significant difference between the scale total scores at the level of  $P < 0.05$ .

**Table 4. 6:** Descriptive Statistics and Kruskal Wallis Test Results Regarding the Scores of the Research Group from Tests by Income Factor

PARAMETER		N	Average ± SS	MIN	MAX	SD	T VALUE	LEVEL
Service Quality Scale	1400 - 2000	6	79,16±7,02	67,00	86,00	108	0,084	P>0,05
	2001 – 2500	19	86,84±8,43	65,00	100,00			
	2501 – 3000	43	82,51±8,60	61,00	100,00			
	3001 – 3500	32	85,34±8,39	65,00	100,00			



	3501 and over	10	88,30±8,28	78,00	100,00			
Customer Satisfaction Scale	1400 - 2000	6	70,00±8,74	53,00	77,00	0,096	P>0,05	
	2001 – 2500	19	78,57±7,10	63,00	90,00			
	2501 – 3000	43	74,88±7,61	59,00	90,00			
	3001 – 3500	32	76,43±7,33	52,00	90,00			
	3501 and over	10	79,70±8,45	65,00	90,00			
Service Quality Perception	1400 - 2000	6	49,83±8,28	34,00	57,00	0,582	P>0,05	
	2001 – 2500	19	53,57±5,04	42,00	60,00			
	2501 – 3000	43	53,32±4,39	43,00	60,00			
	3001 – 3500	32	54,03±4,01	45,00	60,00			
	3501 and over	10	55,60±4,00	50,00	60,00			

As it is seen in Table 4.6, when the total scores obtained from the scales according to the income level of the research group were evaluated, it is seen that there is no statistically significant relationship between the scale total scores at  $P<0,05$  level.

**Table 4. 7:** Distribution of Research Group by Sectors

SECTORS	N	%
<b>Porcelain</b>	7	6,4
<b>Communication</b>	13	11,8
<b>Banking</b>	6	5,5
<b>Food</b>	13	11,8

<b>Home Textile</b>	12	10,9
<b>Liquid Fuel</b>	7	6,4
<b>Automotive</b>	27	24,5
<b>Health</b>	13	11,8
<b>Clothing</b>	12	10,9
<b>Total</b>	110	100,0

As shown in Table 4.7, The distribution of the research group according to the sectors; 6.4% of them are porcelain, 11.8% are communication, 5.5% are bank, 11.8% are food, 10.9% are home textiles, 6.4% are Liquid fuel, 24.5% are automotive, 11.8% is in health and 10.9% is in clothing sector. The group with the largest share among the participants was determined to be in the automotive sector with 24.5%.

**Table 4. 8:** Distribution of Responses According to the Sectors in the Questionnaire of the Research Group 'The product must be delivered in time and perfect'.

SECTORS	Strongly Agree		Agree		undecided		Disagree		Strongly Disagree	
	N	%	N	%	N	%	N	%	N	%
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						

As can be seen in Table 4.8, when we look at the distribution of the responses of the research group to the expression "The product delivery time should be perfect and perfect" in terms of sectors, it is seen that in the porcelain sector and in the bank sector,

100% It is seen that those who operate in the communication sector give "I strongly agree" with 76.9% and "I agree" with 23.1%. It is seen that those who operate in the food sector give "I strongly agree" with 69.2%, "I agree" with 23.1% and "Undecided" with 7.7%. It is seen that 66,7% of those who operate in the home textile sector have "strongly agree" and 33,3% "agree". When the answers given by those who operate in the fuel sector are examined, it is seen that 57,1% of them say "I strongly agree", 14,3% "I agree" and 28,6% "Undecided". When the answers given by the automobile industry respondents are examined, it is seen that 74.1% of them answered "strongly agree", 22.2% "agree" and 3.7% "undecided" answers. When I look at the responses of the participants in the health sector, 61.5% say "absolutely agree", 38.5% say "I agree" and finally I agree "75%" of the answers given by the participants in the clothing sector, 25.0% answered "I agree".

**Table 4. 9:** 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	Strongly Agree		Agree		undecided		Disagree		Strongly Disagree	
	N	%	N	%	N	%	N	%	N	%
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				

As can be seen in Table 4.9, when the answers of the survey group to the expression "The measures should be taken so that the carried product is not damaged " is analyzed in terms of sectors, 85.7% of the participants in the porcelain sector say "I strongly agree" and 14.3% agree "I agree" It is seen that 61.5% of the people who work in the communication sector say "I strongly agree" and 38.5% say "I agree". 66.7% of the

banking sector respondents "strongly agree" and 33.3% "agree". It is seen that those who operate in the food sector give "I strongly agree" with 76.9%, "I agree" with 15.4% and "Undecided" with 7.7%. It is seen that 66,7% of those who operate in the home textile sector have "strongly agree" and 33,3% "agree". When the answers given by those who operate in the fuel sector are examined, it is seen that 57.1% of the respondents "strongly agree" and 42.9% "agree". 48.1% of respondents answered "strongly agree", 48.1% "agree" and 3.7% "undecided" answers in the automobile sector. When the responses of the participants in the health sector were examined, 61.5% answered "absolutely agree", 30.8% answered "agree", 7.7% answered "undecided" and finally the distribution of answers 58.3% answered "strongly agree", 33.3% "agree" and 8.3% "undecided".

**Table 4.10:** Distribution of Responses According to Sectors in the Questionnaire of the Research Group 'Business should have a widespread distribution network'.

SECTORS	Strongly Agree		Agree		undecided		Disagree		Strongly Disagree	
	N	%	N	%	N	%	N	%	N	%
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						

As Table 4.10 shows, 71.4% of the participants in the porcelain sector gave "I strongly agree" and 28.6% answered "I agree" when the answers of the research group "Business should have widespread distribution network" seen. It is seen that 69.2% of the people who work in the communication sector "strongly agree" and 30.8% say "I agree". 100% of the banking sector respondents "strongly agree". It is seen that those who operate in the food sector give "I strongly agree" with 61.5%, "I agree" with 23.1% and "Undecided" with 15.4%. 41.7% of those who operate in the home textile sector are "strongly agree", 41.7% are "agree" and 16.7% are "undecided". When the answers

given by those who operate in the fuel sector are examined, it is seen that 57,1% of them say "I strongly agree", 14,3% "I agree" and 28,6% "Undecided". 51.9% of respondents in the automobile sector responded "strongly agree", 25.9% "agree" and 22.2% answered "undecided". When the responses of the participants in the health sector are examined, 46,2% of them answered "strongly agree", 46,2% of them answered "I agree", 7,7% answered "undecided" and finally the responses of the participants in clothing sector 75.0% answered "I strongly agree" and 25.0% answered "I agree".

**Table 4.11:** Distribution of Responses According to Sectors in the Questionnaire of the Research Group 'Business must have a large vehicle fleet'.

SECTORS	Strongly Agree		Agree		undecided		Disagree		Strongly Disagree	
	N	%	N	%	N	%	N	%	N	%
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						

As seen in Table 4.11, 42.9% of the participants in the porcelain sector answered "strongly agree" and 57.1% answered "I agree" when the survey group's responses to the expression "The enterprise should have a large vehicle fleet" seen. It is seen that 84.6% of the people who work in the communication sector "strongly agree" and 15.4% say "I agree". 83.3% of the bank sector's activists answered "strongly agree" and 16.7% answered "I agree". It is seen that those who operate in the food sector give "I strongly agree" with 61.5%, "I agree" with 15.4%, "Undecided" with 15.4% and "I do not agree" with 7.7%. It is seen that 50.0% of the people who work in the home textile sector "strongly agree" and 50.0% say "I agree". When the answers given by those who operate in the fuel sector are examined, it is seen that 28.6% of them are "strongly agree", 28.6% of them are "agreeing" and 42.9% of them are "undecided". When the respondents of the

automobile sector responded, 44.4% answered "I strongly agree", 40.7% answered "I agree" and 14.8% answered "I am undecided". When the responses of the participants in the health sector are examined, 38.5% of them answered "I strongly agree", 23.1% answered "I agree", 30.8% "Undecided" and 7.7% answered "I do not agree" And finally the respondents in the clothing sector gave 58.3% "strongly agree" and 41.7% "agree" responses.

**Table 4.12:** 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	Strongly Agree		Agree		undecided		Disagree		Strongly Disagree	
	N	%	N	%	N	%	N	%	N	%
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				

As Table 4.12 shows, 71.4% of the participants in the porcelain sector are "strongly agree" and 28.6% of the respondents in the porcelain sector "agree" when the survey group 's answers to the expression "The shipping vehicles used by the business should be suitable for the requested service" "They say. It is seen that 53.8% of the people who work in the communication sector "strongly agree", 30.8% "agree" and 15.4% "undecided". 83.3% of the bank sector's activists answered "strongly agree" and 16.7% answered "I agree". It is seen that those who operate in the food sector give "I strongly agree" with 53.8%, "I agree" with 38.5% and "I do not agree" with 7.7%. It is seen that 58.3% of the people working in the home textile sector "strongly agree", 33.3% "agree" and 8.3% "undecided". When the answers given by those who operate in the fuel sector are examined, it is seen that 71.4% of the respondents "strongly agree" and 28.6%

"agree". 55.6% of respondents in the automobile sector answered "strongly agree", 33.3% "agree" and 11.1% answered "undecided".

When the responses of the participants in the health sector are examined, it is seen that 38.5% answered "absolutely agree", 53.8% answered "agree" and 7.7% answered "undecided" and finally answers 66.7% of them agree "strongly agree", 25.0% agree "and 8.3%" undecided ". Accordingly, it has been determined that, in general, it is important for all participants that the means of shipment used by the entrepreneur should be appropriate for the service requested.

**Table 4.13:** Descriptive Statistical Values Related to the Scores of the Study Group Obtained from the Tests Applied

PARAMETER	N	Average $\pm$ SS	MIN	MAX
Service Quality Scale	110	84,42 $\pm$ 8,59	61,00	100,00
Customer Satisfaction Scale	110	76,14 $\pm$ 7,76	52,00	90,00
Service Quality Perception	110	53,59 $\pm$ 4,68	34,00	60,00

As shown in Table 4.13, the descriptive statistics of the scores obtained by the research group from the three applied scales; Service Quality Scale 84,42 $\pm$ 8,59, Customer Satisfaction Scale 76,14 $\pm$ 7,76 and Service Quality Perception 53,59 $\pm$ 4,68.

**Table 4.14:** Descriptive Statistics and Kruskal Wallis Test Results Regarding the Scores of the Study Group from Tests by Sectors

PARAMETER	N	Average $\pm$ SS	MIN	MAX	SD	Z VALUE	LEVEL	
Service Quality Scale	Porcelain	7	78,57 $\pm$ 11,35	65,00	99,00	8	0,012	P<0,05*
	Communication	13	90,76 $\pm$ 6,59	84,00	100,00			
	Banking	6	90,16 $\pm$ 8,08	77,00	100,00			
	Food	13	86,00 $\pm$ 11,75	65,00	100,00			
	Home Textile	12	81,91 $\pm$ 7,16	68,00	92,00			
	Liquid fuel	7	81,85 $\pm$ 4,25	77,00	87,00			
	Automotive	27	84,70 $\pm$ 6,91	72,00	100,00			
	Health	13	79,38 $\pm$ 9,56	61,00	92,00			
	Clothing	12	85,25 $\pm$ 5,22	74,00	93,00			
Customer Satisfaction Scale	Porcelain	7	72,42 $\pm$ 10,14	63,00	90,00	8	0,034	P<0,05*
	Communication	13	81,53 $\pm$ 6,33	72,00	90,00			
	Banking	6	81,83 $\pm$ 4,53	77,00	90,00			

Service Quality Perception	Food	13	77,76±11,22	52,00	90,00	0,119	P>0,05
	Home Textile	12	75,00±7,48	62,00	86,00		
	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		
	Communication	13	56,07±3,79	49,00	60,00		
	Banking	6	56,00±4,42	48,00	60,00		
	Food	13	54,76±4,78	45,00	60,00		
	Home Textile	12	53,50±4,48	48,00	60,00		
	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			

\*Significant difference at 0.05 level

As can be seen in Table 4.14, when the scores obtained from the tests applied by the research group were evaluated according to the sectors, a significant difference was found between the scores of Service Quality and Customer Satisfaction scores according to the sectors.

**Table 4.15:** Descriptive Statistics and Kruskal Wallis Test Results Regarding the Scores of the Study Group's Test Results

PARAMETER		N	Average ± SS	MIN	MAX	SD	Z VALUE	LEVEL
Service Quality Scale	Less than 1 year	13	79,38±10,43	61,00	100,00	4	0,157	P>0,05
	1-2 year	30	84,36±8,49	66,00	100,00			
	2-3 year	33	86,60±8,46	65,00	100,00			
	3-4 year	18	85,88±6,88	69,00	98,00			
	4-5 Year	16	82,50±8,01	65,00	100,00			
Customer Satisfaction Scale	Less than 1 year	13	73,00±9,11	59,00	100,00		0,139	P>0,05
	1-2 year	30	74,66±8,10	53,00	100,00			
	2-3 year	33	78,48±7,42	63,00	90,00			
	3-4 year	18	78,00±5,54	65,00	88,00			
	4-5 Year	16	74,56±7,76	52,00	87,00			
Service Quality	Less than 1 year	13	54,00±5,09	43,00	60,00	0,721	P>0,05	
	1-2 year	30	52,63±5,00	34,00	60,00			



Perception	2-3 year	33	53,81±4,70	42,00	60,00			
	3-4 year	18	54,72±4,38	47,00	60,00			
	4-5 Year	16	53,31±4,19	45,00	60,00			

As seen in Table 4.15, there was no significant difference between the scores of the pool of the scores obtained from the tests performed by the research group according to the duration of service.

**Table 4.16:** Descriptive Statistics and Kruskal Wallis Test Results Regarding the Scores of the Study Group Obtained from the Tests for the Purpose of the Study

PARAMETER		N	Average ± SS	MIN	MAX	S D	Z VALU E	LEVE L
Service Quality Scale	Cost	2 4	82,66±8,34	65,0 0	99,00	4	0,542	P>0,05
	Quality service	5 7	86,03±7,31	66,0 0	100,0 0			
	Delivery Time	1 4	83,42±6,59	72,0 0	97,00			
	closeness	7	84,00±13,9 2	65,0 0	100,0 0			
	institutionalis m	7	79,57±14,8 1	61,0 0	100,0 0			
	no reason	1	86,00±0,00	86,0 0	86,00			
Customer Satisfaction Scale	Cost	2 4	73,95±7,50	62,0 0	90,00	4	0,122	P>0,05
	Quality service	5 7	77,57±6,40	63,0 0	90,00			
	Delivery Time	1 4	77,00±5,68	66,0 0	89,00			
	closeness	7	76,00±13,4 2	52,0 0	90,00			
	institutionalis m	7	70,00±12,6 4	53,0 0	90,00			
	no reason	1	79,00±0,00	79,0 0	79,00			
Service	Cost	2	53,16±4,53	42,0	60,00		0,694	P>0,05

Quality Perception		4		0				
	Quality service	5 7	54,10±4,08	48,0 0	60,00			
	Delivery Time	1 4	53,00±3,63	47,0 0	60,00			
	closeness	7	54,71±5,82	45,0 0	60,00			
	institutionalism	7	50,42±9,07	34,0 0	60,00			
	no reason	1	57,00±0,00	57,0 0	57,00			

As seen in Table 4.16, there was no significant difference between the total scores of the groups that they collected from their scale when they were evaluated according to the study reasons.

**Table 4.17:** Descriptive Statistics and Kruskal Wallis Test Results Regarding the Points Obtained from the Tests According to the Expectations of the Study Group

PARAMETER		N	Average ± SS	MIN	MAX	S D	Z VALU E	LEVE L
Service Quality Scale	Lower costs	2 4	81,79±9,37	65,0 0	100,0 0	4	0,570	P>0,05
	Timely delivery	4 1	85,82±6,45	74,0 0	100,0 0			
	Customer productivity	1 9	84,89±8,09	66,0 0	100,0 0			
	Service quality	1 8	84,11±11,7 3	61,0 0	100,0 0			
	Customer productivity	8	84,75±9,17	68,0 0	98,00			
Customer Satisfaction Scale	Lower costs	2 4	73,62±7,59	63,0 0	90,00	4	0,187	P>0,05
	Timely delivery	4 1	77,58±6,11	62,0 0	90,00			
	Customer productivity	1 9	76,84±7,82	53,0 0	90,00			
	Service	1	75,11±10,9	52,0	90,00			

	quality	8	1	0			
	Customer productivity	8	77,00±7,05	62,00	85,00		
Service Quality Perception	Lower costs	24	53,83±4,99	42,00	60,00	0,250	P>0,05
	Timely delivery	41	53,07±3,90	47,00	60,00		
	Customer productivity	19	52,42±5,83	34,00	60,00		
	Service quality	18	54,88±4,93	43,00	60,00		
	Customer productivity	8	55,37±3,54	49,00	60,00		

As shown in Table 4.17, when the scores of the research group were evaluated according to the expectations of the applied tests, there was not a significant difference between the scores of the pools they got from the scales at P>0.05 level.

**Table 4.18:** Descriptive Statistics and Kruskal Wallis Test Results Regarding the Scores Taken from the Tests According to the Expectation of the Study Group

PARAMETER		N	Average ± SS	MIN	MAX	SD	Z VALUE	LEVEL
Service Quality Scale	%20	0	0	0	0	4	0,001	P<0,01**
	%40	3	76,66±13,86	65,00	92,00			
	%50	9	77,44±8,67	65,00	87,00			
	%60	16	79,31±9,24	61,00	98,00			
	%80	58	85,12±7,09	66,00	100,00			
Customer Satisfaction Scale	%20	0	0	0	0		0,001	P<0,01**
	%40	3	71,00±13,00	63,00	86,00			
	%50	9	67,66±9,83	52,00	79,00			
	%60	16	70,93±7,53	59,00	82,00			
	%80	58	76,98±5,94	63,00	90,00			
Service Quality Perception	%20	0	0	0	0	0,039	P<0,05*	
	%40	3	49,66±9,29	42,00	60,00			
	%50	9	48,77±6,59	34,00	57,00			

	%60	16	53,12±4,54	43,00	60,00			
	%80	58	54,03±3,98	47,00	60,00			
	%100	24	55,12±3,79	47,00	60,00			

\* Significant at 0.05 level, \*\* Significant at 0.01 level

As seen in Table 4.18, there was a significant difference between the scores collected by the Service Quality and Customer Satisfaction Scales at the level of  $P < 0.01^{**}$  compared to the sectors and at the level of  $P < 0.05^*$  between the scores collected from the Service Quality Scale scale compared to the expectation of the total scores obtained from the test group applied by the research group.

**Table 4.19:** Pearson Correlation Test Results Regarding the Measured Parameters of the Study Group

PARAMETER	Service Quality Scale	Customer Satisfaction Scale	Service Quality Perception
<b>Service Quality Scale</b>	1	0,872**	0,514**
<b>Customer Satisfaction Scale</b>	0,872**	1	0,591**
<b>Service Quality Perception</b>	0,514**	0,591**	1

As shown in Table 4.19, 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.

## 5. DISCUSSION

When the study group was evaluated according to gender, 41.8 % of the group were female and 58.2% were male; 59.1% were married, 40.9% were single, 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.

When the study group was evaluated according to the gender, it was determined that there was no statistically significant difference between scale total scores at  $P<0,05$  level when evaluating the total scores obtained from scales. When the total score obtained from the scales were evaluated when the research group was evaluated according to marital status, 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 evaluated according to the educational status of the participants, it was determined that there was no statistically significant difference between scale total scores at  $P<0,05$  level when the scores obtained from scales were evaluated. When the study group was assessed according to the income status of the participants, it was determined that there was no statistically significant relationship between the total scores obtained from the scales at the level of  $P<0,05$ .

These results are only the expected results but also the lack of educated work force required by the sector and in particular the inability of the technological infrastructure and the general problems experienced by the industry itself are also known to the public. However, in order to keep the sector alive and to maintain the sustainability of competition power on the international scene, industry officials have been determined to achieve these results as an important leadership feature.

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 the 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. One or more of the problems faced in this sense is that the important thing is to start a job 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 and from the transport company to the warehouseman, that everyone involved in these processes puts more or less hand under the stone and tries to act according to the win win principle.

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 delivery time should be perfect and 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 the 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.

In the light of these results, 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. However, it should not be overlooked that the situation

determined is a result of sectoral differences in terms of service quality and customer satisfaction. Nevertheless, one of the most important factors involved in this process should be the determination of the level and level of customer value and customer service needs and objectives accurately and precisely.

Another important point should be the establishment of customer service priorities and standards. This is because, especially during times when economic uncertainty prevails and over complex supply chain network structure, it is necessary to reduce costs in the business world, logistics and supply chain management, to achieve a competitive advantage and to develop, specialize and group services and business processes in a wide range. It should not be forgotten that the most important market driver is customer service management. It is possible that in some sectors in the direction of the obtained results, this situation is not taken into consideration sufficiently and evaluated.

It is possible to explain in the above reasons why a meaningful difference of  $P < 0.05$  was determined between the scores of the Service Quality and Customer Satisfaction scales according to the sectors. It is thought to be originated from low average in the home textile and fuel sector in particular.

It is stated that the low percentages that can be evaluated as the fact that the expectation scores are not met satisfactorily on the difference between the scores collected by the Service Quality and Customer Satisfaction Scores at  $P < 0.01$  level according to the sectors and the  $P < 0.05$  level between the scores collected from the Service Quality Scale scale 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.

The scores obtained from the tests revealed a positive positive relationship between the Service Quality Scale and the Customer Satisfaction Scale and a positive relationship when the other parameters were evaluated. This is a completely expected result and both parameters are the main basis for emphasizing the importance.

Logistics is known to be a sector that is constantly evolving and innovating all the time. In this sense, the logistics sector, which can have significant different orientations both in the world and in Turkey, can go 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 area are inevitably ahead in the present and future in terms of finding customers and focusing on customers. Especially in the days when the quality of service is assessed by the information flow rate between the floor and the ceiling, the importance of this situation should not be ignored.

Nowadays, when customers attitude more profit-making policies with less work, companies are choosing no problem, quality logistics company that will reduce their costs, speed up workflows, speed up data exchange, 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 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 a customer focus. Almost all corporate companies in the logistics sector provide similar services and take customers with these services in terms of sales.

It is important to remember that "customer acquisition is very difficult, customer loss is very easy" and that sectoral evaluations should be completed on a regular basis and that missions should be undertaken as part of visions that are not lagging behind rapid change.



## **6. CONCLUSION AND RECOMMENDATIONS**

According to the gender factor, it was concluded that there was no statistically significant difference in  $P < 0.05$  between the scores obtained from the scales of the research group.

According to the marital status factor, it was concluded that there was not a statistically significant difference in  $P < 0.05$  between the scores obtained from the scales of the research group.

According to the education factor, it was concluded that there was not a statistically significant difference in  $P < 0.05$  between the scores obtained from the scales of the research group.

It was concluded that there was no statistically significant difference in  $P < 0.05$  between the scores obtained from the scales according to the income level factor.

According to the sectoral factors, it was concluded that research group had a significant difference in  $P < 0.05$  between the points collected from the scales of Service Quality and Customer Satisfaction in the scales obtained from scales.

According to the service duration factor, it was concluded that there was not a statistically significant difference in  $P < 0.05$  between the scores obtained from the scales of the research group.

According to the factor of working reasons, it was concluded that there was not a statistically significant difference in  $P < 0.05$  between the scores obtained from the scales of the research group.

According to the expectation factor, there was no statistically significant difference in  $P < 0.05$  between the scores obtained from the scales of the research group.

It was concluded that there was a meaningful difference between the scores obtained by Service Quality and Customer Satisfaction Scales according to the satisfaction of the expectations and the scores of  $P < 0,01$  according to the sectors and  $P < 0,05$  among the scores collected from the Service Quality Perception Scale.

According to the results obtained, it is concluded that there is a strong positive relationship between Service Quality and Customer Satisfaction and on the other hand there is a positive relationship in other parameters.

Similar work should be completed in other firms with similar features in the sector and it is beneficial to question them in terms of sector standards.

Similar work should be done with the customers who use the sector and the results should be questioned mutually.

Similar studies are also carried out in other (foreign) companies in the sector and it is useful to evaluate similarities and differences.

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**QUESTIONNAIRE**

Dear Participants, This questionnaire aims to investigate the relationship between the perceived quality of service by consumers and customer satisfaction. The obtained data in the research will be used purely for academic study.

1. Gender?  Female  Male
2. Marital status?  Married  Single
3. Education?  Primary school  Secondary school  High school  Associate Degree  
 License  Master  Doctorate
4. Monthly income?  
 1400-2000  2001-2500  2501 – 3000  3001-3500  3501 ve üzeri
5. Sector  
 Porcelain  Communication  Bank  Food  Home textiles  Liquid fuel  
 Automobile  Health  Clothing
6. How long have you been working with Horoz Bollore?  
 Less than 1 year  1-2 years  3-4 years  4-5 years  Over 5 years
7. Why do you prefer Horoz Bollore?  
 Cost  Quality service  Transit time  Closeness  
 Institutionalization  No reason  Other .....
8. What are your expectations from the Horoz Bollore company ( You can mark more than one )  
 Lower cost  Timely delivery  Customer value  Service quality  
 Wide service network  Other
9. What does rate Horoz Bollore company meet your expectations?  
 20 %  40 %  50 %  
 60 %  80%  100 %

10. What is your opinion about transportation in logistics activities?

	Strongly Agree	Agree	undecided	Disagree	Strongly Disagree
Product delivery on time and perfect.					
Pre-cautions must be taken to avoid damage to the transported product.					
The enterprise should have a					

wide-spread distribution network.					
The business must have a large vehicle fleet.					
The shipping vehicles used by the operator must be suitable for the requested service.					

<i><b>This section contains opinions on the service quality of Horoz Bollore. Please select the only one option that find closest you.</b></i>	<b>Strongly Agree</b>	<b>Agree</b>	<b>undecided</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
2.1 The cargo company has a modern-looking					
2.2 The cargo company building is visually					
2.3 Cargo employees are careful to look stylish.					
2.4 The appearance of the materials in the cargo company is attractive					
2.5 The cargo company personnel show a special					
2.6 The cargo company personnel show the kindness					
2.7 The degree of expertise of the cargo personnel is sufficient					
2.8 The cargo company personnel understands special needs of the operator					
2.9 The cargo company is always focused on helping to customer					
2.10 The cargo company add great importance to the speed of the operations carried out by the					
2.11 Cargo personnel are never too busy to respond to customer requests.					
2.12 The cargo company has a large number of staff that the customer can respond to					
2.13 The cargo company processes the requested service without delay					
2.14 The cargo company begins to offer the requested service on the promised date					
2.15 The service requested at the cargo company is provided without error and stability					
2.16 The cargo company provides the requested service correctly at first time					
2.17 The cargo company is regularly informed about the service requested					
2.18 Cargo company makes efforts to get the situation such as wrong delivery, damage as soon					

2.19 The person in the cargo company is doing his job by adopting					
2.20 The cargo company has an understanding that protects the interests of its customers from the					



<i><b>This section contains opinions on the value that Horoz Bollore company gives to its customers. Please select the only one option that find closest you.</b></i>	<b>Strongly Agree</b>	<b>Agree</b>	<b>undecided</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
3.1 I think this company is better than other carriers.					
3.2 I think I have done a right job by choosing this company compared to other cargo companies.					
3.3 The services of the operator fully meet the expectations.					
3.4 The value given by the business to the customer is equal to the guarantee of the product to be delivered.					
3.5 The employees inform the customers about the service.					
3.6 All kinds of information are provided to the customer during to logistic service process.					
3.7 The prices of the operators are very suitable according to the service quality.					
3.8 Provides quality service at lower prices than operating competitors.					
3.9 product delivery speed is high					
3.10 Provide logistic service in the promised time					
3.11 There is no differences between the service promised to me by the business and the service performed.					
3.12 The business assumes all the risks of from accepting to delivering the desired product					
3.13 The company personel is kind to the					
3.14 Information on Customer needs are spread across the company and are known by all					
3.15 The delivered product can be follow up from the internet.					
3.16 Customer complaints are evaluated shortly.					
3.17 I am able to access the operator when I want.					
3.18 The branches of the operator are in a convenient location.					

	<b>Strongly Agree</b>	<b>Agree</b>	<b>undecided</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
4.1 The operating staff should be polite to the customer.					
4.2 The operator staff should show polite, respectful and friendly attitudes.					
4.3 Promised service should be done on time and correctly.					
4.4 The enterprise should show that behind of the service provided by the post-service support activities.					
4.5 All branches should be provide high quality service.					
4.6The establishment should be innovative.					
4.7 Operational staff should have competent knowledge of the equipment.					
4.8 Operational systems and physical resources of the operator should have the knowledge and skill to resolve possible problems from a professional perspective					
4.9 The branch should be in a proper location.					
4.10 The business should be flexible in non-standard submissions.					
4: 11 Businesses should wake a sense of satisfaction in accordance with the services provided					
4.12 The business should provide special advantages to the permanent customers.					

Evrak Tarih ve Sayısı: 24/04/2017-2481



T.C.  
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ  
Sosyal Bilimler Enstitüsü Müdürlüğü

Sayı : 88083623-044-2481  
Konu : Deniz ERDOĞAN'ın Etik Onay Hk.

24/04/2017

Sayın Deniz ERDOĞAN

Enstitümüz Y1312.130067 numaralı İşletme Ana Bilim Dalı İşletme Yönetimi İngilizce Tezli Yüksek Lisans programı öğrencilerinden Deniz ERDOĞAN'ın "CURRENT STATUS OF AIR CARGO TRANSPORTATION IN TURKEY AND THE ROLE OF SERVICE QUALITY IN CREATING CUSTOMER SATISFACTION: HOROZ BOLLORE COMPANY AND ITS APPLICATION" adlı tez çalışması gereği "Lojistik Faaliyetlerde Hizmet Kalitesi Ölçeği", "Lojistik Faaliyetlerde Müşteri Memnuniyeti Ölçeği" ve "Müşterilerin Lojistik Hizmet Kalitesini Algılama" ile ilgili ölçekleri 18.04.2017 tarih ve 2017/08 İstanbul Aydın Üniversitesi Etik Komisyon Kararı ile etik olarak uygun olduğuna karar verilmiştir.

Bilgilerinize rica ederim.

Prof. Dr. Özer KANBUROĞLU  
Müdür V.



Evrakın Doğrulama İçin : <https://evrakdogrula.aydin.edu.tr/en/Vision.Dogrula/BelgeDogrulama.aspx?V=BENDA7PJ>

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## RESUME



### DENİZ ERDOĞAN

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*Ability to work in a proactively diverse and included organization, excellent proven interpersonal, verbal and written **communications skills**, Proven **analytical thinking** ability to get over with conflict, stress and crisis situations, **Entrepreneurial spirit** with a follow up record of surpassing customer expectations, **Competitive and Dedicated** with a perfect **professionalism** and referance ethics, team player and a **natural leader**, skilled at building top-performing teams focused on perfect service delivery and responsibility for **goal-achievement**.*

### **WORK EXPERIENCES:**

#### **10.13.2014- IMPORT SPECIALIST / HOROZ BOLLORE TRANSPORT INC.**

To ensure the delivery and coordination of goods imported from abroad in accordance with the air import business flow process

- Begin the import operation process by communicating with the customer for imported air- import orders
- To make selection and booking from airlines, to solve operational problems, to complete the operation with complete and customer satisfaction in the request of the customer request or sales department.

- To follow the loading and unloading results from the airlines.
- To direct airport personnel to collect and prepare docs for sales.
- Deliver the order notice of the received cargoes to the customers in a timely and complete manner.
- To inform the airport office staff about the current or cash work of the customers who are going to the airport to take delivery of the ship, to follow the cargoes not taken.
- To evaluate the delivery form at the airport of cargo and the delivery at the destination, to carry out the necessary procedures, to contact the customs department during the door-to-door deliveries and to organize the vehicle.
- To controls the correctness of the prices applied and enables load-based income / expense input and controls the profit / loss of the loads.
- Doing invoicing of expenses / income bills into the system, checking and billing at the end of the month.
- To assist the accounting staff in solving the problems in the foreign agency settlement
- To ensure that the claims are concluded and finalized by airline.
- To report and penalize penalties when there is a penalty charge get up from the agency due to any reason in the customs.
- To answer the Responsibilities of the Operation Representative for the Key Account customers that are responsible and present the reports requested to the agencies and customers in certain periods.
- Soft system to keep the tariffs and information used in the air import module up-to-date.
- To make necessary reports about the cargoes to the customers.

**06,2011-10,2013 – CUSTOMS REPRESENTATIVE / FEDERAL EXPRESS(FEDEX) INT. FREIGHT COMPANY**

Set up the import operation process by communicating with the customer for the import orders for the import.

- Provide that order information is entered into the system, to update the load tracking information until the load is delivered, and to provide and inform the customer during the process.



- To provide the necessary information flow on time and completely with customers, agencies and airline companies in order complete successfully.
- To send the order notice of the received cargoes to customers on time.
- To inform the airport office staff about the current or cash work of the customers who are going to the airport to take of delivery order, to follow the orders not taken yet.
- To make a profit / loss account on the basis of the shipment.
- To make the necessary reports about the cargoes to the customers in certain periods.

### **TRAINEE**

#### **-OCTOBER '2008 - JUNE '2009/ ASSISTANT OF FOREIGN TRADE AND EUROPEAN UNION DEPARTMENT /ISTANBUL AYDIN UNIVERSITY**

- Data entry
- To help with monthly reporting
- Manage the monthly tracking of our physical inventory
- Assisting department students

#### **-SEPTEMBER '2006 - AUGUST '2007/ TURKISH AIRLINES & CARGO /INTERNATIONAL OPERATION DEPARTMENT**

- I completed the mandatory internship for 1 year at THY/ Cargo / International Operations Department to be high school intern.

### **EDUCATION:**

- 02.2014- ... (Master) İstanbul Aydın University- Institute of Social Sciences- Master of Business Administration (MBA) (English) - Success Scholarship (50%)
- 10.2010 - 06. 2012 (Undergraduate) Anadolu University – Department of Business Administration- Business Administration
- 09.2009-06-2010 (Undergraduate) Budapest College of Communication and Business Faculty of Economics and Business Administration-Business - Economy
- 09.2007-06. 2010 (Associate)İstanbul Aydın University- Anadolu Bil Vocational college- Department of Foreign Trade and European Union -

Superior Success Scholarship (100%).

- Zehra Mustafa Dalgıç Commercial vocational high school - Department of Foreign trade.

### **COMPETENCIES:**

**Foreign Language:** English

### **Computer Skills:**

-Microsoft Office Programs -COSMOS –SOFT (Air Import Module) -LINK

### **Certificate Information:**

- CUSTOMER RELATIONSHIP MANAGEMENT (CRM)-İstanbul Aydın University – 06. 2011
- TOTAL QUALITY MANAGEMENT /KAİZENPHILOSOPHY- İstanbul Aydın University - 04. 2011
- İLERİ SATIŞ TEKNİKLERİ VE SATIŞTA ETKİN İLETİŞİM- İstanbul Aydın University – 04. 2011
- FRANCHISING- İstanbul Aydın University - 05. 2010
- GELECEĞİN YÖNETİMİ VE YÖNETİCİ ANLAYIŞI- İstanbul Aydın University - 05. 2010
- MÜLAKAT TEKNİKLERİ- İstanbul Aydın University - 04. 2010

### **Seminars and Courses :**

- Havayolu Güvenlik Programı Farkındalığı-HOROZ BOLLORE Logistics - 25.05.2016 (3 Hours)
- TRACK/TRACE TRAINING-Fedex Express - 11.06.2011-13.06.2011(15 Hours)
- COSMOS FOR CUSTOMER SERVICES TRAINING-Fedex Express - 08.06.2011-10.06.2011(15 Hours)

- DIŐ TİCARET VE GÜMRÜK ELEMANI-TÜRKİYE İŐ KURUMU - 10.06.2010-30.09.2010(350 Hours)
- AVRUPA BİRLİĐİ HİBELERİNE YÖNELİK PROJE HAZIRLAMA TEKNİKLERİ-İstanbul Aydın University - 10.02.2010-20.03.2010(100 Hours)

### **Member Communities:**

- -KAS-DER, -İSTANBUL AYDIN ÜNİVERSİTESİ MEZUNLAR DERNEĐİ (MEYODER), -İAU SÜREKLİ EĐİTİM MERKEZİ -SEFAKÖY KAPALI YÜZME HAVUZU

### **Interests:**

- New Media Tools
- Reading - Current Affairs, Local and Global Media
- Travel
- Photography
- Backgammon

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