

YAŞAR UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
INTERNATIONAL LOGISTICS MANAGEMENT

MASTER THESIS

**EVALUATION OF SERVICE QUALITY AT
AFTER SALES WITH A HYBRID MODEL: AN
APPLICATION IN AUTOMOTIVE SERVICE
WITH SERVQUAL&I-S MODEL**

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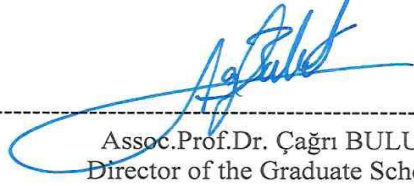


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ABSTRACT

EVALUATION OF SERVICE QUALITY AFTER SALES WITH HYBRID MODEL: AN APPLICATION IN AUTOMOTIVE SERVICE WITH SERVQUAL&I-S MODEL

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In today's World, its known that the companies performing their activities should provide reliable and high quality service under increasing competition conditions. Its a well known fact that quality, trust and anticipating the expectations of the customers increase the customer satisfaction in direct proportion.

The reliability and validity of the servqual and I-S models, which are generally accepted models of service quality, have been tested in the literature and a hybrid model model has been established to determine which model is more powerful and differentiated in measuring service quality. In this study, service quality of company, expectations and perceptions of customers are analyzed. In addition, it has been observed how the car owners will be able to reach situations where they are important and satisfied before the service they receive.

As a result of the study, the survey obtained from the related literature were made to 125 vehicle owners who prefer Bayraktar Otomotiv operating in Gaziemir / İzmir. Survey data were calculated by using Microsoft Excel program and distribution and ratios were obtained. It has been tried to determine which dimensions should be corrected for customer satisfaction and the service quality dimensions offered by the enterprise.

Key words; Service, Quality, Expected and Perceived Service, Customer Satisfaction, Servqual&Importance-Satisfaction Model

ÖZ

SATIŞ SONRASINDA HİZMET KALİTESİNİN MELEZ BİR MODEL İLE DEĞERLENDİRİLMESİ: SERVQUAL&I-S MODELİ İLE OTOMOTİV SERVİSİNDE BİR UYGULAMA

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2019

Günümüz dünyasında, faaliyetlerini gerçekleştiren işletmelerin artan rekabet koşullarında güvenilir ve kaliteli hizmet sunması gerektiği bilinmektedir. Hizmette kalite, güven ve müşterilerin beklentisini ön görüp algısını arttırmak doğru orantılı olarak müşteri memnuniyetini arttırdığı bilinen bir gerçektir.

Literatürde genel kabul görmüş hizmet kalitesinin ölçüm modelleri olan Servqual ve Önem-Memnuniyet modellerinin güvenilirliği ve geçerliliği sınanmış, melez bir model oluşturularak hizmet kalitesini ölçmede hangi modelin daha güçlü olduğu ve farklılık olup olmadığı incelenmiştir. Yapılan bu çalışmada, işletmenin verdiği hizmet kalitesi, müşterilerin beklenti ve algıları analiz edilmiştir. Ayrıca araç sahiplerinin aldığı hizmetten önce önem verdiği ve memnun olduğu durumlara nasıl ulaşılacağı gözlemlenmiştir.

Çalışma sonucunda ilgili literatürden elde edilen anket Gaziemir / İzmir ilçesinde faaliyette bulunan Bayraktar Otomotiv şirketini tercih eden 125 araç sahibine yapılmıştır. Anket verilerinin Microsoft Excel programıyla hesaplanıp dağılım ve oranları elde edilmiştir. Elde edilen sonuçların müşteri memnuniyeti için hangi boyutları düzeltmesi gerektiğini ve işletmenin sunduğu hizmet kalitesi boyutlarının dereceleri tespit edilmeye çalışılmıştır.

Anahtar kelime; Hizmet, Kalite, Beklenen ve Algılanan Hizmet, Müşteri Memnuniyeti, Servqual&Önem-Memnuniyet Modeli

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Also I would like to thank my enduring love to my parents, who are always supportive and caring to me in every possible way in my life.

Hakan Azagi

İzmir,2019



TEXT OF OATH

I declare and honestly confirm that my study, titled "Evaluation Of Service Quality At After Sales With A Hybrid Model: An Application In Automotive Service with Servqual&I-S Model" and presented as a Master Thesis, has been written without applying to any assistance contrarian with scientific ethics and traditions. I confirm with honor that all of the topics, graphs and tables I have used are shown in the references and are referred to in my study.

Hakan AZAGI

Signature



August 20, 2019

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SYMBOLS AND ABBREVIATIONS

ABBREVIATIONS:

Etc Et cetera.

E.g Exempli gratia.

ISO International Organization for Standardization

ASQC American Society for Quality Control.

EOQC European Organization Quality Control.

Et al And others.

OEM Orginal Equipment Manufacurer

SYMBOLS:

P Perceived.

E Expected.

PS Perceived Service.

ES Expected Service.

SQ Satisfactory Qauality.

C Customer.

Q Quality.

INTRODUCTION

In recent years, when the consumption sector has increased rapidly, there has been a direct increase in competition among enterprises. Its very easy to reach the product or service that consumers want with the internet, social network and advertising. Therefore, the determinants of the competition between enterprises are the service and quality they offer.

The quality expectation and perception of service varying from person to person should be analyzed very well by the enterprises. Because the consumer expects the satisfaction of sales of a product the buys after sales. For example, we buy cars for a price. We are happy to receive a new product. After a while, the maintenance time of our car comes or we come to after sales with electrical or mechanical breakdown. We are not satisfied if we have to pay a price. Because we do not accept the aging of the product we have received by having a new product. At this stage, after sales service quality comes into play. The employees need to give importance to service quality in order to satisfy the customer, to gain new customers and to reach their targets.

The reliability and validity of the Servqual & Importance-Satisfaction model were tested in this study where after sales service analysis was examined and which model was more powerful in measuring service quality was investigated. The study consists of four main sections.

In the first part of the study, definition of service and quality concepts, historical development, definition of service quality, historical dimensions and models are mentioned. In the second part, measurement of service quality, servqual model score, characteristics, questions survey and I-S model are mentioned. In third section, the general automotive sector and its characteristics, history, service quality are mentioned. In the fourth section, after sales service quality, comparison of servqual and I-S model and its application in automotive sector, extent, subject, purpose and importance of the research are given.

Service quality at after sales Bayraktar Otomotiv it was tried to be explicated with the analysis of the data obtained as a result of the survey made to 125 customers who were the customers of Citroen brand after sale transaction.

CHAPTER 1 SENSE OF SERVICE IN BUSINESS

Its the ability to increase the efficiency and productivity of the service in a faster, more economical price and more reliably in order to meet the expectations of consumers. In shortly, the sense of service in business is the art of briefly meeting the needs of the customer (Coban, 2004).

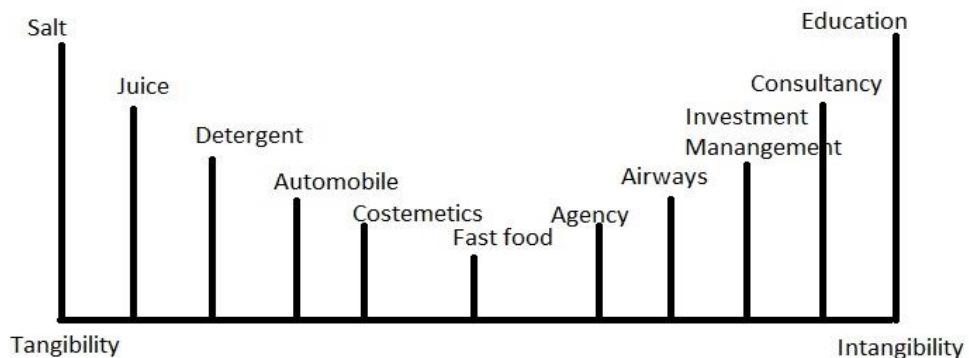
1.1. Definition of Service

From the 1700s to the present, we come across with the understanding of developing service until the end of our lives. The service is intangible. You cannot see the service in any way because the service cannot be shown not held by hand. Its a word to be made only to meet the needs of people (Beckwith, 2007).

In other words, service can be defined as an intangible economic activity that has a value and benefits that can be purchased and sold without a material nature (Alonot, 2015).

Service is not a product. Its not sale. Short, medium and long-term benefits are taken from companies offering services. For example, we buy medium and long-term service from enterprises such as short medium long companies in cafe and restaurants. As seen in the figure below (see Figure 1).

Figure 1. Range of Goods According to Tangibility-Intangibility



Source : Ayse Ciftci (2006). An Application for Measurement of Service Quality and Service Quality in Banking Sector, p. 2-3

As shown in the “Range of Goods According to Tangibility-Intangibility” Figure 1, business such as restaurant airlines produce goods and services mix products, while education reflects the pure service feature.

For example, airline companies selling tickets to provide flight services to their customers is the main instrument of an activity. On the other hand, when its desired to get information about the services of an airline company, the service of the public relations personnel, who will provide the customer with the necessary information about the tangibility goods, is a supportive factor in the sale of the service.

Taking into account the above explanations, the service can be determined as “ intangible efforts that can be identified as the main purpose or element of an even to satisfy customer requirements” (Yucel, 2013).

Service is activities and benefits that are provided to meet the needs of customers and satisfy the customer, which are not material,do not result in any ownage (Harput, 2014).

The ubiquitous pharese”goods and services” is a special example. Most marketers have some idea of the meaning of the term “goods”; these are economic products that are capable of being seen and touched and may or may not be tasted, heard, or smelled. But “services” seem to be everything else; and an understanding of them is not clear (Rathmell, What Is Meant by Services?, 1966).

The services is based on the experiences of consumers and generally physical systems, activities that solve of facilitate non-existing is the sum of benefits (Islamoglu, 2006). For example, we buy white goods. Logistics service offered during the transportation of white goods is brought to our house. The service of the newly produced goods is ready to be consumed at the same time. Therefore, the services should be benefit, production and consumption start together. We can say service as a result, an activity or series of activities that exist for a period of time (Hemedoglu, 2010).

The importance given to the service sector and employment increased share, separated from the goods according to the various characteristics of services has became the subject. (Dalgic, 2013)

1.2. History of Service

Service was first seen in the mid-18th century when agriculture, cotton, wool and yarn products were mainly produced. Today, it is understood that service and product understanding are separate concepts and should be evaluated from different perspectives (see Table 1).

Table 1. Historical Development of Service

Author	Description
Physiocrats (-1750)	Activities other than agricultural products.
Adam Smith (1762-1790)	All activities that do not result in a tangible product.
J.B.Say (1762-1790)	All non manufacturing activities that add benefits to products.
Alfred Marshall (1842-1924)	Good found at the time of creation.
Western Countries (1925-1960)	Service that do not lead to change the form of a good.
Contemporary Definition	Activities that does not change the form of a good.

Source : Jahid Conflagrational (2014). Service Characteristics of Hospitality and Tourism Marketing, p. 9.

These definitions also as mentioned, the conditions of the day, the researcher's department, the influence of the researcher events can be shown as variable requests and demands of people.

1.3. Characteristic of Service

If you activate other senses for most products. Take a new car; For example, when we go to buy a car, we feel the comfort of the outside. We are impressed when we hear the engine running and sound of the doors closing special quality. We can sniff the interior design of the vehicle.

However, this sense does not come into play when it comes to service. Often we can buy the service without touching, tasting, feeling, smelling or using our senses (Beckwith, 2007).

The features of the service are grouped under four headings. These;

- a. Intangibility
- b. Simultaneous Production and Consumption
- c. Heterogeneity
- d. Variable Demand

(Alonot, 2015).

1.3.1. Intangibility

The most prominent feature of the service is abstractionism. If the service is intangible, it means that the service cannot be seen, heard, expressed in unit of measure exhibited, packaged or transported.

1.3.2. Simultaneous Production and Consumption

The mode of delivery of the service may be during consumption or during part of consumption. The product is produced, sold and consumed. The service is produced and sold after being consumed. In other words, services are consumed as soon they are produced. In short the creation and use of the service occurs simultaneously (Aydın, 2011).

This has two important conclusion. First, it is often that the service creator and the vendor are the same person, and that the service provider is part of the service. So, service is indistinguishable from service producer. This situation leads to direct intermediary distribution in the service sector. The service cannot be marketed in many markets at the same time as the production and marketing of the service are not separated. It is also possible to market at the same time (Aydın, 2011).

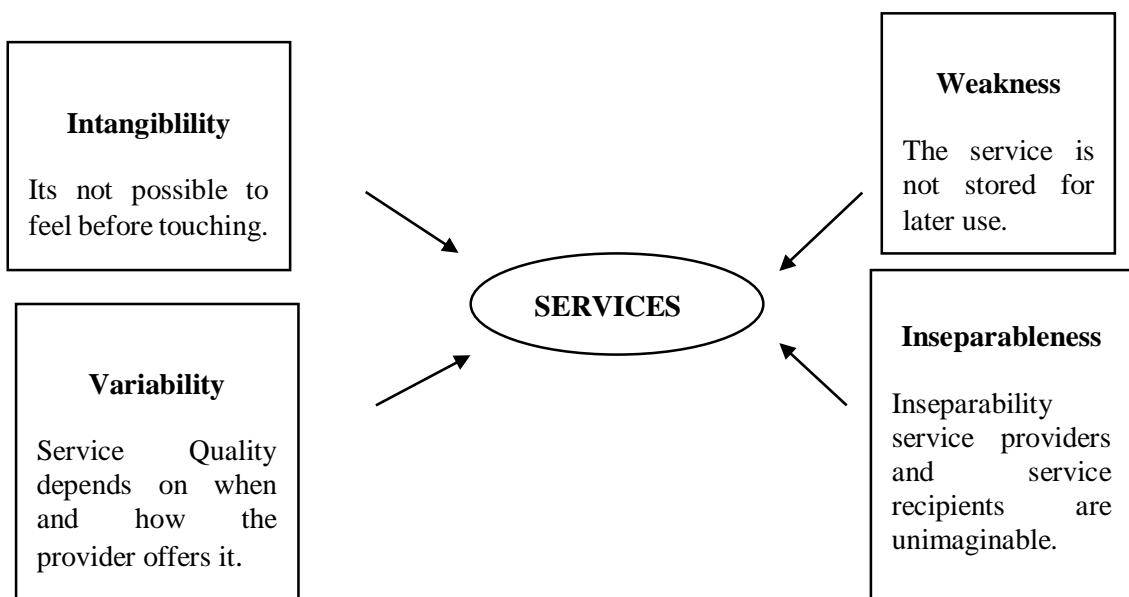
1.3.3. Heterogeneity

Standardization is a major challenge as services change. The basic mode of production of services takes place human behavior. Therefore, even the services offered by the same person may be different from each other. Service shows differences according to essence, quality, capacity and scope. This variability can occur from time to time, from buyer to buyer, from producer to consumer, between the producer and consumer, and depending on the situation. In this case, exactly the service quality and performance of the service cannot be immeasurable to beforehand. Also the quality of the service cannot be separated from the skill and capacity of the person producing it (Yasak, 2017).

1.3.4. Variable Demand

Demand for service is relatively variable and uncertain. This demand can vary considerably not only years, seasons and months, but even by day to day even by the time of day. In this case, its not always in the hands of the company to balance the amount of service offered and the service requested. Sometimes the supply of service is insufficient in the event of increased demand, while the lack of demand leads to economic losses. Due to the fluctuating demand, its difficult to determine the service production capacity and there are difficulties in measuring efficiency and performance (Aydın, 2010). The features of the service are described in Figure 2 under the four general features of the service under the following four headings.

Figure 2. Four General Features of The Service



Source : Jahid Conflagrational (2014). Service Characteristics of Hospitality and Tourism Marketing, p. 9.

1.4. Key Features that Separate Service From Goods

The basic elements that separate the service from the goods belong to one person when the goods are sold or purchased. Service cannot be owned. It usually provides invisible benefit. The main features separating goods and services are presented in Table 2.

Table 2. Goods and Service Distinguishing Features

Goods	Service
Touchable.	Untouchable.
Same.	Not the same.
Production, distribution and consumption are the same.	Production and consumption are concurrent.
They are hand held object.	Its a formation.
Occurs in production networks.	The service develops between manufacturer and consumer that moment.
The customer is not involved in production.	The customer plays an active role in production.
Storable.	Cannot be stored.
The product may pass to other users.	Service is consumed at the time of receipt does not change hands.

Source : Ali Dalgic (2013). Measurement of service quality in the service sector and factors affecting of service quality: The application of service quality measurement in Antalya. p. 4.

1.4.1. Goods

Its the name given to all the tangible assets of a person that are movable or immovable. The goods are usually produced for people's needs. In nature, some goods exist spontaneously, while others are produced by individuals. For example, White Goods bread, strawberry, etc (Dalgic, 2013).

According to the variety of goods are divided into four;

1.4.1.1. According to the Degree of Scarcity of Goods

The goods that we make a certain effort to meet our needs and have price are called economic goods. For instance, computer and sugar etc.

1.4.1.2. According to the Durability of Goods

Economic goods are divided into two groups as durable and non-durable goods considering their useful life.

Long-term products such as refrigerators, washing machines, radio and television are called durable goods. Perishable food, beverage products are called non-durable goods.

1.4.1.3. Meet the Needs According to the Situation

Its possible to group insufficient goods according to their direct or indirect to needs for human. Goods that directly meet our needs are called consumer goods. For example, like bread, cheese, automobile.

They are the goods that are used for the production of other goods that are not consumed directly. In other words, the goods that service our needs only indirectly are called production goods and intermediate goods (e.g, cotton, yarn, latte machine) (Dalgic, 2013).

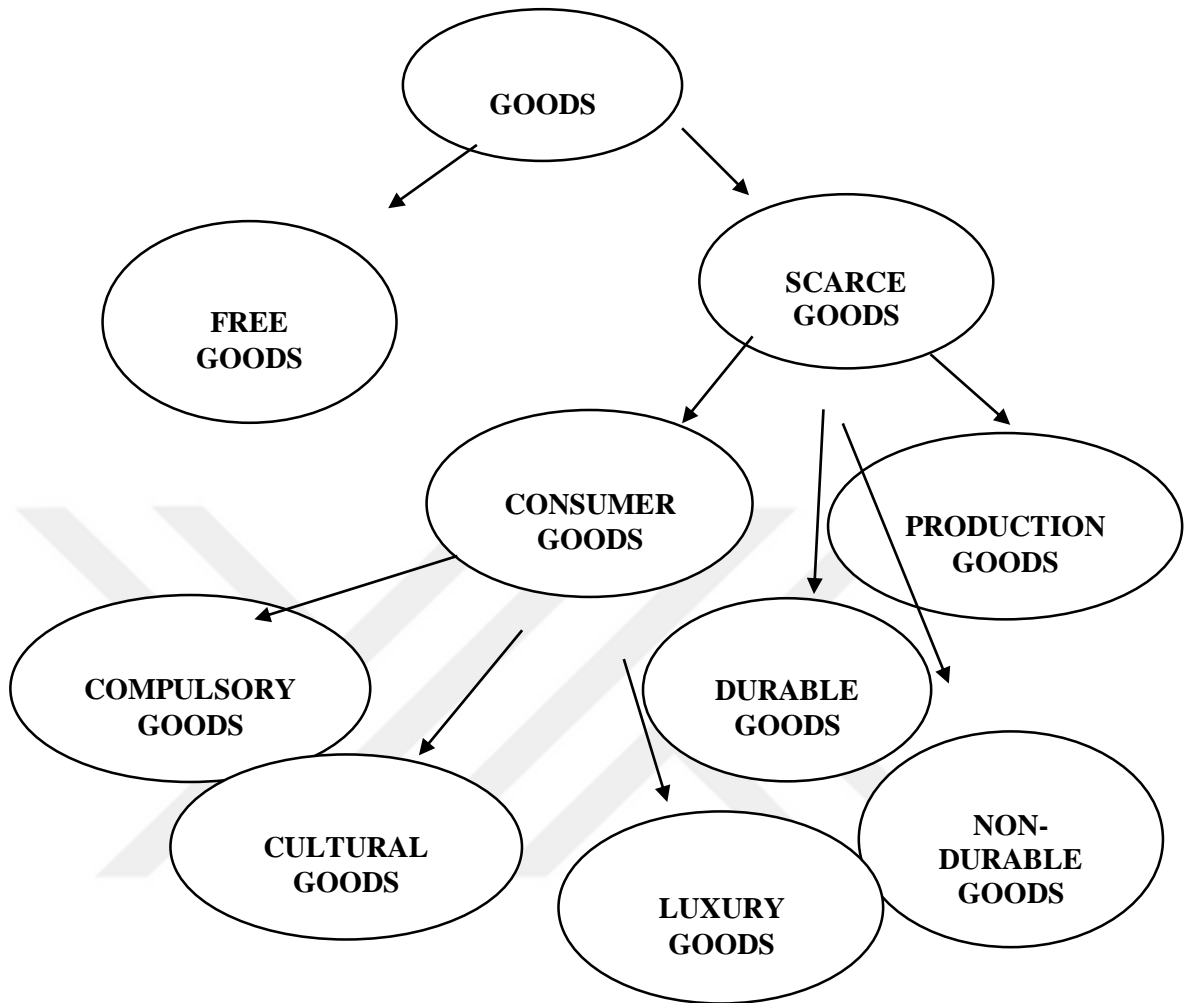
1.4.1.4. According to the Severity of Meeting the Needs

Some of the consumer goods respond to mandatory needs. Our necessities to be consumed in order to sustain our lives are called compulsory goods. Its a term commonly used in economics. Its not necessary to cover some of the consumer goods. These are traditions, customs and fashion.

It responds to the needs arising from the culture of society. These are called cultural goods. For example, books, cinema etc.

Some of the consumer goods also meet the luxury needs. For instance, gold, diamond. These are called luxury goods.

Figure 3. According to the Diversity of Goods Status



Source : Fikirci (2018). <https://www.fikir.gen.tr/mal-ve-hizmet-nedir-malların-cesitleri-nelerdir-mal-ve-hizmeti-birbirinden-ayiran-ozellikler-nelerdir/>.

1.4.1.5. Service

A team of people that meet the needs of the hands of people who cannot be seen by the benefits of the service is called service.

The service is produced and organized by people in order to meet human needs and facilitate life. Human activities such as transportation, communication and tourism, which should be consumed at the time of production, are also expressed in the concept of service. Furthermore, activities such as maintenance, repair and installation offered to the customer are again called service (Fikirci, 2018).

1.5. Quality Understanding in Enterprises

Quality understanding is very important for businesses in the World business sector where competition is intense. Quality understanding in businesses is to fully meet the expectations of consumers and to constantly renew themselves in the competitive market.

1.5.1. Definition of Quality

Quality is a subjective concept that can vary from person to person. When the demands of the consumers are fulfilled, their expectations change and increase. In short, quality is the ability to meet the requirements of goods and services.

Quality of the product in accordance with the wishes and expectations of consumers to use the information about the full sense of the information given by fully experienced people to explain all the features of the product is made at the time of delivery and after-sales service is offered in a sense of confidence.

Quality Word;

Quality is the first condition we attach importance to when we all receive a product or service. The Word quality has been tried to be defined by institutions and individuals as follows:

- Ability to meet the needs (ISO).
- The ability to meet the presentation of the product or service (ASQC).
- Quality is the proper way of use (J.M.JURAN).
- The ability of a product or service to meet consumer demand (EOQC).
- The degree of conformity of a product according to the requirement (P.Crosby).
- Its the least harm effect caused by people after product logistics (G.Taguchi). (Birendustrimuhendisi, 2018)

The definitions related to quality are shown in the table below (see Table 3).

Table 3. Definition of Quality

Person	Definition
Joseph M.Juran.	Suitable for use.
Philip Crosby	Suitable for the situation
Kaoru Ishikawa	Giving the best and satisfactory level to the customer with low cost. High product to develop, sell and provide after sales.
Edwards Deming	It's the cheapest value that satisfies the user.
Genichi Taguchi	Beginning with shipping is the least loss reflected to the community.
Walter Shewhart	Meeting Customer's request.
Arnold Feigenbaum	Ensuring customer satisfaction with least budget.

Source : Selda Harput (2014). Comparing Expected and Perceived Hospital in Patient Quality Using Servqual Model in Yeditepe University Hospital. p. 5-6.

1.5.2. Historical Development of Quality

The historical development of quality dates back to Egypt in 1450 BC. Alignment and spacing of the Stones used in the construction of pyramids in Egypt were made with quality controls with fine wire. The stones were skillfully placed and the pyramid was made to suit (Ortakaya, 2016).

Although the birth of America is known as the first application were made in Japan. The existence of quality is W.wards Deming, Joseph Juran and Kaouru Ishikawa. The quality under 4 headings.

- Inspection
- Quality Control
- Quality Assurance
- Total Quality

(Ortakaya, 2016).

1.5.2.1. Inspection

In the first years of production, the inspection was very important for the understanding. The product is checked. Errors are detected. Shipment to the consumer is prevented from the beginning.

1.5.2.2. Quality Control

The quality control system has become compulsory due to increasing mass production and product variety, increasing controls and using numerical methods. In the 1920s, the first control, intermediate control and final check, as well as the quality control process, inspection, testing and observations were made by statistical methods were interpreted (Ortakaya, 2016)

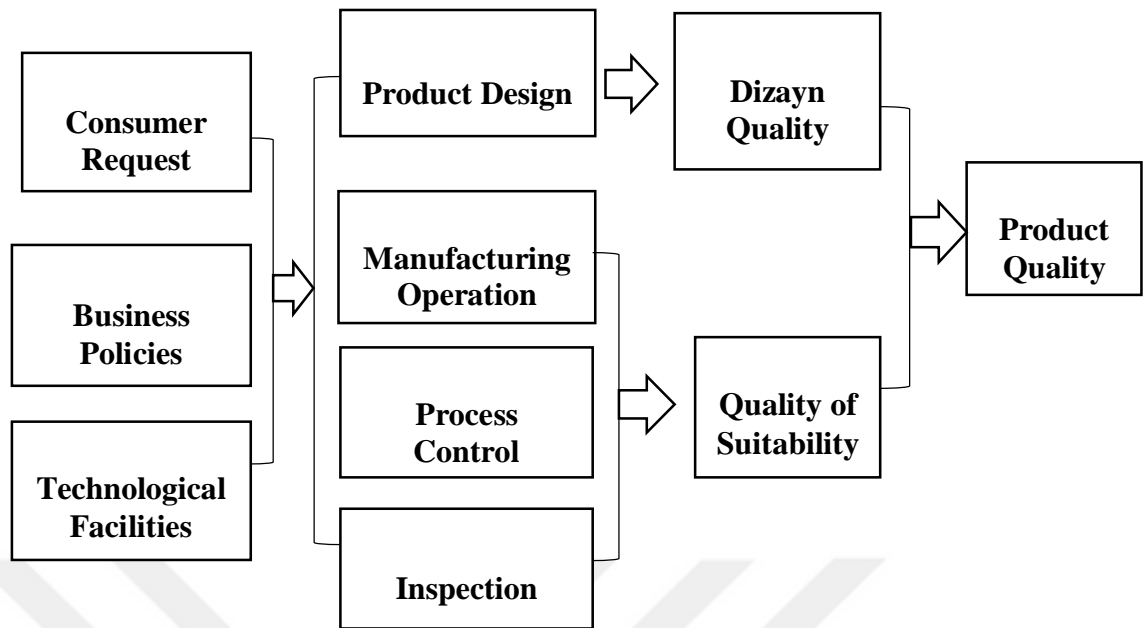
Factors affecting quality control were also reached in this interpreted process.

1.5.2.2.1. Factors Affecting Quality Control

- Market and consumer characteristics
- Finance
- Human power
- Material
- Plant, machinery and production management
- Technological and culturel level
- Education level
- Laws and laws of the country

Quality control system and historical development of quality control system in shown in Figure 4.

Figure 4. Quality Control System



Source: Abs, (2017). <https://www.abs.firat.edu.tr/application/vnd.openxmlformats-officedocument.wordprocessingml.document/>.

1.5.2.3. Quality Assurance

During the second World War, production weight was given to war materials. The importance of sensitive and important products in terms of quality has increased. This case provided to the formation of standards of the concept of quality (Ortakaya, 2016).

1.5.2.4. Total Quality

All situations are taken into consideration in this process. Consumer requests are determined. The product is a chain of activities that are produced accordingly and terminated by shipment to the consumer (Durmaz, 2006).

When the concept of quality began to spread all over the World, foreign trade began to threaten America. Japanese quality has started to show its superiority in all countries. In the early 1980s, quality started to enter in to the operations of all enterprises. In recent years, businesses have started to give importance not only production but to the entire system (Birendustrimuhendisi, 2018).

1.6. Service Quality

Recently, the most decisive factor in the competition between in the business sector has been the service quality. The situation, which is determined by the companies that realize that the consumers who benefit from the service attaches importance to quality, has started to be taken into consideration. Service quality predicts customer expectations and fulfills preference requests in the best way. In other words, its the ability of a company to perceive and make customer expectations (Odabası, 2004).

If the companies produce the high quality products and perform the service they provide correctly, it ensures the continuity in the economic market. To summarize the quality of service;

- Its the most basic element of competition among firms.
- Its for long-term profit.
- Provides competitive advantage among companies considering its continuity.

(Harput, 2014).

1.6.1. Quality of Service How to do?

The only knowledge and experience is to serve with teammates. To treat consumers reliably and honestly. Quality is to do busieness. To be good with the consumer. Empathy is to understand the consumer. To make the consumer feel responsible. To meet customer expectations. Its elimination of problems and at the promised time is the completion of the work (Tugem, 2016).

1.6.2. Expected Service Quality Concept

Expected service quality is the expectation and satisfaction of the consumer to meet demands of a product or service. Consumer want their expectations to be met or more. Companies should have very experienced employees with the ability to see consumer demands.

Consumer expectations are grouped under five headings;

- Communicate by speaking.
- Promotion.
- Price.
- To meet consumer needs.
- Experience.

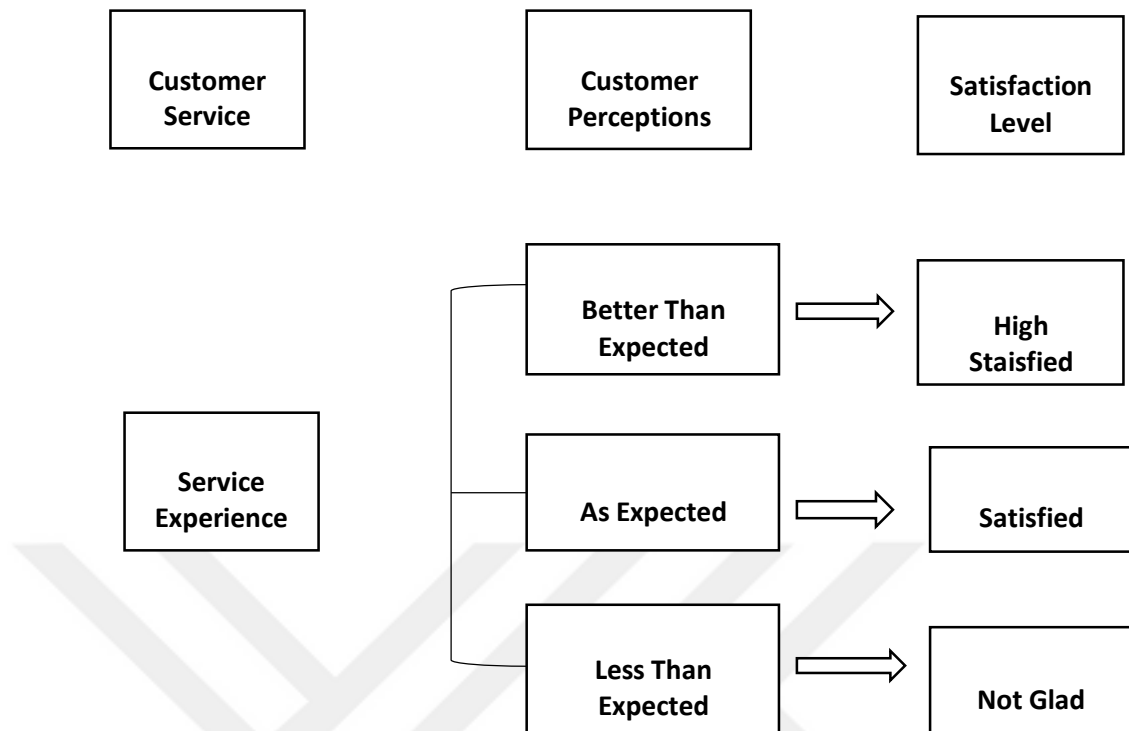
(Parasuraman et al., 1988).

Its not an easy task for businesses to determine customer expectations and take action accordingly. However, they can make some evaluations and make some predictions. For example, consider a customer who wants to buy a car. Understand whether company attaches importance to performance price or reliable service provided by the company after sales by communicating and understanding with customer. If the service is provided according to him, then he will be among the leading companies.

1.6.3. Perceived Service Quality Concept

Perceived service quality is the consumer's satisfaction or dissatisfaction with the events he experienced after the service he has received before the service. Perceived service quality is the consumer's perspective on the quality of service. That is how consumers feel about the quality of service they receive. If customers do not have previous experience about the service they receive, they normally grade the service by considering the sales location, price and brand models. Customers who have had previous experience will also consider the service receive and make their ratings. Under these conditions, customers perceive multiple factors and decide whether the products is of good quality. In this case, it shed light on three important levels of satisfaction (Dalgic, 2013).

Figure 5. Satisfaction Levels



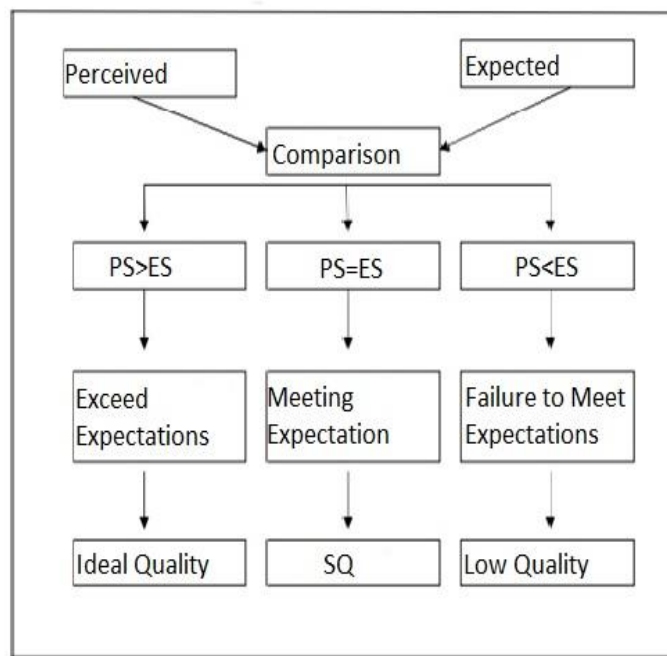
Source : Ali Dalgic (2013). Measurement of service quality in the service sector and factors affecting of service quality: The application of service quality measurement in Antalya. p. 27.

The Perceived quality of service model developed by Parasuraman et al.(1985) compares the expected quality of service before receiving the service, and, after comparison, provides an assessment of the status and score of the difference between perceived quality of service and expected quality of service. (Parasuraman et al., 1985).

The relationship between expected service quality and perceived service quality is as follows;

- Expected Service $>$ Perceived Service, service quality is not acceptable because perceived service quality is not “satisfactory”.
- Expected service = Perceived Service, perceived service quality cannot be “satisfactory”.
- Expected Service $<$ Perceived Service, The perceived service quality is great because its “ideal” (Dalgıç, 2013).

Figure 6. Expected Service Quality and Perceived Service Quality



Source : Parasuraman, A., Zeithaml, A. V., Berry L. L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*, p. 48-49

1.7. Service Quality Dimensions

Expresses the measurable aspects of the service perceived by the consumer during the service received. This is because the service provider is simply perceptible to the business or the consumer receiving the service. Its also of great importance in grading service quality (Quality Management in Service Industry, Izmir, 1998).

Many studies have been carried out by the researchers on the dimensions of service quality. The following table describes the dimensions of service quality (see Table 4).

Table 4. Parasuraman et al.(1988) According to Quality Dimensions

Authors	Recommended Service Quality Dimensions
Sasser, Olsen, Wyckof (1978)	<ol style="list-style-type: none">1) Quality of materials used in production.2) Physical atmosphere in which service is generated technical opportunities3) Attitude and behaviour of staff.
Lehtinen (1983)	<ol style="list-style-type: none">1) Three Dimensional Approach<ol style="list-style-type: none">a) Physical Qualityb) Interacion Qualityc) Company Quality2) Two Dimensional Approach<ol style="list-style-type: none">a) Process Qualityb) Output Quality

Grönroos (1983)	<ul style="list-style-type: none"> a) Technical Quality b) Functional Quality c) Company Image
Parasuraman, Zeithaml ve Berry (1985)	<ul style="list-style-type: none"> 1) Tangibility 2) Reliability 3) Responsiveness 4) Competence 5) Courtesy 6) Security 7) Credibility 8) Access 9) Communication 10) Understanding Knowing the Customer
Norman (1988)	<p>Feature of Service Pack</p> <ul style="list-style-type: none"> 1) Soft features 2) Hard Properties

Source : Quality Management in Service Industry, (1998) Izmir.

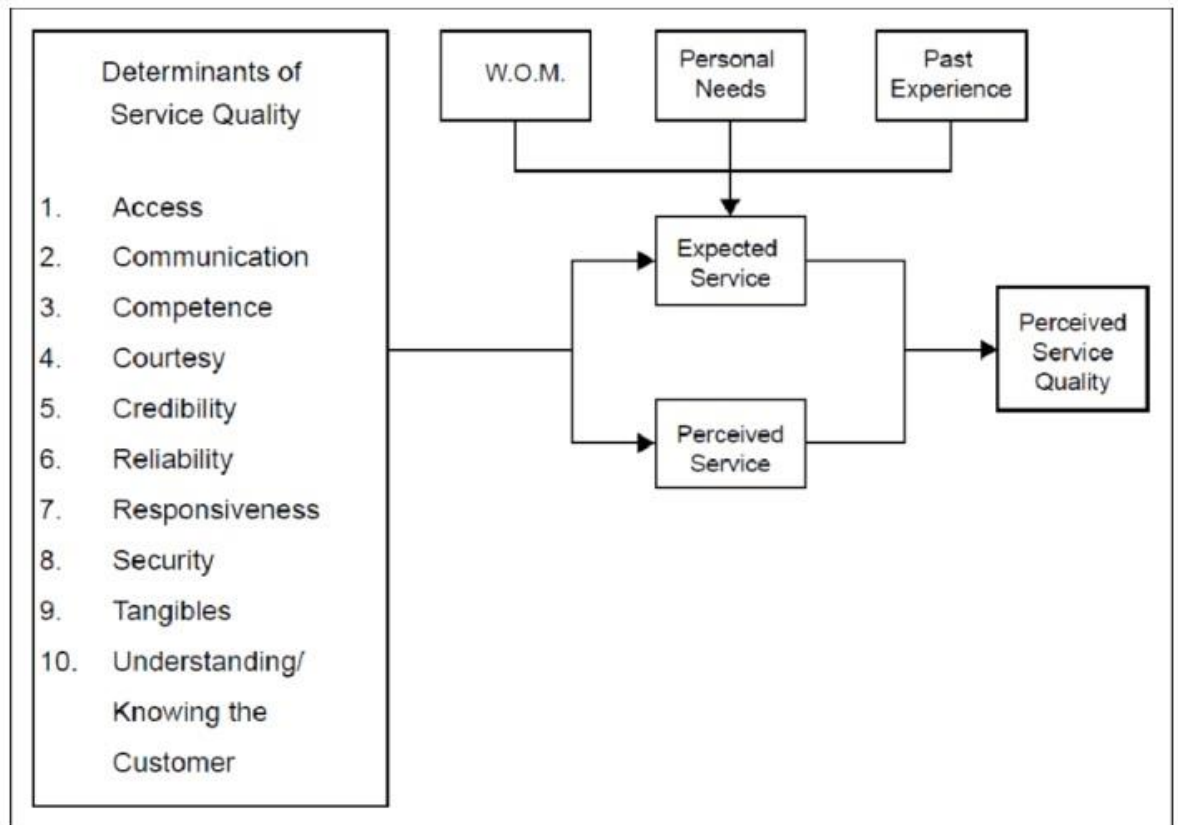
Parasuraman et al.(1988) stated that 10-item dimensions were accepted in his studies on service quality dimensions. In order to measure the service quality dimensions that are tried to be explained in Table 5, these 10-item dimensions were used. In addition, the ten service quality dimensions that Parasuraman and think as a whole are expressed in Figure 6.

Table 5. Quality of Service Dimensions Created by Parasuraman et al.(1985)

Criteria	Description
Tangibility	Physical status of materials used in service.
Reliability	Perfectionist, reliable and promise.
Responsiveness	Providing service at promised time. To be enthusiastic and help when serving.
Sufficiency	Having sufficient knowledge and skills in service delivery.
Kindness	Understanding and kind approach.
Assurance	Honesty.
Confidence	Avoiding risks.
Availability	Easy accessibility.
Contact	Listening to the service recipient and explaining in the language he will understand.
Empathy	Trying to understand the request of service clients.

Source : Parasuraman, A., Zeithaml, A. V., Berry L. L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. Journal of Marketing, p. 47.

Figure 7. Parasuraman et al.(1990) Ten Quality of Service Size

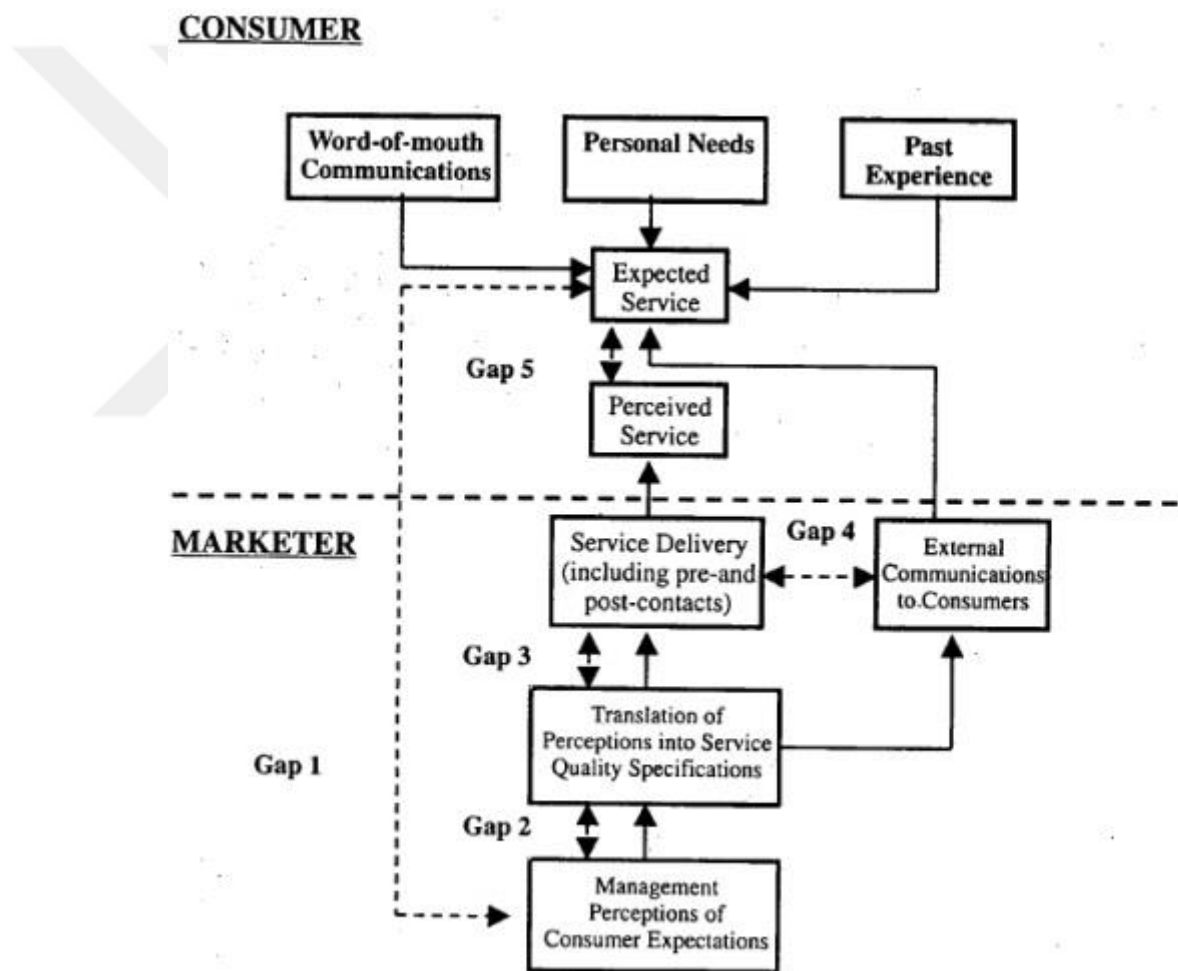


Source : A. Parasuraman, V. A. (1990). Delivering Quality Service: Balancing Customer Perceptions and Expectations. The Free Press, New York, p. 25

1.8. Quality of Service Models

In the quality of service studies, some theories have been proposed to measure the situations in which consumer expectations are affected and what they perceive in evaluating the quality of the services they receive. The most important studies on these are the researchers conducted by Parasuraman, Zeithaml and Berry. Parasuraman, Zeithaml, and Berry have worked on defining the quality of service, finding a model that can be used to make service, the factors that affect the quality of service and the factors that ultimately it. The above-mentioned latest model is shown in the figure below (see Figure 8). (Jahid, 2014).

Figure 8. Service Quality Model



Source : Digital Services Blog. (2009, December 6).

<https://www.digiservices /2009/.wordpress.com/12/6/service-quality>.

Parasuraman et al.(1988) while constructing these models, are the previous service experiences and needs of the consumer they focus on. Expected service is determined without ignoring the past experience and needs of the consumer.

As a result of research, there are gaps between The expectations of the consumers receiving services and their past needs.

1. Gap: The difference between Consumer expectations and business perceptions.
2. Gap: The difference between Perception of consumer expectations and service quality provided by enterprises.
3. Gap: The difference between The quality of service provided and the service received by the consumer.
4. Gap: The difference between consumer service and felt service.
5. Gap: Consumer expectations, service properties and they are the differences between consumer perceptions and disobedience.

The defining characteristics of competition between enterprises are expressed in the gaps. Business care about these characteristics is both gaining and not losing customers and providing returns on behalf of the business.

Accepted and inspired models of service quality models are listed as follows:

- Service model of Grönroos
- Lehtinen & Lehtinen's service quality model
- Norman service quality model
- Parasuraman, Zeithaml and Berry in the service quality model.

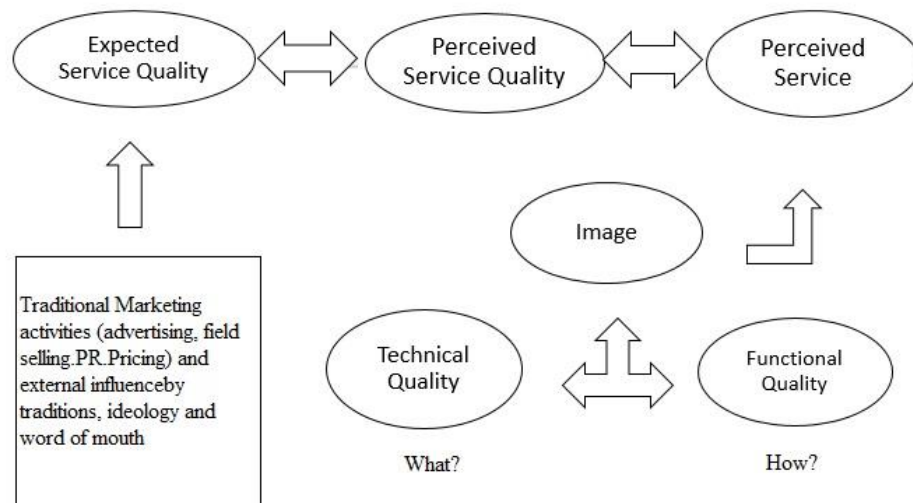
1.8.1. Service Quality Model of Grönroos

It was developed by Grönroos in 1984 as a service quality measurement model. This model is evaluated in technical dimension, functional quality and image quality. Here, the end of the service received by the by the consumer is how to perceive and what their expectations and experiences should be (Dalgic, 2013).

- a. Technical Quality: Its about the consumer comes to the business and gets “what” in exchange for the service he receives technically. For example, the customer may have the malfunction of the defective car delivered to the after-sales service at the automotive company (Dalgic, 2013).
- b. Functional Quality: Its about “How” the company provides the service to the customer. The appearance of the employees of the firm affects the prejudices of the customers regarding how they are interested, how they speak and how they direct them (Jahid, 2014).
- c. Company Image: Its the situation that businesses describe and perceive in the eyes of customers. This is influenced by a sense of confidence when they think and imagine and perceive. Advertising and image are very important for businesses. Its directly proportional to the perception of the customer (Dalgic, 2013).

The quality model of Grönroos service perceived by the consumer is tried to be explained (see Figure 8).

Figure 9. Grönroos Service Quality Model



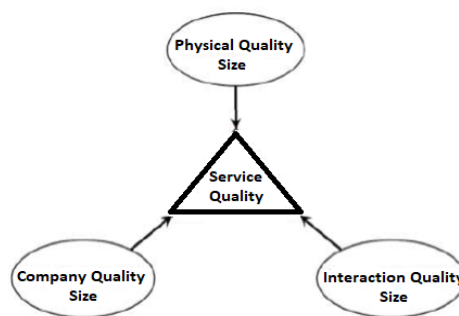
Source : Ali Dalgic (2013). Measurement of Service Quality in the Service Sector and Factors Affecting of Service Quality: the Application of Service Quality measurement in Antalya. p. 27.

1.8.2. Lehtinen & Lehtinen's Service Model

This model proposed by Lehtinen is composed of three dimensions like the Grönroos model. Physical Quality, Firm Quality and Interaction Quality are defined in three dimensions (Parasuraman et al., 1985). In this model, the service quality is related to the interaction between the employees and the customers that provide the service quality. For instance even if the quality of the service has deteriorated, the image of the company is to continue its continuity (Jahid, 2014).

- a. Physical Quality: The provided by the enterprise to the consumer is affected physically by the visual aspects such as building appearance and equipment availability.
- b. Interaction Quality: The relationship between the business employees and the consumer is related to the relations and opinions formed with the consumers whose consumers are other services.
- c. Company Quality: Its related to the advertisement and image of the enterprise according to the city and country where its located. On of the most important issues that consumers find is the image given by the business. For example, the repair of the vehicle after leaving the operation of another failure caused by the image of the vehicle itself may think that the source is not. The image of the company is what the consumer has in mind.

Figure 10. Lehtinen & Lehtinen's Service Quality Model

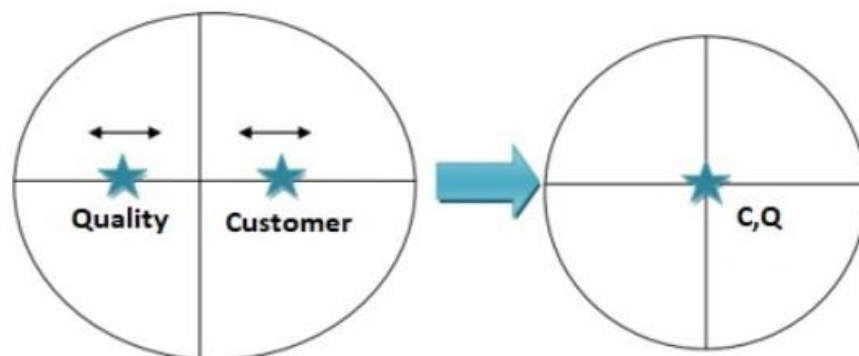


Source : Jahid Conflagrational (2014 April 9). Service Characteristics of Hospitality and Tourism Marketing. <https://www.slideshare.net/>

1.8.3. Norman Quality of Service Model

Norman service quality model is found to be satisfactory of the services provided by the enterprises, affect the perception of the consumer. In short, the selection of personnel with technical knowledge of the enterprises, the smiling of the employees must be, the service training they provide within the enterprise, the planning of the career expectations of the employees are very important in terms of service quality management. For instance in an automotive company, the consumer trusts the employees and delivers the vehicle with peace of mind. The aid of the employees by considering the consumer vehicle as their own vehicle. The fact that the vehicle is delivered clean at the end of the transactions has been determined the flexible and inflexible aspects of the service quality. As shown in Figure 10 Below, quality is at the center of one half of the formation and customers at the other half. All of the formation expresses the quality of the customer (Tok, 2015).

Figure 11. Norman Service Quality Model (Satisfaction Model)



Source : Metin Tok (2015 February 5). The Mediator Effect of Perceived Service Quality Between the Relationship of the Reason For Choosing Master Programs and the Group Cohesiveness.

Parasuraman, Zeithaml and Berry 10 quality dimensions, which were developed in 1980 and observed expected and perceived service quality examples from various researches until 1985, are explained below.

1. **Tangibility:** The appearance of the buildings, the importance of the external appearance of the employees, the usability of the equipments used and the relationship and motivation of the employees.
 2. **Reliability:** Completion of the service provided at the said time and the willingness to assist.
 3. **Responsiveness:** The willingness of employees to respond and help the consumer instantly.
 4. **Competence:** Employees have technical knowledge and renew themselves in renewed technology.
 5. **Access:** To have access to employees and to have information.
 6. **Courtesy:** To be sincere and respectful of employees towards the customer.
 7. **Communication:** Giving information to be spoken in the language that the consumer can understand. Contact without regard to the education level of the consumer.
 8. **Credibility:** The honesty of the employees must keep their promise to maintain the existence of the enterprise.
 9. **Security:** Company keep their consumer records and invoice.
 10. **Understanding Knowing the Customer:** Behaving in a way that makes the consumer feel special is defined as the sincerity of employees with the consumer.
- (12manage, 2018).

Parasuraman et al.(1990) concluded that the 10-item dimension is a strong link between each other in their studies on service quality dimension. They reduced the items that they define as servqual into a survey as a service quality measurement tool by reducing the service quality from 10 to 5 dimensions. It has been located that the other dimensions which are under one dimensions such as Tangibility, Reliability and Empathy are similar in thought. Therefore, sufficiency, kindness and credible, assurance, availability, communication and understanding Empathy is thought to be within the dimension (see Table 6). (Sevimli, 2006).

Table 6. Service Quality Criteria

Dimensions	Tangibility	Reliability	Responsiveness	Assurance	Empathy
Tangibility					
Reliability					
Responsiveness					
Competence Courtesy Credibility					
Access Communication Understanding Knowing the Customer					

Source : Parasuraman, A., Zeithaml, A. V., Berry L. L. (1990). Delivering Quality Service: Balancing Customer Perceptions and Expectations. The Free Press, New York, p. 25.

CHAPTER 2 MEASUREMENT OF SERVICE QUALITY

In our modern age, businesses now pay employees' wages as an additional premium based on consumer satisfaction points. The evaluation of these satisfaction criteria is done by measuring the service quality. In the literature, consumer satisfaction and service quality measurement have been made with many studies. The most commonly used measurement among these studies is the servqual model developed by Parasuraman et al.(1988). Other scales that are not used very often for measuring service quality are shown below.

- Total Quality Index Management
- Servperf
- Critical Events Management
- Service Barometer
- Statistical Methods
- Benchmarking Group Interview Management

(Harput, 2014).

2.1. Servqual Model and Definition

The Servqual model is a series of survey models in which consumer expectations and service quality and perceived service quality are evaluated. There are very few models in the literature that measure service quality. The most widely used and obtained results of these measurement tools are the Servqual model developed by Parasuraman et al.(1990) (Yasak, 2017).

The result of the evaluations is that the enterprise evaluates the quality of service between the performance for example "good" or "bad" and expectations "important", "very important", "muh more important", "less important". "Expectation-Perception" is based on the calculation of the difference between the scores given by the survey questions. (Sevimli, 2006)

2.2. Servqual Scale and Development

When the consumer goes to the company goes with expectation. His experience allows him to score what he should perceive. The scoring system is formulated as follows.

$$\text{Perceived Service Quality (Q)} = \text{Perceived Service (P)} - \text{Expected Service (E)}$$

Measurement is generally divided into two items as consumer expectations and perception, thoughts and feelings. In addition, it consists of “agree”, “less agree” ve “much less agree” using 7-point likert scale (Jahid, 2014).

In general, demographic, education, sex, etc. By evaluating the features of 22 questions were tried explain the quality after service. Based on the above formula and studies, servqual score is calculated by calculating the difference between the scores given to perception and expectation. Servqual score is shown below (Parasuraman et al., 1990).

$$\text{Servqual Score} = \text{Perception Score} - \text{Expectation Score}$$

In studies conducted by Parasuraman et al.(1990) The quality dimension of each serving company is unique. Therefore, the dimensions of the service quality to be accepted as validity are evaluated in 4 items (Altan&Ediz, 2016). The concepts evaluated are tried to be explained below.

- Tangibility: View of the building where the businesses serve. View of working of working equipment.
- Reliability: Performing the given service at the said time.
- Responsiveness: Employees are willing and avid to serve.
- Assurance: The consumer knows that the documents held are fully and reliably recorded.

Empathy: Employees should think the consumer while providing service and provide the service in that way (12manage, 2018).

Parasuraman et al.(1988) servqual model, each of the service quality dimensions are described below (see Table 7).

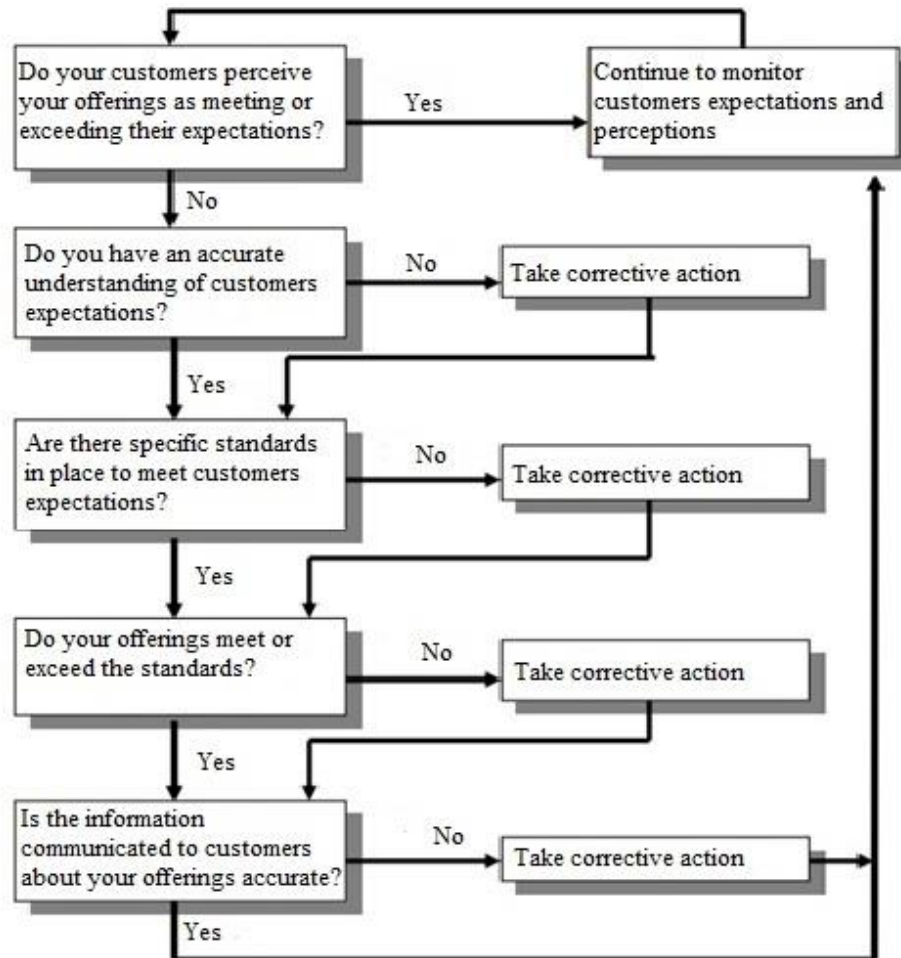
Table 7. Dimensions of Servqual Scale

Dimensions	Question Suggestions	Expressions of Dimensions
Tangibility	1-4	View of buildings and suggestions equipment.
Reliability	5-9	Performing the transactions at the said time.
Responsiveness	10-13	Willingness to do the job of the client.
Assurance	14-17	Reliable storage of customer documents.
Empathy	18-22	Understanding what the consumer feels.

Source : Selda Harput (2014). Comparing Expected and Perceived Hospital in Patient Quality Using Servqual Model in Yeditepe University Hospital. p. 16-17.

Parasuraman et al.(1988) have developed a process model for continuous measurement and improvement of service quality through group interviews and joint decisions made to improve service quality measurement.

Figure 12. Process Model for Continuous Measurement and Improvement of Service Quality



Source : Parasuraman, A., Zeithaml, A. V., Berry L. L. (2005). Process Model for Continuous Measurement and Improvement of Service Quality. University of Miami, p. 16.

2.3. Calculation of Servqual Score on Dimensions

The difference of the total of the difference is divided into the number of questions in the appropriate dimensions by taking the mutual differences of the perception (p) and expectation (E) questions on the servqual scale. Quality scores on the extent of size are calculated with the results obtained. The servqual score is obtained by dividing the total score of each calculated dimensions by the number of samples (N) (Ozgul&Devebakan, 2005).

SQ_1 = Tangibility Servqual Score

SQ_2 = Reliability Servqual Score

SQ_3 = Responsiveness Servqual Score

SQ_4 = Assurance Servqual Score

SQ_5 = Empathy Servqual Score

$$SQ_1 = [(P_1-E_1) + (P_2-E_2) + (P_3-E_3) + (P_4-E_4)] / 4$$

$$SQ_2 = [(P_5-E_5) + (P_6-E_6) + (P_7-E_7) + (P_8-E_8) + (P_9-E_9)] / 5$$

$$SQ_3 = [(P_{10}-E_{10}) + (P_{11}-E_{11}) + (P_{12}-E_{12}) + (P_{13}-E_{13})] / 4$$

$$SQ_4 = [(P_{14}-E_{14}) + (P_{15}-E_{15}) + (P_{16}-E_{16}) + (P_{17}-E_{17})] / 4$$

$$SQ_5 = [(P_{18}-E_{18}) + (P_{19}-E_{19}) + (P_{20}-E_{20}) + (P_{21}-E_{21}) + (P_{22}-E_{22})] / 5$$

The equal weighted servqual model is calculated by summing the quality scores on the basis of previously calculated dimensions and dividing them into five. Equal weighted servqual score is shown below (Gersil&Guvén, 2018).

$$SQ_E = [(SQ_1) + (SQ_2) + (SQ_3) + (SQ_4) + (SQ_5)] / 5$$

Weighted servqual score calculation, after sales services to each dimension of each customer is given a ratio of 100 to the value of the coefficient. This value is multiplied by the servqual score of the calculated quality dimension and divided by a total of 5.

$$SQ_A = [(SQ_1 * k_1) + (SQ_2 * k_2) + (SQ_3 * k_3) + (SQ_4 * k_4) + (SQ_5 * k_5)] / 5$$

2.4. Servqual Question Survey

The servqual question survey basically includes 22 expressions under five dimensions. Each of the statements, which is expected and perceived, has two forms of inquiry. Therefore, the actual measurement is made on 44 sentences. The servqual scale is shown in Table 8.

(Bulbul&Demirer, 2008).

Table 8. Five Dimensions of Servqual Scale

Dimensions	Question Suggestions
Tangibility	1-4
Reliability	5-9
Responsiveness	10-13
Assurance	14-17
Empathy	18-22

Expectations Section

Tangibility

T1: Excellent----- view of business equipment.

T2: Excellent----- view of business building.

T3: Excellent----- external appearance of employees.

T4: Excellent----- additional service beyond the service offered.

Reliability

R5: Excellent----- fulfills the service promised by the enterprise.

R6: Excellent----- employee is winning consumer confidence, behave friendly.

R7: Excellent----- fulfills business service at the first time.

R8: Excellent----- the company fulfills the promised service in time.

R9: Excellent----- makes it in a sense of trust when doing business records.

Responsiveness

Res10: Excellent----- employees tell business exactly when to do the service.

Res11: Excellent----- employees provide service to customers in a short time.

Res12: Excellent----- employees are always ready to help customers.

Res13: Excellent----- employees are not busy responding to the customer.

Assurance

A14: Excellent ----- the attitude of the employees to the consumer constitute a sense of trust in the customers.

A15: Excellent ----- companies have confidence in the service they receive.

A16: Excellent ----- employees are respectful to customers at all times.

A17: Excellent ----- employees have the knowledge to solve consumer problems.

Empathy

E18: Excellent ----- companies show personal attention to customers.

E19: Excellent ----- the working hours that companies want to all customers are arranged according to their needs.

E20: Excellent ----- employees pay special attention to customers.

E21: Excellent ----- companies are interested in the interests of customers.

E22: Excellent ----- employees of companies understand the specific needs of customers.

Perception Section

Tangibility

T1: XYZ Company----- view of the building equipment.

T2: XYZ Company----- view of business building.

T3: XYZ Company----- external appearance of employees.

T4: XYZ Company----- additional service beyond the service offered.

Reliability

R5: XYZ Company----- fulfills the service promised by the enterprise.

R6: XYZ Company----- employee is winning consumer confidence, behave friendly.

R7: XYZ Company-----fulfills business service at the first time.

R8: XYZ Company----- the company fulfills the promised service in time.

R9: XYZ Company----- makes it in a sense of trust when doing business records.

Responsiveness

RES10: XYZ Company----- employees tell business exactly when to do the service.

RES11: XYZ Company-----employees provide service to customers in a short time.

RES12: XYZ Company----- employees are always ready to help customers.

RES13: XYZ Company----- employees are not busy responding to the customer.

Assurance

A14: XYZ Company----- the attitude of the employees to the consumer constitute a sense of trust in the customers.

A15: XYZ Company----- companies have confidence in the service they receive.

A16: XYZ Company----- employees are respectful to customers at all times.

A17: XYZ Company----- employees have the knowledge to solve consumer problems.

Empathy

E18: XYZ Company----- companies show personal attention to customers.

E19: XYZ Company----- the working hours that companies want to all customers are arranged according to their needs.

E20: XYZ Company----- employees pay special attention to customers.

E21: XYZ Company----- companies are interested in the interests of customers.

E22: XYZ Company----- employees of companies understand the specific needs of customers.

2.5. I-S Section of Servqual Scale

Below are some of the conditions for the services offered by XYZ. When customers are scoring the services offered by XYZ, considering which of these conditions are important and satisfied, asked to evaluate service quality between 1,2,3,4 and 5 points. (1:”Subordinate Important”, 2:”Less Important”, 3:”Important”, 4:”Very Important”, 5:”More Important”).

Table 9. Servqual Scale I-S Section

1) Tangibility	View of the reception area and equipment of the service building	Score
2) Reliability	The ability of the service to maket he service described in a reliable way.	Score
3) Responsiveness	Service employees are willing to help customers quickly.	Score
4) Assurance	The knowledge of the service employees and the creation of a sense of trust in the customer.	Score
5) Empathy	Service employees show personal attention to customers and help.	Score

The service quality measurement is calculated with the scoring responses for the expectations and perceptions of the customers and the result is reached through servqual measurement. It can be evaluated which dimension of service quality is high and which dimension is low, and which dimension is important and they are satisfied.

2.6. Planning and Implementation of Servqual Models

Scoring of the servqual model is calculated as the difference between the evaluation score for the expected service quality and the evaluation score for the perceived service quality. In addition, scores given for Servqual model questions covering each dimensions area are separated according to demographic characteristics. The total is divided by the number of customers surveyed (N). As a result, according to the desired question percentages and averages are obtained by taking the result. Instead of the 7-point likert scale mentioned above, they started using a 5-point likert type scale. 1 = "Agree Strongly", 2 = "Strongly Disagree". They observed that the from consumer received an accurate and clear answer (Yasak, 2017).

When the expectation is scored by taking the difference between Service quality scores (E) and perception service quality scores (P). Score was calculated between -5 and 5 points. If the servqual model score is positive, consumer expectation is high, if negative, customer expectations are below. In cases where its zero, customer expectation are met at least and it perceived service is thought to be at the border of satisfaction (Ozgul&Devebakan, 2007).

2.7. Comparison of Servqual Model with Other Models

The quality of service measured with the servqual model has been improved over time and other models have been studied in order to obtain clearer measurements. For example, the expected service quality and perceived service quality measured in an automotive company, whether the I-S model depends on the relationship between the I-S model research and the comparison of two models.

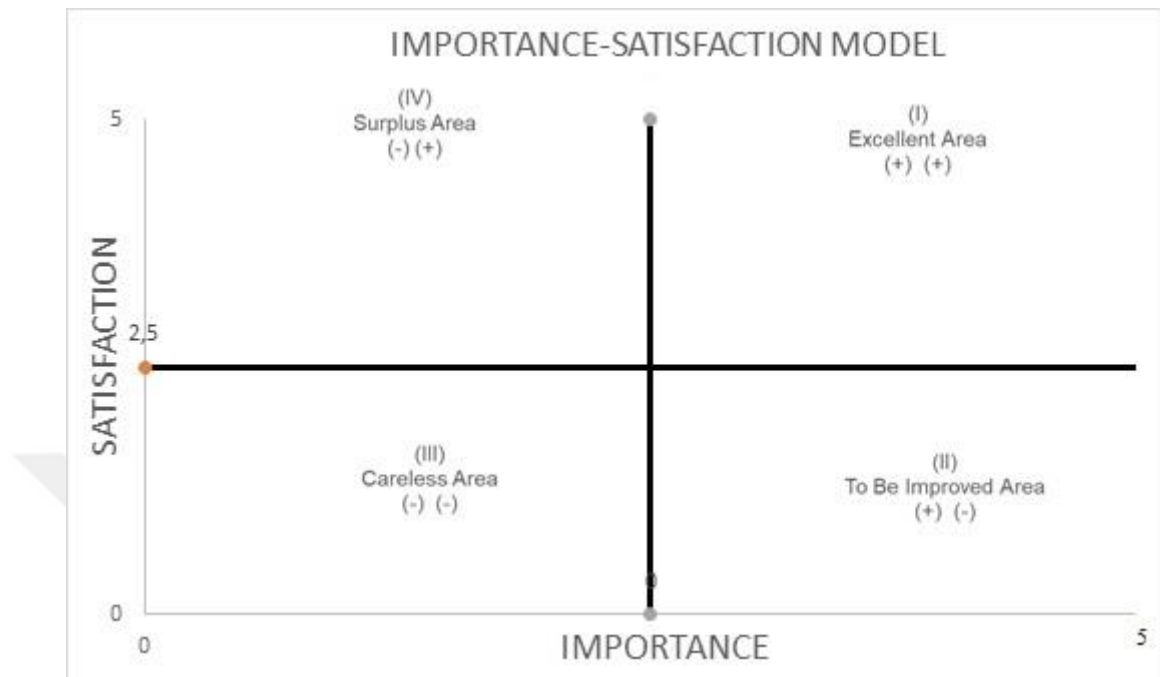
2.8. I-S Model

Customer importance and satisfaction is very important for the advantages of enterprises that determine the competition. Customer satisfaction reduces the price perception of the service received and increases customer loyalty to the enterprise. In short, the employees should be aware of the issues that customers attach importance to as a conscious employee and they should provide their services to their customers with satisfaction. In this way, they increase customer loyalty and profitability of market enterprises (Kim WG, 2002).

Understanding the importance and satisfaction of the model more comprehensive and synthesize well that it will perceive the quality of product / service

and need to provide service that will give a better satisfaction than other competing businesses.

Figure 13. I-S model



Source : Yang Cc (2003). Improvement Actions Based on the Customers' Satisfaction Survey. p. 919-925

I-S model for the customer in automotive business identifying the important elements and the satisfaction levels of these elements are measured together and comparisons are made. The following areas are shown in Figure 13.

Area I: Excellent area

Its the high level of satisfaction of the company against the situations where the customers attach high importance. The company's performance in this area is satisfactory.

Area II: To be improved area

Although there are situations in which customers attach importance, the company provides low level of satisfaction. In this area, the company should improve itself and improve its performance.

Area III: Surplus area

Low importance is given by the customers and low performance by the company. Its an area that is not taken into consideration by both the customer and the company.

Area IV: Careless area

Its the are where customers go with low expectation that they do not pay much attention to, and companies give high performance. Customers are paying less concern to these area. (Huang, 2011).

2.8.1. I-S Model Explanation in the Literature

Customers give their evaluations according to the quality and expectation and perception in this way (Cc, 2003).

For example, if customers are surveyed while travelling on a private tour; satisfaction decisions may not be true (Kao, 2008).

The main purpose of the I-S model is to determine which situations the customers attach importance to. To provide satisfaction in cases where customers find it important. As a result, to advise the company about what to do (Kozak, 1998).

Martilla and James (1977) have developed an importance-satisfaction model in order to determine which issues are given importance in order to increase customer satisfaction, and to find the strong and weak pairs of product services and apply the right sales methods. Importance-satisfaction analysis was first applied in automotive sector (Ismayilli, 2014).

The I-S model is an important analysis model that guides the company executives in sales-marketing and development of the product. I-S model analyzez the answers to two-component functions (Ismayilli, 2014).

In addition to that Martilla and James (1977) stated that, I-S is useful to find out;

- Matters that are important to the customer.
- To analyze how satisfied customers are with the service provided.

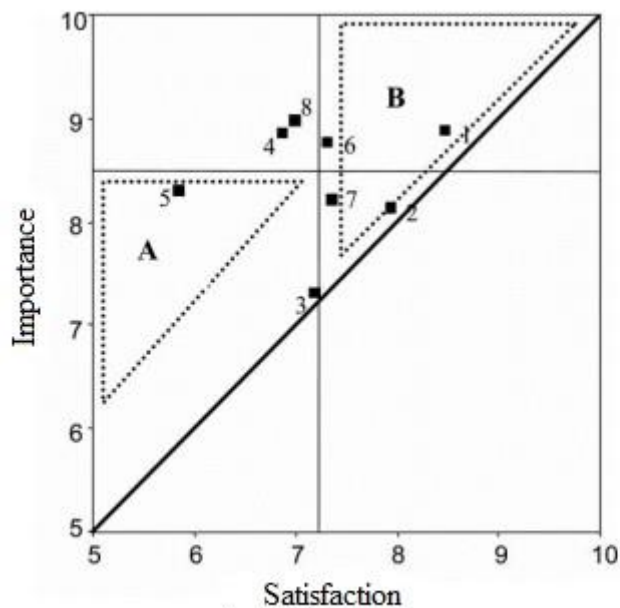
In the I-S model management, customers are asked to indicate the importance level of the goods or services offered by the enterprise and evaluate the satisfaction levels of the issues raised for these goods and services.

2.8.2. Differences in I-S Model Analysis

As the difference between performance and importance the calculated nonconformity concept is incorporated into the graphical form of the I-S model. This adds a diagonal line to the graph to complete distance to the is considered (Abalo, 2006).

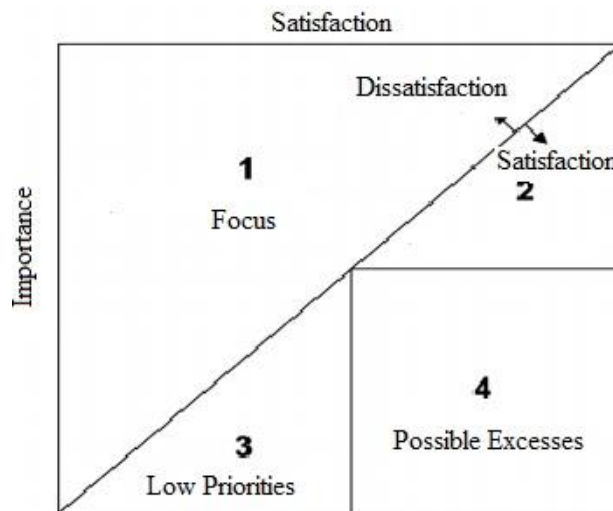
The diagonal line Figure 14 shows the connects the dots, which means that there are no discrepancies. Diagonal these elements have a negative contradiction (Importance – Satisfaction). Elements placed under the diagonal have a positive inconsistency (Importance – Satisfaction). Thus, differences in diagonal satisfaction / dissatisfaction is an indicator. Each negative inconsistency of low priority in the lower left quadrant is wrong to consider, because the satisfaction is worse than its importance. “5” in the triangle “A”; figure 14 for customer is not satisfactory. Therefore, inclusion of the concept of inconsistency, the traditional interpretation based on four dials is misleading.

Figure 14. Differences in I-S model Analysis



Source : Abalo, J. V. (2006). El Análisis De Importancia-Valoración Aplicado A La Gestión De Servicios, Psicothema: Universidad de Oviedo. Departamento de Psicología, Colegio Oficial de Psicólogos del Principado de Asturias,, p. 730-737.

Figure 15. I-S Model Graph



Source : Abalo, J. V. (2006). El Análisis De Importancia-Valoración Aplicado A La Gestión De Servicios, Psicothema: Universidad de Oviedo. Departamento de Psicología, Colegio Oficial de Psicólogos del Principado de Asturias, p. 730-737.

To overcome these problems abalo et al.(2006), for the graph is different alternative solution presented (see Figure 15).

Elements placed on the areas of the in figure 15 development and the need for development increases as the diagonal distance increases. The diagonal triangular area, corresponding to three different diagnoses for service elements, respectively divided into three areas;

- High Priority; This area of high importance depends on high satisfaction. Satisfactory implementation of the service in these elements means.
- Low Priority; This area shows low importance and low satisfaction evaluation. This is also for improvement indicates no major pressure.
- Possible Waste of Resources ; This area shows high performance evaluations of low importance.

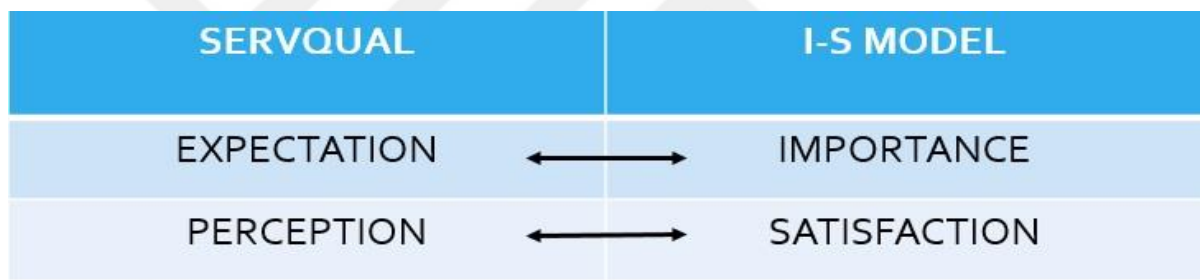
In order to be successful in service quality, the level of satisfaction of employees is low as well as technical knowledge or plays an important role in the high levels. The Quadrant in Figure 13 is shown as an example.

2.8.3. Research Gap

In the literature researches, it was seen that servqual and I-S model were used in many studies. For servqual model studies, and examples are shown in table 4 and in the I-S model under the heading “I-S model Explanation in the Literature”.

However, to the best of our knowledge, it was found that servqual and I-S model were not used as hybrid nor applied in any study. In the study, 125 vehicle owners were asked 40 questions on a total of 5 dimensions and two survey. In the first 20 questions survey, customer expectation and issues that it attaches importance were analyzed. Customer perception and satisfaction was determined in the 20 question survey in the second part. At the end of the study, analyzes were made to shed light on the studies to be carried out in the future and to determine the situations to be paid attention to the business managers.

Figure 16. Hybridization of Servqual and I-S models



The crucial point that brings the need for Hybridization of Servqual and I-S models is that; the expectation and importance are similar dimensions even if they do not meet each other.

CHAPTER 3 AUTOMOTIVE SECTOR SERVICES

The first place of production for the automotive industry was in Europe, led by Germany and France. The first mass production started in the USA and continued in Europe. (Gorener, 2008).

Automotive vehicles play an active role in ensuring that they can travel safely and easily from X to Y point in open areas of the World and lead a better quality of life. That is why the automotive industry can help people around the World to travel with their families and help them reach settlements like education and health quickly and easily.

3.1. Automotive sector in Turkey

Turkish automotive sector, spare parts, fuel, transportation, insurance and service sector is a leading industrial area. The automotive sector in Turkey, besides being one of the first three major sectors, it has a history of 65 years (Endustri40, 2016).

3.2. History of Turkish Automotive

Developments in automotive history began in the last years of the Ottoman Empire. The first car to İstanbul Sultan II. it was entered during the reign of Abdulhamid and exhibited for months in a shop on İstiklal Street (anadoluturkey, 2018).

Turkey is also among the top three sectors providing returns the automotive sector. It was laid 1954 when the first Tuzla Jeep factory was established and the production of military Jeeps and vans started. In the following periods, commercial truck production started and truck assembly and production started with Federal Turkish Trucks Inc. Which was established in 1955. Otosan was established with the initiative of Ford Koç group and in 1960, domestic automobile production was tried to be realized. In Eskişehir state railways factory, the car produced in 135 days with limited facilities was called revolution. But 4 units are produced. The first major production in the car was started in 1966. For 12 years, the automobile named Anadol was produced for 12 years. After this process, Turkish automobile factory was established in 1986. Murat 124 model vehicles started to be produced with the same factory (Endustri40, 2016).

The establishment of Oyak Renault with the acceleration of the automotive sector, it made a start in th 1970s. All the same time, spare parts and after-sales needs are seen and then production and service are started. In the industry , engine accent, piston years and number of vehicles produced up to now are give in Table 10.

Table 10. The Production Unit of The Automotive Manufactures

By the end of December

Years	P.car	Truck	Pick-Up	Bus	Minibus	Midibus	F.Tractor	Total
1963	30	999	1.458	12	631	0	7.982	11.112
1964	100	2.741	885	56	401	0	7.006	11.189
1965	60	2.350	300	122	1.999	0	6.419	10.450
1966	18	6.258	2.476	174	0	252	8.969	18.147
1967	1.760	7.186	2.736	325	622	0	13.976	27.235
1968	2.852	9.408	2.270	466	965	0	15.118	31.009
1969	3.902	10.859	3.030	882	1.095	84	13.412	33.264
1969	3.902	10.859	3.030	882	1.095	84	13.412	33.264
1970	3.660	6.041	4.395	809	1.099	4	7.518	23.523
1971	12.888	4.747	4.508	608	1.891	30	15.687	40.359
1972	29.628	8.596	6.044	988	3.748	0	22.893	71.897
1973	46.855	11.273	8.674	1.267	4.533	22	32.585	105.659
1974	59.906	10.591	11.861	1.113	4.584	148	25.363	113.566
1975	67.291	14.670	18.489	1.284	5.222	239	32.365	139.560
1976	62.992	20.498	19.415	1.376	4.910	302	36.602	146.095
1977	58.245	20.700	14.016	1.077	5.152	467	31.380	131.037
1978	54.085	13.144	6.879	972	3.163	444	17.673	96.360
1979	43.808	13.367	9.384	1.151	4.222	547	14.484	86.963
1980	31.159	8.308	7.302	1.101	2.130	491	16.936	67.817
1981	25.306	12.486	5.454	1.584	2.040	378	25.358	72.606
1982	31.195	15.131	4.991	1.703	4.850	587	35.716	94.173
1983	42.509	17.514	6.822	1.964	6.712	1.382	41.799	118.702
1984	54.832	17.518	7.279	1.766	7.460	2.750	46.782	138.387
1985	60.353	18.162	7.888	1.637	7.397	2.191	37.830	135.458
1986	82.032	13.646	6.605	1.813	7.318	1.508	28.053	140.975
1987	107.185	13.545	7.580	1.137	8.026	1.434	35.986	174.983
1988	120.976	12.842	7.196	1.078	6.401	1.449	30.167	179.929
1989	118.314	11.763	7.250	1.069	5.898	1.984	18.077	164.355
1990	167.556	16.933	10.553	1.689	7.898	4.288	30.098	239.015
1991	195.574	16.918	13.541	1.075	9.912	4.401	21.381	262.802
1992	26.245	21.266	16.984	1.415	11.450	6.399	21.723	344.482

1993	348.095	31.343	19.766	1.933	12.084	7.435	32.809	435.465
1994	212.651	12.108	9.602	1.034	4.924	2.855	25.169	268.343
1995	23.412	19.759	16.808	1.279	7.645	3.537	44.068	326.508
1996	207.757	29.432	21.032	2.499	10.171	5.856	52.590	329.337
1997	242.780	43.693	32.435	3.449	12.935	9.060	55.565	399.917
1998	239.937	31.823	45.517	3.040	13.910	10.275	60.500	405.002
1999	222.041	13.096	37.551	2.327	12.894	9.953	27.435	325.297
2000	297.476	28.348	68.807	4.213	20.597	11.506	37.434	468.381
2001	175.343	6.683	76.672	2.501	6.486	3.000	15.052	285.737
2002	204.198	12.295	116.872	2.684	6.139	4.377	10.840	357.405
2003	294.116	19.041	95.606	4.490	13.625	6.794	29.778	563.450
2004	447.152	31.790	301.563	4.389	28.161	9.903	40.665	864.073
2005	453.663	337.227	349.885	5.406	26.162	7.109	36.527	915.979
2006	545.862	37.026	369.862	6.019	20.728	8.263	38.841	1.026.421
2007	634.833	34.544	391.737	6.946	21.999	9.305	33.518	1.132.32
2008	621.567	36.800	449.434	7.526	21.123	10.660	24.807	1.171.917
2009	510.93	18.246	330.044	5.931	11.829	2.624	14.861	884.466
2010	603.394	23.851	442.408	5.268	16.978	2.658	30.425	1.124.982
2011	639.734	37.396	479.110	6.907	22.475	3.509	45.506	1.234.637
2012	577.296	29.129	426.633	6.427	29.335	4.158	42.255	1.115.233
2013	633.604	30.082	410.556	8.345	37.750	5.197	40.509	1.166.043
2014	733.439	29.909	359.911	6.442	35.420	5.324	48.403	1.218.848
2015	791.027	35.838	468.933	8.789	47.078	7.131	51.238	1.410.034
2016	950.888	17.374	461.837	8.083	44.415	3.330	50.746	1.536.673
2017	1.142.906	23.502	462.389	8.166	55.036	3.732	53.841	1.749.572
2018	1.026.461	25.537	429.361	8.541	56.934	3.316	37.686	1.587.836

Source : Automotive Manufacturers Association (2019). General and Statistical Information Bulletin of Automotive Manufacturers. p. 6-7

3.3. After Sales Service Quality in Automotive

Its very important for the automotive companies to provide continuity after the production and after sales for the customer expectation. For example, when the consumer needs to purchase a vehicle, then does the vehicle have after-sales services? Is an issue that consumer attach importance to. After-sales services are the companies that seek to identify and solve all kinds of problems that may arise during the product use process. It provides spare parts service, vehicle repair service and warranty technical services in intercompany competition. In many of the consumer surveys, after-sales services are increasingly emphasized in the selection of consumers and are an important factor in the perception and selection of products. In addition the physical

properties, the consumer wants to have to have the help and advice of the manufacturer, respectability and brand image, supply of spare parts, ease of payment for maintenance and repair and warranty when purchasing a product. The consumer aims not only to achieve physical satisfaction, but also psychological satisfaction (Bilgili, 2011).

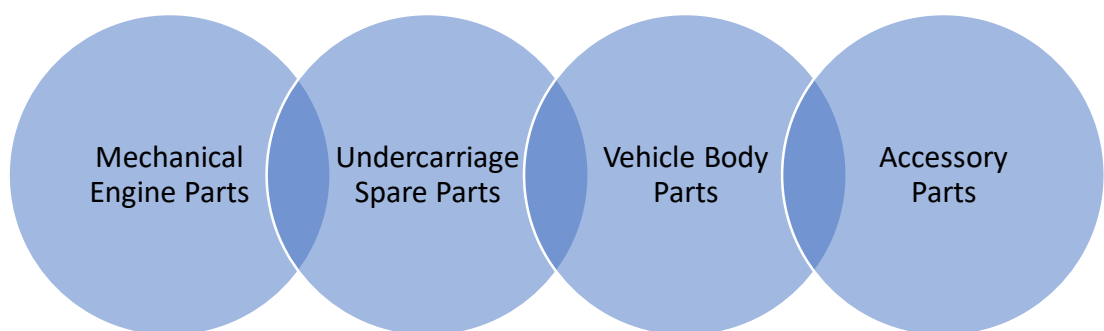
3.4. After Sales Spare Parts Services

Its made up of parts that are worn or need to be changed over time. An automobile consists of a combination of about 30.000 about parts including all parts. Although most of these parts are manufactured in the factory, most of them are manufactured by suppliers (Otopar, 2018).

Other than automotive word vehicle manufacturers, we should think that we are in a sector with a wide exposure of customers and products that make sales departments service maintenance areas and spare parts production or supply.

That's why automotive companies consist of sales, second hand, service and spare parts departments. Such automotive dealers are called 4S plaza dealers.in addition, spare parts in automotive companies consist of four dimensions (see Figure 16).

Figure 17. Spare Parts Business



3.4.1. Mechanical Engine Parts

It consists of basic mechanical engine parts that provide the power and performance of an automobile. These; engine block, cylinder head and oil sump etc. These parts are produced in the main dealer as well as by-products (OEM) parts by the suppliers.

3.4.2. Undercarriage Parts

It can be said in walking accents that cars convey the performances. These are the parts that must be replaced after a certain km depending on time or wear. If these parts need to be replaced, it should be replaced. Serious accidents can occur if they do not change because they are important parts for the vehicle. Parts that can also be manufactured by manufacturer or by the supplier. For instance, front brake disc, front brake lining, shock absorber etc.

3.4.3. Vehicle Body Parts

Its a combination of parts that form the shape and design of the car's exterior. Most of these parts are painted. If there is no accident or paint discoloration, it does not need much replacement. These parts are manufactured by both manufacturers and suppliers. Door, hood, bumper etc.

3.4.4. Accessory Parts

Its the replacement of both the interior and exterior design of the original automotive parts with multiple or small touches according to customer taste. The accessory industry has been very advanced recently and consists of 10 thousands pieces. Side steps, safe pool and cabin etc.

3.5. After Sales Service

To fulfill the wishes and expectations of customers regarding maintenance, installation, damage repair, insurance and warranty operations related to after-sales service operations. To establish close relationships with customers and provide satisfaction.

3.6. After Sales Warranty Services

In all cases where there is a customer complaint under the manufacturer's procedures or between the warranty dates and which constitute safety-related issues, if the problem is solved by the service, its also replace all parts that need to be repaired or replaced. In addition, even if the warranty car contact dates have expired, if there is a malfunction in the mileage, age and manufacturer sourced parts, there may also be

part replacements for the manufacturer's technical participation tolerances specified by the manufacturer.

3.7. After Sales Insurance Services

Insurance companies to cover the damages caused by the consumers after an accident. An automotive part is expensive nowadays and automobile insurance is compulsory in turkey's conditions when making reservations. Material damage as a result of the accident of customers, the vehicle's mechanical and body parts are covered by the insurance companies with labor costs.

3.8. After Sales Damage Services

The exterior body of the cars is damaged in the evenings after the accident. This is the department where we want to present our insurance and insurance certificates and claim the damage. Parts are determined according to the size and severity of the damage and ordered by the spare parts department. This the services section where the incoming parts are performed within a reasonable time interval.

CHAPTER 4 COMPARISON OF SERVQUAL MODEL WITH I-S MODEL AND ITS APPLICATION IN AUTOMOTIVE SECTOR

Bayraktar Otomotiv started in 1958 with the automotive spare parts trade initiative in kayseri.

Established in 1974, Ege Endustri ve Ticaret A.S has started to produce undercarriage parts for vehicles. Baytur Motorlu Vasıtalar A.S was established in 1976. In 1983, it became the distributor of Yokohoma tires. In 1987, Ege Fren Sanayi ve Ticaret A.S started to produce sub-assemblies with new palace and new name. 1995s Baylas Otomotiv A.S became the Turkey distributor of the World famous auto brand Citroen. In 2008, the retail sales and after-sales service of automobile brands within the Bayraktar group was opened in Izmir. Bayraktar Otomotiv who in 2009 began offering Infiniti brand in Turkey, in the same year, İstinye Otomotiv retail sales and after-sales services began. In 2011, Cekmekoy Bayraktar Otomotiv. Infiniti undertook sales, after-sales services, second hand sales and spare part services of Infiniti, Citroen and Subaru brands (Bayraktar, 2019).

4.1. Scope and Subject of Research

In the recent years, customer expectations, perceptions and customer satisfaction have gained importance for businesses. Its necessary to pay attention to these situations, customer recovery and continuity of the enterprise should be continuous for the profit of the enterprise. The application of the research in the automotive sector is also very important to analyse customer expectations and perceptions. Therefore, the reason fort he application of the research in the automotive sector is that the automotive sector should give priority to these dimensions in terms of service quality and customer satisfaction.

4.2. Purpose and Importance of Research

The aim of this study was to compare the expected and perceived service quality of Bayraktar Otomotiv Izmir Branch and to analyze the compatibility of servqual and I-S models. The owners of vehicles benefiting from automotive serviceswere examined.

In order to ensure continuity in the automotive sector, the company should provide the service at the best point to the vehicle owners. The result of the data obtained in this enterprise provide guidance to business managers and employees in

solving problems and conclusion, its important to improve the service quality by making it better.

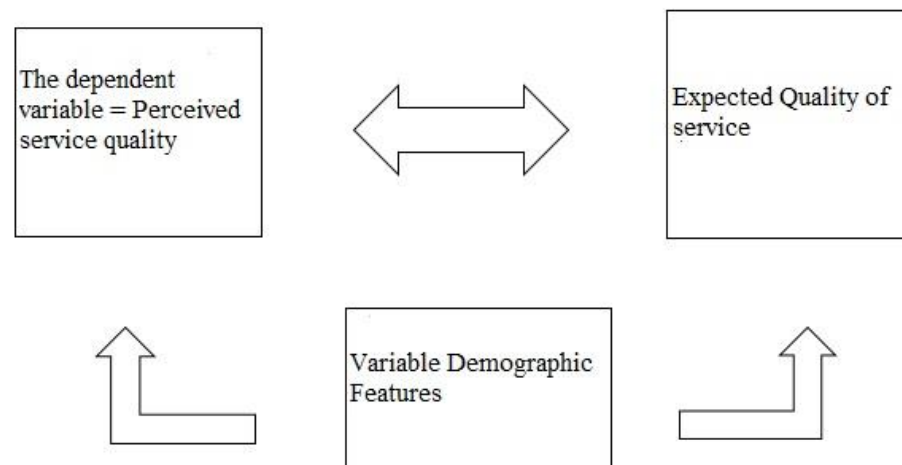
4.3. Population and Sample of the Research

The sample size is composed of vehicle customers coming to the Bayraktar Otomotiv affiliated to Bayraktar Holding group, which provides service only in Gaziemir district of Izmir province, as the universe of the research, excluding large working areas. Necessary permissions and data were obtained from dealers' managers to conduct research studies. Data were collected from 125 vehicle customers in the specified period and necessary analyses were conducted.

4.4. Research Model

In this research, its aimed to analyze expected and perceived service quality data of vehicle customers receiving service at Bayraktar Otomotiv with this data, the compatibility of servqual and I-S model was investigated. The dependent variable of the study is the perceived service quality score. The independent variable of the research is the demographic characteristics of the vehicle owners (see Figure 14).

Figure 18. Research Model



Source : Selda Harput (2014). Comparing Expected and Perceived Hospital in Patient Quality Using Servqual Model in Yeditepe University Hospital. p. 87

4.5. Validity and Reliability

Reliability test is used to measure the validity or affinity of the values and answers received from the questions asked for the survey and any measurement. Cronbach's alpha method is used for reliability test (see Table 11)

Table 11. Cronbach's Alpha Coefficient Evaluation Criteria

Cronbach's Alpha Coefficient	Rating
$0.00 < \alpha < 0.40$	The measurement is not reliable.
$0.40 < \alpha < 0.60$	Measurement reliability is low
$0.60 < \alpha < 0.80$	The measurement is very reliable
$0.80 < \alpha < 1.00$	The measurement is highly reliable.

Source : Muhammet Yasak(2017). The Servqual Model Investigation of the Effects of the Customer Relationship Management to Sale and it's Implementation for Automotive Sector. p. 54-55

In this study, the reliability and validity status of both the expected and perceived service quality as well as the cronbach's alpha values of the five dimensions of importance and satisfaction are explained below by using excel program.

Cronbach's alpha coefficient for expectations: 0.94745399 highly reliable.

Cronbach's alpha coefficient for perceptions: 0.94055341 highly reliable.

Table 12. Reliability of Five Dimensions of Customer Importance and Satisfaction

Dimensions	Importance Survey Cronbach's α (Expected)	Satisfaction Survey Cronbach's α (Perceived)
Tangibility	0.9678782	0.9695350
Reliability	0.9728109	0.9727782
Responsiveness	0.9843017	0.9620313
Assurance	0.9811837	0.9375889
Empathy	0.9787450	0.9819437
Overall	0.94745399	0.9405341

4.6. Distributions by Demographic Research

The research was carried out in Bayraktar otomotiv in December. During this period, the services provided to customers coming to the service were taken as data and the number of main masses received in this period was 125. According to the characteristics of the participants, 55.2% (n=69) of the participants were male and 44.8% (n=56) of the female participants according to the groups allocated in table 13. When the age groups are taken into consideration, 36% (n=45) 30-39 years and 23.2% (n=29) 40-49 age group constitute the majority. According to education level, 49.6% (n=62) are associate degree / undergraduate. Looking at the occupational status 40.8% (n=51) of the private sector, 23.2% (n=29) retired, 19.2% (n=24) government officer, 16.8% (n=21) indicated that they are trades. 56.8% (n=71) of the income level is marked as weighted. Frequencies and percentages are explained according to the marked groups.

Table 13. Distributions by Demographic Research

Qualification	Group	Frequency (n)	Percent (%)
Sex	Male	56	44.8
	Female	69	55.2
	Total	125	100.0
Age	20-29	20	16.0
	30-39	52	41.6
	40-49	30	24.0
	50 and older than	23	18.4
	Total	125	100.0
Education	Primary school	3	2.4
	High school	44	35.2
	Associate degree /undergraduate	68	54.4
	Master's/PhD	10	8
	Total	125	100.0

Occupational Status	Government Officer	17	13.6
	Priavate Sector	68	54.4
	Artisan	17	13.6
	Student	8	6.4
	Retired	15	12.0
	Total	125	100.0
Level of income	Minimum Wage-2.000TL	22	17.6
	2000TL-5000TL	80	64.0
	5000TL and Above	23	18.4
	Total	125	100.0

4.7. Perceived and Expected Service Quality Analysis of Research Participants

When the table 13 is examined, its seen that the vehicle owners participating in the survey have higher expectations than the average. When the average of the expectation points in the table is examined, the highest expectation is 3.444 with the average of "employees are always kind to their customer" and "Buildings and offices have a pleasant look" and the lowest expectation score is 2.320 (See Table.14).

Table 14. Distribution of Answers of Expectation Questions

Questions	Min.	Max.	Average	Standard deviation(Sd)
T1. Buildings and offices look pleasing to the eye.	-3.00	5.00	2.320	1.9983
T2. Working environments look modern.	-2.00	5.00	2.520	2.0144
T3. Staff has a clean and neat appearance.	-3.00	5.00	2.800	1.9551
T4. Equipped with sufficient equipment.	-3.00	5.00	2.872	2.1738
R5. Always fulfills its promise on time.	-5.00	5.00	3.120	2.4150

R6. Employees show interest in solving the problem.	-5.00	5.00	3.040	2.3908
R7.The company makes the correct diagnosis at the first time through.	-5.00	5.00	3.064	2.3339
R8. Sensitive to keeping records accurate.	-5.00	5.00	2.600	1.9919
Res9. Employees serve customers quickly.	-5.00	5.00	3.048	2.2960
Res10. Want to help employees' customers.	-5.00	5.00	3.136	2.5091
Res11. Exactly when the process will end.	-5.00	5.00	3.256	2.3891
Res12. Employees are not too busy to respond to customers' requests.	-5,00	5,00	2,840	2,2011
A13. Gives confidence during service.	-4,00	5.00	3.2560	2.3688
A14. Employees are always polite to their customers.	-3.00	5.00	3.3440	2.2934
A15. The company receives the appropriate fee.	-5.00	5.00	3.0960	2.4541
E16. Employees have the knowledge to answer customers' questions.	-2.00	5.00	3.160	2.0999
E17. Service clocks are adjusted according to customers.	-5.00	5.00	2.7680	2.4891
E18. Employees take care of each customer individually.	-5.00	5.00	2.6480	2.4004
E19. Service has employees interested in each customer.	-5.00	5.00	2.7440	2.4753
E20. Keeps the service's customers' interests above all.	-5.00	5.00	2.8640	2.7543

Table 15. when examined, it was observed that the perceptions of the vehicle owners participating in the research were lower than their expectations. When the table

is examined, the lowest perception scores with an average of 0.9200 “The company receives the appropriate fee”, the highest perception of the average score of 3.2080 “staff has a clean and neat appearance” vehicle owners’ statements.

Table 15. Distributions of Answers Perception Questions

Questions	Min.	Max.	Average	Standard deviation(Sd)
T1. Buildings and offices look pleasing to the eye.	-3,00	5.00	2.3200	1.5943
T2. Working environments look modern.	-2.00	5.00	2.4480	1.6385
T3. Staff has a clean and neat appearance	-3.00	5.00	3.2080	1.6573
T4. Equipped with sufficient equipment.	-2.00	5.00	2.5680	1.7007
R5. Always fulfills its promise on time.	-3.00	5.00	1.856	1.8565
R6. Employees show interest in solving the problem.	-5.00	5.00	2.2400	1.9772
R7. The company makes the correct diagnosis at the first time through.	-5.00	5.00	1.8320	1.8739
R8. Sensitive to keeping records accurate.	-4.00	5.00	2.400	1.9176
Res9. Employees serve customers quickly.	-4.00	5.00	1.9120	2.0201
Res10. Want to help employees’ customers.	-5.00	5.00	2.4160	1.8845
Res11. Exactly when the process will end.	-5.00	5.00	1.8560	2.0387
Res12. Employees are not too busy to respond to customers’ requests.	-3.00	5.00	1.5280	2.0579

A13. Gives confidence during service.	-4.00	5.00	2.0560	1.9687
A14. Employees are always polite to their customers.	-3.00	5.00	2.9200	1.8777
A15. The company receives the appropriate fee.	-5.00	5.00	0.9200	2.3779
E16. Employees have the knowledge to answer customers' questions.	-3.00	5.00	2.2400	1.7798
E17. Service clocks are adjusted according to customers.	-5.00	5.00	1.6160	2,1841
E18. Employees take care of each customer individually.	-3.00	5.00	1.7920	1.8849
E19. Service has employees interested in each customer.	-5.00	5.00	1.4960	2.1946
E20. Keeps the service's customers' interests above all.	-5.00	5.00	1.3680	2.3607

When Table 16. is analyzed, its observed that the lowest expectation in the expected service quality is the physical characteristic dimension with an average of 2.6280, and the highest expectation is the confidence dimension with an average of 3.2140. The general expectation average is generally medium level.

Table 16. Expected Service Quality Distributions of the Participants

Dimensions	N	Min.	Max.	Average	Standard deviation(Sd)
Tangibility	125	-2.75	5.00	2.6280	0.2553
Reliability	125	-5.00	5.00	2.9560	0.2396
Responsiveness	125	-5.00	5.00	3.0700	0.1754
Assurance	125	-3.50	5.00	3.2140	0.1087
Empathy	125	-5.00	5.00	2.7560	0.0887
Overall Expectation	125	-5.00	5.00	2.9248	2.3157

When table 17. is examined, its seen that the lowest perception dimension in perceived service quality is empathy with and average of 1.5680, while the highest perception dimension is in tangibility 2.6360. The Overall perceived service quality average wa determined as 2.0496. It was found that the average of perception of the research was lower than the average of expectations.

Table 17. Perceived Service Quality Distributions of Research Participants

Dimensions	N	Min.	Max.	Average	Standard deviation(Sd)
Tangibility	125	-2.50	5.00	2.6360	0.3945
Reliability	125	-4.25	5.00	2.0820	0.2826
Responsiveness	125	-4.25	5.00	1.9280	0.3667
Assurance	125	-3.75	5.00	2.0340	0.8304
Empathy	125	-4.50	5.00	1.5680	0.1804
Overall Perception	125	-5.00	5.00	2.0496	2.0179

When table 18. is examined, its observed that the expected service quality averages of male and female are similar in all other dimensions.

Table 18. Expected Quality of Service by Sex

Dimensions	Group	N	Average	Standard deviation(Sd)
Tangibility	Female	56	2.5535	2.1275
	Male	69	2.6884	1,9736
	Total	125	2,6280	2,0430
Reliability	Female	56	2.6830	2,3887
	Male	69	3.1775	2.1894
	Total	125	2.9560	2.2918
Responsiveness	Female	56	2.7232	2.3947
	Male	69	3.3514	2.2778
	Total	125	3.0700	2.3494
Assurance	Female	56	2.8883	2.3809
	Male	69	3.4782	2.2064
	Total	125	3.2140	2.3027
Empathy	Female	56	2.5267	2.6901

	Male	69	2.9420	2.3749
	Total	125	2.7560	2.2690
Overall	Female	56	2.6750	2.4022
	Male	69	3.1275	2.2234
	Total	125	2.9248	2.3157

When Table 19. is examined, its seen that perceived service quality averages according to female and male sex are high in terms of tangibility dimension compared to expected service quality averages and average of all other dimensions are low.

Table 19. Perceived Service Quality Table by Sex

Dimensions	Group	N	Average	Standard deviation(Sd)
Tangibility	Female	56	2.6562	1.6519
	Male	69	2.6195	1.7024
	Total	125	2.6360	1.6784
Reliability	Female	56	2.1517	1.8807
	Male	69	2.0253	1.9473
	Total	125	2.0820	1.9169
Responsiveness	Female	56	2.0357	1.9358
	Male	69	1.8405	2.0863
	Total	125	1.9280	2.0206
Assurance	Female	56	2.1428	2.0698
	Male	69	1.9456	2.1827
	Total	125	2.0340	2.1330
Empathy	Female	56	1.7232	2.0735
	Male	69	1.4420	2.2271
	Total	125	1.5680	2.1621
Overall	Female	56	2.1419	1.9484
	Male	69	1.9746	2.0702
	Total	125	2.0496	2.0179

Expected service quality by age when we look at table 20, it can be seen that vehicle owners between the ages of 40-49 have higher dimensional average data than the service expectations of vehicle owners in other age ranges. Dimensional expectations of vehicle owners aged 20-29 found to be less.

Table 20. Expected Service Quality by Age Table

Dimensions	Age	N	Average	Standard deviation(Sd)
Tangibility	20-29	20	2.0125	2.3839
	30-39	52	2.7019	1.9824
	40-49	30	2.8833	1.9754
	50 and older	23	2.6630	1.8651
	than	125	2.6280	2.0340
	Total			
Reliability	20-29	20	2.3375	2.7876
	30-39	52	3.0048	2.3277
	40-49	30	3.2583	2.0600
	50 and older	23	2.9891	1.9639
	than	125	2.9560	2.2918
	Total			
Responsiveness	20-29	20	2.3375	2.8681
	30-39	52	3.1586	2.3028
	40-49	30	3.4500	1.9568
	50 and older	23	3.0108	2,3180
	than	125	3.0700	2.3494
	Total			
Assurance	20-29	20	2.6000	2.7494
	30-39	52	3.1586	2.3526
	40-49	30	3.6333	2.0039
	50 and older	23	3.3260	2.0224
	than	125	3.2140	2.3027
	Total			
Empathy	20-29	20	2.2125	3.2126
	30-39	52	2.7403	2.4808

	40-49	30	3.0750	2.1229
	50 and older	23	2.8478	2.3993
	than	125	2.7560	2.5269
	Total			
Overall	20-29	20	2.3000	2.8052
	30-39	52	2.9528	2.2967
	40-49	30	3.2600	2.0353
	50 and older	23	2.9673	2.1259
	than	125	2.9248	2.3157
	Total			

When Table 21. is examined, its found that perceived service quality is lower than the expected service quality is lower than the expected service quality of all age groups expected the general average levels of perceived service quality of 20-29 age group

Table 21. Perceived Service Quality by Age Table

Dimensions	Age	N	Average	Standard deviation(Sd)
Tangibility	20-29	20	3.0500	1.3014
	30-39	52	2.4759	1.6029
	40-49	30	2.7833	1.8158
	50 and older	23	2.4456	1.8832
	than	125	2.6360	1.6784
	Total			
Reliability	20-29	20	2.6750	1.5652
	30-39	52	2.0673	1.6667
	40-49	30	2.1750	2.0525
	50 and older	23	1.4782	2.3462
	than	125	2.0820	1.9169
	Total			
Responsiveness	20-29	20	2.5625	1.8269
	30-39	52	1.9375	1.7197
	40-49	30	1.8750	2.2587
		23	1.4239	2.3404

	50 and older than Total	125	1.9280	2,0206
Assurance	20-29	20	2.5750	1.7193
	30-39	52	2.1009	1.8661
	40-49	30	1.9416	2.3632
	50 and older than	23	1.5326	2.5739
	Total	125	2.0340	2.1330
Empathy	20-29	20	2.4875	1.6987
	30-39	52	1.6778	1.7929
	40-49	30	1.3666	2.3583
	50 and older than	23	0.7826	2.6636
	Total	125	1.5680	2.1621
Overall	20-29	20	2.6700	1,6363
	30-39	52	2.0519	1.7481
	40-49	30	2.0283	2.2209
	50 and older than	23	1.5326	2.4255
	Total	125	2.0496	2.0179

When we look at Table 22, it was seen that vehicle owners with Associate degree / undergraduate had the highest level of expectations with 3.1125 points, while vehicle owners with primary school level had the lowest level with 2.4833 points.

Table 22. Expected Quality of Service Table by Education

Dimensions	Education	N	Average	Standard deviation(Sd)
Tangibility	Primary school	3	1.9166	1.0836
	High school	44	2.2613	2.1725
	Associate	68	2.9198	2.0020
	degree/undergraduate	10	3.1500	1.6571

	Master's/PhD Total	125	2.6280	2.0430
Reliability	Primary school	3	2.5833	1.3789
	High school	44	2.6136	2.4327
	Associate	68	3.1801	2.2121
	degree/undergraduate	10	3.0500	2.2752
	Master's/PhD Total	125	2.9560	2.2918
Responsiveness	Primary school	3	3.0833	1.5642
	High school	44	2.8863	2.3733
	Associate	68	3.2132	2.2774
	degree/undergraduate	10	2.9000	2.8805
	Master's/PhD Total	125	3.0700	2.3494
Assurance	Primary school	3	2.5000	1.1677
	High school	44	2.9318	2.3918
	Associate	68	3.4375	2.2227
	degree/undergraduate	10	3.1500	2.5675
	Master's/PhD Total	125	3.2140	2.3027
Empathy	Primary school	3	2.3333	1.0730
	High school	44	2.4488	2.3946
	Associate	68	2.9742	2.5184
	degree/undergraduate	10	2.7500	3.2796
	Master's/PhD Total	125	2,7560	2,5269
Overall	Primary school	3	2.4833	1.2821
	High school	44	2.6284	2,3633
	Associate	68	3.1250	2.2592
	degree/undergraduate	10	3.0000	2.5696
	Master's/PhD Total	125	2.9248	2.3157

When the table 23 is examined, its found that the perceptions of the vehicle owners who have high school, Master's/PhD degree according to expectations are low. It was observed that the perceptions of the vehicle owners who have primary school are higher than their expectations.

Table 23. Perceived Service Quality Table by Education

Dimensions	Education	N	Average	Standard deviation(Sd)
Tangibility	Primary school	3	2.4166	1.3113
	High school	44	2.4147	1.8465
	Associate	68	2.8602	1.5085
	degree/undergraduate	10	2.1500	1.9020
	Master's/PhD	125	2.6360	1.6784
	Total			
Reliability	Primary school	3	2.1666	1.6966
	High school	44	1.8693	2.1540
	Associate	68	2.3308	1.6143
	degree/undergraduate	10	1.3000	2.4515
	Master's/PhD	125	2.0820	1.9169
	Total			
Responsiveness	Primary school	3	1.8333	1.7494
	High school	44	1.7443	2.2646
	Associate	68	2.1397	1.7359
	degree/undergraduate	10	1.3250	2.5659
	Master's/PhD	125	1.9280	2.0206
	Total			
Assurance	Primary school	3	2.8333	2.0375
	High school	44	1.8352	2.3179
	Associate	68	2.1801	1.9249
	degree/undergraduate	10	1.6750	2.5559
	Master's/PhD	125	2.0340	2.1330
	Total			
Empathy	Primary school	3	1.5833	3.0289
	High school	44	1.4034	2.4193

	Associate degree/undergraduate	68	1.7610	1.8855
	Master's/PhD	10	0.9750	2.3478
	Total	125	1.5680	2.1621
Overall	Primary school	3	2.1666	2.0266
	High school	44	1.8534	2.2281
	Associate degree/undergraduate	68	2.2544	1.7746
	Master's/PhD	10	1.4850	2.3871
	Total	125	2.0496	2.01791

When we look at the data in Table 24. Below, it seen that the expectations of the vehicle owners whose Occupational status is government officer have the highest level with 3.3343. Expectations of retired vehicle owners according to occupational status were observed to be at the lowest level with 2.3633.

Table 24. Expected Service Quality Table by Occupational Status

Dimensions	Occupational status	N	Average	Standard deviation(Sd)
Tangibility	Government Officer	17	2.9117	1.7933
	Priavate Sector	68	2.8345	2.0232
	Artisan	17	2.0735	2.2547
	Student	8	2.1250	2.6970
	Retired	15	2.4166	2.1176
	Total	125	2.6280	2.0430
Reliability	Government Officer	17	3.4852	2.0405
	Priavate Sector	68	3.11764	2.2172
	Artisan	17	2.6470	2.4057
	Student	8	2.1562	2.5666
	Retired	15	2.5166	2.1977
	Total	125	2.9560	2.2918
Responsiveness	Government Officer	17	3.3823	2.2987
	Priavate Sector	68	3.2683	2.2364
	Artisan	17	3.0588	2.4057

	Student	8	2.1562	2.5540
	Retired	15	2.4666	2.5937
	Total	125	3.0700	2.3494
Assurance	Government Officer	17	3.7058	2.0592
	Priavate Sector	68	3.3897	2.2489
	Artisan	17	2.8970	2.3572
	Student	8	2.3125	2.8447
	Retired	15	2.7833	2.2631
	Total	125	3.2140	2.3027
Empathy	Government Officer	17	3.1617	2.1621
	Priavate Sector	68	3.0147	2.4689
	Artisan	17	2.1176	2.5128
	Student	8	2.2187	3.0768
	Retired	15	2.2500	2.7285
	Total	125	2.7560	2.5269
Overall	Government Officer	17	3.3343	2.0831
	Priavate Sector	68	3.1250	2.2284
	Artisan	17	2.5588	2.4608
	Student	8	2.19375	2.7207
	Retired	15	2.3633	2.3272
	Total	125	2,9248	2,3157

When the Table 25. is examined, its observed that the perceived service quality dimensions are at very low levels in the dimensions where the expectations of the vehicle owners are high compared to the occupational status other than the students.

Table 25. Perceived Service Quality Table by Occupational status

Dimensions	Occupational Status	N	Average	Standard deviation(Sd)
Tangibility	Government	17	2.6176	1.7874
	Officer	68	2.8345	1.5217
	Priavate Sector	17	2.2500	1.8151
	Artisan	8	2.8750	1.2600

	Student	15	2.0666	2.0655
	Retired	125	2.6360	1.6784
	Total			
Reliability	Government	17	1.8676	1.9843
	Officer	68	2.4191	1.6415
	Priavate Sector	17	1.4558	1.9272
	Artisan	8	2.5312	1.6458
	Student	15	1.2666	2.6029
	Retired	125	2.0820	1.9169
	Total			
Responsiveness	Government	17	1.5441	2.0835
	Officer	68	2.3235	1.7068
	Priavate Sector	17	1.1617	2.3025
	Artisan	8	2.4062	1.8813
	Student	15	1.8333	2.4666
	Retired	125	1.9280	2.0206
	Total			
Assurance	Government	17	1.8088	2.0167
	Officer	68	2.3492	1.9474
	Priavate Sector	17	1.5735	2.1944
	Artisan	8	2.3437	1.5576
	Student	15	1.2166	2.8646
	Retired	125	2.0340	2.1330
	Total			
Empathy	Government	17	0.97052	2.1016
	Officer	68	1.9522	1.7356
	Priavate Sector	17	1.0147	2.7125
	Artisan	8	2.5937	1.5833
	Student	15	0.8333	2.8301
	Retired	125	1.5680	2.1621
	Total			
Overall	Government	17	1.7617	2.0565
	Officer	68	2.3757	1.736

	Priavate Sector	17	1.4911	2.2413
	Artisan	8	2.5500	1.5892
	Student	15	1.2633	2.6083
	Retired	125	2.0496	2.0179
	Total			

When Table 26 is analyzed, its seen that the expectations of the vehicle owners with minimum wage-2.000TL salary are at the lowest level with 2.4272TL points. It also observed that the expectations of the vehicle owners, which were 2.000TL-5.000TL according to the income level, were at the highest level with 3.1480 points.

Table 26. Expected Quality of Service by Level of Income

Dimensions	Level of income	N	Average	Standard deviation(Sd)
Tangibility	Minimum Wage-2.000TL	22	2.5454	1.7805
	2000TL-5000TL	80	2.6843	1.6769
	2000TL-5000TL	23	2.5543	1.5923
	5000TL and Above	125	2.6360	1.6784
	Total			
Reliability	Minimum Wage-2.000TL	22	2.0681	2.2272
	2000TL-5000TL	80	2.1687	1.7941
	2000TL-5000TL	23	1.7934	2.0029
	5000TL and Above	125	2.0820	1.9169
	Total			
Responsiveness	Minimum Wage-2.000TL	22	2.1477	2.0315
	2000TL-5000TL	80	1,9687	1.9262
	2000TL-5000TL	23	1.5760	2.2930
	5000TL and Above	125	1.9280	2.0206
	Total			
Assurance	Minimum Wage-2.000TL	22	2.0568	2.7104
	2000TL-5000TL	80	2.0781	2.0670
	2000TL-5000TL	23	1,8586	2,364
	5000TL and Above	125	2.0340	2.330
	Total			

Empathy	Minimum Wage- 2.000TL	22	2.0227	2.3827
	2000TL-5000TL	80	1.5156	1.9699
	5000TL and Above	23	1.3152	2.5155
	Total	125	1.5680	2.1621
Overall	Minimum Wage- 2.000TL	22	2.1681	2.1480
	2000TL-5000TL	80	2.0831	1.9264
	5000TL and Above	23	1.8195	2.1813
	Total	125	2.0496	2.0179

When Table 27 is examined, 32.8% (n=41) of the vehicle owners participating in the research are of high quality of service, %25.6 (n=32) of the service is close to their homes, 21.6% (n=27) of the services the reasons for choosing Bayraktar Otomotiv are that they have confidence, 16.0% (n=20) agreement of their affiliated companies, 4% (n=5) service variety.

Table 27. Bayraktar Otomotiv Reasons to Choose

Reasons to this Business	Frequency	Percent %
Service close to home.	32	25.6
Having an agreement with the company you have.	20	16.0
The company gives service of variety.	5	4
The company gives service of quality.	41	32.8
You are trust service of company.	27	21.6
Total	125	100.0

4.8. Servqual Scores of Car Owners Participating in the Survey

SQ₁= Tangibility servqual score

SQ₂= Reliability servqual score

SQ₃= Responsiveness servqual score

SQ₄= Assurance servqual score

SQ₅= Empathy servqual score

Servqual scores are explained in Table 28. according to the scores given by the vehicle owners participating in the research. Accordingly, the highest and positive servqual scores were found to be “Tangibility”. All other dimensions were found to be negative. Due to negative servqual scores, Bayraktar Otomotiv it was found that the vehicle owners did not meet the expectations of the other dimensions expect the “Tangibility” dimension.

Table 28. Servqual Scores of Car Owners Participating in the Survey

Expected (E)	Expected Average	Perceived (P)	Perceived Average	Difference	Average
Tangibility	2,6280	Tangibility	2,6360	SQ ₁	0,008
Reliability	2,9560	Reliability	2,0820	SQ ₂	-0,874
Responsiveness	3,0700	Responsiveness	1,9280	SQ ₃	-1,142
Assurance	3,2140	Assurance	2,0340	SQ ₄	-1,180
Empathy	2,7560	Empathy	1,5680	SQ ₅	-1,1880
Overall	2,9248	Overall	2,0496	SQ _T	-0,8752

I-S analysis of the study in Table 29, the differences between the service expectations that vehicle owners consider before coming to service and satisfaction levels of service perceptions after are examined. Using the I-S model satisfaction analysis, it was blended with the servqual model and the same scales were used with the questions of expected service quality and the vehicle owners were informed about his. Vehicle owners were asked to answer the questions accordingly. I-S data of vehicle owners who prefer Bayraktar Otomotiv, Table 29 given. The location of I-S model developed by Yang (2003) of this data is shown Figure 15 in the “Area” template.

Table 29. Importance-Satisfaction

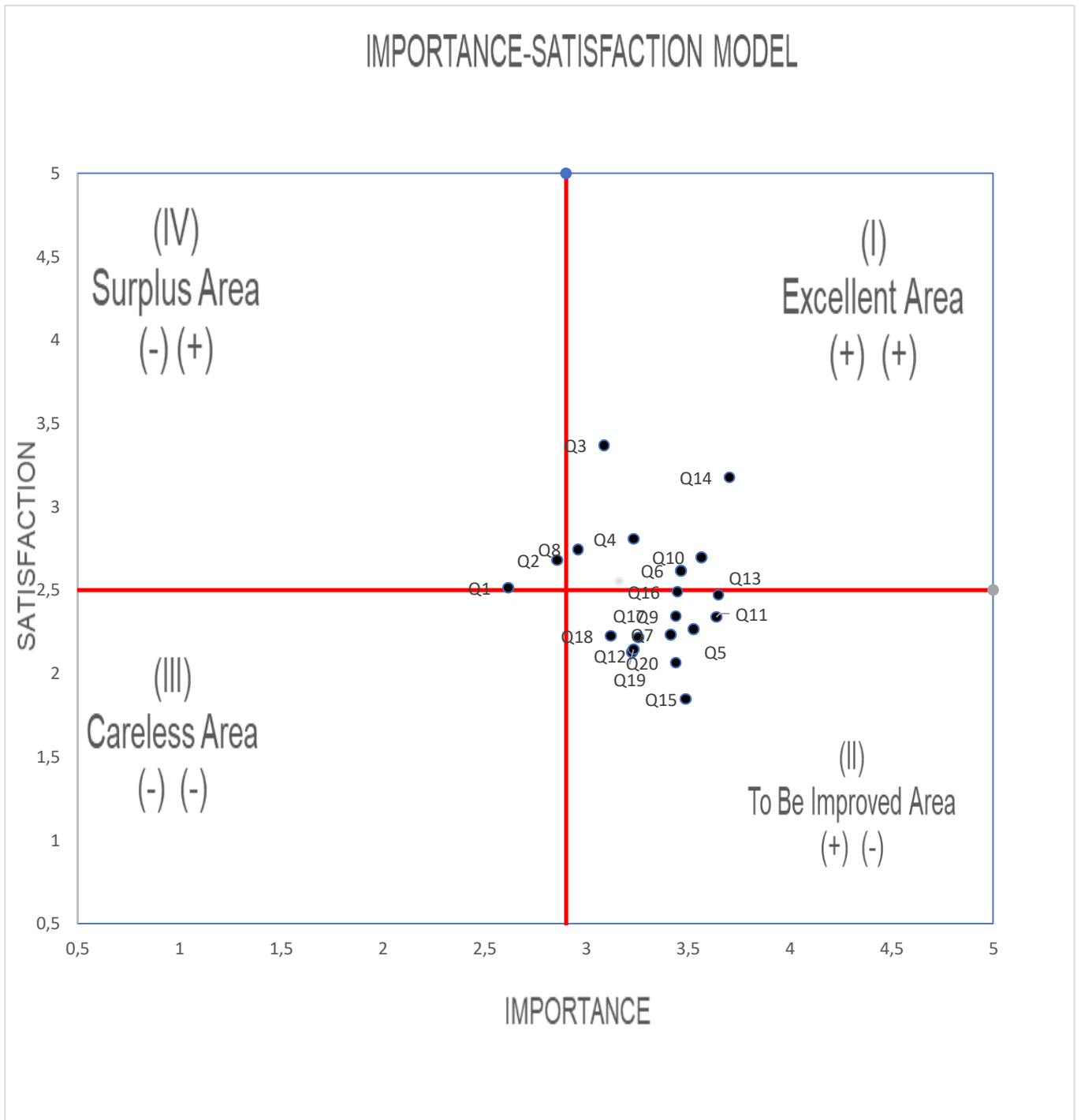
Questions	Min.	Max	Importance	Satisfaction	Area
Q1. Buildings and offices look pleasing to the eye.	1,00	5,00	2,616	2,512	IV
Q2. Working environments look modern.	1,00	5,00	2,856	2,680	IV
Q3. Staff has a clean and neat appearance.	1,00	5,00	3,088	3,368	I
Q4. Equipped with sufficient equipment.	1,00	5,00	3,232	2,808	I
Q5. Always fulfills its promise on time.	1,00	5,00	3,528	2,264	II
Q6. Employees show interest in solving the problem.	1,00	5,00	3,464	2,616	I
Q7. The company makes the correct diagnosis at the first time through.	1,00	5,00	3,416	2,232	II
Q8. Sensitive to keeping records accurate.	1,00	5,00	2,960	2,744	I
Q9. Employees serve customers quickly.	1,00	5,00	3,440	2,344	II
Q10. Want to help employees' customers.	1,00	5,00	3,568	2,696	I
Q11. Exactly when the process will end.	1,00	5,00	3,640	2,336	II
Q12. Employees are not too busy to respond to customers' requests.	1,00	5,00	3,224	2,128	II
Q13. Gives confidence during service.	1,00	5,00	3,648	2,472	II
Q14. Employees are always polite to their customers.	1,00	5,00	3,704	3,176	I

Q15. The company receives the appropriate fee.	1,00	5,00	3,488	1,848	II
Q16. Employees have the knowledge to answer customers' questions.	1,00	5,00	3,448	2,488	II
Q17. Service clocks are adjusted according to customers.	1,00	5,00	3,256	2,216	II
Q18. Employees take care of each customer individually.	1,00	5,00	3,120	2,240	II
Q19. Service has employees interested in each customer.	1,00	5,00	3,232	2,144	II
Q20. Keeps the service's customers' interests above all.	1,00	5,00	3,440	2,064	II

When Table 29 is examined, the I-S score levels and areas of the vehicle owners participating in the research are calculated. Bayraktar Otomotiv I-S analysis calculated in Gazimir location was prepared from 20 questions under 5 dimensions and the vehicle owners were investigated by creating a hybrid model with servqual questions. It has been seen that “Employees are always polite to their customers”, “Gives confidence during service” and “Exactly when the process will end” the situations that car owners give importance. It has been seen that “Staff has a clean and neat appearance”, “Employees are always polite to their customers” and “Sensitive to keeping records accurate” respectively, when the vehicle owners coming on the service are highly satisfied situation at the location.

Also, It has been that, “Buildings and offices look pleasing to the eye”, “Working environments look modern” and “Sensitive to keeping records accurate” to situations car owners do not give importance. It has been seen that “The company receives the appropriate fee”, “Keeps the service's customers' interests above all” and “Employees are not too busy to respond to customers' requests” lowest satisfaction levels respectively. The scoring levels give to the questions indicate the areas in the Quadrant Graph.

Figure 19. Importance-Satisfaction Model Application



Managerial Implications

According to the results obtained from the studies, the tangibility appearance of the company was found to be in ideal condition. It will be in the best interest of the company to maintain its modern appearance with small touches every year.

The company fulfills the promises of the employees to the customers coming to the service. Employees should behave friendly with the vehicle owners. The service given in this way ensure them to choose this service. Customer can be sometimes a company, not a person. A regular archive of invoices or receipts at any time will help the company to run their business quickly.

Customers expect to be taken care of and get their job done quickly from the company they receive service for a price. It will be beneficial for the company to choose the service plan to manage the intensity of the workshop and to make the service plan whenever the customer wants.

The customers coming to the service, the fee they will pay for the service they receive is one of the reasons for choosing the company. Therefore, its necessary to look at the services provided by other automotive companies in services in service quality measurements. Even if there are rules set by the distributor, discounting and regulating the purchase activities like the other companies will help to increase the continuity of the firm.

One of the foundations of customer satisfactions is employee satisfactions. In addition to the team spirit and technical training to employees, in-house trainings on how to interest with customers will raise the company's service quality.

As a result subject of further studies, these findings may be renewed when more service participants are researching service dimensions. Thus, it can be determinable which situations should be given more importance in order to increase both customer satisfaction and continuity of the company in automotive companies.

CONCLUSION

It is often thought that the brand itself is the one that directs the product to be preferred in the automotive sector. In fact, the service quality, customer satisfaction and favorable price policy offered by the firms to the vehicle owner customers affect the competition among the firms. In order for the companies to gain an advantage in the competition, the vehicle owners coming to company should perform the service quality performance in the best way in line with the expectations and requests. It should be known that the companies that achieve the highest level of satisfaction in the dimensions that the customer attaches importance will achieve their goals and will have a successful year both in terms of financial gain and increasing the number of loyal customers.

In this study, reliability analysis was performed before analyzing the scores given to service quality. It has been seen that Cronbach's alpha coefficient for expectations 0.94745399 highly reliable, Cronbach's alpha coefficient for perceptions 0.94055341 was found to be highly reliable. In the survey study, it was observed that the expectations of the vehicle owners were higher than their scores on their perceptions.

According to the score analysis given to survey questions, it was found that the expectations and perceptions of the vehicle owners were the same as the "Buildings and offices look pleasing to the eye" the answers given to the tangibility in the dimensions. Questions are "Working environments look modern" and "Equipped with sufficient equipment" perceptions were found to be low. "Staff has a clean and neat appearance" it was observed that their perceptions were higher than their expectations.

According to the reliability features of the dimensions, "Always fulfills its promise on time", "Employees show interest in solving the problem" and "The company makes the correct diagnosis at the first time through", it is seen that the expectations are very high level. "Sensitive to keeping records accurate" it is analyzed there is a high level but not much difference according to the perceptions of the expectations of the answer points given.

According to the responsiveness features of the dimensions, "Employees serve customers quickly", "Want to help employees' customers", "Exactly when the process will end" and "Employees are not too busy to respond to customers' requests". According to the results of the analysis of the questions, their perceptions were found to be level very low according to their expectations.

According to the assurance features of the dimensions, “Gives confidence during service”, “Employees are always polite to their customers” and “Employees have the knowledge to answer customers’ questions”. According to the results of the analysis of the questions, their perceptions were found to be level very low according to their expectations. In the survey study, “The company receives the appropriate fee”. According to general the results of the analysis of the analysis of the questions, their perceptions were found to be level the lowest according to their expectations. For this reason, it was seen that the vehicle owners found the fee a lot and are not satisfied.

According to the empathy features of the dimensions, “Service clocks are adjusted according to customers”, “Employees take care of each customer individually”, “Service has employees interested in each customer” and “Keeps the service’s customers’ interests above all”. Perceptions of vehicle owners according to expectations, it was found to be as low as in other dimensions.

When the dimensions were analyzed according to demographic features, it was found that perception score of women customers were higher than their expectations because they were satisfied the tangibility features. When other dimensions were examined, it was seen that the expectations of female and male groups against the service quality they received were higher than their perceptions.

When the dimensions according to the age groups were examined, it was analyzed that the vehicle owner customers in the 20-29 age range had low expectations but high perceptions in terms of tangibility features. When the analysis of the dimensions of the customers in all age groups are generally examined, its found that their expectations are higher than their perceptions and therefore they are not satisfied.

When vehicle owners are examined accordig to their education levels, its found that vehicle owners are generally not satisfied because they think their expectations are high but their perceptions are low compared to their expectations.

According to their occupational status, it was seen that vehicle owners who are students were satisfied with the service they received because their perception was higher than their expectation. Other age group vehicle owners were found to have lower perceptions than expected.

When the dimensions of vehicle owners according to their income status were examined, they were analyzed as not satisfied because their expectations were higher than the perception of the service they received.

32.8% of the respondents stated that the service quality is high, 25% because the service is close to their homes, 21.6% because they trust in the service, 16% because they have an agreement with the company and 4% variety of service gives. Therefore they prefer this company.

When the servqual scores of the vehicle owners participating in the study were examined, it was found that they were satisfied with the general appearance because the tangibility features dimension was positive. Reliability, responsiveness, assurance and empathy were negative, so it was concluded that vehicle owners could not meet their expectations in general.

When the I-S analyzed are examined, its shown as a field quadrant graph which dimensions affect service quality. "Staff has a clean and neat appearance", "Equipped with sufficient equipment", "Employees show interest in solving the problem", "Sensitive to keeping records accurate", "Want to help employees' customers", "Employees are always polite to their customers" questions it seen that they are in area (I) where they are given high importance by vehicle owners and receive service with high satisfaction by the company.

Although Buildings and offices look pleasing to the eye and Working environments look modern, it has been determined that the vehicle owners are satisfied because they think that they provide high performance by the company even though they do not attach importance to this area which they evaluate in terms of tangibility features dimension. This examined quadrant graph is located in area (IV).

I-S model when the quadrant graph is examined, its found that when the averages of tangibility, reliability, responsiveness, assurance and empathy scales gives by vehicle owners are considered, they give high importance but leave with low satisfaction. The analysis of the answers given to these dimensions is in the area (II) section the graph.

In the I-S model analysis, quadrant graph explaining the area (III) section shows that vehicle owners give low importance and there is no low performance area.

As a result of the findings obtained from the study in general, servqual model was made hybrid with I-S model and in this study it was found that the two models gave consistent results.

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APPENDIX

Appendix -1: Survey

Respectable instructors and dear friends;

“Evaluation Of Service Quality at After Sales With A Hybrid Model: An Application in Automotive Service with Servqual&I-S Model” this is the application stage of the master thesis. The survey consists of 4 sections. In the first part, your personal information is requested, in the second part your part expectations, in the fourth part your perceptions and your degree of participation to your satisfaction are asked.

The survey was formed by compiling some similar studies in the literature and adding new questions in accordance with the subject. The main objective of the research is to test the reliability of the generally accepted service quality measurement models, servqual and importance&satisfaction models, and to investigate the compatibility of each other in measuring service quality by hybrid model. Its also aimed to shed light on future academic studies. In order to produce accurate and reliable results of your research its very important that you answer your questions clearly and completely without any influence. The answer I receive from you will be converted into data and evaluated statistically.

Thank you for your valuable time and understanding.

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Part I:

Please select the most appropriate one for the questions given below.

1. Sex

Female Male

2. Age

20-29 30-39 40-49 50 and older than

3. Educational Status

Primary school High School Associate degree/Undergraduate master's/PhD

4. Occupation

Government Officer Private Sector Artisan Student Retired

5. Level of income

Minimum Wage-2.000TL 2.000TL-5.000TL 5.000TL and Above

6. Why are you coming to this service? List the reasons in order priority (1,2,3).

(“1”: Less important, “2”: Important, “3”: Most important)

Service close to home

Having an agreement with the company you have.

The company gives service of variety.

The company gives service of quality.

You are trust service of company.

Other.

Part II:

The features listed in the following items relate to the services of an automotive service. The quality of service provided in this section will be evaluated please list spaces below in order of high importance for you.

(“1”: Least important, “2”: Less important, “3”: Important, “4”: Very Important, “5”: Most important).

1. View of the materials of the service building, reception area and equipment.

.....

2. The ability of the service to perform the service described in a reliable way.

.....

3. Service employees’ willingness to help customers quickly.

.....

4. Knowledge of service employees and skills to build trust in customers.

.....

5. Service employees show personal attention and help to customers.

.....

Which of the above 5 features is more important to you?

Which is more important than the second?

Which is the least?

Part III:

Answer the following questions, concerning your expectations from the product and service you received from the car service (issues you care about or not).

Expectation Scale:

Servqual Survey

Much lower than expected	Very Below Expectation	Below my expectations	Less than my expectation	Partly below my expectation	Questions	Partly above my expectation	more than my expectation	Above my expectation	Very above my expectation	Far above my expectation
-5	-4	-3	-2	-1	T1. Buildings and offices look pleasing to the eye.	1	2	3	4	5
-5	-4	-3	-2	-1	T2. Working environments look modern.	1	2	3	4	5
-5	-4	-3	-2	-1	T3. Staff has a clean and neat appearance.	1	2	3	4	5
-5	-4	-3	-2	-1	T4. Equipped with sufficient equipment.	1	2	3	4	5
-5	-4	-3	-2	-1	R5. Always fulfills its promise on time.	1	2	3	4	5
-5	-4	-3	-2	-1	R6. Employees show interest in solving the problem.	1	2	3	4	5
-5	-4	-3	-2	-1	R7. The company makes the correct diagnosis at the first time through.	1	2	3	4	5
-5	-4	-3	-2	-1	R8. Sensitive to keeping records accurate.	1	2	3	4	5
-5	-4	-3	-2	-1	Res9. Employees serve customers quickly.	1	2	3	4	5
-5	-4	-3	-2	-1	Res10. Want to help employees' customers.	1	2	3	4	5

-5	-4	-3	-2	-1	Res11. Exactly when the process will end.	1	2	3	4	5
-5	-4	-3	-2	-1	Res12. Employees are not too busy to respond to customers' requests.	1	2	3	4	5
-5	-4	-3	-2	-1	A13. Gives confidence during service.	1	2	3	4	5
-5	-4	-3	-2	-1	A14. Employees are always polite to their customers.	1	2	3	4	5
-5	-4	-3	-2	-1	A15. The company receives the appropriate fee.	1	2	3	4	5
-5	-4	-3	-2	-1	E16. Employees have the knowledge to answer customers' questions.	1	2	3	4	5
-5	-4	-3	-2	-1	E17. Service clocks are adjusted according to customers.	1	2	3	4	5
-5	-4	-3	-2	-1	E18. Employees take care of each customer individually.	1	2	3	4	5
-5	-4	-3	-2	-1	E19. Service has employees interested in each customer.	1	2	3	4	5
-5	-4	-3	-2	-1	E20. Keeps the service's customers' interests above all.	1	2	3	4	5

Part IV:

Answer the following questions, concerning your perceptions (whether you are satisfied or not) about the product and service you have received from the car service.

Perception Scale:

Servqual Survey

Much lower than perceived	Very Below perception	Below my perception	Less than my perception	Partly below my perception	Questions	Partly above my perception	more than my perception	Above my perception	Very above my perception	Far above my perception
-5	-4	-3	-2	-1	T1. Buildings and offices look pleasing to the eye.	1	2	3	4	5
-5	-4	-3	-2	-1	T2. Working environments look modern.	1	2	3	4	5
-5	-4	-3	-2	-1	T3. Staff has a clean and neat appearance	1	2	3	4	5
-5	-4	-3	-2	-1	T4. Equipped with sufficient equipment	1	2	3	4	5
-5	-4	-3	-2	-1	R5. Always fulfills its promise on time	1	2	3	4	5
-5	-4	-3	-2	-1	R6. Employees show interest in solving the problem	1	2	3	4	5
-5	-4	-3	-2	-1	R7. The company makes the correct diagnosis at the first time through.	1	2	3	4	5
-5	-4	-3	-2	-1	R8. Sensitive to keeping records accurate	1	2	3	4	5

-5	-4	-3	-2	-1	Res9. Employees serve customers quickly	1	2	3	4	5
-5	-4	-3	-2	-1	Res10. Want to help employees' customers	1	2	3	4	5
-5	-4	-3	-2	-1	Res11. Exactly when the process will end.	1	2	3	4	5
-5	-4	-3	-2	-1	Res12. Employees are not too busy to respond to customers' requests.	1	2	3	4	5
-5	-4	-3	-2	-1	A13. Gives confidence during service.	1	2	3	4	5
-5	-4	-3	-2	-1	A14. Employees are always polite to their customers.	1	2	3	4	5
-5	-4	-3	-2	-1	A15. The company receives the appropriate fee.	1	2	3	4	5
-5	-4	-3	-2	-1	E16. Employees have the knowledge to answer customers' questions.	1	2	3	4	5
-5	-4	-3	-2	-1	E17. Service clocks are adjusted according to customers.	1	2	3	4	5
-5	-4	-3	-2	-1	E18. Employees take care of each customer individually.	1	2	3	4	5
-5	-4	-3	-2	-1	E19. Service has employees interested in each customer.	1	2	3	4	5
-5	-4	-3	-2	-1	E20. Keeps the service's customers' interests above all.	1	2	3	4	5

SERVQUAL SURVEY: EXPRESSIONS AND PROVISIONS

1.	TANGIBILITY
2.	TANGIBILITY
3.	TANGIBILITY
4.	TANGIBILITY
5.	RELIABILITY
6.	RELIABILITY
7.	RELIABILITY
8.	RELIABILITY
9.	RESPONSIVENESS
10.	RESPONSIVENESS
11.	RESPONSIVENESS
12.	RESPONSIVENESS
13.	ASSURANCE
14.	ASSURANCE
15.	ASSURANCE
16.	ASSURANCE
17.	EMPATHY
18.	EMPATHY
19.	EMPATHY
20.	EMPATHY

