

The Effect of Social Capital on Client's Relationship Satisfaction

Sosyal Sermayenin Müşterilerin İlişki Memnuniyetine Etkisi

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ABSTRACT

The purpose of the current study is to measure the effect of social capital on client's relationship satisfaction. In addition, it aims to determine the effect of cognitive, relational and structural social capital on client's relationship satisfaction. To this end, a survey was conducted on 364 clients in Düzce. In the SPSS analysis program, "Independent Sample t-Test", "One Way Analysis of Variance (ANOVA)", "Pearson Correlation Analysis" and "Regression Analysis" methods were used. As a result of the analysis, a positive correlation was determined between cognitive, relational and structural social capital levels, intention to become a client again and relationship satisfaction. In addition, it was determined that the social capital levels and relationship satisfaction levels of the participants varied depending on their demographic and professional characteristics.

ÖZET

Anahtar Kelimeler:

Sosyal Sermaye,
İlişki Memnuniyeti,
Serbest Muhasebeci
Mali Müşavir

Jel Kodları:

M40, M41

Bu araştırmanın amacı; sosyal sermayenin müşterilerin ilişki memnuniyetine olan etkisini ölçmektir. Ayrıca bilişsel, ilişkisel ve yapısal sosyal sermayenin müşterilerin ilişki memnuniyetine etkisini belirlemektir. Bu amaçlarla Düzce ilinde 364 mükellef üzerinde anket gerçekleştirilmiştir. SPSS analiz programı ile "Bağımsız Örneklem t-Testi", "Tek Yönlü Varyans Analizi (ANOVA)", "Pearson Korelasyon Analizi" ve "Regresyon Analizi" yöntemlerinden yararlanılmıştır. Yapılan analizler sonucunda bilişsel, ilişkisel ve yapısal sosyal sermaye düzeyleri ile, yeniden müşteri olma niyeti ve ilişki memnuniyetleri arasında pozitif bir ilişki tespit edilmiştir. Ayrıca katılımcıların demografik ve mesleki özelliklerine göre sosyal sermaye düzeylerinin ve ilişki memnuniyet düzeylerinin farklılaştığı tespit edilmiştir.

1. INTRODUCTION

In the service sector, it is almost impossible to completely eliminate and prevent the occurrence of errors during service production (Riaz & Khan, 2016). Errors that may arise cause various dissatisfaction in clients and then serious consequences can be encountered like client losses. One of the most critical risks in the aforementioned process is the correction of such service errors by other competitors and their turning them into an advantage for themselves (Allan et al., 2014). Due to the fact that clients express their dissatisfaction more than their satisfaction, professionals causing dissatisfaction in clients will experience loss of potential future clients. Elimination of these dissatisfactions that may arise will be possible by improving the relationships between those who produce services or products and the clients who buy and consume them.

As a result of the above-mentioned situation, the importance of social capital become apparent. Social capital has become a concept that is frequently investigated and researched by social sciences in recent years. It plays an important role in achieving the goals of the company. Social capital is expressed as one of the main assets of social organizations (Putnam, 1995). In another definition, it is expressed as the examination of relations based on trust between individuals and institutions from an economic perspective (Karagül & Masca, 2005: 37).

Social capital is considered a resource unique to the person. For this reason, inequalities that may arise in the distribution of other types of economic and cultural capital among people are seen as a problem that increases the imbalances in the sphere of influence of the concept of social capital (Braun, 2002: 9). The supplier providing a product or service ensures that his/her relationship with clients progresses more positively through the financial advantages and quality services he/she offers to his/her clients (Sharma et al., 2014). In addition, client-employee relationships also affect the behavior of clients positively or negatively (Chirawattanakij & Ractham, 2015). In summary, client-firm and client-employee relationships are of great importance in terms of social capital.

The relationship between the client, the company where the product or service is produced and the employee develops much faster as a result of the improvement of the product / service received by the client. The developing relationship is seen as one of the factors that form the basis of social capital. Researchers have found that the results of the service improvement assessment are primarily related to commitment (Cambra-Fierro et al., 2015), relational norms (Tsai et al., 2014), trust (Pizzutti dos Santos and Basso, 2012), relationship type (Wan et al., 2011), relationship quality (Grégoire and Fisher, 2006) and brand loyalty (Aaker et al., 2004). It has also been found that the harmony between the two parties in the context of client-company relationships has a positive effect on the client's goal of satisfaction (DeWitt and Brady, 2003). However, the role of client-employee relationships in improving service has been less studied than that of client-company relationships (Yagil & Luria, 2016).

There are some important gaps in the service improvement literature that researchers have acknowledged. First, little research has been done on how client-employee relationships affect relationship satisfaction (Yagil & Luria, 2016). Second, client-employee relationships have many dimensions, and the existing research has investigated client-employee relationships from a very narrow perspective (Jones & Taylor, 2012). For example, researchers have taken into account compliance (DeWitt & Brady, 2003), trust (Pizzutti dos Santos and Basso, 2012), relationship length (Yagil & Luria, 2016) and a number of interactions (Park & Ha, 2016). These dimensions, which have been taken into account, very often affect the service improvement process and subsequent relationship satisfaction within the concept of social capital.

Social capital can be at cognitive, relational and structural levels (Jones & Taylor, 2012). The effect of cognitive social capital, relational social capital and structural social capital on relationship satisfaction has not yet been taken into account. Generally, the higher the level of satisfaction in the relationship between the client and the supplier is, the greater the client's loyalty and commercial gain will be. Therefore, the current study attempts to identify the effect of the above-mentioned concepts on relationship satisfaction and uses a three-factor client-employee relationship model to determine the individual effect of three types of social capital (Jones & Taylor, 2012). Relationship satisfaction can affect the behavior of the client from time to time (Conway & Fitzpatrick, 1999). For this reason, the study also evaluates the effect of relationship satisfaction on negative word of mouth. If the client is not satisfied with his/her relationship with the employee from whom he/she purchases the product-service, he/she may begin to share this dissatisfaction with the people around him/her. This might result in negative word of mouth.

The purpose of the current study is to measure the effect of social capital on client's relationship satisfaction. In addition to this main purpose, the study has some sub-goals such as determining the effect of cognitive, relational and structural social capital on client's relationship satisfaction, determining the effect of negative word of mouth on the relationship between clients and certified public accountants, making some suggestions on the potential behavior of clients by determining the interaction between the intention of becoming a client again and social

capital and helping solve the problems in the sector by determining the interaction of the profession of public accounting with social capital and its sub-dimensions in Turkey. The study was conducted on the clients of the certified public accountants in Düzce. The study aims to share suggestions and information that can help researchers who will work in the field in the future and groups that can benefit from it in the sector.

2. CONCEPT OF SOCIAL CAPITAL

2.1. Definition Of The Concept Of Social Capital

Although social capital does not have a very old history as a concept, it is stated that the origin of the concept goes back to the works of Durkheim, Marx and even Aristotle (Abdioğlu & Yavuz, 2013: 30). The first thing that can be said about the concept of social capital, which has started to be used quite widely, is that it covers everything other than material assets in society (Abdioğlu & Yavuz, 2013: 29).

The concept was formed by combining the concepts of “social” belonging to social sciences and “capital” belonging to economics (Yüksel, 2015: 15). It can be addressed as social since it is based on relations between people and communities and it can be considered as capital as it contributes to social production and influences economic development (Tüysüz, 2011: 125). Even the fact that it incorporates these two words, which seem to be distant from each other, is a subject that attracts the attention of researchers.

There are many different definitions of social capital, which is an important concept due to the role it plays in society: Pierre Bourdieu (1997) defines social capital as a resource that the so-called elites benefit from. One of the most remarkable definitions is that social capital is the norms, rules, networks, communication and mutual trust of society that affect economic development (Narayan & Woolcock, 2000: 5). Whiteley (2000), on the other hand, refers to the concept of social capital as the desire of people to trust their family members, their citizens living together in the same country and other people in general. From a general perspective, social capital is expressed as the contribution of trust-based relations between individuals to the accomplishment of goals that bring individuals together (Erbil, 2008: 10). When all definitions are considered, social capital is explained as the value created by the values, norms, social networks and traditions that form societies, keep people together and affect their economic, political and cultural development and the relations that are maintained on the basis of trust between individuals and groups (Çalışkan et al., 2014: 314).

Social capital plays an important role in ensuring trust between people. According to Yüksel (2015), social capital refers to the bonds and communication between employees, the goals that employees should achieve and mutual trust. In addition to these, social capital has been conceptually expanded to include everything because it benefits from many different areas (Ağcasulu, 2017: 126).

The concept of social capital has become a subject of interest to social sciences and social scientists, especially in the last thirty years. The concept of social capital is drawn on in a wide range of areas such as education, health and human relations. Therefore, it has become a much-preferred research topic recently. It has emerged as a very popular research area since 1990 (Ağcasulu, 2017: 126). One of the important factors that laid the groundwork for the emergence of the concept is that traditional social sciences, which include the abovementioned types of capital such as physical and human capital, have excessively centered on the individuality of people. Social capital was born as a reaction to the situation described and started to be developed (Ağcasulu, 2017: 115). It has continued to be of interest to researchers for a long time and a consensus has been reached on many points about the concept. However, there are still some points on which no consensus has been reached among people who are interested in the subject. Because it is a type of capital that cannot be controlled by people, very different definitions and views have been proposed. These differences are also seen as the richness of the concept and it is estimated that the research on the subject will continue for many years to come.

The concept of social capital consists of many components. Researchers also make use of these components in their definitions of the concept. In general, the concept of social capital is accepted to consist of three components; communication networks, norms and sanctions, as shown in Table 1.

Table 1. Three Components of Social Capital

	COMMUNICATION NETWORKS	NORMS	SANCTIONS
FUNCTION	Network members – having access to information, utilization of information and support	Rules and conditions - reciprocity, expectation of cooperation, trust and compliance of behaviour	Rewarding – punishing
SAMPLES			
Traditional Communities	Neighbourhood, borrowing, protection and caring	Reciprocity and protection of neighbour's property against strangers	Recognition and respect - gossip and social exclusion
New York Diamond Market	Diamond merchants	Giving a bag of rough diamonds for inspection of diamonds	Acceptance, rejection and exclusion
Highway Law	Other highway drivers - faster travel and information	Language of sign and cooperation	Anger of strangers, being thanked, getting caught by the police

Source: Yüksel, 2015: 29.

One of the most important dimensions of social capital is trust. It is seen as a necessity that individuals who come together in a group, organization or other formation need in order to maintain their existence and achieve their shared goals (Töremen, 2002: 570). Luhmann (2002) emphasizes that social systems consist of processes of communication of individuals with each other rather than the activities they do. For this reason, society can exist when interpersonal communication is established (Şan & Şimşek, 2011: 103). Castle (2002) stated that in addition to trust, individuals' mutual expectations and information exchange are features of social capital (as cited in Kösemen, 2010: 17).

3. METHODOLOGY

3.1. Population and Sample

The population and the sample of the study consist of the taxpayers who are residing in Düzce and who officially purchase services from the certified public accountants registered in Düzce SMMM and keep books on the basis of Balance Sheet (1st Class) and according to the Operating Account Method (2nd Class). The number of 1st and 2nd class taxpayers in Düzce is 8500. The reason for conducting the study in Düzce is the constraints in terms of cost and time. Due to the Covid-19 pandemic along with these constraints and due to the difficulty of reaching the whole population, the sample was limited to 364 people. The margin of error arising from the sample at the 95% confidence interval in a population of 8,500 people and a sample of 364 people was found to be 5.03%.

3.2. Data Collection Tools

In order to collect the data, the questionnaire technique was preferred as the data collection tool. The questionnaire items prepared by using 7-point Likert scale were administered to the taxpayers who keep books on the basis of the Balance Sheet and according to the Operating Account Method in Düzce.

3.3. Research Methods and Hypotheses and Model

Whether the variables fit the normal distribution was tested with the skewness and Kurtosis coefficients and the variables that fit the normal distribution were given with their mean and standard deviation values. Parametric methods were used because the variables used in the study had a normal distribution. Therefore, the "Independent Samples t-Test" was used to analyze the differences between two groups and the "One-Way Analysis of Variance (ANOVA)" test was used to analyze the differences between 3 or more groups. The relationships between the variables were examined with the "Pearson Correlation Analysis". The effect of the participants' social capital levels, intention to become a client again and negative word-of-mouth levels on relationship satisfaction was tested with "Regression Analysis".

Statistical analyses were conducted in the IBM SPSS Statistics analysis program. The significance level was taken as 0.05.

- **Hypothesis 1.** There is a significant correlation between social capital and relationship satisfaction.
- **Hypothesis 2.** The level of social capital varies significantly depending on the demographic characteristics of the participants.
- **Hypothesis 3.** The level of relationship satisfaction varies significantly depending on the demographic characteristics of the participants.
- **Hypothesis 4.** There is a significant correlation between the level of social capital and the intention to become a client again.
- **Hypothesis 5.** There is a significant correlation between social capital and negative word of mouth.
- **Hypothesis 6.** There is a significant correlation between the intention to be a client again and relationship satisfaction.
- **Hypothesis 7.** There is a significant correlation between relationship satisfaction and negative word of mouth.
- **Hypothesis 8.** The level of negative word of mouth varies significantly depending on the demographic characteristics of the participants.
- **Hypothesis 9.** The intention to become a client again varies significantly depending on the demographic characteristics of the participants.

The above hypotheses were formed based on the research model and analysis results. The model of the study is shown in Figure 1 below. As shown in the model, the multifaceted interaction and relationship between the dimensions draw attention.

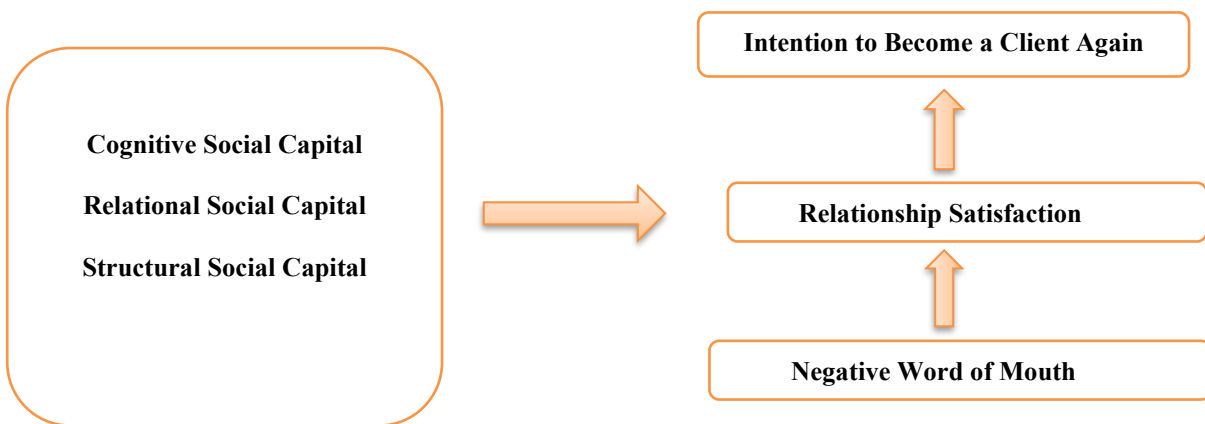


Figure 1. Research Model

3.4. Development of the Data Collection Tool and Collection of the Data

The structural social capital and cognitive social capital measurement in the questionnaire is based on four items adapted from Nahapiet & Ghoshal (1998); Jones & Taylor (2012). The measurement of the relational social capital is based on the scale taken from Carey et al. (2011); Jones and Taylor (2012); Villena et al. (2011). In addition, relationship satisfaction was measured with seven items adapted from Gregoire & Fisher (2006); Schumann (2012). Negative Word of Mouth was measured by the scale developed and used by Blodgett et al. (1997); Thelen & Shapiro (2012). The intention to become a client was measured with the scale of Blodgett et al. (1997). In addition, all the questionnaire items were developed on a seven-point Likert-type scale. Before data collection began, the questionnaire was tested in a pilot study to ensure its reliability.

The data collection process was carried out between 25.11.2021 and 05.01.2022. The questionnaires were administered face-to-face until 28.12.2021. Due to the Covid-19 pandemic and some of the participants' inability to participate at the desired level due to being busy during working hours, the process was prolonged and therefore,

the questionnaire administration process was completed by reaching the rest of the sample via the link created by designing the questionnaire on Google Forms as of 29.12.2022.

3.5. Data Analysis

In line with the purpose of the study, statistical analyses were conducted within the context of the data obtained by using the questionnaire method and the characteristics of the data reached. IBM SPSS analysis program was used in the analysis of the collected data. The findings obtained as a result of the analyses were interpreted. Findings related to these analyses are interpreted in the fourth section.

4. FINDINGS and INTERPRETATIONS

4.1. Demographic Findings

Table 2. Characteristics of the Participants

		Frequency	Percentage
Gender	Female	86	23.6
	Male	278	76.4
Age	25 years old and younger	57	15.7
	26-35 years old	114	31.3
	36-45 years old	117	32.1
	46-55 years old	47	12.9
	56 years old and older	29	8
Area of Work	Purchase-Sale	174	47.8
	Service	162	44.5
	Manufacturing	28	7.7
Length of the Relationship with the Certified Public Accountant	2 years and less	71	19.5
	2-5 years	105	28.8
	More than 5 years	188	51.6
Type of the Taxpayer	Taxpayer Keeping Books on the Basis of Balance Sheet	183	50.3
	Taxpayer Keeping Books According to the Operating Account Method	181	49.7

Table 2 includes the demographic information of the participants. There are a total of 364 participants, 23.6% are female and 76.4% are male. Of the participants, 15.7% are 25 years old and younger, 31.3% are 26-35 years old, 32.1 are 36-45 years old, 12.9% are 46-55 years old and 8% are 56 years old and older. Moreover, 47.8% of the participants work in the purchase-sale sector, 44.5% work in the service sector and 7.7% work in the manufacturing sector. In addition, 19.5% of the participants have been working with their current certified public accountants for 2 years and less, 28.8% for 2-5 years, 51.6% for 5 years and more. Finally, 50.3% of the participants keep books on the basis of the Balance Sheet and 49.7% of the participants keep books according to the Operating Account Method.

4.2. Findings of the Reliability Analysis

Table 3. Results of the Reliability Analysis

	Cronbach Alpha
Cognitive Social Capital	0.895
Relational Social Capital	0.892
Structural Social Capital	0.860
Negative Word of Mouth	0.842
Intention to Become a Client Again	0.940
Relationship Satisfaction	0.787

If the reliability coefficient is $0.60\alpha \leq 0.80$, the scale is reliable, and if it is $0.80\alpha \leq 1.00$, the scale is highly reliable. Obtained Cronbach's Coefficients show that the scale used is quite reliable.

4.3. Descriptive Statistics

Table 4. Examination of the Levels of the Dimensions of Social Capital and Related Concepts

	N	Mean	Standard Deviation	Skewness	Kurtosis
Cognitive Social Capital	364	5.35	1.35	-.72	.19
Relational Social Capital	364	5.53	1.23	-.88	.52
Structural Social Capital	364	5.37	1.49	-.81	-.11
Negative Word of Mouth	364	2.81	1.73	.58	-.83
Intention to Become a Client Again	364	3.97	1.02	-.30	.11
Relationship Satisfaction	364	5.31	1.15	-.45	.12

Table 4 includes the descriptive statistics of the scale dimensions used in the study. The cognitive social capital levels of the participants are 5.35 ± 1.35 , relational social capital levels are 5.53 ± 1.23 , structural social capital levels are 5.37 ± 1.49 , negative word of mouth levels are 2.81 ± 1.73 , intention to become a client again levels are 3.97 ± 1.02 and relationship satisfaction levels are 5.31 ± 1.15 . In addition, since the skewness and kurtosis values of the scale dimensions used in the study are between +2 and -2, it is understood that all the dimensions are normally distributed and parametric methods should be used.

4.4. Findings of Difference Tests

Difference tests (t-test and ANOVA) were applied to determine whether the dimensions were perceived differently depending on demographic characteristics.

Table 5. Examination of the Participants' Levels of the Dimensions of Social Capital and Related Concepts by Gender

	Gender	n	Mean	Std. Dev.	p value
Cognitive Social Capital	Female	86	5.26	1.18	0.409
	Male	278	5.38	1.40	
Relational Social Capital	Female	86	5.29	1.02	0.017
	Male	278	5.61	1.28	
Structural Social Capital	Female	86	4.88	1.48	0.001
	Male	278	5.52	1.46	
Negative Mouth of Word	Female	86	3.15	1.65	0.041
	Male	278	2.71	1.74	
Intention to Become a Client Again	Female	86	3.78	1.12	0.051
	Male	278	4.02	0.98	
Relationship Satisfaction	Female	86	5.19	0.90	0.207
	Male	278	5.35	1.22	

p < 0.05, Independent Samples t-Test

According to Table 5, the relational social capital levels, structural social capital levels and negative word-of-mouth levels of the participants vary significantly by gender ($p < 0.05$). The negative word-of-mouth levels of the female participants are higher than those of the male participants. The relational social capital and structural social capital levels of the male participants are higher than those of the female participants. The cognitive social capital, intention to become a client again and relationship satisfaction levels of the participants do not vary significantly by gender ($p > 0.05$).

Table 6. Examination of the Participants’ Levels of the Dimensions of Social Capital and Related Concepts by Age

	Age	N	Mean	Std. Dev.	p value	Pair-wise comparison r
Cognitive Social Capital	25 years old and younger	57	5.1	1.4	0.438	
	26-35 years old	114	5.4	1.2		
	36-45 years old	117	5.4	1.4		
	46-55 years old	47	5.5	1.4		
	56 years old and older	29	5.3	1.4		
Relational Social Capital	25 years old and younger	57	5.1	1.5	0.017	36-45 years old > 25 years old and younger
	26-35 years old	114	5.5	1.2		
	36-45 years old	117	5.8	1.1		
	46-55 years old	47	5.6	1.2		
	56 years old and older	29	5.6	0.9		
Structural Social Capital	25 years old and younger	57	4.7	1.7	0.001	36-45 years old, 46-55 years old > 25 years old and younger
	26-35 years old	114	5.3	1.5		
	36-45 years old	117	5.6	1.3		
	46-55 years old	47	5.7	1.5		
	56 years old and older	29	5.5	1.2		
Negative Word of Mouth	25 years old and younger	57	2.9	1.6	0.005	26-35 years old > 46-55 years old, 56 years old and older
	26-35 years old	114	3.2	1.7		
	36-45 years old	117	2.8	1.9		
	46-55 years old	47	2.3	1.4		
	56 years old and older	29	2.0	1.4		
Intention to Become a Client Again	25 years old and younger	57	3.8	0.9	0.598	
	26-35 years old	114	4.0	1.1		
	36-45 years old	117	4.0	1.0		
	46-55 years old	47	4.0	1.0		
	56 years old and older	29	3.8	0.9		
Relationship Satisfaction	25 years old and younger	57	5.0	1.3	0.088	
	26-35 years old	114	5.3	1.1		
	36-45 years old	117	5.5	1.1		
	46-55 years old	47	5.4	1.2		
	56 years old and older	29	5.2	0.8		

p<0.05, One-Way Analysis of Variance (ANOVA)

According to Table 6, the relational social capital levels, structural social capital levels and negative word-of-mouth levels of the participants vary significantly by age (*p*<0.05). The relational social capital levels of the participants aged 36-45 are higher than those aged 25 and under. The structural social capital levels of the participants aged 36-45 or 46-55 are higher than those aged 25 and under. The participants in the 26-35 age group have higher negative word-of-mouth levels compared to the participants in the 46-55 and 56+ age groups. The cognitive social capital, intention to become a client again and relationship satisfaction levels of the participants do not vary significantly by age (*p*>0.05).

Table 7. Examination of the Participants' Levels of the Dimensions of Social Capital and Related Concepts by Area of Work

	Area of Work	n	Mean	Std. Dev.	p value	Pair-Wise Comparison
Cognitive Social Capital	Purchase-Sale	174	5.45	1.28	0.051	
	Service	162	5.18	1.39		
	Manufacturing	28	5.74	1.43		
Relational Social Capital	Purchase-Sale	174	5.68	1.14	0.030	Manufacturing, Purchase-Sale > Service
	Service	162	5.34	1.27		
	Manufacturing	28	5.74	1.39		
Structural Social Capital	Purchase-Sale	174	5.58	1.36	0.002	Purchase-Sale, Manufacturing > Service
	Service	162	5.06	1.58		
	Manufacturing	28	5.82	1.40		
Negative Word of Mouth	Purchase-Sale	174	2.75	1.77	0.201	
	Service	162	2.96	1.68		
	Manufacturing	28	2.37	1.70		
Intention to Become a Client Again	Purchase-Sale	174	4.00	0.94	0.520	
	Service	162	3.90	1.10		
	Manufacturing	28	4.10	1.01		
Relationship Satisfaction	Purchase-Sale	174	5.41	1.13	0.051	
	Service	162	5.14	1.13		
	Manufacturing	28	5.63	1.35		

p<0.05, One-Way Analysis of Variance (ANOVA)

According to Table 7, the relational social capital and structural social capital levels of the participants vary significantly by area of work ($p < 0.05$). The relational social capital levels of the participants working in the Purchase-Sale and Manufacturing sectors are higher than those of the participants working in the Service sectors. On the other hand, the structural social capital levels of the participants working in the Purchase-Sale and Manufacturing sectors are higher than those of the participants working in the Service sectors. The cognitive social capital, negative word of mouth, intention to become a client again and relationship satisfaction levels of the participants do not vary significantly by area of work ($p > 0.05$).

Table 8. Examination of the Participants' Levels of the Dimensions of Social Capital and Related Concepts by Length of the Relationship with the Certified Public Accountant

	Length of the Relationship with the Certified Public Accountant	n	Mean	Std. Dev.	p value	Pair-Wise Comparisons
Cognitive Social Capital	2 years and less	71	4.81	1.22	<0.001	More than 5 years > 2 years and less, 2-5 years
	2-5 years	105	5.19	1.44		
	More than 5 years	188	5.65	1.26		
Relational Social Capital	2 years and less	71	4.81	1.37	<0.001	More than 5 years > 2-5 years > 2 years and less
	2-5 years	105	5.39	1.23		
	More than 5 years	188	5.89	1.04		
Structural Social Capital	2 years and less	71	4.30	1.57	<0.001	More than 5 years > 2-5 years > 2 years and less
	2-5 years	105	5.19	1.46		
	More than 5 years	188	5.87	1.21		
Negative Word of Mouth	2 years and less	71	3.28	1.58	<0.001	More than 5 years < 2 years and less, 2-5 years
	2-5 years	105	3.12	1.69		
	More than 5 years	188	2.47	1.74		
	2 years and less	71	3.62	0.95	<0.001	

Intention to Become a Client Again	2-5 years	105	3.89	1.04		More than 5 years >2 years and less
	More than 5 years	188	4.14	0.99		
Relationship Satisfaction	2 years and less	71	4.66	1.14	<0.001	More than 5 years > 2-5 years > 2 years and less
	2-5 years	105	5.18	1.11		
	More than 5 years	188	5.63	1.07		

p<0.05, One-Way Analysis of Variance (ANOVA)

According to Table 8, the cognitive social capital, relational social capital, structural social capital, negative word of mouth, intention to become a client again and relationship satisfaction levels of the participants vary significantly depending on the length of the relationship with the certified public accountant ($p<0.05$). The cognitive social capital levels of the participants who have a relationship with the certified public accountant for 5 years or more are higher than those who have a relationship for 2 years or less or between 2 and 5 years. The negative word-of-mouth levels of the participants who have a relationship with the certified public accountant for 5 years or more are lower than those who have a relationship for 2 years or less or between 2 and 5 years. The participants who have a relationship for 5 years or more have the highest levels of relational social capital, structural social capital, intention to become a client again and relationship satisfaction, while those with a relationship for 2 years or less have the lowest.

Table 9. Examination of the Participants' Levels of the Dimensions of Social Capital and Related Concepts by the Type of Bookkeeping

	Type of Bookkeeping	N	Mean	Std. Dev.	p value
Cognitive Social Capital	Bookkeeping on the Basis of Balance Sheet	183	5.53	1.28	0.013
	Bookkeeping According to the Operating Account Method	181	5.18	1.39	
Relational Social Capital	Bookkeeping on the Basis of Balance Sheet	183	5.72	1.16	0.004
	Bookkeeping According to the Operating Account Method	181	5.35	1.27	
Structural Social Capital	Bookkeeping on the Basis of Balance Sheet	183	5.66	1.34	0.001
	Bookkeeping According to the Operating Account Method	181	5.07	1.57	
Negative Word of Mouth	Bookkeeping on the Basis of Balance Sheet	183	2.73	1.77	0.361
	Bookkeeping According to the Operating Account Method	181	2.90	1.69	
Intention to Become a Client Again	Bookkeeping on the Basis of Balance Sheet	183	4.05	1.02	0.117
	Bookkeeping According to the Operating Account Method	181	3.88	1.01	
Relationship Satisfaction	Bookkeeping on the Basis of Balance Sheet	183	5.42	1.12	0.077
	Bookkeeping According to the Operating Account Method	181	5.20	1.18	

p<0.05, Independent Samples t-Test

According to Table 9, the cognitive social capital, relational social capital and structural social capital levels of the participants vary significantly depending on the type of bookkeeping ($p<0.05$). The cognitive social capital, relational social capital and structural social capital levels of the participants who keep books on the basis of the balance sheet are higher than the participants who keep books according to the operating account method. The negative word of mouth, intention to become a client again and relationship satisfaction levels of the participants do not vary significantly depending on the type of bookkeeping ($p>0.05$).

As a result, the social capital, negative word of mouth, intention to become a client again and relationship satisfaction levels vary significantly depending on the demographic characteristics. Therefore, the H2, H3, H8 and H9 hypotheses developed in the study are accepted.

4.5. Correlation Analysis Findings

Table 10. Relationship between the Social Capital Levels and Relationship Satisfaction of the Participants

		Relationship Satisfaction	Intention to Become a Client Again	Negative Word of Mouth
Cognitive Social Capital	r	.727**	.432**	-.294**
	p	<0.001	<0.001	<0.001
Relational Social Capital	r	.833**	.479**	-.331**
	p	<0.001	<0.001	<0.001
Structural Social Capital	r	.757**	.478**	-.336**
	p	<0.001	<0.001	<0.001

p<0.05, Pearson Correlation Analysis

In Table 10, the relationship between the participants' social capital levels and relationship satisfaction was tested with Pearson Correlation Analysis. There is a correlation between the cognitive, relational and structural social capital levels of the participants and their intention to become a client again and relationship satisfaction ($p < 0.05$). As the cognitive, relational and structural social capital levels of the participants increase, their intention to become a client again and relationship satisfaction increase, while their negative word-of-mouth levels decrease. As a result, the H4 and H5 hypotheses developed in the study are accepted.

4.6. Regression Analysis Findings

Table 11. The Effect of the Participants' Social Capital Levels on their Relationship Satisfaction

Model Dependent Variable: Relationship Satisfaction	Non-standardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
(Constant)	.552	.184		3.005	.003
Cognitive Social Capital	.137	.037	.160	3.688	.000
Relational Social Capital	.501	.052	.535	9.634	.000
Structural Social Capital	.085	.040	.109	2.121	.035
Negative Word of Mouth	.003	.019	.005	.168	.867
Intention to Become a Client Again	.199	.036	.176	5.561	.000
Sig.			0.000		
F			205.282		
Adjusted R ²			0.738		

In Table 11, the effect of the participants' social capital levels on their relationship satisfaction was tested with regression analysis. As a result of the analysis, it is understood that their social capital levels are effective in their relationship satisfaction ($p < 0.01$). Cognitive social capital, relational social capital and structural social capital positively and significantly affect relationship satisfaction ($p < 0.05$). In other words, as the social capital levels of the participants increase, their relationship satisfaction also increases. The intention to become a client again, which is another independent variable in the study, also affects relationship satisfaction ($p < 0.01$). As their intention to become a client again increases, their relationship satisfaction also increases. The last independent variable, negative word of mouth, is not effective on relationship satisfaction ($p > 0.05$). In the regression model, the independent variables were found to explain 73.8% of the variance in the dependent variable. As a result, the H1 and H6 hypotheses developed in the study are accepted whereas the H7 hypothesis is rejected.

5. RESULTS

5.1. Results

The profession of certified public accounting includes a group of professionals who offer services to taxpayers in many different areas. However, due to the E-Transformation process, which is one of the most important realities of today, and many similar factors, workflow is one of the most affected areas. Members of the accounting

profession are also greatly affected by this situation and they experience important developments in many points from workflow processes to the level of their relationship with their clients and they feel the need to update themselves. The high number of the mentioned developments has also increased the situations in which the members of the profession should act sensitively. At the forefront of these situations is the preservation of the business relationship between them and their clients and the satisfaction level of their clients. The studies to be carried out by the members of the profession on these issues will help them to continue their commercial relations with their clients with a high level of satisfaction and will prevent customer losses by providing an advantage over their competitors. It will also enable the establishment of business relations with new clients. The results of the study aim to inform the researchers on these issues as well.

When the results of the study were examined, it was understood that there were many details. It was observed that the gender of the client has a significant effect on his/her expectations from the profession and the points with which he/she will be satisfied. It was understood that the female clients are more willing than the male clients in expressing their dissatisfaction. However, gender was found to have no significant effect on cognitive social capital which refers to sharing values, attitudes and beliefs so that common understandings can be developed and which focuses on performing activities directed to common goals and the intention to become a client again which is related to the continuation of the business relationship by the client. It was also understood that gender differences do not cause significant differences in client satisfaction. It was concluded that gender causes significant differences in relational social capital which is related to feelings such as loyalty and trust and also to the level of expectation and structural social capital that significantly affects client loyalty. The emergence of dissatisfaction and its negative effect on client loyalty is seen at a higher rate among female clients.

It was understood that when the age of the client increases, the business and private relationship with the member of the profession becomes stronger. Thus, it can be concluded that there is an increase in negative speech with the decreasing age. It was understood that abstract concepts such as loyalty and trust are damaged more quickly in the clients operating in the service sector than in the clients operating in the purchase-sale and manufacturing sectors. As the duration of the service received by the client from the professional member increases, the level of social capital increases as well. In summary, as time passes, the bond between the two parties is getting stronger and the level of dissatisfaction and the level of expressing this dissatisfaction decreases.

When examined in terms of the type of bookkeeping, it was revealed that the clients who keep books on the basis of a balance sheet act more in compliance with the members of the profession and develop more common understandings and that their expectation levels and loyalty levels are higher than the clients who keep their books according to the operating account method. When all these results are considered together, it can be accepted that the sub-dimensions of social capital and the concepts it is associated with have a positive relationship among themselves, apart from negative word of mouth. Moreover, the effects of these dimensions except for the negative word of mouth have positive and significant effects on the level of satisfaction with the relationship between the client and the member of the profession. It has been revealed in previous studies that social capital has an important effect on people's business life. As a result of this study, it was seen that social capital has a positive effect on the relationships of certified public accountants with their clients.

5.2. Suggestions

5.2.1. Suggestions for Researchers

- The current study was conducted in the central district of Düzce and its other districts. Similar studies can be conducted with larger samples in different provinces by using the same questionnaire.
- The answers given by the female participants differed from the answers given by the male participants in many dimensions. For this reason, it may be more beneficial to increase the proportion of women among the participants who will participate in future studies.
- It was observed that the participation of the clients operating in the manufacturing sector is relatively low in the current study. Increasing this rate in new studies to be conducted may be useful in terms of diversifying the results.
- It was observed that the participants gave quick and careless answers from time to time due to the fact that they were working in their workplaces during the day. For this reason, times outside working hours can be preferred for participants to answer the questionnaire items. In this way, more accurate results can be obtained.

5.2.2. Suggestions for the Members of the Profession

As a result of the study, it was revealed that the concept of social capital significantly and positively affects the relationship between the members of the profession and their clients. For this reason, strengthening the communication with clients and developing special relations by strengthening feelings such as sincerity and trust outside the business relationship will prevent client losses and pave the way for gaining new and conscious clients. Another notable finding is that the clients in the service sector have a more fragile bond with their certified public accountants than the clients in the purchase-sales and manufacturing sectors. In order to strengthen this fragile structure, it can be said that it would be beneficial to better understand the expectations of the employers in these sectors and to act in such a way as to satisfy these expectations within the framework of professional ethics.

As a result of the workload of certified public accountants, it is often not possible for them to engage in activities aimed at enhancing the social capital between them and their clients. Activities such as visits to clients, conversations outside the work and spending time for social activities that can be done to increase the satisfaction level of clients will allow the enhancement of social capital. As a result of the study, it was understood that female clients have higher expectations and are more courageous in expressing their dissatisfaction. In addition, it was observed that as a result of expressing their dissatisfaction, there is a lower level of intention to become a client again among the female participants compared to the male participants. Thus, studies can be carried out on the differing expectations of female clients and client retention can be ensured by strengthening the social capital bond.

It was observed that the clients' levels of social capital and its sub-dimensions became stronger over time. This means that it is necessary to be more sensitive about the expectations of clients with whom a new business relationship has been established. It was also revealed in the study that the negative word-of-mouth levels of the clients in the younger age groups are higher than of other age groups. In addition, it was understood that the relational social capital and cognitive social capital levels of the younger clients are lower compared to older age groups. For this reason, studies can be carried out to reduce the negative word-of-mouth levels of clients in younger age groups and to increase their levels of other social capital sub-dimensions. At this point, it may be advantageous for younger workers working in the offices of certified public accountants with younger clients more closely and intensely and to carry out activities to strengthen the social capital for protecting and strengthening the business relationship. Deficiencies in the social relations of certified public accountants due to reasons such as workload and lack of experience are also factors affecting the level of social capital. In this context certified public accountants' receiving training about how to establish social relationships to strengthen the social capital with their clients can be useful.

As a result of the current study, it was understood that the cognitive, relational and structural social capital levels of the clients keeping their books on the basis of the balance sheet are higher than those who keep books according to the operating account method. As it can be understood from the sub-dimensions, the concept of social capital has a higher and more important place in the clients who keep books on the basis of the balance sheet. These sub-dimensions are related to issues such as carrying out activities for common purposes by sharing intangible concepts such as values, attitudes and beliefs, conducting joint works, as well as issues such as loyalty, trust and client loyalty. In this connection, it was understood that the mentioned actions are performed more in the client group who keeps books on the basis of the balance sheet. One of the strongest reasons for this situation is that taxpayers who keep books according to the operating account method today generally have small businesses and work with limited capital, and therefore they act with the belief that the payment they make to certified public accountants is an extra payment for their businesses. As a result, they generally welcome lower payment offers and it is seen that their social capital is at a lower level than the clients who keep books on the basis of a balance sheet. Increasing communication between the clients and accountants in this group, raising their awareness and providing incentives for a certain period of time by the public authority, especially in terms of fees, will contribute to the increase in the level of social capital. In light of these results, it can be suggested that professionals who want to establish a business relationship with a high level of social capital should focus on working with the client group who keep books on the basis of the balance sheet.

On the basis of the business relationship between clients groups and their certified public accountants lies taxation and accordingly financial expenditures. By the nature of commercial relationships, when it comes to expenditures, positive emotions such as happiness and satisfaction of people tend to decrease. In summary, while making money is a satisfying action, spending money is an action that increases the level of dissatisfaction. For this reason, especially the client groups with low-level education and awareness can develop negative attitudes towards certified public accountants due the expenditures incurred by them. In this connection, raising the awareness of

the client groups having negative attitudes towards accounting services about the fact that accounting services are necessary for the existence of the business can be helpful in developing more positive attitudes towards them.

In addition to being an academic profession, the profession of certified public accounting is an honourable and sacred profession in which moral values have a very important place and there is a high level of sensitivity to professional ethics. Since the members of the profession act as intermediaries between the taxpayer and the public authority, they carry out an activity whose importance is indisputable. It is a profession practiced by qualified people who have serious responsibilities, who have completed a serious education process and many challenging exams and have played a major role in the collection of taxes which are one of the most important income sources of the state. For these reasons, the members of the profession should always prioritize the moral values of the profession and should fulfil the above-mentioned responsibilities by adhering to these values throughout their professional life.

AUTHORS' DECLARATION

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AUTHORS' CONTRIBUTIONS

Conceptualization, writing-original draft, editing – BT and FY, data collection, methodology, formal analysis – BT, Final Approval and Accountability – BT and FY

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