

## The Moderating Role of Perceived Quality in the Effect of Trust in Sales Consultant on Word of Mouth Communication

*Satış Danışmanına Güvenin Ağızdan Ağıza İletişime Etkisinde Algılanan Kalitenin Düzenleyici Rolü*

**İbrahim AYDIN**

Assoc. Prof. Dr., Van Yüzüncü Yıl University, Department of Business Administration, Van, Türkiye  
Doç. Dr., Van Yüzüncü Yıl Üniversitesi, İİBF, İşletme Bölümü, Van, Türkiye  
Orcid: 0000-0002-0720-364X aydnibrhm@hotmail.com

**Hamza KOÇAK**

Lecturer., Van Yüzüncü Yıl University, Department of Management and Organization, Van, Türkiye  
Öğr. Gör., Van Yüzüncü Yıl Üniversitesi, Van MYO, Yönetim ve Organizasyon Bölümü, Van, Türkiye  
Orcid: 0000-0002-0058-8444 hamzakocak@yahoo.com.tr

### Article Information/Makale Bilgisi

**Cite as/Atıf:** Aydın, İ. and Koçak, H. (2024). The Moderating Role of Perceived Quality in the Effect of Trust in Sales Consultant on Word of Mouth Communication. *Van Yüzüncü Yıl University the Journal of Social Sciences Institute*, 66, 86-95.

Aydın, İ. ve Koçak, H. (2024). Satış Danışmanına Güvenin Ağızdan Ağıza İletişime Etkisinde Algılanan Kalitenin Düzenleyici Rolü. *Van Yüzüncü Yıl Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 66, 86-95.

**Article Types / Makale Türü:** Research Article/Araştırma Makalesi

**Received/Geliş Tarihi:** 12 July, 2024/12 Temmuz 2024

**Accepted/Kabul Tarihi:** 4 October, 2024/4 Ekim 2024

**Published/Yayın Tarihi:** December 25, 2024/25 Aralık 2024

**Pub Date Season/Yayın Sezonu:** June/Haziran

**Issue/Sayı:** 66 **Pages/Sayfa:** 86-95

**Plagiarism/İntihal:** This article has been reviewed by at least two referees and scanned via a plagiarism software./ Bu makale, en az iki hakem tarafından incelendi ve intihal içermediği teyit edildi.

**Published by/Yayıncı:** Van Yüzüncü Yıl University of Social Sciences Institute/Van Yüzüncü Yıl Üniversitesi Sosyal Bilimler Enstitüsü

**Ethical Statement/Etik Beyan:** It is declared that scientific and ethical principles have been followed while carrying out and writing this study and that all the sources used have been properly cited/ Bu çalışmanın hazırlanma sürecinde bilimsel ve etik ilkelere uyulduğu ve yararlanılan tüm çalışmaların kaynakçada belirtildiği beyan olunur (Aydın, Koçak).

**Telif Hakkı ve Lisans/Copyright & License:** Yazarlar dergide yayınlanan çalışmalarının telif hakkına sahiptirler ve çalışmalarını CC BY-NC 4.0 lisansı altında yayımlanmaktadır/ Authors publishing with the journal retain the copyright to their work licensed under the CC BY-NC 4.0.

## Abstract

The performance of sales personnel plays a critical role in achieving the goals of businesses. Trust is a significant factor in achieving the desired results in terms of human relations. The aim of this study is to investigate the moderating role of perceived quality in the effect of trust in sales consultants on word of mouth communication (WOMC). The study population consists of those who purchase the Thermomix TM6 product living in Türkiye. The sample of the study consists of 233 people. The sample was reached through a survey form shared in WhatsApp groups formed by those who purchased Thermomix TM6. The convenience sampling method was used to reach the sample. Structural equation modeling and Process Macro were used to test the hypotheses. It was concluded that perceived quality does not have a moderating role in the effect of trust in sales consultants on WOMC. In addition, it was found that trust in sales consultants does not have a direct effect on WOMC. It was seen that trust in sales consultants has a direct positive effect on perceived quality and perceived quality has a direct positive effect on WOMC.

**Keywords:** Trust in sales consultant, word of mouth communication, perceived quality, Thermomix TM6

## Öz

Satış elemanlarının performansının işletmelerin hedeflerine ulaşmasında oldukça kritik bir rolü bulunmaktadır. Güven beşeri ilişkiler açısından istenen sonuçlara ulaşılması bakımında oldukça önemli bir faktördür. Bu çalışmanın amacı satış danışmanına güvenin ağızdan ağıza iletişime etkisinde algılanan kalitenin düzenleyici rolünün araştırılmasıdır. Çalışmanın evrenini Türkiye’de yaşayan Thermomix TM6 ürününü satın alanlar oluşturmaktadır. Çalışmanın örneklemi ise 233 kişiden oluşmaktadır. Örnekleme Thermomix TM6 ürününü satın alanların oluşturduğu WhatsApp gruplarında paylaşılan anket formuyla ulaşılmıştır. Örnekleme ulaşmada kolayda örnekleme yöntemi kullanılmıştır. Hipotezlerin test edilmesi için yapısal eşitlik modellemesi ve Process Macro kullanılmıştır. Yapılan analizlere göre, satış danışmanına güvenin ağızdan ağıza iletişime etkisinde algılanan kalitenin düzenleyici rolünün olmadığı sonucuna ulaşılmıştır. Ayrıca satış danışmanına güvenin ağızdan ağıza iletişim üzerinde doğrudan etkisinin olmadığı bulunmuştur. Elde edilen diğer bulgulara göre, satış danışmanına güvenin algılanan kalite üzerinde doğrudan olumlu etkisinin olduğu ve algılanan kalitenin ağızdan ağıza iletişim üzerinde doğrudan olumlu etkisinin olduğu görülmüştür.

**Anahtar Kelimeler:** Satış danışmanına güven, ağızdan ağıza iletişim, algılanan kalite, Thermomix TM6

## Introduction

Personal communication that aims to inform customers and persuade them to buy products is called personal selling (Pride and Ferrell, 2016). Personal selling is the most effective tool in creating buyers' preferences, opinions and actions, especially at certain stages of the purchasing process. It is a personal interaction between more than one person. Accordingly, one person can understand the characteristics and needs of the other and make adjustments accordingly. It also allows for the emergence of all types of customer relationships, such as personal friendships, in addition to sales relationships. An effective salesperson prioritizes the customer's interests in order to establish a long-term relationship by solving the customer's problems (Kotler et al., 2018). A customer also cares about trust in a relationship that he thinks will serve his interests best (Walter et al., 2000 as cited in Amyx et al., 2016).

Trust is a very important concept in human relationships and trust plays a very big role in convincing people about a subject. People trust the words of an educator, doctor, lawyer, engineer or worker who inspires them with confidence and want to work with them. Similarly, people will want to buy products from a salesperson who inspires them with confidence. There are many studies in the literature that support this judgment (Demirgünes, 2015; Bateman and Valentine, 2015; Prendergast et al., 2014). The fact that trust in the salesperson has a positive effect on concepts such as brand advocacy, brand loyalty, trust in the manufacturer (Badrinarayanan and Laverie, 2013), and customer intention (Keeling et al., 2010) shows that trust in the salesperson is a very important issue for the business world. A sales consultant can be defined as a salesperson who aims to help their customers cope with all the difficulties in their work, who is seen as a relationship manager who aims to provide solutions and establish collaborative relationships (Steward et al., 2009). In this study, the effects of trust in sales consultants, who are a type of salesperson, on other variables will be examined. The purpose of this study is to investigate the direct effect of trust in sales consultants of Vorwerk Company operating in many international markets in Turkey on WOMC and perceived quality, as well as the moderating role of perceived quality in the effect of trust in salespeople on WOMC. It is considered important to investigate whether trust in salespeople has effects on WOMC and perceived quality, which are very valuable concepts in terms of marketing literature and the business world. No study was found in the literature review that investigated the moderating role of perceived quality in the effect of trust in salespeople on WOMC. This original aspect of the study is expected to fill a gap in the literature.

## 1. Literature Review

### 1.1. Trust in Sales Consultant

According to the Turkish Language Association, trust is defined as: "A feeling of trust and attachment without fear, hesitation, and doubt; security, confidence" (Turkish Language Association, 2024). Customer trust in the sales relationship can be defined as: "The absolute belief that the salesperson can be trusted to act in a way that serves the long-term interests of the customer." (Crosby et al., 1990). Trust is an important concept regarding customers' desire to communicate with salespersons (Wu et al., 2024). Salespersons can build trust with the practices they implement (being honest and helpful, establishing an emotional bond) (Nikolova et al., 2015). A salesperson who can build trust can also achieve important gains in reaching the goals of the business (Demirgünes, 2015; Bateman and Valentine, 2015; Prendergast et al., 2014; Badrinarayanan and Laverie, 2013; Keeling et al., 2010). Lang and Hyde (2013) examined the literature on WOMC. They concluded in their synthesized study that trust is one of the 3 variables that most affect WOMC. Gremler et al. (2001) stated that when the trust of the customers in the employee or employees increases, positive WOMC about the business will increase accordingly. Guenzi and Georges (2010) concluded in their study that the customer's trust in the salesperson is positively related to the customer's intention to recommend the salesperson. Many studies have concluded that trust positively affects WOMC (Aydın and Çelik, 2023; Ranaweera and Prabhu, 2003; Lien and Cao, 2014; Filieri et al., 2015; Kim et al., 2009; Hidayanto et al., 2014; Rahayu, 2011; Harsono, 2014). Some studies have also concluded that trust does not affect WOMC (Saodin et al., 2019; Torres et al., 2019; Stribbell and Duangekanong, 2022). Wang and Lin (2017) concluded that service, information, and system quality are positively related to perceived trust in their study conducted with 1399 surveys collected through a market research website. Masrek et al., (2018) concluded that there is a positive relationship between trust and perceived quality in their study with data collected from 365 Malaysian mobile banking customers. In a survey study conducted by Suki (2012) and attended by two hundred students from a university in Malaysia, it was found that the perceived information and perceived system quality of the mobile social network system have a significant relationship with perceived user trust. Based on this information, the following hypotheses were developed:

H1: Trust in sales consultant has a direct positive effect on WOMC.

H2: Trust in sales consultant has a direct positive effect on perceived quality.

H3: Perceived quality has a moderating role in the effect of trust in sales consultant on WOMC Perceived Quality

Customer satisfaction is of vital importance for businesses. One of the most important parameters that satisfaction depends on is product quality. Quality has been defined by different experts as "suitability for use", "compliance with needs" and "freedom from deviations (being within the desired standards)" (Kotler and Keller, 2016). Product quality depends on both the trust in the salesperson and the trust in the company. Since trust is thought to be based primarily on experience, the evaluation of product quality takes place over time. It can be argued that individuals who perceive a higher level of product quality will have a higher level of trust in both the salesperson and the manufacturer (Kennedy et al. 2001).

There are many studies that conclude that perceived quality has a positive effect on WOMC (Yapraklı and Yıldız, 2018; Yazgan et al., 2014; Chen et al., 2014). Some studies have also found a positive correlation between perceived quality and word of mouth (Gülmez and Türker, 2015; Türk, 2021). In light of the information obtained, the following hypothesis was established:

H4: Perceived quality has a direct positive effect on WOMC.

## 2. Method and Findings

### 2.1. Research Model

The following model was created by taking the hypotheses into consideration.

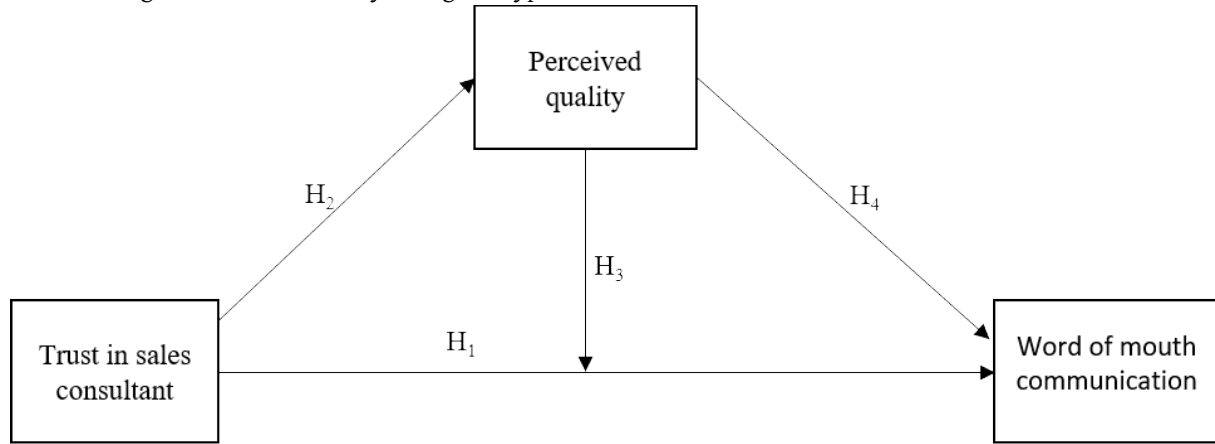


Figure 1: Research Model

### 2.2. Population and Sample

The population of this study consists of people in Turkey who purchased the Thermomix TM6 product of Vorwerk. The sample of the study was reached by convenience sampling. The survey form was shared in WhatsApp groups where customers who purchased the Thermomix TM6 product were present, with permission from Vorwerk. The surveys filled out by 233 people who own Thermomix TM6 were evaluated. There are some reasons why those who purchased the Thermomix TM6 product of Vorwerk were selected as the sample in the study. Because Vorwerk Company, based in Germany, which sells its products in international markets through hundreds of thousands of sales consultants and direct sales method, has been selling the Thermomix TM6 (a highly efficient and high-performance kitchen appliance) product in Turkey through sales consultants as Vorwerk Turkey Company for more than five years. This situation will provide an opportunity for cross-cultural comparison for similar studies that can be conducted in other countries.

91.8% (214) of the 233 people who made up the sample were female and 8.2% (19) were male. 11.2% (26) of the participants were single, 88.8% (207) were married. Of the participants in the sample, 0.9% (2) were 20 years old and under, 57.9% (135) were 21-40, 39.9% (93) were 41-55, and 1.3% (3) were 56 and over. 5.6% (13) of the participants had primary school education, 22.3% (52) had high school education, 54.5% (127) had a bachelor's degree, and 17.6% (41) had a postgraduate degree. Of the participants, 19.7% (46) earn 20,000 TL and below, 25.8% (60) earn 20,001-40,000 TL, 25.8% (60) earn 40,001-60,000 TL, 15.9% (37) earn 60,001-80,000 TL and 12.9% (30) earn more than 80,000 TL.

The number of independent variables in the study is two. Considering the formulas of Stevens (1996: 72) that there should be 15 participants for each independent variable ( $233 > 2 \times 15 = 30$ ) and Tabachnick and Fidell (2007: 123) that  $N > 50 + 8M$  ( $M = \text{number of independent variables}$ :  $233 > 50 + 8 \times 2 = 66$ ), it was understood that 233 participants were sufficient.

### 2.3. Data Collection Tools

WOMC, trust in sales consultant (TSC) and perceived quality (PQ) scales were created in the form of a five-point Likert scale. For the WOMC scale, Ragueh Ismail and Spinelli (2012), for the trust in salesperson scale, Wood et al., (2008) and for the perceived quality scale, scales used by Yoo and Donthu (2001) were used.

The decision of the Publication Ethics Committee of Social and Human Sciences Scientific Research of Van Yuzuncu Yil University, dated 23.05.2024 and numbered 2024/10-28, determined that the survey used in the study was appropriate in terms of ethical rules.

### 2.4. Confirmatory Factor Analysis (CFA)

The standardized values in the path diagram for CFA are below 1. The fit values for CFA are shown in Table-1.

Table-1 Fit Values for CFA

$\chi^2$	Sd	p	$\chi^2/Sd$	GFI	CFI	RMSEA
134.260	84	.000	1.598	.931	.984	.051

According to CFA, the construct validity of the scale was ensured.

### 2.5. AVE and CR values of factors

Standardized factor loadings of items based on CFA and AVE and CR values of factors are shown in Table-2.

Table-2 Standard Regression Coefficients of Items and AVE and CR Values of Factors

Items	TSC	PQ	WOM
The sales consultant puts the customer's interests first.	0.49		
The sales consultant keeps their promises.	0.72		
The sales consultant is trustworthy.	0.88		
The sales consultant is honest.	0.91		
The sales consultant is sincere.	0.90		
The sales consultant is not deceptive.	0.90		
The sales consultant tells the truth.	0.84		
The sales consultant has product knowledge.	0.68		
The sales consultant is competent in their job.	0.69		
The quality of the Thermomix TM6 is probably extremely high.		0.79	
The Thermomix TM6 is very likely to be useful.		0.91	
I encourage my friends and family to buy the Thermomix TM6.			0.88
I recommend the Thermomix TM6 when anyone seeks my advice.			0.92
If the Thermomix TM6 is mentioned in a conversation, I recommend this product.			0.93
I have actually recommended the Thermomix TM6 to friends and/or family.			0.91
AVE	0.63	0.73	0.83
CR	0.94	0.84	0.95

When we look at the AVE and CR values, it is understood that convergent validity is achieved. (Yaşlıoğlu, 2017: 82).

## 2.6. Reliability Analysis

In order to understand whether the scales are reliable, Cronbach Alpha values, which are reliability coefficients, were examined. Cronbach Alpha values were found as 0.926 for the trust in sales consultant scale, 0.834 for the perceived quality scale and 0.946 for the WOMC scale. Therefore, the scales have sufficient reliability (İslamoğlu, 2009: 135).

## 2.7. Normality Test

Data is normally distributed since the skewness values are between  $\pm 3$  and the kurtosis coefficient values are between  $\pm 10$  (Kline, 2005).

**Table-3 Normality Test Results**

Variables	TSC	PQ	WOM
Skewness	-0.396	-1.122	-1.893
Kurtosis	-0.489	1.078	5.446

## 2.8. Correlation Analysis Results

The correlation coefficients found between the variables are shown in Table-4.

**Table-4 Correlation Analysis Results**

Variables		TSC	WOM	PQ
TSC	r	1	.301**	.403**
	p		.000	.000
WOM	r	.301**	1	.619**
	p	.000		.000
PQ	r	.403**	.619**	1
	p	.000	.000	

Correlation coefficients range from .301 to .619. In addition, since the variance value of 44.89 was reached as a result of Harman's single factor test, there is no common method variance bias problem in the data set of this study.

## 2.9. Results Findings Obtained with Structural Equation Modeling (SEM)

It was determined that using YEM in the analysis of the data would be appropriate. Process Macro was used for the moderator roles. It is understood that the fit values of the model are at an acceptable level. When the analysis results are examined, it is seen that the acceptable fit value ( $\chi^2/sd = 1.637$ ) is less than 5. RMSEA: 0.052; SRMR: 0.050; GFI: 0.927; AGFI: 0.897; CFI: 0.983; It was determined that the values of NFI: 0.957 and TLI: 0.979 were found to be at a good level in terms of model compatibility (Hair et al., 2010).

**Table-5 SEM Results**

Structural Relations	Standardized Regression Coefficients ( $\beta$ )	Critical Ratio (C.R.)	R <sup>2</sup>	p	Hypothesis: Accept/Reject
WOM $\leftarrow$ TSC	0.010	0.160	0.475	.873	H <sub>1</sub> : Reject
PQ $\leftarrow$ TSC	0.403	4.671	0.162	***	H <sub>2</sub> : Accept
WOM $\leftarrow$ PQ	0.685	9.008	0.475	***	H <sub>4</sub> : Accept

\*\*\*<0.001 (Significance level 5%).

Trust in sales consultant has no significant effect on WOMC ( $\beta=0.010$ ;  $p>0.05$ ). It is understood that trust in sales consultant has a positive and significant effect on perceived quality ( $\beta=0.403$ ;  $p<0.05$ ). It is understood that perceived quality has a positive and significant effect on WOMC ( $\beta=0.685$ ;  $p<0.05$ ).

**Table-6 Process Macro Results for Moderator Roles.**

	Coeff	se	t	p	LLCI	ULCI	Hypothesis: Accept/Reject
TSCxPQ $\rightarrow$ WOM	.0567	.1260	.4498	.6533	-.1916	.3050	H <sub>3</sub> : Reject

As seen in Table 6, perceived quality does not have a moderating role in the effect of trust in the sales consultant on WOMC (Coeff=.0567;  $p=.653$ ; LLCI=-.1916 ve ULCI=.3050).

## Discussion, Conclusion and Recommendations

Trust has a great positive role in human relations. Salespeople can also make significant contributions to businesses and their own careers depending on successful relationships. In this study, in addition to the regulatory role of perceived quality in the effect of trust in sales consultants on WOMC, the direct effect of trust in sales consultants on WOMC and perceived quality, and the direct effect of perceived quality on WOMC were investigated. Considering the importance of the variables in the study for both the business world and the literature, it is expected that the findings obtained will make significant contributions to the business world and the literature.

A finding obtained found that trust in sales consultants has a positive effect on perceived quality. Quality plays an important role in customer satisfaction in products that people can use for many years (Levens, 2014). Customer satisfaction, on the other hand, plays a vital role in the success and even survival of the business. The perception of quality of a product such as Thermomix TM6, which can be used for many years, is very valuable for buyers, as it is multifunctional, makes kitchen work easier and saves time. Accordingly, it is an important element for sales consultants to give confidence to customers. Liu and Leach (2001) state that when salespeople establish trust with customers, they can ensure customer loyalty and prevent customers from going to competitors. Trust in salespeople reduces perceived risk in customers and leads to a more enjoyable shopping experience (Arditto et al., 2020). When customers perceive that a salesperson listens to them carefully, this increases their trust in the salesperson and makes them more willing to interact with the salesperson in the future (Ramsey and Sohi, 1997). When it is understood that a product does not meet customer expectations and/or needs, telling the customer about this is another important element in establishing trust. Considering that accessing information has become much easier today and customers are much more knowledgeable than before, it is important for salespeople to receive training in establishing trust (Paliszkievicz and Klepacki, 2013). Another finding found was that trust in the sales consultant significantly affects WOMC. This was an unexpected result. Because trust in the salesperson was expected to have a positive effect on WOMC. It is thought that using qualitative methods such as in-depth interviews in other studies to reveal the factor or factors that cause this result will reveal important findings.

It has been found that perceived quality positively affects WOMC. It is expected that marketing efforts such as marketing activities and advertising activities on social media, together with the efforts of sales consultants, will increase the perceived quality level among customers and this will increase WOMC. It is thought that a product such as Thermomix TM6, which can be used for many years and is a shopping product even specialty product for some people, its quality will have a positive effect on perceived quality due to factors such as its features and durability. According to another finding, it was concluded that perceived quality does not have a regulatory role in the effect of trust in the sales consultant on WOMC. Accordingly, perceived quality does not have a role such as increasing or decreasing the effect of the sales consultant on WOMC.

When examined in the context of the effect of trust on WOMC, the fact that trust in the sales consultant does not have a significant effect on WOMC contradicts the findings of Guenzi and Georges (2010), Aydın and Çelik (2023), Ranaweera and Prabhu (2003), Lien and Cao (2014), Filieri et al., (2015) Kim et al., (2009), Hidayanto et al., (2014), Rahayu (2011), Harsono (2014) but is similar to the findings of Saodin et al., (2019), Torres et al., (2019), Stribbell and Duangekanong (2022). When examined in the context of the effect of trust on perceived quality, the positive effect of trust in the sales consultant on perceived quality is parallel to the findings of Wang and Lin (2017), Masrek et al., (2018) and Suki (2012). The result obtained regarding the positive effect of perceived quality on WOMC is similar to the findings obtained by Yapraklı and Yıldız (2018), Yazgan et al., (2014), Chen et al., (2014), Gülmez and Türker (2015) and Türk (2021).

The study was conducted only on Thermomix TM6 owners in Turkey. The findings obtained cannot be generalized to the whole world. The perspectives in different cultures can be understood with the findings obtained from studies to be conducted in other countries or from studies to be conducted in Turkey and other countries in which the results will be compared. The study was conducted on Thermomix TM6 purchasers. Other studies can be conducted on people who purchase other products. The effect of the variable of trust in sales consultant, which is a type of salesperson, on other variables was investigated in the study. The effects of trust in different types of salespersons, such as technical salespersons, on other variables can be investigated in other studies. The variables of trust in sales consultant, WOMC and perceived quality were used in the study. In other studies, variables such as the image of the sales consultant, purchase intention and brand love can be used.

## References

- Amyx, D., Bhuiyan, S. N., & Shows, G. D. (2016). Customer-salespeople relationship: Influence of salespeople entrepreneurial behaviours. *Marketing Intelligence & Planning*, 34(5), 586-604.
- Arditto, L., Cambra-Fierro, J. J., Fuentes-Blasco, M., Jaraba, A. O., & Vázquez-Carrasco, R. (2020). How does customer perception of salespeople influence the relationship? A study in an emerging economy. *Journal of Retailing and Consumer Services*, 54, 101952.
- Aydın, İ., & Çelik, Z. (2023). Drone İle Teslimata Yönelik Algılanan Güvenin Kullanım Niyeti Üzerindeki Etkisinde Algılanan Risk Ve Ağızdan Ağıza İletişimin Aracılık Rollerinin Araştırılması. *Equinox Journal of Economics Business and Political Studies*, 10(1), 49-67.
- Badrinarayanan, V., & Laverie, D. A. (2013). The role of manufacturers' salespeople in inducing brand advocacy by retail sales associates. *Journal of Marketing Theory and Practice*, 21(1), 57-70.
- Bateman, C., & Valentine, S. (2015). The impact of salesperson customer orientation on the evaluation of a salesperson's ethical treatment, trust in the salesperson, and intentions to purchase. *Journal of Personal Selling & Sales Management*, 35(2), 125-142.
- Chen, Y. S., Lin, C. L., & Chang, C. H. (2014). The influence of greenwash on green word-of-mouth (green WOM): The mediation effects of green perceived quality and green satisfaction. *Quality & Quantity*, 48, 2411-2425.
- Crosby, Lawrence A., Kenneth R. Evans, and Deborah Cowles. 1990. "Relationship Quality in Services Selling: An Interpersonal Influence Perspective." *Journal of Marketing* 54 (July): 68-81.
- Demirgünes, B. K. (2015). Satis Elemaninin Etik Davranışı: Tüketici Algisinin Güven, Memnuniyet ve Tekrar Satın Alma Davranışı Üzerindeki Etkisi. *İs Ahlakı Dergisi*, 8(1), 5.
- Filieri, R., Alguezaui, S., & McLeay, F. (2015). Why do travelers trust TripAdvisor? Antecedents of trust towards consumer-generated media and its influence on recommendation adoption and word of mouth. *Tourism management*, 51, 174-185.
- Gremler, D. D., Gwinner, K. P., & Brown, S. W. (2001). Generating positive word-of-mouth communication through customer-employee relationships. *International journal of service industry management*, 12(1), 44-59.
- Guenzi, P., & Georges, L. (2010). Interpersonal trust in commercial relationships: Antecedents and consequences of customer trust in the salesperson. *European Journal of Marketing*, 44(1/2), 114-138.
- Gülmez, M., & Türker, G. Ö. (2015). Ağızdan ağıza iletişim ile tüketici odaklı marka değeri arasındaki ilişkinin incelenmesi: Tur operatörleri ve seyahat acenteleri müşterileri üzerine bir uygulama. *Seyahat ve Otel İşletmeciliği Dergisi*, 12(1).
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L., (2010). *Multivariate Data Analysis*. Upper Saddle River, NJ: Prentice Hall.
- Harsono, S. (2014). The institution image and trust and their effect on the positive word of mouth. *International Research Journal of Business Studies*, 7(1).
- Hidayanto, A. N., Herbowo, A., Budi, N. F. A., & Sucahyo, Y. G. (2014). Determinant of customer trust on e-commerce and its impact to purchase and word of mouth intention: A case of Indonesia. *J. Comput. Sci.*, 10(12), 2395-2407.
- İslamoğlu, A. H. (2009). *Sosyal Bilimlerde Araştırma Yöntemleri*, (1. Baskı), Beta Basım Yayım Dağıtım A.Ş., İzmit.
- Keeling, K., McGoldrick, P., & Beatty, S. (2010). Avatars as salespeople: Communication style, trust, and intentions. *Journal of Business Research*, 63(8), 793-800.
- Kim, T. T., Kim, W. G., & Kim, H. B. (2009). The effects of perceived justice on recovery satisfaction, trust, word-of-mouth, and revisit intention in upscale hotels. *Tourism management*, 30(1), 51-62.
- Kennedy, M. S., Ferrell, L. K., & LeClair, D. T. (2001). Consumers' trust of salesperson and manufacturer: an empirical study. *Journal of Business research*, 51(1), 73-86.
- Kline, R. B., *Principles and Practice of Structural Equation Modeling: Methodology in the Social Sciences*, New York, NY: Guilford Press, 2005.
- Kotler, Philip, Armstrong, Gary ve Opresnik, Marc Oliver. (2018). *Principles of Marketing*. 17. Global ed. Pearson Education Limited.
- Kotler, P. ve K. L. Keller (2016). *Marketing Management (Global Edition)*. Pearson Education Limited, Essex England.
- Lang, B., & Hyde, K. F. (2013). Word of mouth: what we know and what we have yet to learn. *Journal of consumer satisfaction, dissatisfaction and complaining behavior*, 26, 1-18.
- Levens, M. (2014). *Marketing Defined, Explained, Applied*, Pearson Education Limited, Essex, England.
- Lien, C. H., & Cao, Y. (2014). Examining WeChat users' motivations, trust, attitudes, and positive word-of-mouth: Evidence from China. *Computers in human behavior*, 41, 104-111.



- Liu, A. H., & Leach, M. P. (2001). Developing loyal customers with a value-adding sales force: Examining customer satisfaction and the perceived credibility of consultative salespeople. *Journal of Personal Selling & Sales Management*, 21(2), 147-156.
- Masrek, M. N., Halim, M. S. A., Khan, A., & Ramli, I. (2018). The impact of perceived credibility and perceived quality on trust and satisfaction in mobile banking context. *Asian Economic and Financial Review*, 8(7), 1013-1025.
- Nikolova, N., Möllering, G., & Reihlen, M. (2015). Trusting as a 'leap of faith': Trust-building practices in client-consultant relationships. *Scandinavian journal of management*, 31(2), 232-245.
- Paliszkievicz, J., & Klepacki, B. (2013). Tools of building customer trust. In *Proceedings of International Conference, Active Citizenship by Knowledge Management & Innovation* (pp. 1287-1294).
- Paul Prendergast, G., Sze Li, S., & Li, C. (2014). Consumer perceptions of salesperson gender and credibility: an evolutionary explanation. *Journal of consumer marketing*, 31(3), 200-211.
- Pride, William M. ve Ferrell, O.C. (2016). *Marketing*. Cengage Learning, Inc., Boston.
- Rahayu, S. (2011). Internal customer satisfaction and service quality toward trust and word of mouth. *Asean Marketing Journal*, 3(2), 114-123.
- Ramsey, R. P., & Sohi, R. S. (1997). Listening to your customers: The impact of perceived salesperson listening behavior on relationship outcomes. *Journal of the Academy of marketing Science*, 25, 127-137.
- Rageh Ismail, A., & Spinelli, G. (2012). Effects of brand love, personality and image on word of mouth: The case of fashion brands among young consumers. *Journal of Fashion Marketing and Management: An International Journal*, 16(4), 386-398.
- Ranaweera, C., & Prabhu, J. (2003). On the relative importance of customer satisfaction and trust as determinants of customer retention and positive word of mouth. *Journal of Targeting, Measurement and Analysis for marketing*, 12, 82-90.
- Saodin, Suharyono, Zainul, A., Sunarti (2019). The Influence of E-service Quality toward E-satisfaction, E-trust, E-word of Mouth and Online Repurchase Intention: A Study on the Consumers of the Three-star Hotels in Lampung. *Russian Journal of Agricultural and Socio-Economic Sciences*, 93(9), 27-38.
- Steward, M. D., Hutt, M. D., Walker, B. A., & Kumar, A. (2009). Role identity and attributions of high-performing salespeople. *Journal of Business & Industrial Marketing*, 24(7), 463-473.
- Stevens, J., (1996). *Applied Multivariate Statistics for the Social Sciences*. Mahwah, NJ: Lawrence Erlbaum.
- Stribbell, H., & Duangekanong, S. (2022). Satisfaction as a key antecedent for word of mouth and an essential mediator for service quality and brand trust in international education. *Humanities and Social Sciences Communications*, 9(1), 1-11.
- Suki, N. M. (2012). Correlations of perceived flow, perceived system quality, perceived information quality, and perceived user trust on mobile social networking service (SNS) users' loyalty. *Journal of Information Technology Research (JITR)*, 5(2), 1-14.
- Tabachnick B. G. and L. S. Fidell, *Using Multivariate Statistics*. Boston: Pearson Education, 2007.
- Torres, J., Torres, P., & Augusto, M. (2019). The impact of trust and electronic word-of-mouth reviews on purchasing intention. *International Journal of Entrepreneurship and Small Business*, 37(1), 136-151.
- Türk Dil Kurumu (2024), <https://sozluk.gov.tr/>, Erişim: 06.07.2024
- Türk, Z. (2021). Tüketicilerin ağızdan ağıza pazarlama faaliyetlerinde marka sadakati ve markaya yönelik algılanan kalitenin etkisi üzerine bir araştırma. *Çankırı Karatekin Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*, 11(1), 1-27.
- Wu, M., Andreev, P., Benyoucef, M., & Hood, D. (2024). Unlocking B2B buyer intentions to purchase: Conceptualizing and validating inside sales purchases. *Decision Support Systems*, 179, 114165.
- Wang, E. S. T., & Lin, R. L. (2017). Perceived quality factors of location-based apps on trust, perceived privacy risk, and continuous usage intention. *Behaviour & Information Technology*, 36(1), 2-10.
- Wood, J. A., Boles, J. S., Johnston, W., & Bellenger, D. (2008). Buyers' trust of the salesperson: An item-level meta-analysis. *Journal of Personal Selling & Sales Management*, 28(3), 263-283.
- Yapraklı, T. Ş., & Yıldız, T. (2018). Yeşil Aklamanın Algılanan Risk, Kalite ve Memnuniyet Üzerindeki Etkisi. *Kafkas Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*, 9(18), 359-378.
- Yazgan, H., Kethüda, Ö. & Çatı, K. (2014). Tüketici temelli marka değerinin ağızdan ağıza pazarlamaya etkisi. *Cumhuriyet Üniversitesi İktisadi ve İdari Bilimler Dergisi*, 15(1), 237-252.
- Yaşloğlu, M. M. (2017). Sosyal Bilimlerde Faktör Analizi ve Geçerlilik: Keşfedici ve Doğrulayıcı Faktör Analizlerinin Kullanılması. *İstanbul Üniversitesi İşletme Fakültesi Dergisi*, 46, 74-85.
- Yoo, B., Donthu, N. (2001). Developing and Validating a Multidimensional Consumer-Based Brand Equity Scale. *Journal of Business Research*, 52(1), 1-14.

**Araştırma ve Yayın Etiği Beyanı**

Araştırmacılar verilerin toplanmasında, analizinde ve raporlaştırılmasında her türlü etik ilke ve kurala özen gösterdiklerini beyan ederler.

**Yazarların Makaleye Katkı Oranları**

Yazarlar çalışmaya eşit oranda katkı sağlamıştır.

**Çıkar Beyanı**

Yazarlar arasında herhangi bir çıkar çatışması bulunmamaktadır.