

ANADOLU ÜNİVERSİTESİ

Mesleki Eğitim ve Uygulama Dergisi

A STUDY ON THE EFFECT OF MARKETING SERVICE QUALITY OFFERED BY AIRLINES TO “X, Y, Z” GENERATIONS ON THEIR PERCEPTION AND SATISFACTION

HAVAYOLU İŞLETMELERİNİN, “X, Y, Z” KUŞAKLARINA SUNDUĞU PAZARLAMA HİZMET KALİTESİNİN ALGISI VE MEMNUNİYETİNE ETKİSİNE YÖNELİK BİR ARAŞTIRMA

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ABSTRACT

The main purpose of this study is to reveal the effect of the marketing service quality offered by airline companies to the “X, Y, Z” generations. While the need for an airline company to have a service concept that is distinguished in the world is known as its most important vision; the success of providing a wide range of quality services together with flight safety and reliability is expressed as a mission. The most important customer portfolio consists of “X, Y, Z” generations. Passengers flying from Istanbul Airport were selected as the field study. In addition, it will be possible to obtain important clues about how businesses should distribute their scarce resources according to service quality dimensions and the effects of this on general satisfaction by determining the importance order of the factors affecting the general travel satisfaction of passengers. The “Servqual” Scale was used in the research. As a result of the research, it was determined that passengers were not interested in quality perception. Therefore, suggestions were developed regarding Istanbul Airport and the results that will constitute data for determining new strategies for airline business management and will be the subject of hypotheses for new academic research were shared.

Keywords: Airline companies, “X, Y, Z” generation, marketing service quality and perception, Istanbul Airport

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ÖZET

Bu çalışmanın temel amacı, havayolu işletmelerinin, “X, Y, Z” kuşaklarına sunduğu pazarlama hizmet kalitesinin algısı ve memnuniyetine etkisinin ampirik bir çalışma ile ortaya konulmasıdır. Bilindiği üzere havayolu işletmeciliği, insanlar ve eşyanın en kısa zamanda, en ucuz ve emniyetli bir şekilde taşınması olarak tanımlanmıştır. Bir havayolu işletmesinin dünyada parmakla gösterilen hizmet anlayışına sahip olması gereği en önemli vizyonu olarak bilinirken; uçuş emniyeti, güvenirliliği ile birlikte geniş yelpazede kaliteli hizmet sunma başarısının sağlanması misyon olarak ifade edilmektedir. Havayolu işletmelerinin birincil hedefi kaliteli hizmet sunarak müşteri memnuniyetinin sağlanmasıdır. En önemli müşteri portföyünü “X, Y, Z” kuşakları oluşturmaktadır. Saha çalışması olarak İstanbul Hava Limanı’ndan uçuş yapan yolcular seçilmiştir. Ayrıca, bu çalışma ile “X, Y, Z” kuşaklarını temsil eden yolcuların, genel seyahat memnuniyetleri üzerinde etkili olan faktörlerin önem sıraları belirlenerek işletmelerin kıt kaynaklarını hizmet kalitesi boyutlarına göre ne şekilde dağıtmaları gerektiği ve bunun genel memnuniyet üzerinde etkilerinin tespit edilmesine ilişkin önemli ipuçlarının elde edilmesi mümkün olacaktır. Araştırmada “Servqual” Ölçeği kullanılmıştır. Araştırma sonucunda yolcuların kalite algısı ile ilgilenmediği tespit edilmiştir. Bu nedenle, İstanbul Hava Limanı ile ilgili öneriler geliştirilerek havayolu işletme yönetimine yeni stratejilerin belirlenmesi için veri teşkil edecek ve yeni akademik araştırmalara hipotez konusu olacak sonuçlar paylaşılmıştır.

Anahtar Kelimeler: Havayolu işletmeleri, “X, Y, Z” kuşağı, pazarlama hizmet kalite ve algısı, İstanbul Hava Limanı

INTRODUCTION

The primary goal of airline companies, which provide one of the leading transportation services in the modern world, is to offer professional service to passengers and to provide safe, reliable and fast flight services with scarce resources while ensuring passenger satisfaction by considering economic and social development (Barutçu & Çolakoğlu, 2024). Ensuring that this goal is achieved makes it possible for customers to perceive the marketing service as exceptional (Keklik, 2022). In recent years, Istanbul Airport, which has been shown as an exemplary airport in the world, has taken its place in the literature as the largest airport in the world with a 17-storey tower, a capacity of approximately 500 aircraft, and an architecture decorated with Ottoman motifs (“İGA Airport Aero”, 2023). Many passengers, especially the “X, Y, Z” generations, purchase domestic and international flight services from this airport (Tezcan, 2017). After the flight, a quality perception is formed in the minds of each passenger consisting of these generations, and the perception formed is revealed as satisfaction or dissatisfaction (Geraldine & David, 2013). In our age where competition and economic crisis are increasing day by day, the

survival of airline companies requires sustainable success (Lieb & Molloy, 1987). Therefore, airlines companies need to identify and analyze market segments to address the varying expectations of different generations (Sheetall & Harch, 2004). This research aims to explore the concept of marketing services offered to air passengers, analyze the expectations of different generations based on their characteristics, provide quality service using the obtained data, evaluate outcomes based on passenger satisfaction and dissatisfaction, and identify sustainable strategies for airline companies and offer relevant suggestions.

In the literature review conducted in this context, no study was found in this field that covers most of the generations that are the target audience most frequently addressed to the marketing sector today. This gap in the literature will be filled by conducting a comprehensive sample group, especially including generations X, Y and Z, evaluating the results to be obtained, drawing attention to the issues to be discussed and presenting concrete suggestions.

CONCEPTUAL FRAMEWORK

Marketing service offered to airline passenger

With each passing day, in the globalizing world market, the fact that the preferences of passengers change very quickly in the national and international arena is one of the most challenging problems for airline companies. The main problem is expressed as the difficulties in the evaluation process of this change. Therefore, the importance of the concept of customer value is also increasing (Şahin, 2020). In this context, it is important to first analyze the quality service to be offered to flight passengers. (Şen, 2023). For this reason, it is important to set the marketing service quality offered to airline passengers as the highest level target (Alotaibi, 2015).

The flight marketing service provided to passengers plays a crucial role in ensuring the sustainability of an airline company. Every customer opinion is considered important in terms of the customer satisfaction feedback to be shared with other passenger portfolio alternatives by word of mouth. In a competitive environment, transportation services that satisfy the passengers will have a positive effect. The literature emphasizes that the passenger profile of an airline company should be carefully examined, as it reflects critical judgments made during the selection and preference process. According to this expression, a customer's judgment can be connected to another attitude (Rhea & Shrock, 1987).

In the service sector where airline companies that provide flight services carry out their activities, the “human” element is considered to be connected to the environment and process. This idea constitutes the airline marketing principle (Öztürk, 2009). There are some components of the service provided in airline companies. The most important feature of the service components mentioned here is that they can be consumed as soon as they are offered. During this stage, high-quality interaction among the service environment, the service recipients, and the service providers is a critical criterion. Therefore, professional physical conditions in the environment where the service is provided and quality process management between people are considered necessary to satisfy the customer (Palmer, 1994).

In this research, the main hypothesis was determined as the effect of the marketing service provided to the air passengers of the "X, Y, Z" generations flying from Istanbul Airport on the quality perception and satisfaction. The "X, Y, Z" generation flying from Istanbul Airport was determined as the limitation; the basic assumption was based on the fact that Istanbul Airport, operated by İGA (İstanbul Ground Airport) Enterprise has taken its place in the literature as one of the largest airlines in the world. When all the findings obtained as a result of this research are evaluated, it is aimed to determine the primary factor affecting the perception and satisfaction of airline marketing service quality offered to the x, y, z generations.

Generations

Today, airline companies offer services to passengers from multiple generations and different age ranges at the same time. These generations are listed as “BB”, “X”, “Y” and “Z” generations, respectively (Çetinkaya, 2011). Generation X (born between 1965 and 1980) is characterized as flexible, harmonious, and able to adapt to different generational traits while avoiding conflict. Individuals born between 1980 and 2000 are called “Generation Y”. These individuals are often described as having strong self-confidence and high brand loyalty. On the other hand, individuals born after 2000 are called “Generation Z” and are known as the most social generation. The most important characteristic of these individuals is their reluctance to take responsibility. The generation born before 1965 is described as the ‘BB’ generation. Individuals of this generation stand out as the most patient individuals (Tezcan, 2017). Each of these generations has different customer values, perceptions, and satisfaction expectations. Therefore, strategies should be created by taking into account target audience characteristics and satisfaction perceptions in determining passenger service marketing activities of airline

companies. Therefore, it is stated that all generations being able to manage their scarce economic resources and having data on marketing services will have a great impact on determining the marketing service targets of airline companies (Kozak et al, 2011). In addition, it is stated that the purchasing behaviors that will emerge in line with the effect of the marketing service quality of all generations will increase in direct proportion to the expectations (Torlak & Altunışık, 2009). In this context, the necessity of persuasion effort for the purchase of airline transportation service is revealed within the scope of communication to be established with “X, Y, Z” generations (Parılı & Öztürk, 2002). Within the scope of the persuasion effort stated here, the satisfaction that will be created by the perception of service quality for all generations is seen to depend on the strength of the communication to be established (Benjamin & Raymie, 1994). In this context, within the scope of the marketing service offered by airline companies, the different characteristics of individuals representing all generations affect their perception and satisfaction levels at various rates (Kazançoğlu, 2011). In summary, in order for the marketing methodology to be presented to a target audience consisting of many generations to be implemented professionally by airline managers, there is a need to analyze the characteristics that differ between generations very well (Gürler & Ramazan, 2019).

Airlines are service providers that interact directly with their customers. Therefore they are directly responsible for the problems of the entire system. The biggest problem stems from the lack of consensus between air transportation users and airlines. Passengers’ expectations such as extremely low fares, full service, guaranteed seating, non-stop flights regardless of occupancy, gourmet meals, punctual arrivals, and flawless baggage handling have revealed significant insights into customer demands. However, it is widely acknowledged that not all of these expectations can realistically be met. The most important reason for this is that airlines want to fill as many seats as possible for profit.

Perceived quality and satisfaction of marketing services offered to passenger

It is quite difficult to define the functions within the environment in which marketing services are delivered. The most important reason for this is the difficulty of measuring service quality. Service is expressed as a set of relationships. Therefore, there is a kind of performance measurement (Berry, 1980). As a result of this measurement, it is possible to determine the standards related to service delivery. Thus, it is possible to continuously improve the quality service delivery and for airline companies to operate within a sustainable satisfaction concept.

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For this purpose, the most frequently used model in service measurement in marketing science is known as the ‘Servqual’ approach (Geraldine & David, 2013).

On the other hand, the concept of “quality” is considered to have three dimensions: implicit, explicit, and mechanical. The quality of airline flight services is expressed as "Human Quality" (Holbrook & Corfman, 1985). In other words, service quality leads to specific outcomes that can be evaluated by the customer. In this process, the perception of the service received by the airline passengers and the evaluation of their expectations regarding the service can be accepted or rejected. The expected service will be compared with the perceived service (Whittaker, 1998).

Each business has its own rules and ethical understanding specific to its culture. Employees who behave in accordance with the business's professional ethics and cultural rules gain significant trust and respect in return for the satisfaction generated by the proper service they provide. Otherwise, it is possible to face a situation where work quality is not taken seriously and a conflict may arise with customers who are not satisfied with the service and complaints about poor quality (Başpınar & Çakıroğlu, 2021).

For these reasons, the primary goal of airline companies offering flight services is to carry out the operation without compromising on quality (Palmatier & Sridhar, 2017, p.30).

In addition, in the literature, the concept of marketing service satisfaction is defined as the management of all systems by making effective decisions. Within the scope of this definition, the most important components are known as human, machine and method (Koçel, 1995, p.710). In this context, the difference between customer satisfaction and dissatisfaction is created by uncontrollable external variables. In summary, customer satisfaction and dissatisfaction can be evaluated by testing the relationships between various variables (Malhotra, 2007, p.2). For example, it is known in the literature that there are findings that social cause marketing advertisements positively affect customers’ attitudes and purchase intentions towards the brand (Topuz Savaş, 2014).

Aviation business companies

The serious economic crisis experienced in every sector in our age has affected the sustainability of all businesses. Quality costs in particular have become the most important problem. Therefore, airline companies involved in the transportation sector need to shape and distribute their scarce resources according to service quality dimensions and determine the effects

of this distribution on general satisfaction. When market data in the service sector is evaluated, it is observed that increasing competition, changing trends and advancing technology as well as the complex demands of the passenger portfolio are the factors affecting sustainable success. In other words, passengers have different needs every day and it is difficult to measure these differences (Sheetall & Harch, 2004). For example, when choosing the products and services they need to purchase, customers prefer institutions that are sensitive to social issues. Therefore, social responsibility activities have become a necessity in marketing efforts. Due to this tendency, institutions give social responsibility messages to their target audiences by associating products with a social issue (Öztürk & Savaş, 2014).

On the other hand, as a result of the efforts of airline companies to offer low-cost tickets, quality has begun to decline. For this reason, the importance of sustainable service quality is attracting more attention every day in the increasingly competitive airline market (Lieb & Molloy, 1987).

The sustainable profitability of an airline company providing flight services can be achieved as a result of the necessity of designing the marketing strategy in accordance with the targeted market. Therefore, it is necessary to develop the airline flight marketing strategy within the scope of the “Segmentation Approach” in accordance with the target market segment. In this context, it is suggested that one section of the market segments be defined according to generation groups. In other words, considering that people from different generations tend to exhibit different attitudes and behaviors, the determination of sustainability goals should be considered (Wahyuningsih et.al, 2022).

For this reason, in order to provide “sustainable, high-quality and customer satisfaction-based marketing services”, an image-creating and innovative business spirit should be created (Dixon et al, 2012, p.10).

METHOD

The universe of the research and selection technique

The universe of the study consists of passengers flying from Istanbul IGA. As a sample, passengers representing the generations “X, Y, Z” were selected. In total, a probability-based random selection technique was used to determine approximately 450 participants.

Demographic profile of the participants in the research

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The universe demographic profile included in the survey is presented in the table below. According to this table, the generation that participated in the survey the least was the "Z" generation. The generation that participated the most was the "Y" generation.

Table 1. Demographic profile

GENDER	FEMALE	%53	MALE	%47			
MARITAL STATUS	<u>Married</u>	%49,5	<u>Unmarried</u>	%41	<u>Divorced</u>	%9,8	
LEVEL OF FORMAL EDUCATION	<u>Less than high school</u>	High school	<u>Vocational or trade high school</u>	<u>Associate's degree</u>	<u>Bachelor degree</u>	<u>Master's degree</u>	<u>Doctorate degree</u>
	%0	%12,2	%4,6	%10,5	%46,8	%18,2	%7,7
AGE GROUP	<u>Under 23 years old</u>	<u>Between 24-43 years old</u>	<u>Between 44-58 years old</u>	<u>Between 59-78 years old</u>	<u>Between 79-96 years old</u>		
	%15,8	%40,3	%22,5	%21,7	%0		
INCOME STATUS	<u>Minimum wage</u>	<u>Between 11.500-19.000 TL</u>	<u>Between 20.000-29.000 TL</u>	<u>Between 30.000-39.000 TL</u>	<u>Between 40.000-69.000 TL</u>	<u>Above 70.000 TL</u>	
	%11	%26,3	% 21,3	% 14,8	% 13,9	% 12,7	
GENERATION CLASS BY BIRTH YEAR	<u>Generation Z, born after 2000</u>	<u>Generation Y, born between 1980-1999</u>	<u>Generation X, born between 1965-1979</u>	<u>BB Generation born between 1945-1964</u>			
	%15,8	%39,6	%22,2	%22,2			

Source: Created by researcher Zülal Günel, 2024.

Dependent and independent variables of the research

While the dependent variables of the research were determined as quality perception and customer satisfaction, the independent variables were determined as physical elements, reliable and correct service, instant service, assurance, knowing and understanding the customer.

Data Collection and Scales

In the research, a numerical analysis method based on mathematical science called “Quantitative” was used. Within the scope of the analysis, data was collected using social media channels. As a result, data analysis was carried out on 581 valid surveys. As the measurement method of the research, the “Servqual Scale” and “Likert Scale” based on a five-dimensional

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survey, which were first put forward by Parasuraman, Zeithaml and Berry in 1985, which are the most preferred methods in marketing science analyses, were preferred and applied. In this context, the ‘Service Expectation Perception Scale’ and the “Quality Perception Scale” were used.

DATA ANALYSIS AND RESULTS

The ethics committee approval of the research, which was received by Istanbul Gelişim University based on its decision dated 08 June 2023 and numbered "2023-05-71", was carried out for validity and reliability analyzes using the "Factor and Cronbach's Alpha" model; sample adequacy was determined. In this context, as a result of the validity factor analysis of the "Service Expectation Perception" scale, the "KMO" measurement result was determined as "0.944". Since the evaluation of this result was at the "Excellent" level, the validity of the scale was proven. On the other hand, the reliability factor analysis result of the "Service Expectation Perception" scale was determined as "0.944", for N:17 items, at the "Very high" level; its reliability was proven. In this context, the validity of the scale was demonstrated by obtaining a “good” result of “0.848” as a result of the Kaiser-Meyer-Olkin (“KMO”) test. In addition to this information; since the “892.454” scale obtained as a result of the applied “Bartlett Sphericity Test” was found to be $p < 0.001$, it was understood that there was a significant relationship between the items of the scale. As a result of the applied “Factor Analysis”, the cumulative variance value was determined as “69.124” and the validity of the scale was demonstrated.

As a result of the "Correlation Analysis", the quality perception was determined as "Low". The reasons for this finding were determined by the "Regression" analysis. As a result, it was determined that there was an interaction between the dependent and independent variables at the level of "0.418". The findings of these analyses are presented in Table 2.

Table 2. Simple regression model

(Model Summary)				
Model	R	R Kare	Corrected R Kare	St. Error Estimation
1	.418 ^a	.174	.164	.70975
a. Predictors: (Constant) Physical Elements Knowing and Understanding the Customer Instilling Confidence Reliable Accurate Service Instant Service				

Source: Created by the researcher by evaluating the data obtained from the “SPSS” Program.

In this context, when the obtained "R-Square" correlation value is interpreted, it is understood that 17.4% of the diversity in the quality perception variable can be attributed to physical elements, customer recognition, trustworthiness, reliable and accurate service variables

In addition, as a result of the "ANOVA" test applied to test the significance of the regression model, it was revealed that the variables "Physical elements, customer recognition, trust, reliable and accurate service, instant service" were significant predictors of the "Quality perception" variable. The data from this analysis are presented in Table 3.

Table 3. The test of "ANOVA"

ANOVA ^a						
Model		Sum of Squares	df	Average Square	F	Sig.
1	Regression	33,220	4	8,305	16,487	,000 ^b
	Residual	157,169	312	,504		
	Total	190,390	316			
a. Dependent Variable: Quality Perception						
b. Predictors: Physical Elements, Knowing Customer Understanding, Instilling Trust, Reliable Accurate Service, Immediate Service ($p \leq 0.001$ there is a significant relationship)						

Source: Created by the researcher by evaluating the data obtained from the "SPSS" Program.

As a result of the "ANOVA" test, the "P-value" was determined as 0.000. This result was interpreted as " $p < 0.001$ ". Therefore, it was determined that there was a significant relationship between the "Quality perception" variable and other variables. In this context, it was revealed that there was a significant relationship between the "Quality perception" variable and other variables. In addition, as a result of the analysis performed, the obtained "F-value" was determined as "16.487".

The "Coefficient" table obtained as a result of the analysis is presented in Table 4. When the data in the table is examined, it is understood that the fixed value of the independent variables is at the "b:1.831" criterion. Based on this data, it can be interpreted that each independent variable increases the quality perception by approximately "18%".

Table 4. "Coefficient" table

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(Coefficients) ^a						
Model		(Unstandardized Coefficients)		(Standardized Coefficients)	t	Sig.
		B	Std. Hata	Beta		
1	(Constant)	1,831	,269		6,804	,000
	Reliable Accurate Service Instant Service	,201	,099	,181	2,027	,044
	Instilling Confidence	,097	,084	,101	1,155	,249
	Knowing Understanding The Customer	,093	,055	,111	1,687	,093
	Physical Elements	,095	,064	,102	1,475	,141
a. Dependent Variable: Quality Perception (Criteria for increasing quality perception of each variable change)						

Source: Created by the researcher by evaluating the data obtained from the “SPSS” Program.

In addition, when the other data in the table are interpreted, it is understood that the "Beta (B)" value has a "Positive value". Therefore, it is seen that each sub-dimension variable increases the quality perception to a certain extent. As a result of the Step-Wise method applied in line with this information, the variables included in the model are presented in Table 5.

Table 5. Step-Wise method

STEP-WISE METHOD			
(Variables Entered/Removed ^a)			
Model	(Variables Entered)	(Variables Removed)	Method
1	Reliable Accurate Service Instant Service		Stepwise Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
2	Knowing Understanding The Customer		Stepwise Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
a. Dependent Variable: Quality Perception			

Source: Created by the researcher by evaluating the data obtained from the “SPSS” Program.

Within the scope of the variables included in the model, the “R-Square” value of the “Reliable and accurate service instant service variable” was revealed as “0.1462; the “R-Square” value of the “Reliable, accurate service instant service customer recognition and understanding” independent variable was revealed as “0.1592. These data are presented in Table 6.

Table 6. Step-Wise method included independent variables

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(Stepwise Model Summary)				
Model	R	R Kare	Corrected R Kare	Est. St. Error
1	.386 ^a	.149	.146	.71720
2	.405 ^b	.164	.159	.71201
a. Predictors: (Constant), Reliable, Accurate Service, Instant Service				
b. Predictors: (Constant), Reliable, Accurate Service, Instant Service, Knowing and Understanding the Customer				

Source: Created by the researcher by evaluating the data obtained from the “SPSS” Program.

Thus, an interaction of “38%” was found between the independent variable “Reliable accurate service instant service” and “Quality perception”. In addition, an interaction of “40%” was found between the independent variable “Reliable accurate service instant service customer recognition and understanding” and the dependent variable “Quality perception”. The findings obtained as a result of the last applied “Step-Wise” regression test are presented in Table 7. When the data presented in Table 7 is evaluated, it is determined that there is a significant relationship between the variables "Quality perception" and "Reliable, accurate service, instant service". In addition, it is understood that there is a significant difference between the variables "Quality perception" and "Reliable, accurate service, instant service".

Table 7. “Step-Wise method “ANOVA”

STEP-WISE METHOD “ANOVA” ^a						
Model		Sum Of Sq	df	Av. Sq	F	Sig.
1	Regression	28,360	1	28,360	55,135	.000 ^b
	Residual	162,030	315	.514		
	Total	190,390	316			
2	Regression	31,205	2	15,603	30,777	.000 ^c
	Residual	159,184	314	.507		
	Total	190,390	316			
a. Dependent Variable: Quality Perception						
b. Predicted: Predictors: (Constant), Reliable, Accurate Service, Instant Service						
c. Predicted: Predictors: (Constant), Reliable, Accurate Service, Instant Service, Knowing Customer Understanding						

Source: Created by the researcher by evaluating the data obtained from the “SPSS” Program.

The data of the model obtained as a result of the last “Regression Analysis” applied are presented in Table 8. When the data in this table is evaluated; it is understood that the correlation interaction value for the independent variables is “R: 0.418”. In this context, it can be interpreted that there is an interaction rate of “41.8%”. In addition, since it was determined in the

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“R2: 0.174” criterion, it is understood that the independent variables have an effect on the dependent variable at a rate of “17.52%”.

Table 8. Regression analysis model

(Model Summary)				
Model	R	R Sq.	Ad.R sq.	Str. error
1	.418 ^a	.174	.164	.70975
a. Tahmin edici (Devamlı)- (Predictors: (Constant) Fiziki_Unsurlar, Müşteriyi_Tanıma_Anlama, Güven_Telkin_Etme, Güvenilir_Doğru_Hizmet_Anında_Hizmet				

Source: Created by the researcher by evaluating the data obtained from the “SPSS” Program.

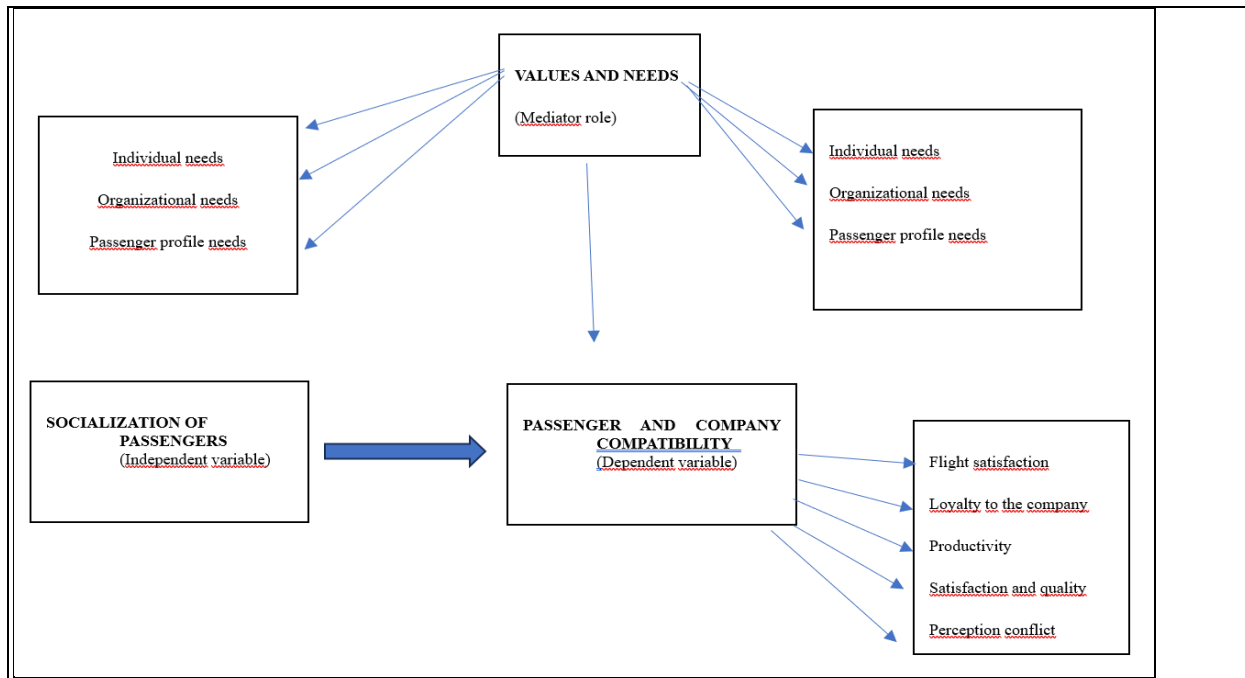
When the obtained "ANOVA" Test data is examined, it is understood that all independent variables have a significant and positive effect on quality perception since the model is at the Sig.0,000 criterion. Thus, it can be interpreted that the independent variables significantly predict the quality perception variable.

As a result of the analysis, a new model proposal was developed by the researchers based on the findings shared.

In other words, by evaluating the findings, discussion points and results obtained as a result of this research, a new model proposal named ‘The effect of socialization of airline passengers on passenger and company harmony through the mediating role of values and needs management’ was developed. This proposal model is presented in Table 9.

Table 9. The New model proposal developed by researchers (‘The effect of socialization of airline passengers on passenger and company harmony through the mediating role of values and needs management’)

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Source: Created by the researchers.

DISCUSSION

When a general evaluation of the findings obtained in this study is made and the data belonging to the findings are compared with the data in the literature review mentioned in the conclusion section, it is understood that the following issues need to be reconsidered and discussed. The elements that are particularly discussed and awaiting opinions to be the subject of new academic studies in 2025 have been identified as follows:

- ✓ Passengers (19%) attach importance to ground services,
- ✓ 199 individuals choose air travel for holiday purposes,
- ✓ How much the effort to be made to increase the rate of frequent flyer program members from 44% to a higher level will affect the rate,
- ✓ Since the economy ticket purchase rate is at 91%, efforts should be made to increase the sales of other class tickets and the results of this effort should be analyzed,
- ✓ The reasons why most passengers prefer 2-hour flights should be revealed,
- ✓ Investigation of increasing the number of individuals satisfied with the marketing service from 263 people and 54% to 99%,

- ✓ Since the perception of satisfaction with Istanbul Airport is limited to 338 people, the 30% who think negatively Defining the strategies required to evaluate the rate and make it positive,
- ✓ Conducting new studies on the individual interest dimension, which has the lowest percentage (82%) among the expressions subject to service expectation perception, and aiming to increase this rate to 99% and measuring this target,
- ✓ Discussing the need to make plans, implement and monitor the need to meet this demand, given that 37% of the passengers have reported their request for special flight programs (conferences, holidays and festivals),
- ✓ Making efforts to reduce the expectation rate of personal attention to passengers to a level lower than 43% and monitoring the results,
- ✓ Evaluating the stated demand for winning the hearts of the passengers, making efforts to reduce the stated need to a level lower than 37%, testing this effort and discussing the results again.

Among the independent variables, a positive, significant weak relationship was found between reliable accurate service and the dependent variable quality perception, similarly between the independent variable trust instillation and the dependent variable quality perception, and finally between the independent variable customer recognition and understanding and the dependent variable quality perception. In addition, a positive, significant and weak relationship ($r = .323$, $p < 0.05$) was found between physical elements and quality perception; on the contrary to this finding, in the literature, as a result of the research conducted by Redha Widarsyah in 2013 at the University of Nevada, Las Vegas, UNLV, it was understood that there was a high level of relationship with the physical environment of the airport in the passengers' evaluation of the airport ($r = .693$). Again, in this study, the lowest correlation was .489; the highest correlation was .762, while in this study, the lowest correlation was .313 and the highest correlation was .770. Thus, this research finding has shown that the high rate of increase in the overall experience of airport passengers is associated with the positive quality perception of customers (Widarsyah, 2013). Therefore, all the discussion topics mentioned here will fill the current gap in the literature.

CONCLUSION AND RECOMMENDATIONS

The economic crisis, which is seen all over the world today, also affects the marketing service delivery strategies of aviation companies in the transportation sector. In Turkey,

marketing services are provided by various aviation companies at Istanbul Airport, which has been put into intensive operation especially after the Pandemic Period. In this context, the perception of the marketing service quality offered by IGA-Istanbul Airport Operation, which provides high returns to the state economy, and its effect on satisfaction are of utmost importance.

Revealing the different perceptions of the generations that constitute the target audience of airline companies is an extremely important element for sustainable profitable aviation companies to provide successful marketing services. In this context, it is necessary to provide the right marketing service to passengers of different generations and create a perception of quality above expectations. Therefore, analyzing the expectations of passengers of “X, Y, Z” generations of different ages is becoming more difficult every day. In the context of rapidly changing global conditions, accurately estimating the expectations of different generational passenger groups—namely, Generation Z (aged 23 and under), Generation Y (aged 24–43), Generation X (aged 44–58), and the Baby Boomer Generation (aged 59–78)—is essential for ensuring the long-term success and competitiveness of aviation businesses and it is expected that the services provided to airline passengers will need to be differentiated based on the diverse needs of each generation.. Therefore, since the service quality perception and satisfaction level of the various generations to whom the airline marketing service will be provided may differ, revealing the marketing service perception between generations and the effect of this service on satisfaction is necessary in terms of sustainability. In this context, taking action under the structure of passenger, cargo, mail, aircraft, airport, airline company, service, quality and integration creates the need for a functional management approach that will meet the expectations of passengers of all ages.

As a result of the analyses conducted in this research, a very strong and statistically significant positive relationship was determined between the variables of reliable and accurate service and trust creation. It was also understood that there was a good level of significant and positive relationship between the independent variable of trust creation and the independent variables of knowing and understanding the customer; there is a positively significant and medium level relationship between the independent variables of reliable accurate service and knowing and understanding the customer, similarly between inspiring confidence and physical elements and finally between knowing and understanding the customer and physical elements.

As a result of testing the relationship between variables with correlation analysis, it was determined that the quality perception variable has a weak relationship with the dimensions of reliable, accurate service, instant service, trust instillation and customer recognition and

understanding. In this context, it would be appropriate for airline companies to shape their future by conducting detailed research on the existence of this weak relationship in the dimensions of quality perception, reliable, accurate service, instant service, trust instillation and customer recognition and understanding and to reveal the business principles that need to be developed.

In summary, factor analysis and parametric analysis have been completed. Skewness and kurtosis values have been checked. As a result of these tests, the findings indicated a low level of association between passengers and the quality. As a result of the "Correlation analysis" evaluation, it was understood that there was a low but significant relationship between "Service Expectation Perception" and "Quality Perception".

When the results obtained in the Model Analysis were evaluated, it was understood that there was a 41.8% interaction between the quality perception variable and the independent variables of physical elements, customer recognition and understanding, trust instillation, reliable and accurate service, instant service. Since the "R-Square" was determined as 0.174 in the analysis, it was determined that 17.4% of the variation (variety) in the quality perception variable could be attributed to the four independent variables of physical elements, customer recognition and understanding, trust instillation, reliable and accurate service, instant service.

According to the findings of the regression load analysis (Coefficient), it was understood that the physical elements representing the four independent variables entered into the model, customer recognition and understanding, instilling trust, reliable and correct service, as well as the fixed value (b:1.831) for all independent variables in this model, each of the four independent variables increased the quality perception by approximately 18%. On the other hand, it is possible to comment that, of the four independent variables, not providing reliable and correct service, not instilling trust, not knowing and understanding the customer and negative physical elements will negatively affect the quality perception by approximately 18%.

Consistent with the earlier statement, the regression results indicated that since the independent variables were determined as R: 0.418 according to the obtained model, it was understood that there was an interaction of 41.8%. It was also found remarkable that the independent variables had an effect on the dependent variable at a rate of 17.5% in general.

Following the "ANOVA" test, it was understood that all independent variables had a significant and positive effect on quality perception since the obtained model was at the Sig.0.000 criterion. According to the reliable accurate service instant service analysis results (R:0.386, R2:

0.149, Adj. R²:0.146, St. Est. 0.71720), since the values obtained (R: -1 + 1) are in line with the required criterion, it was concluded that there was a positive effect between quality perception and the reliable accurate service instant service variable. Therefore, it was revealed that the average duration of a possible delay in a flight and the generalization average for the sector should be taken into consideration for airline companies. According to the results of reliable accurate service, instant service, customer recognition and understanding, empathy analysis (R: 0.405, R²: 0.164, Adj. R²: 0.159, St. Est. 0.71201), since the relevant values (R: - 1 + 1) are compatible with the standard criterion, it has been concluded that there is a positive effect between quality perception and reliable accurate service, instant service, customer recognition and understanding variable.

As a result of the latest “Step-Wise” regression method applied in the research, it was found possible to comment that there is a significant difference-relationship (Sig.0.000) between the quality perception and reliable and accurate service time service variables.

In addition to aforementioned findings, since the “R-Square” value of the independent variable included in the model with this method, reliable and accurate service time service variable, was determined as 0.146; and the independent variable of reliable and accurate service time service customer recognition and understanding was determined as 0.159, it was understood that 15% (0.149) of the variation in the quality perception variable can be attributed to the service time service variable from the independent variables.

On the other hand, it was determined that 16% (0.164) of the variation in the quality perception variable could be attributed to the independent variable of accurate service time service customer recognition and understanding. In addition, the R value of the reliable accurate service time service variable was 0.386. This result shows that there is an interaction of around 38% between the independent variable of reliable accurate service time service and the dependent variable of quality perception. On the other hand, it was understood that there is an interaction of around 40% between the independent variable of reliable accurate service time service customer recognition and the dependent variable of quality perception. It was understood that reliable accurate service time service, which affects quality perception, has a positive effect of 55%. It was understood that reliable accurate service time service customer recognition and understanding rate affecting quality perception has a positive effect of 30%.

The following suggestions were developed as a result of the research:

Günel, Z. & Gümüş, İ. (2025). A study on the effect of marketing service quality offered by airlines to x, y, z generations on their perception and satisfaction. *Anadolu Üniversitesi Mesleki Eğitim ve Uygulama Dergisi*, 5 (1), 85-105, doi: 10.70756/anameud.1642510.

Comprehensive testing of the flight expectations of passengers representing all types of generations living in our age and analyzing the findings obtained by creating market segments,

Determining strategies to increase the weak relationship detected between the independent variables of reliable, accurate service, instant service, trust-inspiring, physical elements and customer recognition and understanding from the marketing service dimensions and quality perception,

Determining the necessary tactics to increase this rate to one hundred percent level since reliable, accurate service, instant service, which affects the quality perception expressed as the dependent variable, has a positive effect of half and half,

Investigating the reasons for this finding since the effect of the flight marketing service quality perception offered especially to the “X, Y, Z” generations on the physical features and assurance dimension could not be determined,

It is recommended to research new market segmentation and marketing techniques to further increase the flight service quality perception offered at Istanbul Airport. In this context, when the demographic portfolio of this research is examined, it is striking that a low response rate of 7.7% was received especially from the sample group with a doctorate degree, and therefore, it has become necessary to conduct research by selecting a sample group with a doctorate degree from the universe that similar research will cover in the following years. In addition, since the 'Z' and 'X' generations will change in the following years, it is important to repeat the research with similar techniques in order to reach concrete comparison examples. Meanwhile, since the marketing service quality offered by Istanbul Airport Operation will change over the years, the reference of the findings of this research has been included in the literature as an important data for our country.

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