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Genişletilmiş Gaziantep Havalimanı'nda Yolcuların Hizmet Kalitesi Algısının Belirlenmesi Üzerine Bir Araştırma

A Study on Determination Passengers' Perception of Extended Gaziantep Airport Service Quality

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Ö Z

Hava taşımacılığı, uzak bölgeler ve ülkeler arasında hızlı ve etkin ulaşımın ana araçlarından biridir. Hava yolculuğu ticaret, iş seyahati ve turizm gibi birçok faaliyetin can damarıdır ve uzun mesafelerin hızlı bir şekilde kat edilmesini sağlar. Bunlarla birlikte havalimanları ekonomiye büyük katkı sağlamaktadır. Dolayısıyla modern toplumların işleyişi ve uluslararası bağlantılar için hayati öneme sahiptirler. Hizmet kalitesinin değerlendirilmesi, bir havalimanının etkinliği ve başarısı için gereklidir. Bir havalimanının hizmet kalitesi yolcu memnuniyeti, güvenlik ve rekabet avantajı gibi birçok faktörü etkiler. Bu nedenle, hem yolcular hem de havalimanı işletmecileri için hizmet kalitesinin belirlenmesi önemlidir. Bu çalışma Gaziantep Havalimanı'nın hizmet kalitesine ilişkin faktörleri belirlemeyi amaçlamaktadır. Araştırmanın bir diğer amacı ise tarafından bu hizmet kalitesi faktörlerinin ne düzeyde algılandığını tespit etmektedir. Bu amaçla Gaziantep havalimanını kullanan 409 katılımcıya anket uygulanmıştır. Elde edilen veriler Bağımsız Örneklem t testi ve Tek Yönlü ANOVA analizine tabi tutulmuştur. Analiz sonucunda Gaziantep havalimanı hizmet kalitesinin yolcular tarafından orta düzeyde algılandığı tespit edilmiştir. Bu sonuçlara göre yolcular genişletilmiş Gaziantep Havalimanının hizmet kalitesi konusunda kararsız kalmışlardır. Ayrıca yolcuların hizmet kalite algısının cinsiyet, gelir, eğitim, meslek, yaş ve uçuş sayısına göre anlamlı farklılık gösterdiği tespit edilmiştir.

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A B S T R A C T

Air transport is a main means of fast and efficient transport between distant regions and countries. Air travel is the lifeblood of many activities, such as trade, business travel, and tourism, enabling people to travel long distances quickly. In addition, airports make a great contribution to the economy. They are, therefore, vital for modern societies' functioning and international connectivity. The evaluation of service quality is essential for the effectiveness and success of an airport. The service quality of an airport affects many factors, such as passenger satisfaction, safety and competitive advantage. Therefore, it is important to determine the service quality for both passengers and airport operators. This study aims to determine the factors related to the service quality of Gaziantep Airport. Another aim of the study is to determine the level of perception of these service quality factors by passengers. For this purpose, a questionnaire was applied to 409 Gaziantep Airport participants. The data obtained were subjected to the Independent Sample t-test and One-Way ANOVA analysis. As a result of the analysis, it was determined that passengers perceive Gaziantep airport service quality at a medium level. According to these results, passengers were undecided about the service quality of the expanded Gaziantep Airport. In addition, it was determined that the service quality perception of passengers differed significantly according to gender, income, education, occupation, age and number of flights.

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1. INTRODUCTION

The aviation industry is one of the sectors that directly or indirectly contributes to the economic development of countries and cities, connecting continents, countries and cities and employing in many areas. According to 2019 data, the global air transportation industry supports 89 million aviation-related jobs and provides 10.2 million direct jobs worldwide. Airports, airline companies, air navigation service providers, and airports provide direct employment opportunities for approximately 3.5 million people (ACI, 2023).

According to the statement made by ACI World in October 2022, world passenger traffic is estimated to reach 6.8 billion by the end of 2022 (ACI World, 2022). Air transportation has developed rapidly in Turkey, with passengers increasing from less than 1 million in the 1960s to 10 million in 1988, 50 million in 2005 and over 100 million in 2010. In 2019, Turkey's airports served approximately 209 million passengers (DHMİ, 2022).

In such a growing sector, competition among organizations is inevitable. In today's fiercely competitive world, service organizations try to stay one step ahead by providing quality services. This is also the case in the aviation sector, one of these organizations (Singh, 2016: 768). For this reason, service quality is very important for airport operators and airline carriers (Aydoğan, 2016: 65).

According to Airports Council International (ACI), airport service quality is the most viable way to improve customer satisfaction and increase non-aeronautical revenues. Airport studies show that perceptions of service quality affect passenger satisfaction. It is also critically important (ACI, 2016; Ali et al., 2016; Ansari & Agarwal, 2015; Bezerra & Gomes, 2015; Mikulić & Prebežac, 2008; Subha & Archana, 2013).

Service quality is difficult to define and measure due to its intangible and elusive nature (Kannan, 2010: 638), but some authors have tried to define it. Parasuraman et al. (1988) defined service quality as a global judgment or attitude about what the customer receives from the services and the way the services are delivered (Parasuman, 1988: 12-37). The common definition of this concept is that the service should conform to customers' expectations and meet their needs and requirements (Edvardsson, 1998: 144). Therefore, customer satisfaction is the determining factor of service quality. In order to increase customer satisfaction, airport services should be provided in a way that minimizes travel time and provides a pleasant experience. In this way, it will be possible to increase the perception of service quality for passengers and airline companis (Aşık, 2019: 2613). However, the perception of service quality is not only related to airport operations, but also the characteristics of the service users can have an impact on the perception of quality. The impact of cultural elements can be seen in evaluating airport services where passengers from many nations and cultures communicate and interact (Woodside et al., 2011: 785-799). Therefore, not only the quality of airport services but also the cultural perspectives of passengers are effective in the perception of quality and affect the perception of service quality positively or negatively (Aşık, 2019: 2615).

Service quality is a more important determinant than price in differentiating a service organization from its competitors and ensuring customer loyalty (Chow & Luk, 2005). In this study, the perceptions of Gaziantep airport service quality of the passengers using Gaziantep airport were tried to be determined. Thus, it will be useful in developing service components suitable for passengers' requests.

2. LITERATURE REWIEV

As in other sectors, service quality is an important indicator in the airline sector. Service quality is expressed as a general judgment about the superiority or excellence of a service (Parasuman et al.1988:15). When the literature on airport service quality is reviewed, it is seen that some researchers have analyzed the expectations and experiences of passengers, some have investigated the operational efficiency and productivity of the airport, and some have examined and evaluated the quality of airport services. Some of these studies are mentioned below.

Foodness and Murray (2007) conducted an empirical study on passenger expectations towards airport services. Approximately 1,000 participants were reached in the study. As a result of the study, they determined that passengers' expectations for airport service quality are multidimensional. These factors are interaction, function and entertainment.

Liou, Tang, Yeh and Tsai (2011) applied a new method instead of traditional statistical analysis studies to examine the quality of services provided to passengers. The study was applied to respondents at an international airport in Taiwan. As a result of the study, it was determined that frequent travelers needed to recognize the courtesy of airport staff. For infrequent travelers, entry control and security were the factors that most influenced their perceptions of overall service quality (Liou et al., 2011).

Lubbe, Douglas and Zambellis (2011), in their study titled "An application of the airport service quality model in South Africa," based on the Foodness and Murray (2007) model. In the study, it is claimed that the main criterion for evaluating airport businesses is passengers' opinions, so it is extremely important to analyze passengers' expectations. For this purpose, in this study conducted in South Africa, passengers' perceptions of airport service

quality were investigated. The study provides evidence that trip purpose and frequency can influence the importance that passengers attach to specific service quality attributes and their evaluation of the specific airport from which they depart. Business travelers found interaction, function and distraction less important than vacationers. The results were also important for the airport's investment in staff training (Lubbe et al., 2011).

In their study, Bakır and Atalık (2018) evaluated the service quality of 11 airlines carrying the highest number of passengers in 2016. The data used in the study are secondary. It was obtained from the Skytrax website. Passenger opinions on lounge services, in-flight services and cabin crew were considered as evaluation criteria. Airline companies were ranked according to their efficiency using Entropy and ARAS methods. As a result of the weighting process with the Entropy method determined that the most important evaluation criterion was in-flight catering, followed by physical elements, airport services, entertainment, in-flight comfort, cabin crew elements, and service personnel. As a result of the performance evaluation with the ARAS method determined that ANA was the highest quality airline, Hainan ranked second, Qantas ranked third, and THY ranked fourth.

The purpose of the study titled "Investıgate Aırport Servıce Qualıty- A Case Study Of Aırports In Shanghaı" by Jiang and Liang (2019) is to investigate airport service quality from the passengers' perspective at two airports (Pudong and Hongqiao Airports) under the management of Shanghai Airport Authority (SAA) in China. Research at SAA has revealed significant differences between passengers' expectations and actual perceptions of service quality at SAA. It is proposed that SAA should improve service quality and reduce passenger dissatisfaction with the components of service quality. The components with the largest differences between expectation and actual perception are "Shop and restaurant prices," "Free Wi-Fi access," "Playgrounds for children," "Punctuality of departure," and "Various restaurants offering different services." The results revealed significant differences between gender, nationality and primary travel purpose groups. Moreover, domestic passengers reported higher satisfaction than international passengers. The study found a positive relationship between airport service quality and passengers' overall satisfaction at SAA.

The study conducted by Aşık (2019) aims to examine the service quality perceptions of domestic and foreign passengers towards Istanbul airport. Another aim of the study is to determine whether the perception of airport service quality differs regarding domestic and foreign passengers. Within the scope of this purpose, a questionnaire was applied to 296 domestic and 208 foreign passengers using Istanbul airport. The research results provide evidence that the perception of airline service quality varies in terms of foreign and domestic passengers. When the research results are evaluated in general, it is possible to say that Istanbul airport creates a positive quality perception on both domestic and foreign passengers.

Airports must also improve service quality, efficiency, and attention to passenger needs to maintain customer satisfaction. The purpose of the study titled "Measurement model of passengers' expectations of airport service quality" by Chonsalasin et al. (2020) is to create an airport service quality measurement model based on passenger expectations as a guide for airports trying to achieve international standards. This study analyzes airport service quality based on passengers' expectations, which play an important role in determining airport service quality. The study sample consists of domestic passengers selected using Stratified Random Sampling at the departure terminal of each airport in four regions of Thailand (South et al.). The resulting model is that service quality consists of seven factors. These are security, check-in, wayfinding, airport environment, access, arrival services and airport facilities.

Erdoğan (2020) aims to explain how Importance and Performance Analysis will be applied in the evaluation of airport services. For this purpose, a questionnaire was applied to 293 passengers to evaluate the service quality of Gaziantep Airport, which was selected as an example. When the Importance Performance Analysis results were evaluated, it was concluded that Gaziantep Airport successfully managed services, and passenger satisfaction was high.

As seen from the literature review, improving service quality is one of the most important issues in the development process of airports. This issue has been widely addressed by researchers from different perspectives and methods. In this study, firstly, airport service quality will be mentioned, and then the service quality of Gaziantep Airport will be investigated.

In this context, the following hypotheses and research questions were sought to be answered within the scope of the research.

H_1: Passengers' quality perception of extended Gaziantep Airport statistically differs according to gender.

H_2: Passengers' quality perception of extended Gaziantep Airport statistically differs according to marital status.

H_3: Passengers' quality perception of extended Gaziantep Airport statistically differs according to age.

H_4: Passengers' quality perception of extended Gaziantep Airport statistically differs according to education.

H_5: Passengers' quality perception of extended Gaziantep Airport statistically differs according to occupation.

H_6: Passengers' quality perception of extended Gaziantep Airport statistically differs according to flight frequency.

3. METHODOLOGY

Participants using Gaziantep airport constitute the population of the study**.** The population is the structure covering all the elements that make up the researched subject (Ank, 1992). Due to the difficulty of reaching the entire universe, saving cost, time and energy, working on a sample that can represent it is beneficial for researchers in many respects (Ural & Kılıç, 2013: 32).

On the other hand, a sample is a relatively small set selected from a certain universe according to certain rules and accepted as adequate to represent the universe (Kadıoğlu, 2021). In this study, the convenience sampling method was used among sampling methods. Convenience sampling is the inclusion of every individual in the population group who wants to be included in the research in the sample group. In this method, finding participants continues until the determined sample volume is reached (Ural & Kılıç, 2013: 42). Four hundred nine participants were reached in the study. According to Ural and Kılıç (2013: 47), 384 samples were deemed sufficient for a population of 100,000 and above. Therefore, it can be argued that 409 participants who participated in the study are sufficient to represent the universe. Because of the data of this study were collected in 2019, ethics committee permission was not obtained as it was not included in the legislation in the relevant period.

In the study, the survey method, which is one of the most preferred methods in social sciences (Büyüköztürk et al., 2014: 15), was used. In the questionnaire form used, the scale in the study titled "Airport Service Quality Perceptions of Domestic and Foreign Passengers" by Aşık N. A (2019) was utilized. In the first part of the questionnaire, the demographic characteristics of the participants participating in the research are included. In the second part of the study, a five-point Likert-type scale was used to determine airport service quality.

Before analyzing the data in the study, skewness and kurtosis values were examined to determine whether the data were normally distributed. There are many methods used to determine whether the data are normally distributed. These methods include Kolmogorov Smirnow, Shapira Wilk, and Kurtosis skewness. However, the generally preferred method to test whether the data are normally distributed in five-point Likert-type scales is the skewness kurtosis value (Kılıçlı, 2021: 184). This value is reasonable between +3 and -3 (Hopkins and Weeks 1990). Skewness and Kurtosis values of the data in the study were determined to be between -1.5 and +1.5. In this context, it was deemed appropriate to perform parametric tests in the data analysis within the study's scope.

In the data analysis, firstly, the validity and reliability of the scale used were examined. It was determined that the KMO value of the scale used was above 0.80, and the Cronbach Alpha value was above 0.70. A Cronbach's Alpha value above 0.60 indicates that the scale is reliable (Kalaycı, 2017).

The Cronbach's Alpha value of the scale was found to be 0.78. In cases where the Cronbach's Alpha value is above 0.60, the scale is considered reliable (Kalaycı, 2009: 404). Therefore, it can be said that the scale used in the study is highly reliable.

4. RESULTS

Exploratory Factor Analysis (EFA), One-Way Anova and Independent Samples T-Test are statistical methods used in the analysis phase of this study. These analyses will help us understand the relationships between variables in our data set and the differences between groups. The results of the analyses will be used as a basic tool to test our research questions and hypotheses and we will try to reach meaningful conclusions through the results. In this section, how EFA, One-Way Anova and Independent Samples T-Test are applied and how the results are interpreted will be explained in detail.

The demographic characteristics of the data collected from the participants within the scope of the study are detailed in Table 1 below. Questions were asked to determine the demographic characteristics of the participants (gender, marital status, age, education level, monthly income level, occupation) and the findings obtained through the answers given to these questions are given in Table 1. The data reveals several key demographic characteristics of the study participants. Firstly, the gender distribution indicates that approximately 27.6% of the participants were female, while the majority, accounting for 72.4%, were male. This highlights a significant gender imbalance within the study. Secondly, regarding marital status, 38.4% of the participants were married, whereas 61.6% were single. This result suggests that a significant portion of the participants were unmarried during the study. Regarding age, the participants were categorized into four age groups. The largest age group comprised individuals aged 26-35, accounting for 36.5% of the sample. The other three age groups, namely 18-25, 36-45, and 46-55 years old, each comprised a similar portion of the study population, with approximately 16.1%, 23.7%, and 23.7%, respectively. Educational attainment varied among the participants. The data reveals that 23.5% of the participants were high

school graduates, 61.4% held a faculty/college degree, and 15.1% had obtained a master's or doctorate. This distribution suggests a diverse educational background within the study group, with a significant majority holding at least a bachelor's degree. Lastly, the income levels of the participants were grouped into different ranges. Notably, 26.8% had an income of 12,000-18,000 Turkish Lira (TL), another 26.8% earned between 18,001-24,000 TL, 31.1% fell within the income range of 24,001-30,000 TL, and 18.1% had an income of 30,001 TL or above. The income data suggests a relatively even distribution among the different income brackets, with a notable portion of participants earning between 24,001 and 30,000 TL.

Table 1. Demographic Characteristics

Gender	**n**	**%**	**Profession**	**n**	**%**
Female	113	27,6	Student	35	8,6
Male	296	72,4	Trader	73	17,8
Total	409	100,0	Public employee	46	11,2
Marital Status	**n**	**%**	Private sector employee	101	24,8
Married	157	38,4	Managers in the private sector	32	7,8
Single	252	61,6	Tradesmen	37	9,0
Total	409	100	Other	85	20,8
Age	**n**	**%**	Total	409	100,0
18-25 years old	66	16.1	**Education Status**	**n**	**%**
26-35 years old	149	36,5	High School	96	23,5
36-45 years old	97	23,7	Faculty/School	251	61,4
46 years old or more	97	23,7	Master's and PhD	62	15,1
Total	409	100	Total	409	100
Income	**n**	**%**		**n**	**%**
12.000-18.000 TL	98	24	24.001-30.000	127	31,1
18.001-24.000 TL	110	26,8	30.001 and above	74	18,1
Total				409	100

In summary, the study included a predominantly male and single population with a diverse age range, educational background, and income distribution. These findings can be valuable for researchers and policymakers to understand the composition of the study group and make relevant inferences or decisions based on the data.

Table 2. Frequency of flights from Gaziantep Airport

Participants' frequency of flying	**n**	**%**
1 time-3 times	67	16,4
4-6 times	55	13,4
7-9 times	138	33,8
10 times or more	149	36,4
Total	409	**100**

Table 2 shows the answers given to the question of the frequency of flights from Gaziantep Airport. According to the relevant table, 16.4% of the participants flew 1 to 3 times, 13.4% flew 4-6 times, 33.8% flew 7-9 times, and 36.4% flew more than 10 times.

Table 3 shows the results of the factor analysis. According to the table, it is determined that the airport service quality scale has five factors and twenty-two propositions. The eigenvalues and total explained variance values of the factors revealed in the factor analysis were given, and it was concluded that the factor loads of the propositions took values between 0.400 and 0.817. As a result of these processes, the first dimension was named "Complementary services," and it was determined that the dimension had five propositions. The second dimension was named "Trust," and it was determined that this dimension had five propositions. The third dimension was named "Transportation and Wayfinding," it was determined that this dimension has five propositions. The fourth dimension was named "Price," and it was determined to have four propositions. The fifth dimension, "Physical Features," was determined to have three propositions.

Table 3. Factor Analysis

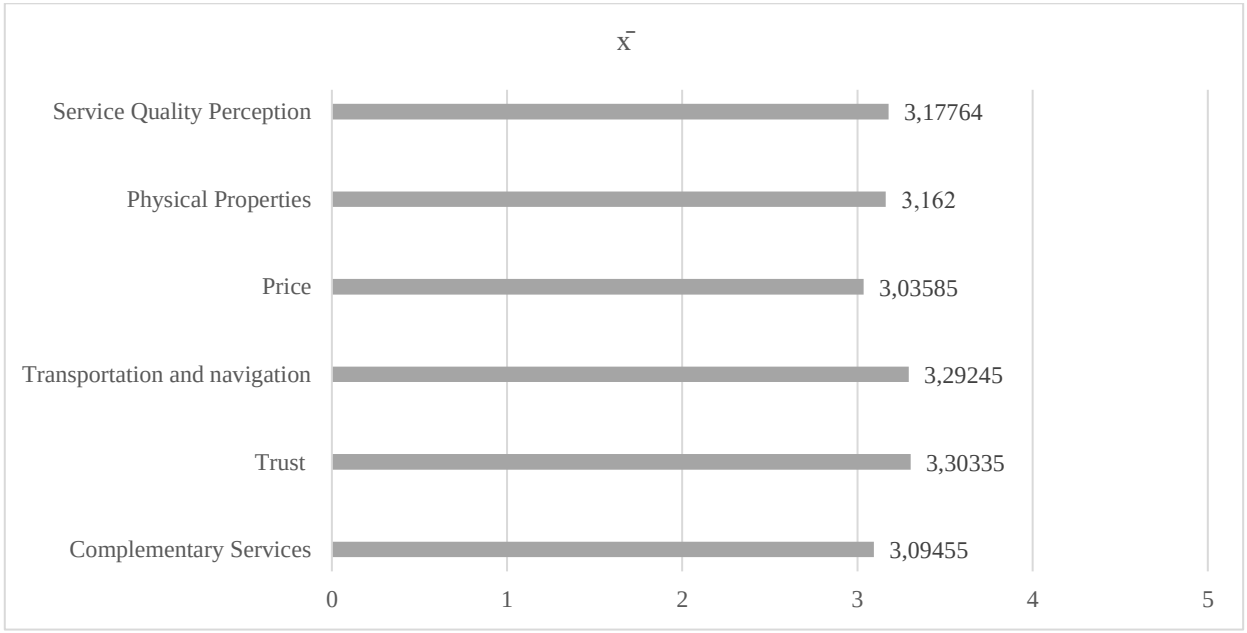
	Factors				
	Complementary Services	Trust	Transportation and Wayfinding	Price	Physical Properties
Food and beverage services are sufficient in number and variety	,801				
Shopping services are adequate	,768				
ATM/bank/money exchange services are adequate	,760				
Online check-in/promotion/information services are sufficient	,674				
Parking lot/luggage trolleys, etc., are sufficient	,648				
Sinks and toilets are within reach and clean.		,817			
Seating in waiting areas is adequate and comfortable.		,775			
The staff is courteous and friendly.		,743			
Employees are neat-looking, clean and well-groomed.		,644			
Services are offered at the time specified in advance.		,506			
Passport, customs, and check-in services are provided quickly.			,815		
Escalators, elevators, and automatic doors are enough.			,674		
It is easy to find your way.			,674		
Signs and signposts attract attention.			,636		
The information and explanations provided are convincing.			,430		
Airplane-terminal-exit distances are suitable for pedestrian transportation.				,813	
Shop and food and beverage prices are affordable.				,809	
Parking and baggage handling rates are affordable.				,746	
Reaching the airport free of charge or at affordable prices is possible.				,413	
All equipment is modern.					,804
Lighting, heating and cooling are adequate.					,755
The interior and exterior are attractive.					,693
	44,875	9,106	5,988	5,510	4,666
Total explained variance 70,146					

In Table 4 and Graph 1, the average scores delineating the passengers' quality perceptions of Extended Gaziantep Airport, specifically regarding the various dimensions of service quality, are provided using a 5-point Likert scale (1 representing "strongly disagree" and 5 representing "strongly agree"). The mean score for the Complementary Services factor is recorded as 3.09455, suggesting a prevailing perception among passengers that ancillary services are positioned at a moderate level. Strategic enhancements in these auxiliary services could facilitate the overall service quality perception. The Confidence factor yields an average score of 3.30335, indicating a moderate level of perception. Deliberate investigations into bolstering security measures and refining communication strategies are plausible avenues to instill a heightened sense of trust among passengers. The Transportation and Navigation factor garners an average score of 3.29245, signifying a generally positive perception. However, continuous improvements are imperative to sustain this positive perception, necessitating strategic initiatives in these domains. The Price factor, with an average score of 3.03585, positions the price perception at a moderate level. Advocating for a competitive pricing policy is a pivotal strategy to harmonize pricing with service performance. The Physical Characteristics factor secures an average score of 3.16200, reflecting a moderate assessment of the physical condition of facilities and assets. Initiatives to enhance physical infrastructure are pivotal in augmenting overall passenger satisfaction. The Service Quality Perception factor records an average score of 3.17764, denoting a moderate overall perception. Implementing targeted strategies to refine service quality can catalyze an increase in overall passenger satisfaction and engender a positive impact.

Table 4. Passengers' Quality Perception of Extended Gaziantep Quality Perception

Factors	**x̄**
Complementary Services	3,09455
Trust	3,30335
Transportation and navigation	3,29245
Price	3,03585
Physical Properties	3,16200
Service Quality Perception	3,17764

In summation, it is deduced that passengers harbor a moderate-level perception of service quality across all factors in the expanded Gaziantep Airport. This nuanced understanding underscores the importance of targeted improvements to elevate the overall passenger experience.



Graph 1. Bar Graph of Passengers' Quality Perception of Extended Gaziantep Quality Perception

In the tables below, the results of Independent Sample T Test and One Way ANOVA tests are given to measure whether the passengers differ according to extended Gaziantep Airport according to various demographic characteristics.

Table 5. T-Test Results According to Gender Variable

Factors	Gender	x̄	Standard Deviation	t	p
Complementary Services	Female	2,8715	1,02704	-4,140	**,000**
	Male	3,3176	,95370		
Trust	Female	3,2495	,91712	-1,110	,267
	Male	3,3572	,86124		
Transportation and navigation	Female	3,1695	,91138	-2,619	**,009**
	Male	3,4154	,82460		
Price	Female	2,8559	1,05952	-3,316	**,001**
	Male	3,2158	,95035		
Physical Properties	Female	3,0477	,93171	-2,187	**,029**
	Male	3,2763	,95003		

In Table 5, it is examined whether there is a significant difference in the participants' perceptions of the Service Quality of Gaziantep Airport according to the gender variable. In the Complementary Services factor, male (x̄=3,3176) have a significantly higher mean score than female (x̄=2,8715) (p=0,000). In the Trust factor, the difference between the mean scores of male (x̄=3,3572) and female (x̄=3,2495) is not statistically significant (p=0,267). In the Transportation and Navigation factor, male (x̄=3,4154) have a significantly higher mean score than female (x̄=3,1695) (p=0,009). In the Price factor, male (x̄=3,2158) have a significantly higher mean score than female (x̄=2,8559) (p=0,001). These results show that gender affects the differences in the perception of different factors.

Table 6. T-Test Results According to Marital Status Variable

Factors	Gender	x̄	Standard Deviation	t	p
Complementary Services	Married	3,2428	1,04765	,895	,371
	Single	3,1510	,96577		
Trust	Married	3,3823	,92900	1,016	,310
	Single	3,2915	,82891		
Transportation and navigation	Married	3,3715	,91642	,443	,658
	Single	3,3328	,80713		
Price	Married	3,1230	1,08440	,104	,917
	Single	3,1124	,93249		
Physical Properties	Married	3,2696	1,00271	,792	,429
	Single	3,1927	,90529		

In Table 6, it is examined whether there is a significant difference in the participants' perceptions of the Service Quality of Gaziantep Airport according to the marital status variable. The mean score of married participants in the Complementary Services factor is ($\bar{x}$=3,2428), while the mean score of single participants is ($\bar{x}$=3,151). However, since the p-value is (p=0,371), the difference between these two groups is not statistically significant. Married and single participants similarly evaluate Complementary Services. The mean score of married participants in the Trust factor is ($\bar{x}$=3,3823), while the mean score of single participants is ($\bar{x}$=3,2915). Since the p-value is (p=0,310), the difference between these two groups is not statistically significant. Married and single respondents evaluate the Trust factor similarly. The average score of married participants on the Transportation and Navigation factor is ($\bar{x}$=3,3715), while the average score of single participants is ($\bar{x}$=3,3328). Since the p-value is (p=0.658), the difference between these two groups is not statistically significant. Married and single respondents evaluate the Transportation and Navigation factors similarly. The average score of married participants on the Price factor is ($\bar{x}$=3,123), while the average score of single participants is ($\bar{x}$=3,1124). Since the p-value is (p=0.917), the difference between these two groups is not statistically significant. Married and single participants evaluate the Price factor similarly. The average score of the married participants in the Physical Properties factor is ($\bar{x}$=3,2696), while the average score of the single participants is ($\bar{x}$=3,1927). However, since the p-value is (p=0,429), the difference between these two groups is not statistically significant. Married and single participants evaluate the Physical Properties factor similarly. As a result, there is no significant difference in perception between married and single participants in these five factors.

Table 7. ANOVA Test Results According to Age Variable

Factors	**Age**	**x̄**	**Standard Deviation**	**f**	**p**
Complementary Services	18-25 years old	2,8193	1,03700	11,811	**,000**
	26-35 years old	3,1818	,91342		
	36-45 years old	3,0422	,91776		
	46 years old or more	3,6777	1,04054		
Trust	18-25 years old	3,0321	,99557	3,898	**,009**
	26-35 years old	3,3387	,77741		
	36-45 years old	3,3823	,79183		
	46 years old or more	3,4993	,96975		
Transportation and Wayfinding	18-25 years old	3,1182	1,00887	4,533	**,004**
	26-35 years old	3,3858	,73478		
	36-45 years old	3,2710	,86537		
	46 years old or more	3,5954	,88357		
Price	18-25 years old	2,7803	1,00887	8,621	**,000**
	26-35 years old	3,0381	,73478		
	36-45 years old	3,1336	,86537		
	46-55 years old	3,5370	,88357		
Physical Properties	18-25 years old	2,8494	1,05560	4,750	**,003**
	26-35 years old	3,2327	,90933		
	36-45 years old	3,3265	,79928		
	46 years old or more	3,3840	1,04200		

The results of the Anova Test for whether there is any difference in the participants' perceptions regarding the Service Quality of Gaziantep Airport according to the age variable are shown in Table 7. Participants aged 18-25 had the lowest mean score on the Complementary Services factor ($\bar{x}$=2.8193). Other age groups (26-35, 36-45 and 46-55) have higher mean scores, but these differences are not statistically significant (p>0.05). In other words, there is no significant difference in the evaluation of the Complementary Services factor between age groups. The mean score ($\bar{x}$=3,0321) of the participants aged 18-25 in the Trust factor is lower than the other age groups. The average score of the 26-35 age group on the Trust factor increases ($\bar{x}$=3,3387). Other age groups (36-45 and 46-55) have higher mean scores and these differences are statistically significant (p<0.05). This shows that the Trust factor shows a significant difference between age groups. The average score ($\bar{x}$=3,1182) of the participants aged 18-25 in the Transportation and Wayfinding factor is lower than the other age groups. Other age groups (26-35, 36-45 and 46-55) have higher mean scores, and these differences are statistically significant (p<0.05). This result indicates that the Transportation and Wayfinding factor significantly differs between age groups. Participants aged 18-25 have the lowest mean score in the Price factor ($\bar{x}$=2,7803). Other age groups ($\bar{x}$=26-35, 36-45 and 46-55) have higher mean scores, and these differences are statistically significant (p<0.05). Price factor shows a significant difference between age groups. Respondents aged 18-25 have the lowest mean score on the Physical Properties factor ($\bar{x}$=2.8494). Other age groups (26-35, 36-45 and 46-55) have higher mean scores, and these differences are statistically significant (p<0.05). Physical Properties factor shows a significant difference between age groups.

As a result, there are some statistically significant differences in evaluating factors according to age groups. Trust, transportation and wayfinding, and price and physical properties factors show significant differences between age groups.

Table 8. ANOVA Test Results According to Education Level Variable

Factors	**Education Level**	**x̄**	**Standard Deviation**	**f**	**p**
Complementary Services	High school	3,0885	,97008	2,110	,123
	Faculty / School of Higher Education	3,1772	,98003		
	Master's and PhD	3,4165	1,10606		
Trust	High school	3,1354	,98771	3,624	**,028**
	Faculty / School of Higher Education	3,3683	,81407		
	Master's and PhD	3,4820	,84837		
Transportation and Wayfinding	High school	3,2178	,95012	1,709	,182
	Faculty / School of Higher Education	3,3925	,81816		
	Master's and PhD	3,4290	,81831		
Price	High school	2,9751	,98408	1,427	,241
	Faculty / School of Higher Education	3,1563	,98589		
	Master's and PhD	3,2097	1,05017		
Physical Properties	High school	2,9688	1,08264	4,655	**,010**
	Faculty / School of Higher Education	3,3101	,85531		
	Master's and PhD	3,2701	,98564		

The results of the Anova Test conducted to determine whether there is any difference in the participants' perceptions regarding the Service Quality of Gaziantep Airport according to the education level variable are shown in Table 8. The average score of high school graduates in the Complementary Services factor is the lowest ($\bar{x}$=3,0885). The mean score of the participants who graduated from University/Faculty ($\bar{x}$=3,1772) and the mean score of the participants who graduated from Master's/Doctorate ($\bar{x}$=3,4165) are higher. However, these differences are significant only with Master/Doctorate graduates ($p<0.05$). That is, the Complementary Services factor does not show a significant difference between education levels, but Master's/Doctorate graduates give a higher score than the others. High school graduates have the lowest mean score ($\bar{x}$=3.1354) on the Trust factor. University/Faculty graduates have a higher mean score ($\bar{x}$=3,3683) and Master's/Doctorate graduates have a higher mean score ($\bar{x}$=3,482). These differences are statistically significant and Master's/Doctorate graduates give a significantly higher score than other education levels ($p<0.05$). High school graduates have the lowest mean score ($\bar{x}$=3,2178) in the Transportation and Wayfinding factor. The average scores of university/faculty graduates ($\bar{x}$=3,3925) and master's/doctorate graduates ($\bar{x}$=3,429) are higher. However, these differences are not statistically significant ($p>0.05$). In other words, there is no significant difference between education levels in the Transportation and Wayfinding factor. The average score of high school graduates in the Price factor is the lowest ($\bar{x}$=2,9751). The average score of university/faculty graduates ($\bar{x}$=3,1563) and master's/doctorate graduates ($\bar{x}$=3,2097) is higher. However, these differences are not statistically significant ($p>0.05$). In other words, there is no significant difference between education levels in Price factor. The average score of high school graduates in the Physical Properties factor is the lowest ($\bar{x}$=2,9688). The average score of university/faculty graduates ($\bar{x}$=3,3101) and master's/doctorate graduates ($\bar{x}$=3,2701) is higher. These differences are statistically significant, with University/Faculty graduates scoring the highest ($p<0.05$).

As a result, there are significant differences between different education levels in Trust and Physical Properties factors. Trust factor is rated higher by Master's/Doctorate graduates, while Physical Properties factor is rated higher by University/Faculty graduates. In other factors, no significant difference was observed between education levels.

The results of the Anova Test conducted to determine whether there is any difference in the participants' perceptions regarding the Service Quality of Gaziantep Airport according to the occupation variable are shown in Table 8. Student occupational group has the lowest average score ($\bar{x}$=2,8424) in Complementary Services factor. Other occupational groups (Trader, Public Employee, Private Sector Employee, Private Sector Manager, Tradesmen and Other) have higher mean scores. These differences are statistically significant and students rate the Complementary Services factor lower than other occupational groups ($p<0.05$). Students has a lower mean score ($\bar{x}$=3,0857) in the Trust factor compared to other occupational groups. Other occupational groups (Trader, Public Employee, Private Sector Employee, Private Sector Manager, Tradesmen and Other) have higher mean scores. However, these differences are not significant only between students and other occupational groups ($p>0,05$). The average score of the Student occupational group in the Transportation and Wayfinding factor ($\bar{x}$=3,0722) is lower than the other occupational groups. Other occupational groups (Trader, Public Employee, Private Sector Employee, Private Sector Manager, Tradesmen and Other) have higher mean scores. However, these differences are not statistically significant ($p>0.05$).

The average score of the Student occupational group in the Price factor ($\bar{x}$=2,9579) is lower than the other occupational groups. Other occupational groups (Trader, Public Employee, Private Sector Employee, Private Sector Manager, Tradesmen and Other) have higher mean scores. However, these differences are not significant only between students and other occupational groups (p>0,05).

Student occupational group has the lowest mean score ($\bar{x}$=2,6571) in Physical Properties factor. Other occupational groups (Trader, Public Employee, Private Sector Employee, Private Sector Manager, Tradesmen and Other) have higher mean scores. These differences are statistically significant and students rate the Physical Properties factor lower than other occupational groups (p<0.05).

Table 9. ANOVA Test Results According to Occupation Variable

Factors	**Age**	**$\bar{x}$**	**Standard Deviation**	**f**	**p**
Complementary Services	Student	2,8424	1,02899	3,630	**,002**
	Trader	3,3922	,95578		
	Public Employee	3,1187	,94781		
	Private Sector Employee	2,9923	,92895		
	Private Sector Manager	3,1937	,90801		
	Tradesmen	3,6936	1,00864		
	Other	3,2464	1,08740		
Trust	Student	3,0857	,86539	2,056	,060
	Trader	3,2180	,98166		
	Public Employee	3,4130	,64553		
	Private Sector Employee	3,2720	,87630		
	Private Sector Manager	3,1625	,97244		
	Tradesmen	3,6239	,95082		
	Other	3,4793	,78923		
Transportation and Wayfinding	Student	3,0722	,93375	1,389	,218
	Trader	3,4208	,96436		
	Public Employee	3,3495	,66078		
	Private Sector Employee	3,2885	,82157		
	Private Sector Manager	3,3893	,75030		
	Tradesmen	3,6177	1,01165		
	Other	3,3669	,83889		
Price	Student	2,9579	,96939	1,901	,080
	Trader	3,2655	1,05384		
	Public Employee	3,1853	,79139		
	Private Sector Employee	2,9691	,94341		
	Private Sector Manager	3,0000	,98783		
	Tradesmen	3,5135	1,13337		
	Other	3,0642	1,07673		
Physical Properties	Student	2,6571	1,01133	3,593	**,002**
	Trader	3,2112	1,00366		
	Public Employee	3,2264	,72664		
	Private Sector Employee	3,1260	,96201		
	Private Sector Manager	3,2708	1,03501		
	Tradesmen	3,5676	,84205		
	Other	3,3964	,90100		

As a result, there are statistically significant differences between different occupational groups in Complementary Services and Physical Properties factors. Students evaluate these two factors lower than other occupational groups. In other factors, there is no statistically significant difference between the occupational groups.

Table 9 presents the results of the ANOVA test based on flight frequency and various factors. The table provides information about the average scores, standard deviations, F-values, and significance levels. The factor "Complementary Services" shows variations in average scores across different flight frequency groups (1-3 times, 4-6 times, 7-9 times, and 10 times or more). The highest average score is observed in the "7-9 times" flight frequency group ($\bar{x}$=3.2557), while the "1-3 times" group has the lowest average score ($\bar{x}$=3.0584). However, the significance level (p=0.521) indicate that there is no statistically significant difference among the flight frequency groups in terms of Complementary Services. The p-value is greater than 0.05, suggesting no significant variation. For the "Trust" factor, there are differences in average scores among the flight frequency groups. The "10 times or more" flight frequency group has the highest average score ($\bar{x}$=3.4569), and the "1-3 times" group has the lowest average score ($\bar{x}$=3.1842). Despite these variations, the significance level (p=0.112) suggest that the differences in Trust among the flight frequency groups are not statistically significant. The p-value exceeds 0.05, indicating no significant variation. In the case of the "Transportation and Wayfinding" factor, there are differences in average scores based on flight frequency groups. The "7-9 times" flight frequency group has the highest average score ($\bar{x}$=3.4156), while the "1-3 times" group has the lowest average score ($\bar{x}$=3.189). Nevertheless, the significance level (p=0.25) indicate that these

differences are not statistically significant. The p-value is above 0.05, suggesting no significant variation. The "Price" factor exhibits variations in average scores among the flight frequency groups. The "7-9 times" flight frequency group has the highest average score ($\bar{x}$=3.2683), while the "1-3 times" group has the lowest average score ($\bar{x}$=2.9377). However, the significance level (p=0.094) suggest that the differences in Price among the flight frequency groups are not statistically significant. The p-value exceeds 0.05, indicating no significant variation. The "Physical Properties" factor shows variations in average scores across different flight frequency groups. The "10 times or more" flight frequency group has the highest average score ($\bar{x}$=3.3265), while the "1-3 times" group has the lowest average score ($\bar{x}$=3.0257). Importantly, the F-value (2.856) and the significance level (0.037) indicate that there are statistically significant differences in Physical Properties among the flight frequency groups. The p-value is less than 0.05, suggesting significant variation.

Table 9. ANOVA Test Results According to Flight Frequency

Factors	**Education Level**	**x̄**	**Standard Deviation**	**f**	**p**
Complementary Services	1-3 times	3,0584	1,00067	,753	,521
	4-6 times	3,1137	1,05718		
	7-9 times	3,2557	,94267		
	10 times or more	3,2299	1,04809		
Trust	1-3 times	3,1842	1,06246	2,007	,112
	4-6 times	3,1985	,91578		
	7-9 times	3,3072	,82095		
	10 times or more	3,4569	,80337		
Transportation and Wayfinding	1-3 times	3,1890	1,02752	1,376	,250
	4-6 times	3,2814	,95492		
	7-9 times	3,4156	,82085		
	10 times or more	3,4104	,76779		
Price	1-3 times	2,9377	1,00917	2,142	,094
	4-6 times	2,9728	1,00767		
	7-9 times	3,2683	,98226		
	10 times or more	3,1230	1,01704		
Physical Properties	1-3 times	3,0257	1,13554	2,856	**,037**
	4-6 times	2,9939	1,04722		
	7-9 times	3,2953	,82821		
	10 times or more	3,3265	,90992		

In summary, there is a statistically significant difference in the "Physical Properties" factor among the flight frequency groups. For the other factors (Complementary Services, Trust, Transportation and Wayfinding, and Price), there are no significant differences among the flight frequency groups based on the ANOVA test results.

5. CONCLUSİON

Airports' service quality is critical for both airlines and airport operators. A good airport experience gains passengers' loyalty and contributes to airports' competitive advantage. Passenger satisfaction is a very important factor in the success of the airport. In addition, as mentioned above, providing a good passenger experience by improving service quality in such a competitive field provides a competitive advantage over other airports. Therefore, it increases the economic returns of airport businesses and thus becomes open to growth and new business opportunities. On the other hand, a city's airport reflects the overall image of the region. A good airport service quality can increase the city's trade and business volume and create a better image in the international arena.

For this reason, airport managers and employees strive to improve their service quality continuously. In this study, the service quality of Gaziantep Airport is addressed. For this purpose, data were collected from the participants using Gaziantep airport. In analyzing the collected data, statistical methods such as Anova and T-Test were used to evaluate the differences between demographic groups.

This study assessed the impact of Gaziantep Airport's service quality on passengers' perceptions. Based on the findings, airport service quality consists of five main factors: "Complementary Services," "Trust," "Transportation and Wayfinding," "Price," and "Physical Properties." Each factor contains different propositions.

The analysis of the gender factor showed that male travelers had higher mean scores than female travelers in the "Complementary Services" and "Price" factors. However, no statistically significant effect of gender on perception was found in the factors "Trust" and "Transportation and Wayfinding."

When the marital status (married or single) factor was analyzed, it was observed that all respondents rated the factors "Complementary Services," "Trust," "Transportation and Wayfinding," "Price," and "Physical Properties"

similarly. In other words, it is concluded that marital status does not have a statistically significant effect on the perception of these factors.

The analysis of the age factor showed that the 18-25 age group received lower scores in the factors of "Complementary Services," "Trust," "Transportation and Wayfinding," and "Price" than the other age groups. However, statistically significant differences were found only in the "Trust" factor between the 26-35, 36-45 and 46-55 age groups. This result shows that age has a significant effect on the perception of the "Trust" factor.

When the education level factor is analyzed, it is seen that high school graduates have the lowest score in the "Complementary Services" factor. University/Faculty graduates received the highest score in the "Trust" factor, and this difference is statistically significant. High school graduates scored the lowest in the "Transportation and Wayfinding" factor, and university/faculty graduates scored the highest. In the "Price" factor, high school graduates again received the lowest score, but this difference is not statistically significant. Finally, in the "Physical Properties" factor, university/faculty graduates received the highest score, and this difference is statistically significant.

The evaluation of the occupation factor showed that students scored lower in the "Complementary Services" and "Physical Properties" factors than other occupational groups. However, these differences are statistically significant only in "Complementary Services" and "Physical Properties" factors. In other factors, no significant differences were found between occupational groups.

In conclusion, this study analyzed the effects of Gaziantep Airport service quality on passengers' perceptions and evaluated the effects of demographic factors on service quality factors. The findings provide important insights for airport management and service quality improvement and encourage further research.

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CONFLICTS OF INTEREST

The authors certify that they have NO affiliations with or involvement in any organization or entity with any financial interest (such as honoraria; educational grants; participation in speakers' bureaus; membership, employment, consultancies, stock ownership, or other equity interest; and expert testimony or patent-licensing arrangements), or non-financial interest (such as personal or professional relationships, affiliations, knowledge or beliefs) in the subject matter or materials discussed in this manuscript.

AUTHORS' CONTRIBUTIONS

F.M.: Conceptualization, Methodology, Analysis and interpretation, Writing- Original draft preparation, Writing- Reviewing and Editing.; H.İ.K.: Conceptualization, Methodology, Analysis and interpretation, Writing- Original draft preparation, Writing- Reviewing and Editing, Supervision, Final approval. M.M.: Visualization, Investigation, Data curation, Supervision, Software, Validation, Writing- Reviewing and Editing, Final approval.

ETHICAL STATEMENT

Ethics Committee approval is not required for this study in accordance with the Ethical Principles and Publication Policy of the Journal of Eurasia Tourism Research (JETouR).

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