İSTANBUL BİLGİ UNIVERSITY
INSTITUTE OF SOCIAL SCIENCES
MARKETING MASTERS DEGREE PROGRAM

"THE EFFECT OF SERVICE INNOVATION ON CUSTOMER SATISFACTION"

Timur Seta

117689002

Prof. Dr. Selime Sezgin

İstanbul

2019.

The Effect of Service Innovation on Customer Satisfaction

Servis yeniliklerinin müşteri memnuniyetine etkisi

Timur Šeta

117689002

Tez Danışmanı : Prof. Dr. Selime Sezgin   (İmza) ....

İstanbul Bilgi... Üniversitesi

Jüri Üyeleri Prof. Dr. Beril Durmuş   (İmza) ....

Marmara.. Üniversitesi

Juri Üyesi: Yrd. Doç. Dr. Esra Arıkan

İstanbul Bilgi... Üniversitesi   (İmza) ....

Tezin Onaylandığı Tarih : .....24/05/2019............
Toplam Sayfa Sayısı: .95.........................

Anahtar Kelimeler (Türkçe)

1) Hizmet yeniliği

2) Algılanan marka değeri

3) Müşteri memnuniyeti

4) Kültürel boyutlar

5) Servis kalitesi

Anahtar Kelimeler (İngilizce)

1) Service Innovation

2) Perceived Brand Value

3) Customer Satisfaction

4) Cultural Dimension

5) Service Quality

ACKNOWLEDGMENTS

I would like to express my deepest gratitude to my advisor Prof. Dr. Selime Sezgin for giving me support and encouragement, useful critics of this work and for her guidance in maintaining my progress on schedule.

I would also like to extend my appreciation to Prof. Dr. Beril Durmis for the guidance and support as well as for the help in analyzing the data and for the final review of the thesis.

Finally, I would like to thank my family for the endless support and love that kept me pushing myself to my best.

ABSTRACT

Service Innovation is a topic that has become relatively popular in recent years because of its importance and the effects it has on the businesses. The purpose of this study is to identify and understand the effect Service Innovation has on the Customer satisfaction through constructs like service quality and perceived brand value. The study used quantitative research method in order to collect data from the convenience sample. The data was collected from two different countries, thus cultural values and differences have been compared. The results from the study suggest that service innovation has a positive and direct effect on the Service Quality and Perceived Brand Value as well as its direct relationship with Customer Satisfaction. Another factor revealed is the culture and the study emphasizes its importance and effect on the final results of the research.

The research aims to recognize the importance of service innovation and its relation to customer satisfaction, and finally to contribute to the marketing literature.

Key words: Service Innovation, Perceived Brand Value, Customer Satisfaction, Cultural Dimension, Service Quality

ÖZET

İnovatif (yenilikçi,yaratıcı) hizmet teması sektöre olan etkisi ile önemi daha da artmış ve son zamanlarda oldukça popüleşmektedir. Bu araştırmanın tezinin amacı servis sektöründeki inovatif gelişmelerin müşteri memnuniyeti üzerindeki etkisini verilen servis kalitesi ve müşteri tarafından algılanan marka değeri analiz edilerek anlamak ve tanımlamaktır. Araştırmada elverişli örneklerden uygun veriyi toplamak için nicel araştırma yöntemi kullanılmıştır. Veriler iki farklı ülkeden toplanarak farklı değer ve kültürleri karşılaştırmak mümkün olmuştur. Araştırma sonucunda servis sektöründeki inovasyonların servis kalitesine, algılanan marka değerine ve kullanıcı memnuniyetine direk olarak etkisi olduğu görülmüştür. Araştırma sonuçları bize ayrıca kültürün, insanların ürün seçiminde büyük bir etkisi olduğunu göstermiştir.

Bu araştırma tezinin hedefi servis hizmetlerinde inovasyonun önemini ve müşteri memnuniyetine olan etkisini anlatmak ve son olarak pazarlama literatürüne katkıda bulunmaktır.

Anahtar Kelimeler: Hizmet Yeniliği, Algılanan Marka Değeri, Müşteri memnuniyeti, Kültürel boyutlar, Servis Kalitesi.

Table of Contents

List of Tables

List of figures

1. INTRODUCTION

This chapter will present the reader with the research background, research problem, research purpose and finally with the study outline.

1.1. Research Background

Before the industrial revolution took place, people have not been very familiar with the service concept. They have just learned that innovation can mean good if it is related to production of goods... Not until late 19th century did the researchers start to do thorough researches about service innovation. Schumpeter (1983) set leading steps for the definition of the "service innovation" with his theories. Later, other authors have recognized his theories and created the "Schumpeterian view of service innovation" (Snyder et al., 2016). Service innovation alone did not mean anything. There had to be created connections between it and service quality and service satisfaction. It is now known that service innovation plays a key role in driving service quality (O'Cass et al., 2015; Berry et al., 2006; Cheng et al., 2012).

Thakur & Hale (2013) stated that for a business provider to stay competitive in the modern environment, it must regularly renew their offerings as well as the processes. Snyder et al., (2016) defined Service innovation as: "the engine of economic growth". Furthermore, different categories or approaches have been identified in service innovation. Coombs and Miles (2000) classified them as technological, non-technological and synthesis category of approach. Later in the thesis there will be an additional one. Even though it is difficult create a direct link between Service Innovation and Customer satisfaction Hinson et al. (2017) mentioned that innovation boosts the opportunity of a business to produce an offer that can fit the customer needs and therefore make an opportunity for the customer to be satisfied by the businesses offer. Kotler

(1991), described satisfaction as the assessment after purchasing the offer that is based on the expectation that the customer had before the purchase.

Finally, Service quality as one of the most important factors that influence the customer satisfaction also has a relationship with service innovation. The simplest definition of the relationship between service quality and the service innovation is that service innovation is a factor that stimulates service quality (O'Cass, 2015).

1.2. Research Problem

Innovation as a topic itself is very interesting and there has been a lot of studies about it. Same is for the service innovation. We have learned that Service Innovation is driver of Service Quality and that there is a link between the innovation and customer satisfaction that is backed up with theoretical knowledge, but there is no specific research to my knowledge about the direct relationship between Service Innovation and Customer satisfaction. Customer satisfaction is very specific since it is defined as the cognitive nature, that is the emotional state and consumption experience (Oliver, 1981). Innovation on the other hand, is something concrete, something new that has not been introduced to that customer.

The problem stands at the point where that something new meets the customer and triggers its emotions. As we know, everybody has different feelings and when provoked by a new thing they might show different feelings. This research will analyze the relationship between the service innovation and customer satisfaction, more specifically the effect that innovation has on satisfaction.

Another question that the study will look at is the role of service quality in this relationship. Finally, since the study has been made in Bosnia and Herzegovina

and Turkey simultaneously, there is a problem of cultural differences which will be analyzed later in the study.

1.3.   Research Purpose

The Primary goal of this research is to question the relationship between service innovation and customer satisfaction. Service innovation will be playing the role of the moderating variable and will be testing the relation to the factors as perceived brand value, service quality and satisfaction.

After defying all of the terms that are related to this research, such as, service, service innovation, service quality, customer satisfaction and perceived brand value, and backing them up with academic literature, this thesis will be able to demonstrate and possibly predict the effect of service innovation. This is important for businesses because their main goal is to increase competitive advantage while being able to meet or even surpass the customer expectation and keep them happy. Finally, another objective of the research was to recognize the importance of the cultural dimensions and values carving the behavior of consumers.

1.4.   Study Outline

This study consists of seven chapters that are presented below (Figure 1.1).

The first chapter includes the Introduction, Research Background, Problem, Purpose and finally the outline of the thesis.

The next part consists of the Literature Review where a thorough review of the past academic researches has been summarized and presented. It includes Customer Satisfaction (CS) and the factors that influence it, Service together with the service quality and its relation to CS, Perceived Brand value with its

relation to CS and lastly the literature about Service Innovation and its relation to Service Quality and CS.

The third chapter is the methodology part containing the design of the research, population, sample selection, the data collection part, design of the questionnaire, the theoretical framework and the research constructs and dimensions.

Afterwards, Data Analysis and further discussion is presented in chapter four.

Chapter five is the conclusion, and finally chapter six and seven are Managerial Implications and Future Research.

Figure 1 – Research Outline
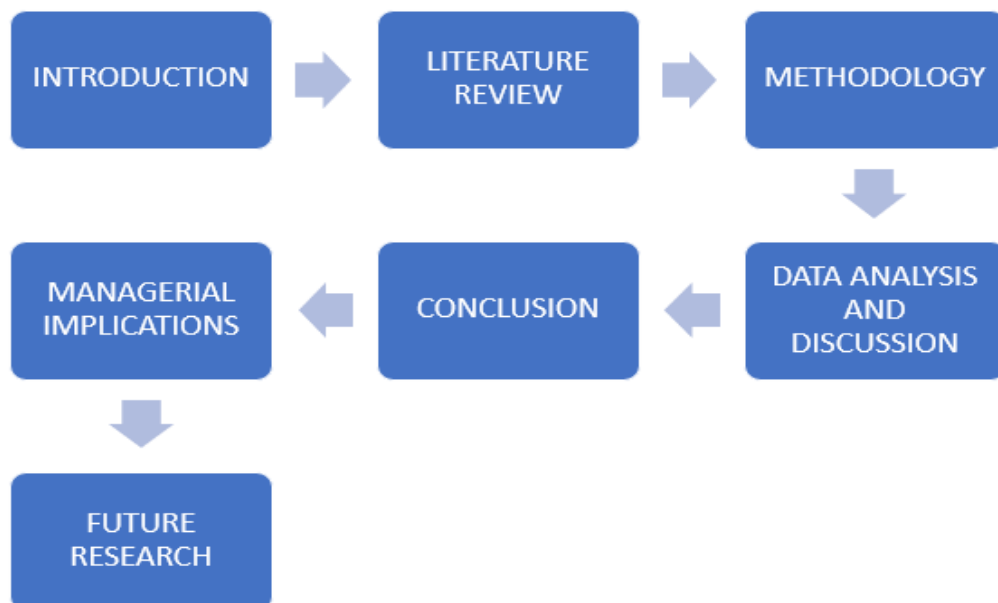
2. LITERATURE REVIEW

The purpose of this section is to demonstrate a review of relevant literature in order to support the research with the academic framework. The review will include subjects matters such as Customer Satisfaction and the factors that influence it, then service, service quality and the relationship between service quality and earlier reviewed customer satisfaction. Furthermore, Perceived Brand Value will be analyzed together with its relation to customer satisfaction. Last but not least, an analysis of Service Innovation will be made. This will include the definition of service innovation, its relation to service quality and finally to Customer behavior. The review is built on works from different academicians published from 1980 to 2017.

2.1. Customer Satisfaction

There have been many papers about Customer Satisfaction. The importance of the definition of Customer Satisfaction has been discussed by many academicians and researchers as it presents as an imperative aspect for the firms' market accomplishments and firms' continuity, as well as it having a positive reaction on the firms' profitability (Novikova, 2009; Angelova and Zekiri, 2011; Jashireh et al. 2016).

When defining Customer Satisfaction, Oliver (1981) defined it stated it as the cognitive nature triggered by the connection of consumers feelings related to the consumption experience and the emotional expectations the consumer had. In a simpler form, it is the result experienced by someone whose expectations have been pleased by the firms work. It is argued that consumer satisfaction plays a big role on the organizations effectiveness through its linear relationship with royalty and retention. Another important aspect is the service quality,

which when delivered should meet or outrun the expectations, thus the prior customers expectation play the biggest factor (Angelova and Zekiri 2011).

Oliver (1997), on the other hand argued that loyalty points out to a thoroughly obtained obligation to repeat the purchase of the favored good or service in the future even though there is a possibility for external factors to originate a changing conduct. Accordingly, firms try their best to reach or surpass consumers expectations in order to stimulate the loyalty and increase the commitment to their product or service (Martin, O'Neill, Hubbard & Palmer 2008).

Consumers have a tendency to re-buy an earlier purchased service or product if they feel satisfied with it. This will later lead to a positive word of mouth to the other customers. Vice versa, if they are not satisfied with the used service or product, they might tend to disregard the product or service, or even give negative word of mouth to other potential customers (Kotler, 2000; Angelova and Zekiri 2011).

From the services perspective, satisfaction can be explained as cognitive consumer action evolved from the relationship between the service provider and the consumer. Moreover, this theory can be split into two specific views (Casalo et al., 2008). The first view, focused on the economic actions like profit margins or sales quantity, recognizes consumer satisfaction as a cognitive willingness. The other view, focusing on the non-monetary actions, recognizes the theory applying emotional aspects like ability to create a relationship with a partner in an easy way (Bhattacherjee, 2001).

To be able to accomplish customer satisfaction, their needs and wants have to be pleased by the businesses (La Berbera and Mazursky, 1983). Kotler (2000) defines those needs as the customers privacy, and wants as the shape created by those needs while formed by the person's character and culture.

2.1.1. Factors Influencing Customer Satisfaction

A number of factors that alter the customer satisfaction could be listed. Hokanson (1995) argues that these factors are: Employee friendliness, helpfulness, knowledge and courtesy; Accurate and well-timed invoices; Agile service; quality of the service; fair value; and fair price. Differently the factors can be directly linked to the customer itself, such as the individual's relation with the surrounding, the needs of the individual which change according to the personal tastes, culture, sex, etc... Another factor is the earlier experience which can be thought of as wisdom, and finally the outside communication which is the word of mouth or business advertising (Zeithaml et al., 1990; Atiyah 2017). There have been studies that proved an existence of a direct relationship between service quality approaches and the consumer actions (Zeithaml et al., 1996).

2.2. Service

Service has been defined as a "process consisting of a series of more or less intangible activities that normally, but not necessarily always, take place in interactions between the customer and service employee and/or physical resources or goods and/or systems of the service provider" (Gronroos, 2007). Gronroos (2007) implied services are the result of problem solution for the customer, although they might not be strictly a solution, rather they may be result of customers' need or demand.

Kotler et al. (2009) defined them as "any act or performance one party can offer to another", being "essentially intangible". Being nonphysical, services cannot result in ownership (Kotler et al. 2009). Judd (1964) described services as transactions "where the object of the market transaction is other than the transfer of ownership (and title, if any) of a tangible commodity". These transactions

7

include exchange of intangible goods like selling insurance, leasing (Kayastha, 2011).

Although they are intangible, services provide full value for the customer (Angelova and Zekiri, 2011). In the past few years, service industries revenue is growing up as the individuals tend to spend more money on experience than on physical goods (Deloitte Center 2017) and this proves the importance of the sector.

2.2.1. Service Quality

Quality of the service was described as a measurement of the delivered, performed service given by the customers' observation of it and is an opinion resulting from both service expectation and objectivity of its performance (Parasuraman et al., 1988). The theoretical background suggests that if the customers are to evaluate low quality, if the expected performance is not met, and vice versa, if it is met then the quality would increase (Jashireh et al., 2016; Oliver, 1980).

Parasuraman et al. (1988) explained service quality as a general understanding related to the mindset of the service. Moreover, they defined it as an organizational skill needed to meet or overcome the consumer expectations. Zeithaml et al., (1990) defined it as the distinction between recognized service and the expected service. Accordingly, if the level of the expected service is bigger than the actual level of the service, then the expected quality is not adequate enough and there would be customer dissatisfaction (Ramseook-Munhurrun et al., 2010; Parasuraman et al., 1985; Lewis and Mitchell, 1990)

Different models of measuring service quality have been developed over the time. When measuring a firm's service level, the most appropriate and objective tool is the quality perception of the acquired service by the consumer

8

(Parasuraman et al. 1988), and to measure the customers perceived quality SERVQUAL scale is used.

SERVQUAL is established on five dimensions of the service containing Tangibles, Reliability, Responsiveness, Assurance and Empathy. Tangibles meaning the physical equipment, facilities and display of the personnel, Reliability meaning the capacity to carry out the offered service faithfully and correctly, Responsiveness meaning punctual service and eagerness to help the customers, Assurance meaning being able to build trust and courage to the customers, and Empathy which is the ability to serve every customer individually (Parasurman et al., 1988). The authors explain each of the dimensions in detail in their work.

Even with its wide range of use, there are some critics of the SERVQUAL, and a large number of researches do not approve the five-dimensional form of SERVQUAL (Parasurman et al., 1988). Alternatively, Cronin and Taylor (1992) developed another tool for measuring service quality, the SERVPERF scale based on performance. It contains twenty-two perception elements, and the authors believe that it carries out the measure of quality better than any other model (Ramseook-Munhurrun et al., 2010; Corin et al., 1992). Yet, even with other better performing models, Parasuraman et al. (1991) argues that SERVQUAL can be used in extensive range of services.

2.2.2. Service Quality and Customer Satisfaction

A crucial responsibility for the businesses in their struggle to increase the level of their offering's quality, while keeping the customer loyalty in a competitive environment, is customer satisfaction (Awwad, 2012). Even though Service Quality and Customer Satisfaction are connected closely, they do not necessarily have to have the same concept. Zeithaml and Bitner (1996) have defined service quality as the antecedent of the satisfaction. Parasuraman et al.

1988 argued that service quality comes in a shape of attitude which might be, but is not necessarily connected to satisfaction. Al Khattab and Aldehayyat (2011) identified the significance of the service quality along with the direct effect it has on the customer satisfaction.

Finally, a specific explanation about service quality and customer satisfaction where both of them are defined and the link between them is explained cannot be found. We have to look at them as independent things that have shared points. However, a number of researchers show in their work that service quality is the matter that propels customer satisfaction (Dabholkar, 1995).

2.3. Perceived Brand Value

One of the first significant definition of perceived brand value was given by Zeithaml (1988) and he says it as a "consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given". Following him, Nilson (1992) described value as "expression of the product benefits", while Oliver (1999) states along with the benefit positive side, value is "a negative function of what is sacrificed".

Moreover, we can see the value as the perception of customers' experience, situated between the gain and sacrifice (Halbrook 1999). It is important to emphasize that perceived value is individual and differs from customer to customer (Martin et al. 2004, p.54, Icazuriaga 2016). "Customer mind" is the master of assessment, thus perceived value can be thought of as subjective rather than objective matter (Martin et al. 2004). Angelova and Zekiri (2011) define perceived value as an important guideline for the managers, even given its subjective form. This guideline can improve their overall results and satisfaction of customers' needs.

PERVAL is name of the scale used to measure perceived brand value and consists of four sub-dimensions which include price, quality, social and emotional value (Sweeney and Soutar 2001). Gronroos in 1997, separated perceived value into emotional, feelings about the service/product, and functional, rational thinking and evaluation on the performed service. Although PERVAL is the official scale for measurement of perceived brand value, some researchers argue it does not include overall perception, it is rather composed of after-purchase value evaluation (Icazuriaga 2016).

2.3.1. Perceived Brand Value and Customer Satisfaction

Close relationship between perceived brand value and customer satisfaction lie in the definition given by Demirgunes (2015). She claims that satisfaction of the customers' is the outcome of the perceived value, meaning if the expectations are met with the perception, satisfaction of that customer will occur.

Cost is another factor closely related to both variables, perceived brand value and customer satisfaction, as it can affect positively or negatively on the assessment (Demirgunes 2015). It is well known that cost needs to be overthrown by the benefits and expectation needs to be met (Icazuriaga 2016). If the customer gives less money for the experience which exceeds his expectations, brand value and satisfaction of the customer will grow (Icazuriaga 2016). Similarly, the post purchase satisfaction of the customer relies upon the level of perceived value of the same customer (Lin 2003; Demirgunes 2015)

2.4. Service Innovation

2.4.1. Definition of Service Innovation

The importance of Innovation has been explained by many authors, and is still being researched to a large degree. One of the most important scholars for the "service innovation" theories, Schumpeter (1983), defined innovation as the utilization of something new. This can be anything from a product, means of producing that product, a new service or a market, new supply source, to a completely new business model (Schumpeter, 1983). On the other hand, it is widely recognized as a fundamental factor for economic development because it is likely for it to increase competitiveness and productivity of the business (Suroso et al., 2015). In other words, innovation is the driver for the economic growth (Snyder et al., 2016).

Schumpeter (1934) made a clear differentiation between innovation and invention. He puts importance on innovation and discusses that there is no fundamental value in inventions. Rather, he argues that innovation is an independent action through which inventions are executed to the market in order to gain economic advantage for them. Schumpeter discusses that the development of the new product or service to offer has to be separated from the result. Finally, Schumpeter defines it as the accomplishment of the new mixtures. As an outcome of his work, researches established the "Schumpeterian view of Service Innovation" (Snyder et al., 2016). Schumpeter's distinction between an invention and innovation can be backed up with the clarification from Freeman (1982) where he stated that: "an invention is an idea, a sketch or model for a new or improved device, product, process or system" but "an innovation in the economic sense is accomplished only with the first commercial transaction involving the new product, process, system or device.."

Various forms of innovation were suggested and discussed by Schumpeter (1934). These included launch of a brand new offering, a new way of production, and the finding of a new origin of raw materials, businesses or markets. Taking into consideration the interests of the organizations and the significance of the service sector, Sundbo and Gallouj (2008) suggested 4 types of innovations relating to service. These are Service, Price, Organizational and Market Innovation. It is not obligatory for a service company only to work with a single type since they are not exclusive.

"Innovations in services are a mix of reproduced innovations and 'small' non-reproduced changes to solve single customers' problems. The latter is particularly a result of the customer interaction process" (Sunbo & Gallouj, 2000).

Toivonen and Tuominen (2006) mention that a service innovation can also be a recurrence of an already present service into use while it brings advantage to the business that has developed the innovation. This advantage brought to the business for the most part comes from the extra value that the recurrence brings to the consumer. Furthermore, to be considered an innovation, this recurrence has to have a component which can be duplicated in additional situations Toivonen and Tuominen (2006).

Different groups of approaches have been classified by Coombs and Miles (2000) and confirmed later by Drejer (2004). They have classified them into three different groups:

•   Assimilation (technological) approach, where the highlight is put onto technological innovations.

•   Demarcation (non-technological) approach, or service oriented, where the highlight is put on the services that do not include the technology.

•   Synthesis approach, where both of the technological and non-technological components are included.

To back this up, Gallouj & Savona (2010) mention that the multi-dimensional elements of service innovation include the non-technological and technological dimensions.

In the Handbook of Innovation and Services 2010 by Gallouj and Djellal, service innovation has been split into three approaches, "assimilation, differentiation and integration." (Gallouj and Djellal 2010). According to the authors, the assimilative approach is dependable on technology and comes from the manufacturing businesses. Differentiation approach is originating to service and investigates the traits of the innovation in the service. Finally, there is integrative approach works both with service and goods in order to get innovation.

On the other hand, some authors argue that there are four different approaches. In addition to the previously listed one, they argue that the inversion approach should be included as well (cf. Gallouj, 1998; Gallouj and Weinstein, 1997; Coombs and Miles 2000; Droege et al., 2009; Miles et al. 2013) The inversion approach gives priority to involvement of Knowledge Intensive Business Services where the innovation inputs could be advisory, engineering, IT, R&D, etc. These approaches might be presented with different labels, depending on the authors.

Overall, a business' competitive advantage can be achieved if the service provider satisfies the customers current and future needs with their innovating services and adds to customers perceived value (Kandampully and Duddy, 1999; Hinson 2017).

2.4.2. Service Innovation and Service Quality

Service Innovation plays an important role for Service Quality. It presents a productive way to motivate the design of new services, perfect the existing ones

and to boost service quality (O'Cass et al., 2015; Berry et al., 2006; Cheng et al., 2012). The authors suggest that the lasting life or the lasting growth of service businesses relies on their efficiency of integrating the service innovation to their work to carry quality service to the customers. Moreover, service quality can be explained as a signal of change advantage (Zhou et al., 2008)

If the services offered by businesses are seen by the users and recognized to be of better quality then the competition, then these businesses would be able to accomplish their craved financial aims (Bebko, 2000; Payne et al. 2005). O'Cass and Sok (2013) argued that customers nowadays have a larger access to data and information, thus they now demand improved services which include both new existing services. According to previous researches, scholars have established an idea that service innovation increases the growth of customer value and overall accomplishment (Arshad et al., 2015; Vermeulen et al, 2003). A great example of this could be found in a research performed by Lin (2011) concerning the Chinese tourism industry. It was found that there is a positive impact of service innovation on the Service quality as well as on the businesses performance.

2.4.3. Relationship between Service Innovation and Customer satisfaction

Researchers have stated that for a service providing business, its competitive advantage can be set up if the innovation is presented in a manner which allows them to deliver their customers' needs (Hinson et al., 2017; Kandampully and Duddy, 1999). Other than this, Chapman et al. (2002) argues that innovation alone has minor importance compared to the value of the innovation from the customers perspective. This perspective is usually changed by the service innovations (De Jong et al., 2003; Tether et al., 2001)

In his study, Hinson et al. (2017) defined Customer satisfaction as the reaction on the anticipated performance of the product or service. This is established on the customers perception of the value built for them (Hinson et al., 2017; Flint et al., 1997). Based on these definitions, Hinson et al. (2017) concludes that perceived customer value anticipates the Customer Satisfaction since the value evaluation happens earlier then the response which in this case is satisfaction. The analytical relationship between customer satisfaction the perceived value has been experimentally confirmed by a number of literature where Customer value creation has been shown as a valuable element in acquiring customer satisfaction (Hinson et al., 2017; Zeithaml, 1988; McDougall and Levesque, 2000; Cronin et al., 2000; Wang and Ahmed, 2004; Turel and Serenko, 2006; Hume and Sullivan Mort, 2008; Kuo et al., 2009).

In simpler form, the generation of the customer value as a key factor of customer satisfaction is because the customers are probably going to feel positive about their buying decisions and the experience if they feel that there is a bigger level of value in the offered product or service (Oh, 200; Zeithaml, 1988).

3. METHODOLOGY

Subsequently after all variables were defined and described in detail, a survey was conducted to collect data needed for the hypothesis testing. Data was collected by using survey and is in the later part of the thesis analyzed and discussed.

3.1. Research design

Relation between variables; service innovation, service quality, perceived brand value and customer satisfaction were tested in order to support the hypotheses

of this research. This was the initial aim of the paper. Following this goal, cultural values and differences between Turkey and Bosnia and Herzegovina were analyzed in detail and compared through interpreting the results from survey.

3.2.   Sample selection

Sampling method used in this research was convenience sampling method as there was accessibility limitation. Chosen subjects are students (Bachelor's, Master's and Doctorate degree) and the number of the sample specified to 306 is chosen for the results to be reliable. Moreover, sample results and participants were detached into two groups based on their country of residence; Turkey and Bosnia and Herzegovina. Equal number of respondents participated in the research; 153 from Turkey and 153 from Bosnia and Herzegovina.

3.3.   Data collection

Data for the research was collected in Bosnia and Herzegovina and Turkey by using different student platforms. In Turkey, survey was uploaded on Istanbul Bilgi Universities electronic platform and on closed Facebook group page created for only students (Unirail/Odev, Proje Paylasimi, Ev Arkadasi, Ogrenci Kulupleri). In Bosnia and Herzegovina, electronic platform of Sarajevo School of Business and Economies was used to get responses.

3.4.   Questionnaire design

In order to test the hypotheses a questionnaire (Appendix 1) was formed. It consists of five different sections including: demographics data (age, level of

education, gender, marital status and occupation), service innovation, service quality, perceived brand value and customer satisfaction.

All the obtained data was divided into two groups based on the country of residence of the respondents; Turkey and Bosnia and Herzegovina. Answers were collected by using a 5-point Likert scale which includes responses "strongly disagree", "disagree", "undecided", "agree" and "strongly agree". Service innovation includes 5 item scale, service quality 22 item scale, perceived brand value 11 item scale and customer satisfaction 3 item scale measurement.

For participants to give answers on service innovation, service quality, perceived brand value and customer satisfaction, they were asked to think of their favorite service provider while answering the sections.

3.5.   The development of the theoretical framework for the research

By using service innovation as the independent variable of the research, its influence on service quality, perceived brand value and customer satisfaction and their subdimensions were the base for research model development.

Figure below shows this conceptual model and the theoretical framework of this thesis.

Figure 2- Model for the theoretical framework
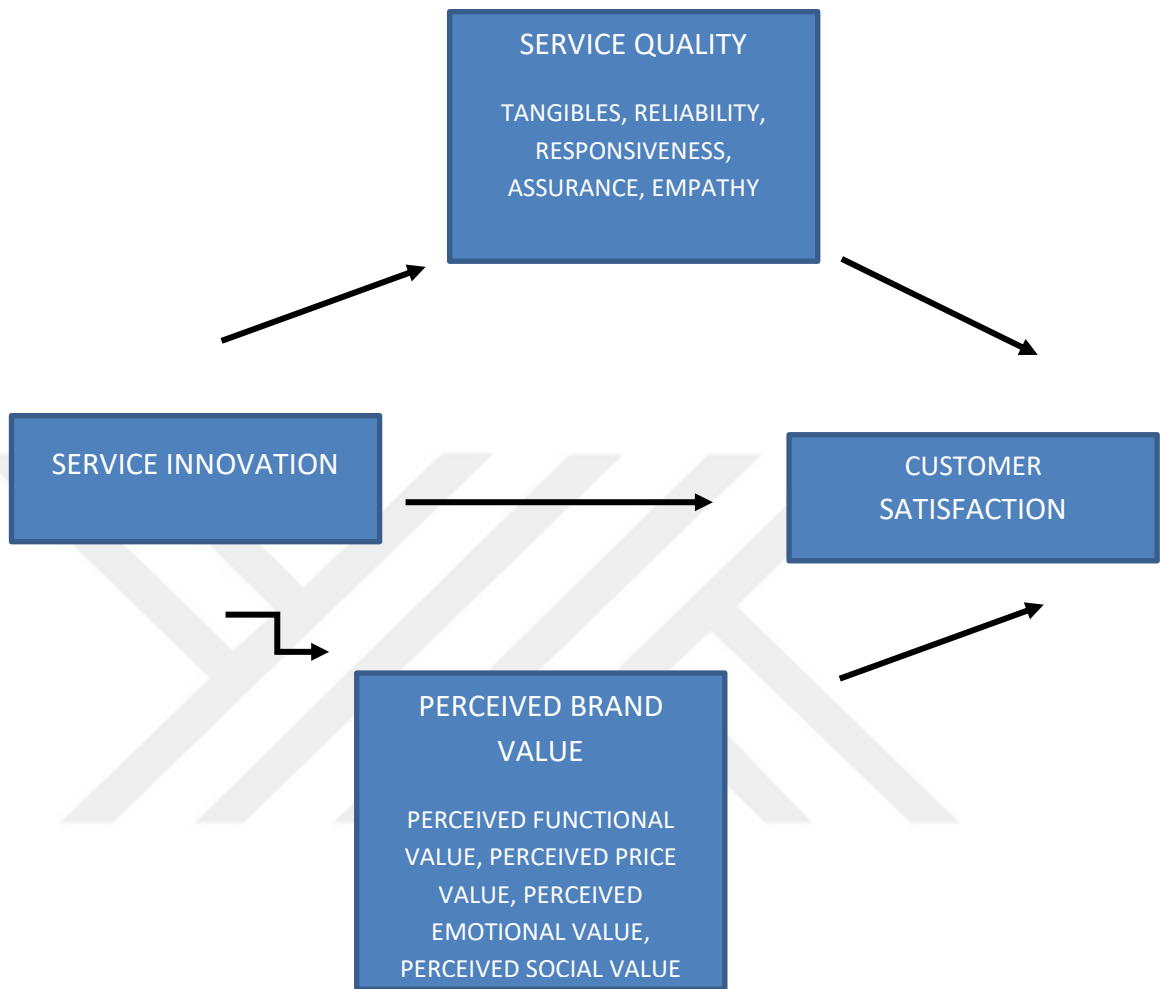
Goal of this research was to test following hypotheses:

H1: There is a positive relation between Service Innovation and Perceived Service Quality.

H2: There is a positive relation between Service Innovation and Perceived Brand Value.

H3: Service Innovation has Direct and Positive relation on Customer Satisfaction.

H4: Service Quality is positively associated with Customer Satisfaction.

H5: Perceived Brand Value is positively associated with Customer Satisfaction.

3.6. Research constructs

3.6.1. Service innovation construct

Service innovation was measured by using scale from Nasution, Hanny, N. and Mavondo, F. T. (2008) and Kanten, S. and Yaşıoğlu, M. (2012). 5-point Likert scale wa used to collect data, providing answers in terms of "strongly disagree", "disagree", "undecided", "agree" and "strongly agree". Respondents were asked to think of their favorite service provider while answering questions.

Table 1- Service innovation construct

	Items
SERVICE INNOVATION	Our Brand introduced changes performed in the classic services presented in the sector to customers
	Our brand constantly explores new methods of service delivery
	New services developed by our Brand, has led to certain changes in the sector
	Our Brand offer more innovative services to customers, compared to competitors
	Our Brand introduced many services, which could be considered new, to customer

3.6.2. Service quality construct

By using the 22-scale measurement obtained from Parasuraman, A. & Zeitham, V. A. (1998), Chingang, N. D. & Lukong, P. B. (2010), service quality results were collected. The scale is divided into subdimensions including tangibles, reliability, responsiveness, empathy and assurance. 5-point Likert scale wa used to collect data, providing answers in terms of "strongly disagree", "disagree", "undecided", "agree" and "strongly agree". Respondents were asked to think of their favorite service provider while answering questions.

Table 2-Service Quality construct

		Item
	Tangibles	Service Provider brand's store has up-to-date equipment.
		Physical fascilities are virtually appealing
		Employees are well dressed and appear neat.
		Physical environment in the store is appropriate for the service provided.
		When they promise to do something by a certain time, they do it.

SERVICE QUALITY	Reliability	When customer has a problem, they should show sincere interest in solving the problem.
		Service Provider's store perform the service right.
		They provide their services at the time they promised to do so.
		They keep their records accurately.
	Responsiveness	Employees make information easily obtainable by customers.
		Employees give prompt services to customers.
		Employees are always willing to help customers.
		Employees are never too busy to respond to customer requests.
	Assurance	The behavior of employees instill trust in customers.
		Customers feel safe in their transactions with the employees.
		Employees are polite to customers.
		Employees of the Service Provider's store have knowledge to answer to customer's questions and attention.

		Each customer is given individual attention.
		Operating hours of the store are convenient to customers.
		Employees give customers personal service.
		Service Provider brand has their customer's interest at heart.
	Empathy	Employees of the Service Provider brand stores understand the specific needs of their customers.

3.6.3. Perceived brand value construct

By using 5-point Likert scale and 11 item scale found in Omar et. al (2007), Peng and Liang (2013), Peng and Liang (2015), Demirgunes (2015) studies, perceived brand value was measure. Answers range from "strongly disagree", "disagree", "undecided", "agree" to "strongly agree". Respondents were asked to think of their favorite service provider while answering questions.

Table 3- Perceived Brand Value construct

		Items
PERCEIVED BRAND VALUE	Perceived functional value	Service providers have consistent quality.
		Service providers are what I really need.
		Services perform consistently.
	Perceived price value	Services are reasonably priced.
		Service provider's offer value for money.
	Perceived emotional value	Service providers make me want to buy it.
		Service providers make me feel good.
		Service providers give me pleasure.
		Service providers services would help me feel acceptable.
		Service providers services would cause the interest of others.

	Perceived social value	Service providers services would promote friendship between me and my friends.

3.6.4. Customer satisfaction construct

Adopted from Omar et al. (2007), Chen and Fu (2015) and Demirgunes (2015), a 3 item measurement was used to measure customer satisfaction. 5-point Likert scale was used and the responses range from "strongly disagree", "disagree", "undecided", "agree" to "strongly agree".

Respondents were asked to think of their favorite service provider while answering questions.

Table 4-Customer Satisfaction construct

	Items
CUSTOMER SATISFACTION	I am very satisfied with the retail brand's products.
	Retail brand's products are the right decision.
	Retail brand's products satisfy my needs.

4. DATA ANALYSIS AND DISCUSSION

Using the Statistical Package for Social Sciences (SPSS) obtained data was analyzed. By using reliability, t-test and regression analysis as methods data was analyzed in detail. Demographics of the sample and the relationship between dependent and independent variables under the effect of service innovation was given.

4.1. Descriptive statistics

Descriptive data obtained by the survey consists of gender, age, country of region, marital status, educational level and the occupation of the respondents.

4.1.1. Gender

Sample of this research includes both male and female respondents and its sum is 306 answers. Total of 174 of the answers were given by male and 132 from female respondents. Given the data was obtained in two countries, in Turkey there were 90 male and 63 female participants, while in Bosnia and Herzegovina there were 84 male and 69 female participants.

Table 5-Gender

Country of residence	Gender	Frequency
Turkey	Male	90
	Female	63

Bosnia and Herzegovina	Male	84
	Female	69
Total		306

4.1.2. Age

Sample age ranges from 18 to 40 years old. Average age of the respondents is 23 years old. Three answers are missing, which gives a total of 300 answers.

4.1.3. Country of residence

Total number of answered surveys is 306, and the answers were given equally in both Turkey and Bosnia and Herzegovina, each including 153 participants

Table 6-Country of residence

Country of residence		
	Frequency	Percent
Turkey	153	50
Bosnia and Herzegovina	153	50
Total	306	100

4.1.4. Marital Status

Majority of the sample is single, including a total of 237 participants (77.2%), while the rest 69 (22.5%) of them are married. When it comes to respondents based in Turkey, 122 participants are single and 31 married. In Bosnia and Herzegovina there are 115 single and 38 married respondents.

Table 7-Marital Status

	Marital Status	Frequency
Turkey	Single	122
	Married	31

Bosnia and Herzegovina	Single	115
	Married	38
Total		306

4.1.5. Educational level of the sample

When it comes to educational level of the respondents it consists of primary school (0.3%), high school (15.6%), two-year degree (2%), Bachelor's degree (53.1%), Master's degree (26.1%) and Doctorate degree (2.3%).

Table 8-Level of education

Educational level			
	Frequency in Turkey	Frequency in Bosnia and Herzegovina	Total percent
Primary school	-	1	0.3
High school	3	30	15.6
Two-year degree	6	-	2

Bachelor's degree	92	89	53.1
Master's degree	50	30	26.1
Doctorate degree	2	1	2.3
Total	153	153	100

4.1.6. Occupation

Current occupation of 266 participants is student (86.6%), employees in firm 23 (7.5%), workers in governmental sector 7 (2.3%), business owners 3 (1%), 1 housewife (0.3%) and 6 participants with other current occupation (2%).

Table 9-Occupation

Current occupation			
	Frequency in Turkey	Frequency in Bosnia and Herzegovina	Total percent
Student	135	131	86.6

Employee in a firm	13	10	7.5
Government sector employee	1	6	2.3
Owner of a business	1	2	1
Housewife	-	1	0.3
Other	3	3	2
Total	153	153	100

4.2. Cultural values and differences

Culture is expressed by verbal guidelines, initiated from ones "social environment" (Hofstede, 2010). Hofstede (2010) defined culture as "the collective programming of the mind that distinguishes the members of one group or category of people from others." Dimensions were defined as the elements of culture so that different cultures could be compared mutually. Five dimensions were used. They are: "Power Distance", "Uncertainty Avoidance", "Individualism versus Collectivism", "Masculinity versus Femininity", "Long Term versus Short Term Orientation" (Hofstede, 2009.) According to these dimensions, countries could be arranged comparative to other countries over a score on each of the dimensions (Hofstede 2009).

Power Distance, according to Hofstede (2009), relates "to the different solutions to the basic problem of human inequality;". In other words, it is the distinction

for the power inequality boundaries, or to which extent do the other members of the society accept the inequality. The acceptance of the inequality varies from country to country and from culture to culture and usually it is the individuals in that culture who indicate the acceptance of it.

The Uncertainty Avoidance is the "extent to which the members of a culture feel threatened by certain and unknown situations" (Hofstede 2001). It is the degree of stress that a culture or a society is challenged with when their future is unknown (Hofstede 2009). Usually individuals with a high level of uncertainty avoidance are rule followers and are not ready to take a chance (Hofstede, 1980).

"Individualism versus Collectivism, related to the integration of individuals into primary groups;" (Hofstede, 2009)- in other words it is the "I" versus "WE". Collectivist societies tend to protects its members in return for faithfulness. On the other hand, Individualistic societies do not have this tendency, rather everyone is for themselves.

The Masculinity versus Femininity dimension measures "the division of emotional roles between women and men;" (Hofstede, 2009). The author argues that in a feminine culture, women have the same values as men, while in masculine cultures women are "assertive and competitive, but not as much as the men". There is a disparity in the values between these two cultures.

For the "Long Term versus Short Term Orientation", Hofstede (2009) stated that it is "related to the choice of focus for people's efforts: the future or the present and past.". It is characterizing a culture according to them being future or past and present oriented (Hofstede and Hofstede 2005, Podrug et al. 2006). Is the society living for the future or the present.

In today's highly competitive and modern era, it is of great significance for a business to learn how cultures differ and how it effects their business if they are entering a new market (Podrug et al. 2006).

4.2.1. Turkey's Hofstede dimension values

Hofstede's dimensional values of Turkey are shown in the figure 3 bellow.
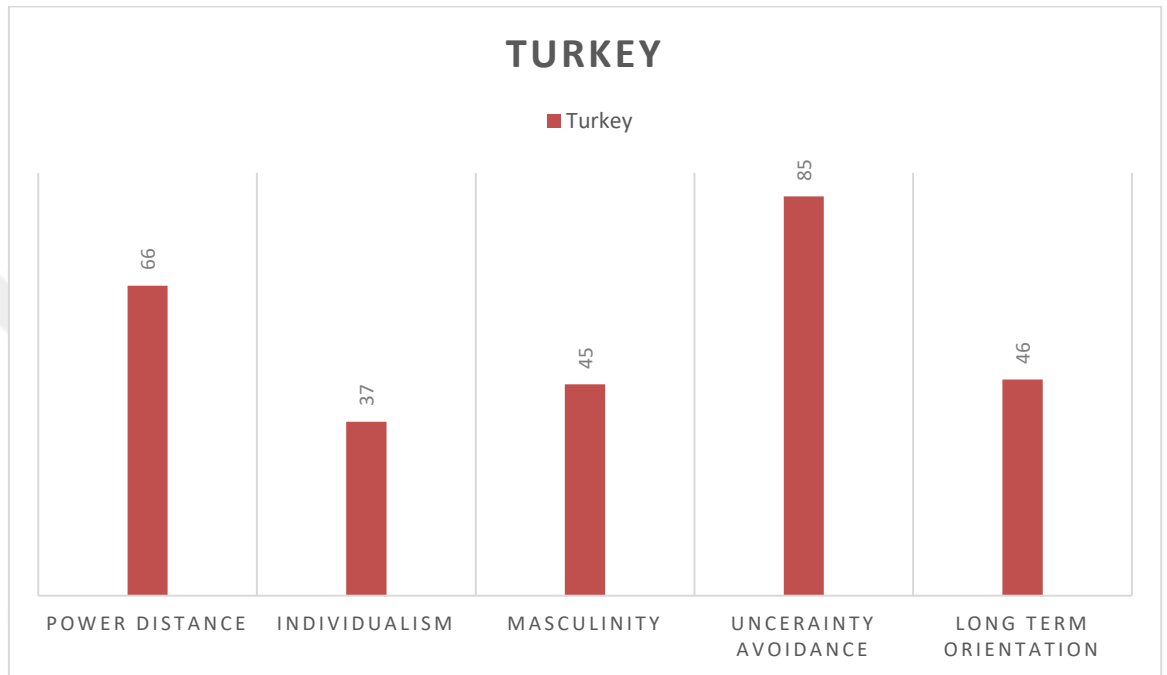
Data for the figure is taken from "Hofstede insight". Retrieved from https://www.hofstede-insights.com/country/turkey/ on 11th May 2019.

4.2.2. Bosnia and Herzegovina's Hofstede dimension values

Hofstede's dimensional values of Bosnia and Herzegovina are shown in the figure 4 bellow.

Since the dimensional values of Bosnia and Herzegovina were not measured by Hofstede, data from a research made by Podrug et al. (2006) has been used. Five dimensional values for ex Yugoslavia which included Serbia, Croatia and Slovenia, were acquires by Hofstede (2001). Podrug et al. (2006) with their

research obtained the values of the national cultures. The scores were determined on the basis of Hofstede's (2001) directions and are the closest satisfactory match for this research, and were used to characterize the culture in Bosnia and Herzegovina in this research.

Figure 4-Bosnia and Herzegovina cultural dimensions
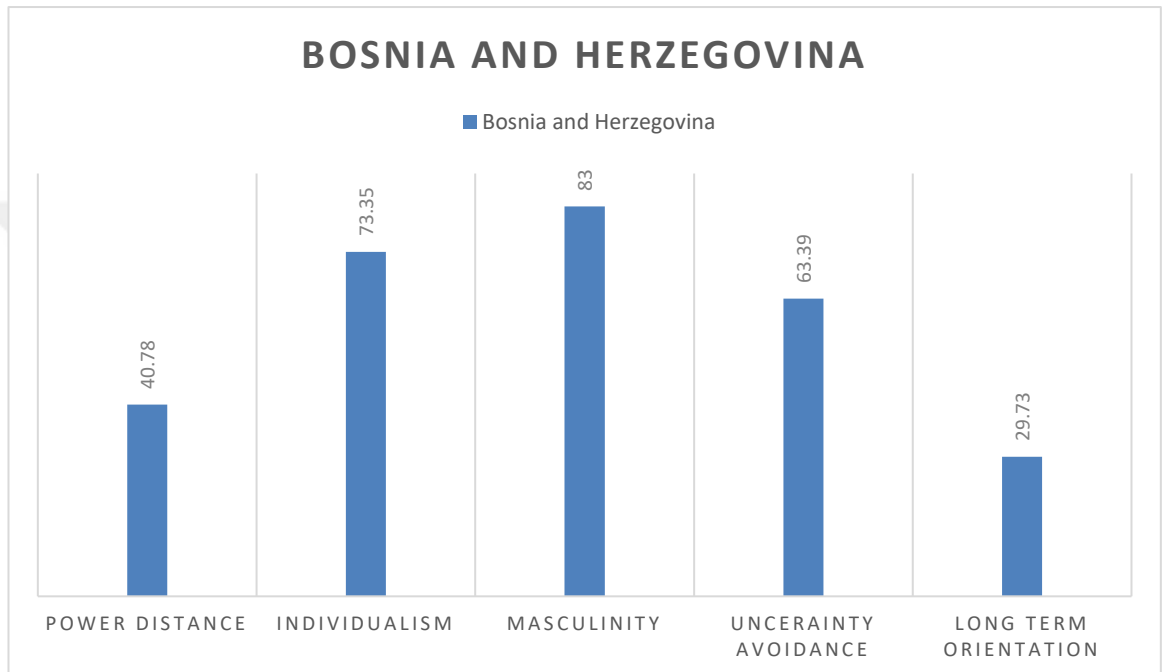
Data taken from Podrug et al. (2006)

4.2.3. Comparison of five-dimensions of Turkey and Bosnia and Herzegovina

The comparison table for the five dimensional values of Turkey and Bosnia and Herzegovina can be found in the Figure 5 bellow.

Data taken from Podrug et al. (2006) and "Hofstede insight". Retrieved from https://www.hofstede-insights.com/country/turkey/ on 11th May 2019.

The score of Turkey for Power distance is 66 which is a high score compared to Bosnia and Herzegovina with a score 40,78. This means that Turkish people are used to a hierarchical style where the ideal boss figure would be the father. It's a dependent style where the information stream is selective. It is close to a patriarchal style according to Hofstede insights. Bosnia on the other hand, with a lower score would have a style where the society would favor the equality, and would be less of a patriarchal style.

If we compare the scores for the Individualism/Collectivism dimensions between Bosnia and Herzegovina and Turkey we can see that Turkey with its score of 37 is a collectivistic society while Bosnia and Herzegovina with a score

of 73,55 points out a high level of individualism. In a collectivistic society such as Turkish society, people belong in groups, importance is put on "we" and stress is put out on belonging. While on the other hand, in an individualistic society such as Bosnia and Herzegovina in this example, people do not belong to groups, they should take care of themselves, importance is put on "I" rather than "we", and right of privacy must be respected (Hofstede 2009).

Masculinity/Feminity – Here again we see a difference of values between Turkey and Bosnia and Herzegovina. With a high value of 83, Bosnia and Herzegovina have a Masculine culture, where gender roles are pointed out and where value is not put on the quality and leisure of life, but rather it is put on the material portion. Turkey on the other hand scores 45 and gets positioned on the Feminine side. This means that quality of life and leisure are important and gender inequality is smaller than in the countries that score high (Hofstede 2010)

We can witness a close score between the two countries when it comes to Uncertainty Avoidance. Turkey's score is 85 while Bosnia and Herzegovina scores 63,39. This means that both of the societies are not comfortable with the unknown, and that they follow a lot of rituals and rules (Hofstede, 2010).

Finally, the long-term/short-term orientation scores are presented. Turkey's score in this dimension is 46 which is the middle of the scale so a superior cultural preference cannot be determined. Alternatively, Bosnia and Herzegovina scores 29,73, which is a low score, and the superior cultural preference can be defined as short-term adjusted. The attention is given to history and tradition.

4.3. Analysis of the results

4.3.1. Reliability analysis for service innovation

As service innovation is the main construct of this research it was first analyzed. Cronbach's coefficient alpha and reliability scores were estimated and were shown to be reliable. All the factors were analyzed.

Factor items are included in the appendix of the study.

Table 10- Reliability analysis for service innovation

Factor Name	Factor item	Reliability
Service Innovation	Our Brand introduced changes performed in the classic services presented in the sector to customers	.933
	Our brand constantly explores new methods of service delivery	
	New services developed by our Brand, has led to certain changes in the sector	
	Our Brand offer more innovative services to customers, compared to competitors	

4.3.2. Reliability analysis of service quality

After performing reliability test and estimating Cronbach's alpha coefficient on subdimensions of service quality (reliability, assurance, empathy,

responsiveness and tangibles), obtained results were reliable. All the factors were analyzed.

Factor items are included in the appendix of the study.

Factor Name	Factor Item	Reliability
Reliability	When they promise to do something by a certain time, they do it.	.927
	When customer has a problem, they should show sincere interest in solving the problem.	
	Service Provider's store perform the service right.	
	They provide their services at the time they promised to do so.	
	They keep their records accurately.	
Tangibles	Service Provider brand's store has up-to-date equipment.	.942
	Physical fascilities are virtually appealing.	

	Employees are well dressed and appear neat.	
	Physical environment in the store is appropriate for the service provided.	
Responsiveness	Employees make information easily obtainable by customers	.926
	Employees give prompt services to customers.	
	Employees are always willing to help customers.	
	Employees are never too busy to respond to customer requests.	
Empathy	Each customer is given individual attention.	.925
	Operating hours of the store are convenient to customers.	
	Employees give customers personal service.	
	Service Provider brand has their customer's interest at heart.	
	Employees of the Service Provider brand stores understand the specific needs of their customers.	

Factor Name	Factor Item	Reliability
Assurance	The behavior of employees instill trust in customers.	.932
	Customers feel safe in their transactions with the employees.	
	Employees are polite to customers.	
	Employees of the Service Provider's store have knowledge to answer to customer's questions and attention.	

4.3.3. Reliability analysis of perceived brand value

After performing reliability test and estimating Cronbach's alpha coefficient of all subdimensions of perceived brand value (perceived functional value, perceived price value, perceived emotional value and perceived social value) obtained results were reliable. All the factors were analyzed.

Factor items are included in the appendix of the study.

Table 12- Reliability analysis of perceived brand value

Factor Name	Factor Item	Reliability
Perceived functional value	Service providers have consistent quality.	.928
	Service providers are what I really need.	
	Services perform consistently.	

Perceived price value	Services are reasonably priced.	.859
	Service provider's offer value for money.	
Perceived emotional value	Service providers make me want to buy it.	.907
	Service providers make me feel good.	
	Service providers give me pleasure.	
Perceived social value	Service providers services would help me feel acceptable.	.856
	Service providers services would cause the interest of others.	
	Service providers services would promote friendship between me and my friends.	

4.3.4. Reliability analysis of customer satisfaction

After performing reliability test and estimating Cronbach's alpha coefficient, obtained results were reliable. All the factors were analyzed.

Factor items are included in the appendix of the study.

Table 13- Reliability analysis of customer satisfaction

Factor Name	Factor item	Reliability
Satisfaction	I am very satisfied with the retail brand's products.	.941
	Retail brand's products are the right decision.	
	Retail brand's products satisfy my needs.	

4.3.4. Regression analysis of Service Innovation and Service Quality

In order to find if there is a relationship between service innovation and service quality, multiple linear regression analysis was obtained on all the subdimensions of service quality.

The results of regression analysis show significance (tangibles: R^2=.565; F=383.723, p=.000, reliability : R^2=.578; F=405.787, p=.000, responsiveness : R^2=.561; F=378.193, p=.000, assurance : R^2=.570; F=392.193, p=.000, empathy : R^2=.462; F=253.836, p=.000) meaning service innovation has an

impact on all subdimensions of service quality. In the table below you can see the regression analysis results.

The relationship between these variables is positive based on βvalue.

Table 14- Regression analysis of Service Innovation and Service Quality

Independent Variable: Service Innovation			
Dependent variables:	**Beta**	**t-value**	**p-value**
Tangibles	0.751	5.398	0.000
Reliability	0.760	6.097	0.000
Responsiveness	0.749	5.521	0.000
Assurance	0.755	6.509	0.000
Empathy	0.680	6.687	0.000

After applying regression analysis, it was shown that service innovation has a positive impact on service quality and all its' subdimensions, supporting the hypothesis:

H1: There is a positive relation between Service Innovation and Perceived Service Quality.

4.3.5. Regression analysis of Service Innovation and Perceived Brand Value

The results of regression analysis show significance (perceived functional value: $R^2=.560$; F=368.817, p=.000, perceived price value: : $R^2=.397$; F=194.590, p=.000, perceived emotional value: $R^2=.494$; F=283.408, p=.000, perceived social value: $R^2=.309$; F=130.079, p=.000) meaning service

innovation has an impact on all subdimensions of perceived brand value. In the table below you can see the regression analysis results.

The relationship between these variables is positive based on βvalue.

Table 15-Regression analysis of Service Innovation and Perceived Brand Value

Independent Variable: Service Innovation			
Dependent variables:	Beta	t-value	p-value
Perceived Functional Value	0.748	6.070	0.000
Perceived Price Value	0.630	5.091	0.000
Perceived Emotional Value	0.703	7.769	0.000
Perceived Social Value	0.309	7.719	0.000

After applying regression analysis, it was shown that service innovation has a positive impact on perceived brand value and all its' subdimensions, supporting the hypothesis:

H2: There is a positive relation between Service Innovation and Perceived Brand Value.

4.3.6. Regression analysis of Service Innovation and Customer Satisfaction

The results of regression analysis show significance (perceived functional value: R^2=.545; F=354.051, p=.000) meaning service innovation has an impact on customer satisfaction. In the table below you can see the regression analysis results.

The relationship between these variables is positive based on βvalue.

Independent Variable: Service Innovation			
Dependent variable:	**Beta**	**t-value**	**p-value**
Customer Satisfaction	0.739	8.715	0.000

After applying regression analysis, it was shown that service innovation has a positive impact on customer satisfaction, supporting the hypothesis:

H3: Service Innovation has Direct and Positive relation on Customer Satisfaction.

4.3.7. Regression analysis of Customer Satisfaction and Service Quality

The results of regression analysis show significance (assurance: R^2=.637; F=526.346, p=.000, tangible: : R^2=.680.; F=317.581, p=.000, reliability: R^2=.693; F=224.026, p=.000) meaning some subdimensions of service quality have positive impact on customer satisfaction. Due to their insignificance (not less than .05) empathy and responsiveness were excluded and have no impact on customer satisfaction value. In the table below you can see the regression analysis results.

The relationship between these variables is positive based on βvalue.

Table 17-Regression analysis of Customer Satisfaction and Service Quality

Independent Variable: Customer Satisfaction			
Dependent variables:	**Beta**	**t-value**	**p-value**
Assurance	0.798	7.764	0.000

Tangibles	0.370	6.336	0.000
Reliability	0.263	3.535	0.000

After applying regression analysis, it was shown that some subdimensions of service quality have a positive impact on customer satisfaction, partially supporting the hypothesis:

H4: Service Quality is positively associated with Customer Satisfaction.

4.3.8. Regression analysis of Perceived Brand Value and Customer Satisfaction

The results of regression analysis show significance (perceived functional value: R^2=.680; F=608.890, p=.000, perceived emotional value: : R^2=.711.; F=350.918, p=.000, perceived social value: R^2=.717; F=240.285, p=.000) meaning some subdimensions of perceived brand value have positive impact on customer satisfaction. Due to their insignificance (not less than .05) perceived price value was excluded and has no impact on customer satisfaction. In the table below you can see the regression analysis results.

The relationship between these variables is positive based on βvalue.

Table 18- Regression analysis of Perceived Brand Value and Customer Satisfaction

Independent Variable: Customer Satisfaction			
Dependent variables:	**Beta**	**t-value**	**p-value**
Perceived Functional Value	0.825	7.990	0.000

Perceived Emotional Value	0.321	5.512	0.000
Perceived Social Value	0.122	2.491	0.000

After applying regression analysis, it was shown that some subdimensions of service quality have a positive impact on customer satisfaction, partially supporting the hypothesis:

H5: Perceived Brand Value is positively associated with Customer Satisfaction.

4.4. Independent sample t-test analysis for country of residence

4.4.1. Independent sample t-test for country of residence and service innovation

In this research, t-test analysis was used to prove if differences of the respondents are due to the country of residence, Turkey or Bosnia and Herzegovina.

Obtained results show country of residence makes no significant difference on service innovation variable.

Table 19-Independent Sample t-test for Country of Residence and Service Innovation

		N	Mean	Std. Dev.		t-value	p value
Service Innovation	Turkey	148	4.2581	0.715	Equal variances assumed	4.311	0.000
	Bosnia and Herzegovina	150	3.8000	1.080	Equal variances not assumed	4.322	0.000
	Levene's Test for Equality of Variances				**F**	**p value**	
					22.969	0.000	

4.4.2. Independent sample t-test analysis for country of residence and service quality

In this research, t-test analysis was used to prove if differences of the respondents are due to the country of residence, Turkey or Bosnia and Herzegovina.

Independent sample t-test scores show no significant differences country of region has on service quality subdimensions except from significant difference on empathy.

Table 20-Independent Sample t-test for Country of Residence and Tangibles

		N	Mean	Std. Dev.		t-value	p value
Tangibles	Turkey	153	4.229	0.689	Equal variances assumed	4.435	0.000
	Bosnia and Herzegovina	153	3.745	1.159	Equal variances not assumed	4.435	0.000
	Levene's Test for Equality of Variances				**F**	**p value**	
					36.071	0.000	

Table 21-Independent Sample t-test for Country of Residence and Reliability

		N	Mean	Std. Dev.		t-value	p value
Reliability	Turkey	153	4.065	0.689	Equal variances assumed	3.537	0.000
	Bosnia and Herzegovina	153	3.702	1.067	Equal variances not assumed	3.537	0.000
	Levene's Test for Equality of Variances				**F**	**p value**	
					35.080	0.000	

		N	Mean	Std. Dev.		t-value	p value
Responsiveness	Turkey	153	4.033	0.736	Equal variances assumed	3.115	0.000
	Bosnia and Herzegovina	153	3.701	1.092	Equal variances not assumed	3.115	0.000
	Levene's Test for Equality of Variances				**F**	**p value**	
					21.367	0.000	

Table 23-Independent Sample t-test for Country of Residence and Assurance

		N	Mean	Std. Dev.		t-value	p value
Assurance	Turkey	153	4.089	0.690	Equal variances assumed	3.319	0.000
	Bosnia and Herzegovina	153	3.748	1.069	Equal variances not assumed	3.319	0.000
	Levene's Test for Equality of Variances				**F**	**p value**	
					24.558	0.000	

Table 24-Independent Sample t-test for Country of Residence and Empathy

		N	Mean	Std. Dev.		t-value	p value
Empathy	Turkey	153	3.907	0.744	Equal variances assumed	1.581	0.115
	Bosnia and Herzegovina	153	3.739	1.079	Equal variances not assumed	1.579	0.116
	Levene's Test for Equality of Variances				**F**	**p value**	
					17.616	0.000	

4.4.3. Independent sample t-test analysis for country of residence and perceived brand value

Independent sample t-test scores show no significant differences country of region has on perceived functional value, perceived price value and perceived emotional value (subdimensions of perceived brand value). However, results prove significant difference country of residence has on perceived social value (subdimensions of perceived brand value).

Table 25-Independent Sample t-test for Country of Residence and Perceived Functional Value

		N	Mean	Std. Dev.		t-value	p value
Perceived functional value	Turkey	151	4.271	0.653	Equal variances assumed	4.145	0.000
	Bosnia and Herzegovina	149	3.834	1.116	Equal variances not assumed	4.132	0.000
	Levene's Test for Equality of Variances				**F**	**p value**	
					41.723	0.000	

Table 26-Independent Sample t-test for Country of Residence and Perceived Price Value

		N	Mean	Std. Dev.		t-value	p value
Perceived price value	Turkey	153	4.095	0.823	Equal variances assumed	3.918	0.000
	Bosnia and Herzegovina	151	3.639	1.176	Equal variances not assumed	3.909	0.000
	Levene's Test for Equality of Variances				**F**	**p value**	
					35.521	0.000	

Table 27-Independent Sample t-test for Country of Residence and Perceived Emotional Value

		N	Mean	Std. Dev.		t-value	p value
Perceived emotional value	Turkey	148	4.128	0.727	Equal variances assumed	2.816	0.005
	Bosnia and Herzegovina	150	3.833	1.050	Equal variances not assumed	2.823	0.005
	Levene's Test for Equality of Variances				**F**	**p value**	
					22.272	0.000	

Table 28-Independent Sample t-test for Country of Residence and Perceived Social Value

		N	Mean	Std. Dev.		t-value	p value
Perceived	Turkey	152	3.662	0.735	Equal variances assumed	0.023	0.982
social							
value	Bosnia and Herzegovina	147	3.659	1.050	Equal variances not assumed	0.023	0.982
	Levene's Test for Equality of Variances				**F**	**p value**	
					20.631	0.000	

4.4.4. Independent sample t-test analysis for country of residence and satisfaction

Independent sample t-test scores show no significant differences country of region has on satisfaction variable.

Table 29-Independent Sample t-test for Country of Residence and Customer Satisfaction

		N	Mean	Std. Dev.		t-value	p value
Customer	Turkey	152	4.342	0.618	Equal variances assumed	4.611	0.000
satisfaction	Bosnia and Herzegovina	151	3.883	1.059	Equal variances not assumed	4.604	0.000
	Levene's Test for Equality of Variances				**F**	**p value**	
					26.081	0.000	

5. CONCLUSION

The fundamental objective of this research was to discover what kind of relation Service Innovation has on Service Quality, Perceived Brand Value and ultimately Customer Satisfaction. The thesis also studies the Cultural Values and Differences of Bosnia and Herzegovina and Turkey in order to achieve the aim of determining whether they have an influence when consumer behavior is being shaped. The Constraints (Service quality and perceived brand value) were divided into the subdimensions in order to discover which ones are influenced by service innovation and thus influence the customer satisfaction.

According to the results found in the study, all of the hypotheses are proven to be true. A positive relation exists between Service Innovation and Perceived Service Quality as tested by the H1. For a service provider who wants to keep the Perceived Service Quality on a high level, service innovation could be applied. Same relationship is valid for the Perceived Brand Value. A positive relation exists between Service Innovation and Perceived Brand Value as tested by H2. The primary aim of the study was to determine the relationship between Service Innovation and Customer Satisfaction, and to test the Hypothesis where Service innovation has a direct and positive relation on customer satisfaction. This hypothesis is proven to be true as well. Service Innovation positively affects the consumer behavior.

Additionally, it is proven that Service Quality as well as Perceived Brand Value are also positively related to Customer satisfaction.

If we proceed to the cultural values and differences from this study, the results present us that only Tangibles, as a sub-dimension of Service quality, and perceived social value, as sub-dimension of Perceived Brand Value, are the variables that have a significant influence that can make the behavior of consumers in Turkey and in Bosnia and Herzegovina differ from each other.

Taking into consideration the tangible variable, this can be explained with the difference in the Masculinity/Femininity dimension of the two cultures. As the thesis has shown earlier, Turkey is feminine society, thus a balance between work and family is better as well as quality of life and leisure being more important. Alternatively, for Bosnia and Herzegovina, a masculine society, material things are more important. For example, entering a physical store from a service provider and seeing that all of the workers are female is a totally normal thing to see in a feminine society, but in a masculine society a customer might feel uncomfortable with it.

The perceived social value constraint difference can be explained by the Hofstede's Collectivists/Individualists dimension of the cultures. The society in Turkey tends to have a feeling of belongingness since it has a low score for the Individualism dimension. On the other hand, Bosnia and Herzegovina with a high score seems to be an individualist culture where the important ones are individuals, not the groups. This can explain the difference when it comes to the perceived social value.

In conclusion, Service Quality and Perceived Brand Value, being under the influence of Service Innovation affect the Customer Satisfaction. Nevertheless, Customer behavior is altered by Cultural values.

6. MANAGERIAL IMPLICATIONS

As we are familiar with, the main objective of any business is to be and stay profitable and achieve competitive advantage. This research did not look at the businesses results, or a firm's performance, but it rather measured the customer satisfaction. Even though it is not directly connected to the firm's performance, having satisfied customers is the aim of every business. Satisfied customer is happy customer, and it is much cheaper to retain a customer then to acquire a new one. The variable of this study is the Service Innovation, and as mentioned in the results before, it has a direct and positive effect on service quality, perceived brand value and ultimately customer satisfaction.

It is important for managers, business owners, businesses and organizations to recognize the importance of service innovation and to implement it whenever possible. This does not mean that they have to invent a new service, as it is mentioned in the literature review earlier in this thesis, it can be an old service that has been developed, or even a process innovation for the same service.

Investing in innovation through research and development and through other channels or directly, is a way to reduce the risk of a failed innovation. This will also help the service innovation to be developed in a better way removing the risk for customer dissatisfaction.

Internal trainings about service innovation would be able to help both managers and the workers feel comfortable with service innovation and ultimately the workers would be able to present the innovation to the customers or end-users in a more adequate way. This would not just only have an impact on the customer satisfaction, but it would also increase the service quality level.

For example, the service providers in Turkey should be careful when hiring employees to their physical stores. As the study shows, since Turkey is a feminine society, the employer should pay attention to hire equal number of male and female workers to the store. This way customers would feel better

when entering the stores. On the other hand, it might not be important for the managers in Bosnia and Herzegovina since it is a masculine society. Also, since quality of life and leisure is more important for the feminine society, the store decoration and the store facilities might play a bigger role when attracting customer to the store in Turkey rather than the role it has in Bosnia.

Knowing that Bosnia and Herzegovina is an individualist society can make it easier for the managers to adapt to the customers. They can present their services without putting importance on sharing and socializing through their services. Alternatively, knowing that Turkey is a Collectivist society, can benefit the managers when presenting the services to the customers. For example, they can make campaigns where they emphasize the importance of the groups and connections. All of these can be the reason to improve customer satisfaction.

Managers should think of the innovation as an investment, since it is a driver of growth through customer satisfaction and service quality, thus it is an important subject that needs to be followed at all time.

7. FUTURE RESEARCH

Even though this research is based on reliable data, it is a fact that there are some limitations to it. The results are difficult to generalize since the sample size is not very big. The sample size contains mostly students and the research has been made in Bosnia and Herzegovina and Turkey, which might be another reason of difficulty in generalizing the data. Another limitation is limited resources such as time.

There are many opportunities for researches on similar topics in the future. The sample might be bigger and include different cultures in order to find a more generalized view of the service innovation and its effects. Additionally, more constraints could be added to the research and tested in order to get a better evaluation of the results.

Reference

Angelova, B. and Zekiri, J. (2011) "Measuring Customer Satisfaction with Service Quality Using American Customer Satisfaction Model (ACSI Model)", International Journal of Academic Research in Business and Social Sciences, vol. 1, no. 3, pp. 232 – 258.

Arshad A. M., Su Q. (2015), "Interlinking Service Delivery Innovation And Service Quality: A Conceptual Framework", The Journal of Applied Business Research, Volume 31, Number 5

Awwad, M. S. (2012). An application of the American Customer Satisfaction Index (ACSI) in the Jordanian mobile phone sector. The TQM Journal, 24(6), 529-541. http://dx.doi.org/10.1108/17542731211270098

Bebko, C.P. (2000), "Service intangibility and its impact on consumer expectations of service quality", Journal of Services Marketing, Vol. 14 No. 1, pp. 9-26.

Berry, L., Shankar, V., Parish, J., Cadwallader, S. and Dotzel, T. (2006), "Creating new markets through service innovation", MIT Sloan Management Review, Vol. 47 No. 2, pp. 56-63.

Bhattacherjee, A. (2001): Understanding Information Systems Continuance: An Expectation/Confirmation Model. MIS Quarterly 25 (3), pp. 351-370.

Casalo, L. V., Flavian, C. and Guinaliu, M. (2008), "The role of satisfaction and website usibility in developing loyalty and positive word-of-mouth in the e-banking services", International Journal of Business and Management, Vol. 26(6), pg. 400-417

Cheng, C.C., Chen, J.S. and Tsou, H.T. (2012), "Market-creating service innovation: verification and its associations with new service develop and customer involvement", Journal of Services Marketing, Vol. 26 No. 6, pp. 444-457.

Coombs, R., Miles I. (2000). Innovation, measurement and services. The new problematique. In: Innovation system in the service economy. Measurement and Case Study Analysis. Eds. Metcalfe, S and I. Miles, Boston, Dordrecht, London: Kluwer Academic Publishers.

Cronin, J.J. & Taylor, S.A. (1992) "Measuring service quality: a re-examination and extension," Journal of Marketing, vol. 56, p.55-68

Dabholkar, P. A. (1995). The convergence of customer satisfaction and service quality evaluations with increasing customer patronage. Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, 8, 32–43.

Darroch, J. and McNaughton, R. (2002), "Examining the link between knowledge management practicesand types of innovation",Journal of Intellectual Capital, Vol. 3 No. 3, pp. 210-222

De Jong, J. P., & Vermeulen, P. A. (2003). Organizing successful new service development: a literature review. Management decision, 41(9), 844-858.

De Jong, J.P., Bruins, A., Dolfsma, W. and Meijaard, J. (2003), "Innovation in service firms explored: what, how and why", Business and Policy Research (EIM), Zoetermeer.

Demirgüneş, B. K. (2015), "Relative importance of perceived value, satisfaction and perceived risk on willingness to pay more", International Review of Management and Marketing, Vol. 5 (4), pg. 211-220

Deloitte (2017), "2017 travel and hospitality industry outlook".

Drejer, I. (2004). Identifying innovation in surveys of services: A Schumpeterian perspective. Research Policy, 33, 3, 551–562.

Edy Suroso and Yudi Azis (2015), "Defining Mainstreams Of Innovation: A Literature Review", First International Conference on Economics and Banking (ICEB-15).

Faridah Djellal, FaÏz Gallouj, Ian Miles. Two decades of research on innovation in services: Which place for public services?. Structural Change and Economic Dynamics, Elsevier, 2013, pp.98-117.

Freeman, C., (1982), The economics of industrial innovation, London: Frances Pinter

Flint, D.J., Woodruff, R.B. and Gardial, S.F. (1997), "Customer value change in industrial marketing relationships: a call for new strategies and research", Industrial Marketing Management, Vol. 26 No. 2, pp. 163-175.

Gallouj, F. and Djellal, F. 2010 "The handbook of Innovation and services – A Multi-disciplinary Perspective"

Geyskens, I., Steenkamp, J., and Kumar, N. (1999): A Meta-Analysis of Satisfaction in Marketing Channel Relationships, Journal of Marketing Research 36(2), pp. 223-238

Grönroos,C. (1997) "Keynote paper From marketing mix to relationship marketing - towards a paradigm shift in marketing", Management Decision, Vol. 35 Issue: 4, pp.322-339

Grönroos, C. (2007), "Service management and marketing: customer management in service competition",3rd edition, John Wiley & Sons

Hannah Snyder, Lars Witell, Anders Gustafsson, Paul Fombelle and Per Kristensson (2016), "Identifying categories of service innovation: A review and synthesis of the literature", Journal of Business Research.

Hofstede, G. (2001), "Culture's consequences: Comparing values, behaviors, institutions, and organizations across nations", 2nd edition, Sage Publications Inc.

Hofstede, G. (2009, June). Dimensionalizing Cultures: The Hofstede Model in Context. Online Readings in Psychology and Culture (Unit 17, Chapter 14)

Hofstede, G., Hofstede G. J., & Minkov, M. (2010)," Cultures and organizations: Software of the mind", 3rd edition, McGraw-Hill, New York, pg. 6

"Hofstede insight". Retrieved from https://www.hofstede-insights.com/country/turkey/ on 11th May 2019.

Hokanson, S. (1995), "The deeper you analyze the more you satisfy your customers", Marketing News, January 2nd, p.16

Holbrook,M.B. (1999). Consumer value: a framework for analysis and research. Interpretative market research series.

Icazuriaga, J., Cuadrado, M. and Miqel, M. J. (2016), "Analysing perceived value, satisfaction and purchase intention in the music industry", University of Valencia

Jashireh, A., Slamvolchi, A. and Mobarakabadi, H. (2016), "A literature review of service quality and customer satisfaction", Advanced Social humanities and Management, Vol. 3 (2), pg. 1-12

Judd,R. C. (1964) "The Case for Redefining Services," Journal of Marketing, Vol. 28, No. 1, 1964, pp. 58-59.

Kandampully, J. and Duddy, R. (1999), "Competitive advantage through anticipation, innovation and relationships", Management Decision, Vol. 37 No. 1, pp. 51-56.

Kayastha, S. (2011), "Defining Service and Non-Service Exchanges", Journal of Service Science, Vol. 3 (4)

Kotler, P. (1991), "Marketing Managemet- Analysis, Planning, Implementation and Control", 7th edition, Prentice-Hall, Englewood Cliffs

LaBarbera, P. A. & Mazursky, D., 1983, A Longitudinal Assessment of Consumer Satisfaction, Dissatisfaction: the Dynamic Aspect of Cognitive Process, Journal of Marketing Research, Vol. 20, November, pp. 393-404.

Lewis, B.R. & Mitchell, V.W. (1990) "Defining and measuring the quality of customer service,"

Marketing Intelligence and Planning, vol. 8(6), p.11-17

Martin, D., O'Neill, M., Hubbard, S. & Palmer, A. 2008. 'The role of emotion in explaining consumer satisfaction and future behavioural intention', Journal of Services Marketing, 22(3): 224–236.

Mahmoud Abdulai Mahmoud, Robert Ebo Hinson, Patrick Amfo Anim, (2017) "Service innovation and customer satisfaction: the role of customer value creation", European Journal of Innovation

Martin, D., Barroso, C. and Martin, E. (2004), "The influence of employee organizational citizenship behavior on customer loyalty", International Journal of Service industry management, Vol. 15 (1), pg. 47-71

Nilson, T. H. (1992), "Value-added marketing: Marketing management for superior results", McGraw-Hill, Berkshire, UK

Novikova, K. (2009) "A study of customer satisfaction factors and employee satisfaction in the hospitality industry", Southern Illinois University at Carbondale.

O'Cass, A. and Sok, P. (2013), "Exploring the roles of manager and employees in innovation driven value creation in B2B service firms", Journal of Business Research, Vol. 66 No. 8, pp. 1074-1084.

Oliver, R.L. (1999). "Value as excellence in the consumption experience" en Holbrook, M.B. Consumer value. A framework for analysis and research. Routledge, Londres, pp.43-62.

Oh, H. (2000), "The effect of brand class, brand awareness, and price on customer value and behavioral intentions", Journal of Hospitality & Tourism Research, Vol. 24 No. 2, pp. 136-162.

Parasuraman, A., Zeithaml, Valerie A. & Berry, Leonard.L. (1985) "A conceptual model of service quality and its implications for future research," Journal of Marketing, vol. 49, p. 41-50

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Servqual: multiple-item scale for measuring consumer perceptions of service quality.

Parasuraman, A., Zeithaml, Valerie A. & Berry, Leonard L. (1991) "Refinement and reassessment of the SERVQUAL scale," Journal of Retailing, vol. 67(4), p. 420-50

Payne, A. and Frow, P. (2005), "A strategic framework for customer relationship management", Journal of Marketing, Vol. 69 No. 4, pp. 167-176.

Phyra Sok Aron O'Cass , (2015),"Achieving service quality through service innovation exploration – exploitation: the critical role of employee empowerment and slack resources", Journal of Services Marketing, Vol. 29 Iss 2 pp. 137 – 149

Podrug, Najla & Sc, M & Pavicic, Jurica & Vjekoslav, Bratić. (2006), "Cross-Cultural Comparison of Hofstede's Dimensions and Decision-Making Style within CEE Context"

Ramseook-Munhurrun p., Lukea-Bhiwajee S. D., Naidoo P. (2010) "Service quality in public service", *International Journal of Management and Marketing Research*, Vol. 3 (1)

Schumpeter, J. A., and Opie, R., (1983), The theory of economic development: An inquiry into profits, capital, credit, interest, and the business cycle. New Brunswick, N.J. Transaction Book.

Schumpeter, J.A. (1934). The theory of economic development: An inquiry into profits, capital, credit, interest, and the business cycle. Vol. 55, Transaction Publishers.

Sunbo, J., & Gallouj, F. (2000). Innovation as a Loosely Coupled System in Services. In E. by, J. Metcalfe, & I. Miles, Innovation Systems in the Service Economy (pp. 43-68). Dordrecht: Kluwer Academic Publishers.

Sweeney, J.C. & Soutar, G.N. (2001). Consumer perceived value: the development of a multi-ítem scale. Journal of retailing, Vol.57, No.3, pp. 49-67.

Tahir, H., Waggett, C. and Hoffman, A. (2013) "Antecedents Of Customer Satisfaction: An E-Crm Framework", Journal of Business and Behavior Sciences, vol. 25, no. 2, pp. 112-120.

Tether, B., Metcalfe, J.S. and Miles, I. (2001), "Horndal at Heathrow?: Co-operation, learning and innovation: investigating the processes of runway capacity creation at Europe's most congested airports", Centre for Research on Innovation and Competition, University of Manchester.

Toivonen, M., Tuominen, T., & Brax, S. (2007). Innovation Process Interlinked with the Process of Service Delivery, a Management Challenge in KIBS. Journal 'Economies and Sociétés' , 3, 1-23.

Zeithaml, V.A. (1988), "Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence", The Journal of Marketing, Vol. 52 No. 3, pp. 2-22.

Zeithaml, Valerie A., Parasuraman, A. & Berry, Leonard L. (1990) Delivering Quality Service, The Free Press, New York, N.Y

Zhou, K.Z., Li, J.J., Zhou, N. and Su, C. (2008), "Market orientation, job satisfaction, product quality, and firm performance: evidence from China", Strategic Management Journal, Vol. 29 No. 9, pp. 985-1000.

8. Appendix

8.1. Factor items

8.1.1. Service Innovation factor items

Table 30- Service innovation factor item names

ino_1	Our Brand introduced changes performed in the classic services presented in the sector to customers
ino_2	Our brand constantly explores new methods of service delivery
ino_3	New services developed by our Brand, has led to certain changes in the sector
ino_4	Our Brand offer more innovative services to customers, compared to competitors
ino_5	Our Brand introduced many services, which could be considered new, to customer

8.1.2. Service Quality factor items

Table 31 - Service Quality factor items

T1	Service Provider brand's store has up-to-date equipment.
T2	Physical fascilities are virtually appealing
T3	Employees are well dressed and appear neat.
T4	Physical environment in the store is appropriate for the service provided.

R1	When they promise to do something by a certain time, they do it.
R2	When customer has a problem, they should show sincere interest in solving the problem.
R3	Service Provider's store perform the service right.
R4	They provide their services at the time they promised to do so.
R5	They keep their records accurately.
RES1	Employees make information easily obtainable by customers.
RES2	Employees give prompt services to customers.
RES3	Employees are always willing to help customers.
RES4	Employees are never too busy to respond to customer requests.
A1	The behavior of employees instill trust in customers.
A2	Customers feel safe in their transactions with the employees.
A3	Employees are polite to customers.
A4	Employees of the Service Provider's store have knowledge to answer to customer's questions and attention.
E1	Each customer is given individual attention.

E2	Operating hours of the store are convenient to customers.
E3	Employees give customers personal service.
E4	Service Provider brand has their customer's interest at heart.
E5	Employees of the Service Provider brand stores understand the specific needs of their customers.

8.1.3. Perceived Brand Value factor items

Table 32 - Perceived Brand Value factor items

PFV1	Service providers have consistent quality.
PFV2	Service providers are what I really need.
PFV3	Services perform consistently.
PPV1	Services are reasonably priced.
PPV2	Service provider's offer value for money.

PEV1	Service providers make me want to buy it.
PEV2	Service providers make me feel good.
PEV3	Service providers give me pleasure.
PSV1	Service providers services would help me feel acceptable.
PSV2	Service providers services would cause the interest of others.
PSV3	Service providers services would promote friendship between me and my friends.

8.1.4. Customer Satisfaction factor items

Table 33 - Customer Satisfaction factor items

SAT1	I am very satisfied with the retail brand's products.
SAT2	Retail brand's products are the right decision.
SAT3	Retail brand's products satisfy my needs.

8.2. Questionnaire
8.2.1. Questionnaire - English

DEMOGRAPHIC INFORMATION:

Age: __

Gender:
- Male
- Female

What is the highest level of education you have completed?
a) No formal or informal education
b) Primary school
c) High school
d) Bachelor's degree
e) Master's degree
f) Ph.D.
g) Other

What is your current occupation?
a) Retired
b) Company Employee
c) Business Owner
d) Government Sector
e) Unemployed
f) Student
g) Other

What is your favorite Service Providing brand? _____

Service Innovation

Please think of the same Service Providing brand as in the section above and answer following questions.

Measurement: 5-point Likert scale.

	Strongly Disagree-1	Disagree	Undecided	Agree	Strongly Agree 5
Our Brand introduced changes performed in the classic services presented in the sector to customers					
Our brand constantly explores new methods of service delivery					
New services developed by our Brand, has led to certain changes in the sector					
Our Brand offer more innovative services to customers, compared to competitors					
Our Brand introduced many services, which could be considered new, to customer					

Service quality

Please think of the same Service Provider brand as in the section above and answer following questions.

Measurement: 5-point Likert scale.

Tangibles	Strongly Disagree 1	Disagree	Undecided	Agree	Strongly Agree 5
Service Provider brand's store has up-to-date equipment.					
Physical facilities are virtually appealing					
Employees are well dressed and appear neat.					
Physical environment in the store is appropriate for the service provided.					
Reliability					
When they promise to do something by a certain time, they do it.					
When customer has a problem, they should show sincere interest in solving the problem.					

Service Provider's store perform the service right.					
They provide their services at the time they promised to do so.					
They keep their records accurately.					
Responsiveness					
Employees make information easily obtainable by customers.					
Employees give prompt services to customers.					
Employees are always willing to help customers.					
Employees are never too busy to respond to customer requests.					
Assurance					
The behavior of employees instill trust in customers.					
Customers feel safe in their transactions with the employees.					
Employees are polite to customers.					
Employees of the Service Provider's store have knowledge to answer to customer's questions and attention.					
Empathy					

Each customer is given individual attention.					
Operating hours of the store are convenient to customers.					
Employees give customers personal service.					
Service Provider brand has their customer's interest at heart.					
Employees of the Service Provider brand stores understand the specific needs of their customers.					

Perceived brand value

Please think of the same Service Provider brand as in the section above and answer following questions.

Measurement: 5-point Likert scale.

Perceived functional value	Strongly disagree 1	Disagree	Neither agree or disagree	Agree	Strongly agree 5
Service Providers services have consistent quality.					
Service Provider services are what I really need.					
Services perform consistently.					
Perceived price value					

Services are reasonably priced.					
Service Provider's services offer value for money.					
Perceived emotional value					
Service Provider services make me want to buy it.					
Service Provider services make me feel good.					
Service Provider services give me pleasure.					
Perceived social value					
Service Provider services would help me feel acceptable.					
Service Provider services would cause the interest of others.					
Service Provider services would promote friendship between me and my friends.					

Satisfaction

Please think of the same Service Provider brand as in the section above and answer following questions.

Measurement: 5-point Likert scale.

	Strongly disagree 1	Disagree	Neither agree or disagree	Agree	Strongly agree 5
I am very satisfied with the Service Provider brand's services.					
Service Provider brand's services are the right decision.					
Service Provider brand's services satisfy my needs.					

8.2.2. Questionnaire Turkish

<u>Anket</u>

DEMOGRAFI BILGISI:

1. Yasiniz:__

2. Cinsiyetiniz:
   - Erkek
   - Kadin

3. Egitim durumunuz:
   a) Hicbiri
   b) Ilkogretim
   c) Lise
   d) Lisans
   e) Yuksek Lisans
   f) Doktor
   g) Diger

4. Su anki mesleginiz nedir?
   a) Emekli
   b) Calisani
   c) Sirket sahibi
   d) Devlet memuru
   e) Issiz
   f) Ogrenci
   g) Diger

5. Evlilik durumunuz nedir?
   a) Evli
   b) Bekar

En sevdiginiz hizmet veren markasi nedir? _____

Hizmet yeniligi

Lütfen yukarıdaki bölümdeki gibi aynı Hizmet Sağlayıcı markasını düşünerek aşağıdaki soruları cevaplayın.

	Kesinlikle katılmiyorum 1	Katilmiyorum	Kararsizim	Katiliyorum	Kesinlikle katiliyorum 5
Markamiz, sektorde sunulan klasik hizmetlerde yapilan degisiklikleri musterilere tanitti					
Markamiz surekli yeni hizmet sunum yonetmeleri arastiriyor					
Markamızdan geliştirilen yeni hizmetler, sektörde belirli değişikliklere yol açmıştır.					
Markamız, rakiplerine gore müşterilere daha yenilikçi hizmetler sunmaktadır					
Markamız müşteriye yeni sayılabilecek birçok hizmeti tanıttı					

Hizmet kalitesi

Lütfen yukarıdaki bölümdeki belirttiğiniz Servis Sağlayıcı markasını düşünerek aşağıdaki soruları cevaplayın.

	Kesinlikle katılmiyorum 1	Katilmiyorum	Kararsizim	Katiliyorum	Kesinlikle katiliyorum 5
Somut unsurlar					
Servis Sağlayıcı markasının mağazasında güncel ekipman var.					
Fiziki tesisler cazibelidir					
Çalışanlar iyi giyimlidir ve derli toplu gözükmektedir.					
Mağazalardaki fiziki ortam sağlanan hizmete uygundur					
Güvenilirlik					
Belirli bir zamanda bir şey yapacaklarına söz verdiklerinde yaparlar.					
Müşterinin bir problemi olduğunda, problemi çözmede samimi bir ilgi göstermelidir.					
Servis Sağlayıcı mağazasında servis hakkı verilir.					
Söz verdikleri zamanda hizmetlerini sunarlar.					
Kayıtlarını doğru tutuyorlar.					
Duyarlılık					
Çalışanlar bilgiyi müşteriler tarafından kolayca elde edilmesini sağlar.					
Çalışanlar müşterilere hızlı hizmet vermektedir.					
Çalışanlar her zaman müşterilere yardım etmeye isteklidir.					
Çalışanlar hiçbir zaman meşguliyetlerinden ötürü müşterileri ihmal etmemektedir.					
Güvence					
Çalışanların davranışları müşterilere güven duyuyor..					

Müşteriler çalışanlarla olan işlemlerinde kendilerini güvende hissediyorlar.					
Çalışanlar müşterilere karşı kibar.					
Servis Sağlayıcı mağazasının çalışanları, müşterinin sorularına ve dikkatine cevap verecek bilgi sahibidir.					
Empati					
Her müşteriye özel ilgi gösterilir.					
Mağaza çalışma saatleri müşterilere uygundur.					
Çalışanlar müşterilere kişisel hizmet veriyor.					
Servis Sağlayıcı markası müşterilerin gönlüne ilgi duyuyor.					
Servis Sağlayıcı marka mağazalarının çalışanları, müşterilerinin özel ihtiyaçlarını anlar.					

Perceived brand value

Lütfen aşağıdaki sorulara yukarıda belirttiğiniz markayı göz önünde bulundurarak cevap veriniz.

	Kesinlikle katılmıyorum 1	Katılmıyorum	Kararsizim	Katiliyorum	Kesinlikle katiliyorum 5
Algılanan işlevsel değer					
Hizmet Sağlayıcılar servislerin kalitesi tutarlı.					
Hizmet Sağlayıcı hizmetleri gerçekten ihtiyacım olan şey.					
Hizmetler tutarlı şekilde çalışır.					
Algılanan finansal değer					
Hizmetler makul fiyatlandırılır.					
Hizmet Sağlayıcı'nın hizmetleri para için değer sunar.					
Algılanan duygusal değer					

Hizmet saglazici satın alınması modaya uygun bir alışkanlıktır.					
Hizmet Sağlayıcı nin hizmetleri beni iyi hissettiriyor.					
Hizmet Sağlayıcı nin hizmetleri bana zevk veriyor.					
Algılanan sosyal değer					
Hizmet Sağlayıcı nin hizmetleri kendimi kabul edilebilir hissetmeme yardımcı olur.					
Hizmet Sağlayıcı nin hizmetleri başkalarının ilgisine neden olur.					
Hizmet Sağlayıcı hizmetleri, ben ve arkadaşlarım arasındaki dostluğu teşvik eder.					

Lütfen aşağıdaki sorulara yukarıda belirttiğiniz markayı göz önünde bulundurarak cevap veriniz.

	Kesinlikle katılmiyorum 1	Katilmiyorum	Kararsizim Katiliyorum	Kesinlikle katiliyorum	Kesinlikle katılmiyorum 5
Hizmet Sağlayıcı markasının hizmetlerinden çok memnunum.					
Hizmet Sağlayıcı markasının hizmetleri doğru karardır.					
Hizmet Sağlayıcı markasının hizmetleri ihtiyaçlarımı karşılıyor.					

8.2.3. Questionnaire – Bosnian

Upitnik

DEMOGRAFSKA INFORMACIJA

1. Godine: __

2. Spol:
   a) Muški
   b) Ženski

3. Koja od navedenih je Vaša država boravišta?
   a) Bosna I Hercegovina
   b) Turska

4. Koji je Vaš najveći nivo završene edukacije?
   a) Bez završene formalne ili neformale edukacije
   b) Osnovna škola
   c) Srednja škola
   d) Bachelor
   e) Master
   f) PhD.
   g) Ostalo _____ (molim Vas da popunite prazno polje)

5. Vaše trenutno zanimanje je?
   a) Penzionisan/a
   b) Uposlenik u firmi
   c) Vlasnik biznisa
   d) Državni sektor
   e) Domaćica
   f) Student
   h) Ostalo _____ (molim Vas da napišete zanimanje)

Naziv Vašeg omiljenog brenda uslužne djelatnosti? _____
(molim upišite)

Molim Vas da mislite na taj isti brend dok odgovarate na pitanja ispod.

	Upotpunosti se ne slažem	Ne slažem se	Neodlucan/a	Slažem se	Upotpunosti se slažem
Brend je uveo promjene u pružanju klasične usluge predstavlje kupcima. Our Brand introduced changes performe					
Markamiz surekli yeni hizmet sunum Brend konstantno istražuje nove metode pružanja usluge. Our brand constantly explores new methods of service delivery					
Markamızdan geliştirilen yeni hizmetler, sektörde belirli değişikliklere yol açmıştır. Nova usluga predstavljena brendom podstakla je promjene u cjelokupnom uslužnom sektoru. New services developed by our Brand, has led to certain changes in the sector					
Markamız, rakiplerine gore müşterilere daha yenilikçi hizmetler sunmaktadır Brend pruža inovativnije usluge u poređenju sa konkurencijom. Our Brand offer more innovative services to customers, compared to competitors					
Markamız müşteriye yeni sayılabilecek birçok hizmeti tanıtmıştır.					

Brend je predstavio mnoge usluge koje kupci smatraju novim. Our Brand introduced many services, which could be considered new, to customer					

	Upotpunosti se ne slazem	Ne slazem se	Neodlucan/a	Slazem se	Upotpunosti se slazem
Radnje istog brenda imaju savremenu opremu.					
Fizički izgled radnje je virtuelno privlačan.					
Uposlenici su lijepo obučeni i izgledaju uredno.					
Fizičko okruženje u radnji je odgovarajuće uslugi koju pruža.					
Kada obećaju da će nešto biti zavrseno do odredjenog vremena, ispostuju to.					
Kada kupac ima problem pokazuju veliki interes za rješavanje tog istog problema.					
U radnjama se usluga pruža na ispravan način.					
Pružaju uslugu u obećano vrijeme.					
Uredno čuvaju svoje zapise.					
Uposlenici informacije saopštavaju jasno svojim kupcima.					
Uposlenici pružaju brzu uslugu kupcima.					
Uposlenici su uvijek željni pomoći kupcima.					

Uposlenici nikada nisu previše zauzeti za pomoć kupcima.					
Ponašanje uposlenika ulijeva povjerenje u kupce.					
Kupci se osjećaju sigurno tokom transakcija sa uposlenicima.					
Uposlenici su ljubazni prema kupcima.					
Uposlenici u radnji imaju dovoljan nivo znanja da odgovore na pitanja i namjere kupaca.					
Svaki kupac dobije individualnu pažnju.					
Radno vrijeme radnje je pogodno za kupce.					
Uposlenici pružaju kupcima individualnu uslugu.					
Brend u srži ima interes svojih kupaca.					
Uposlenici u radnjama istog brenda razumiju specifične potrebe kupaca.					

Molim Vas da mislite na taj isti maloprodajni brend dok odgovarate na pitanja ispod.

	Upotpunosti se ne slazem	Ne slazem se	Neodlucan/a	Slazem se	Upotpunosti se slažem
Proizvodi brenda imaju konzistentan kvalitet.					
Proizvodi brenda su ono što mi treba.					

Proizvodi imaju konzistentan performans.					
Proizvodi imaju razumne cijene.					
Proizvodi brenda pružaju vrijednost za novac.					
Proizvodi brenda me čine da želim da ih kupim.					
Proizvodi brenda me čine da se osjećam dobro.					
Proizvodi brenda mi pružaju zadovoljstvo.					
Proizvodi brenda bi mi pomogli da se osjećam prihvaćeno.					
Proizvodi brenda bi probudili interes drugih.					
Proizvodi brenda bi promovisali prijateljstvo između mene i mojih prijatelja.					

Molim Vas da mislite na taj isti maloprodajni brend dok odgovarate na pitanja ispod.

	Upotpunosti se ne slazem	Ne slazem se	Neodlucan/a	Slazem se	Upotpunosti se slažem
Jako sam zadovoljan/a sa proizvodima istog brenda.					
Proizvodi brenda su ispravna odluka.					
Proizvodi brenda zadovoljavaju moje potrebe.					