

## **In Terms of Service Quality and Determination of Traditional and Discount Supermarket Customer Satisfaction Perception and Effects on Behavioral Intent**

Kazım KARABOĞA<sup>1</sup>

Muammer ZERENLER<sup>1</sup>

Zeynep ERGEN<sup>1</sup>

<sup>1</sup>Selçuk University, Faculty of Economics and Administrative Sciences, Department Of Business, KONYA

**Corresponding Author:**  
zerenler@selcuk.edu.tr

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### **Abstract**

In this study, a research carried out to measure the effects of the dimensions of the quality of service on satisfaction and the effects of the level of satisfaction on behavioral intentions through displaying customer satisfaction levels in the context of both traditional supermarkets and discount supermarkets dimensions of perceived service quality. The factors affecting customers' satisfaction with quality of service in supermarket is determined from the five-dimensional structure of the SERVQUAL scale used to measure the quality of service perceived by customers in supermarkets. In this study, these factors emerged as "4" to the size of the quality of service and "1" satisfaction and the size of the behavioral intentions. An integrated model was created with the effects of the dimensions of perceived service quality on behavioral intentions.

**Key Words:** Service Quality, Behavioral Intent, Perceived Service Quality

## **INTRODUCTION**

Service quality is a strategic tool in ensuring the sustainability of businesses in an intensive competitive environment. The businesses that offer a high quality service can increase their profitability by providing customer satisfaction and achieve significant benefits in creating a loyal customer profile [1]

Businesses operate in markets where varieties of products and services increase through increasing demands and expectations of consumers every day. Create customer loyalty and making sure of customer's satisfaction are much more difficult than before.

Today's conditions have launched the research of expectations, needs and desires of customers', who benefit from products / services, and process to ensure continuity of customer satisfaction in businesses. The businesses which do not follow this process and raise their dimensions of service quality lose customers and market.

In the field of retail businesses, it attracts attention that competition among enterprises is more intensive than

before. Increasing the number of supermarkets operating in the low price level constitutes an enormous pressures on the traditional supermarkets .

To provide a high level of quality service to consumers, to increase the level of consumer satisfaction and ensure that consumers purchase again is an important point for retailing sector and supermarkets which are sub-headings of sectioned merchandising. The long-term success of supermarkets in the market depends on the ability to create a loyal customer base. And, loyal customer profile can be accomplished by presenting high-quality service and creating customer satisfaction .

In terms of supermarkets, the most conspicuous feature of customer satisfaction is the relation with the concept of satisfaction, the future behavior of consumers and the re-taking of their behavioral tendencies, intentions as to recommend. The research results of satisfaction show that in general; consumers if they are satisfied with their products or services, intention of re-taking or continuously taking the same product / service emerge.

**Service Quality, Customer Satisfaction and Behavioral Intention**

The service may define as a benefit or activity which is often abstract and not result in having anything presented a customer by a business.

One of the key elements of success of a service enterprise is the service quality. Also, an important issue about the quality of the service is that the quality must be defined in terms of the consumer, not in terms of manufacturer-retailer. As the person who gives service thinks that their service is very good, customer may be dissatisfied with it at all. The key issue here is to meet the expectations of the recipient or to catch a higher level.

Services require to be social and to establish an advanced customer relationship. Both of these are determined largely by cultural and social norms.

Initially, including in highly developed, industrialized countries, when the rapid growth and development in the service sector are taken into consideration, interest in marketing services is gradually increasing all over the world. When we look at retail sector, questions about how the customer can be satisfied emerge. As a result, because the retail sector is in the service sector, how to capture the customer satisfaction in the service sector emerges as a major problem.

The researches done on the quality of service reveal that the quality of service is related to the company's performance (Varinli et al, 2002; Bitner, 1990; Parasuraman et al, 1990; Bernd, 1993), customer satisfaction and the purpose of purchase (Parasuraman, et al, 1985 and Boulding et al, 1993).

When we look at research studies done about this; the relationships between service quality, product quality, activity and service satisfaction and the behavioral intent were tested.

The emergence of the theory of service quality is based on product quality and customer satisfaction literature. Parasuraman and others argue that service quality and satisfaction associated with each other, but it's an attitude and forms in long term; and satisfaction forms on a service

specifically on the contrary to the quality of service]. On the majority of the basis of explanations, which is related to customer satisfaction on the literature, Oliver's "theory of disapproval" lies. Oliver defines customer satisfaction as consumer's satisfaction response .

According to Oliver, at least 2 decisive factors are required for the emergence of consumer satisfaction. These are a result in the use of the product and a reference point taken to compare with this result

In another article, the model Oliver comes up with is known as "Expectations-adaptation". According to this model, consumers compare their expectations they develop on products / services with performance as a result of the use of products / services and reach a judgement of adaptation/ inadaptability. As the positive judgment of adaptation shows consumer satisfaction, negative judgment of adaptation shows consumer dissatisfaction. This model is shown in Figure 1 below:

The studies show that satisfaction with the business of the service and positive perceptions of service quality affect behavioral intentions (repurchase intention and tend to recommend) positively. Therefore, while a customer satisfied with receiving service is in a positive attitude, the customer not satisfied with the service shows negative behavioral intentions [1]. In addition, as product attributes, functions, conditions of use, price and quality, guarantee facility provided could create a loyalty, also may be important for the creation of brand loyalty in service. For businesses in all sectors, providing the best service to consumers as soon as possible, and doing this in a way to do them most pleased should be the main purpose that customer satisfaction can be provided for long-term.

In service-based businesses, being sales staff well-trained, knowledgeable, courteous and being capable to respond to consumer complaints; also the service provided suitably, replacing with a new one or repairing the defective product, gifts given with the sale of the product and fulfilling everything that is promised provide the formation of customer gladness and also increase the satisfaction.

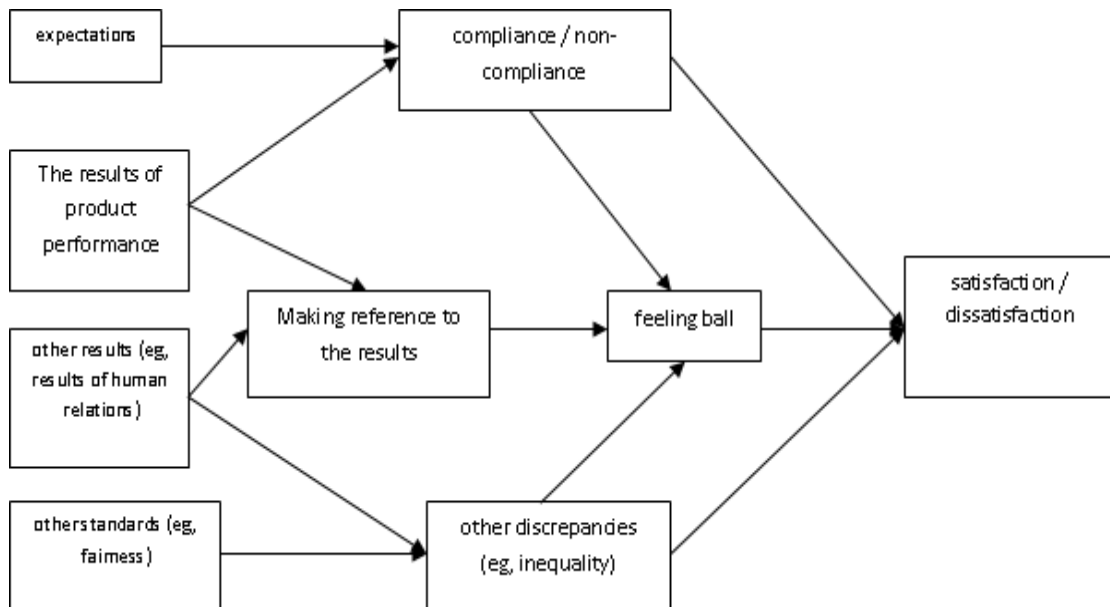


Figure 1: Expectations / Standards Adaptation Model Identifying Consumer Satisfaction Process

**Customer Satisfaction and Factors Affecting The Supermarket's Client Satisfaction**

In contemporary marketing concept, one of the most important concepts of customer relationship management is customer satisfaction. Increasing customer gladness/satisfaction increases profitability and market share. And this understanding leads organizations to follow indicators of customer satisfaction and improve them.

Customer satisfaction may be defined as the gladness feeling felt as a result of the comparison of people's perceptions after shopping with their personal expectations. If the perceptions after shopping meet the expectations, the customer is satisfied. If the perceptions don't meet the expectations, the customer isn't satisfied.

Retailers think that one of the most important consequences of a successful strategy is to create customer satisfaction. While the competition between supermarkets are increasing, the importance of satisfied customers is also increasing. Supermarkets are the organizations which present many products and many services to the customers at the same time. The only expectation of a supermarket customer is not to find and buy the products he/she needs in the store. As much as the specifications of the products purchased from supermarket, topics such as physical properties of the supermarket, presented services, the behavior of staff affect customer satisfaction as well.

In retailing today, the ongoing competition with the price war in the 1970s has gained new dimensions. A new competitive environment based on service and quality, intended for understanding and satisfying the consumer has occurred. Supermarket businesses, which want to be successful, must examine and learn the criterias such as the consumer's lifestyle, needs and desires and carry out their presentations for creating customer satisfaction. Work to be done primarily in order to create customer satisfaction is to learn what has positive effect and what has negative effect on customer satisfaction by doing research

Non-product related factors that affect customer satisfaction is as follows:

- Easily available,
- Credit sales,
- Store design,

If it is needed to make a more broad assessment, we can say that the factors affecting supermarket consumer satisfaction are the following factors basically:

**1. Customer Service**

- 2. Sales Incentive Elements
- 3. Features of Product Presenting
- 4. Pricing
- 5. Behavior of Employees
- 6. Physical Features

**APPLICATION**

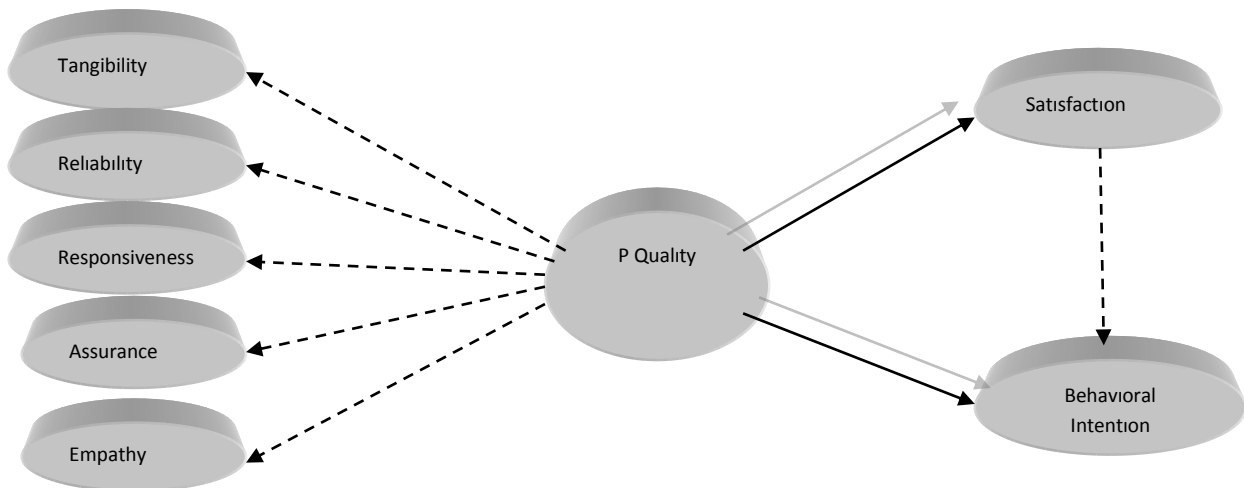
**The Subject And The Model Of The Study**

It is carried out aimed to identify factors that affect customer satisfaction on the general attitudes and perceptions based on the quality of service of supermarket **Migros** and the discount supermarket **BIM** operating in Konya. The main purpose of this study is, based on the quality of service, to determine the factors affecting the customer satisfaction, and behavioral factors of supermarkets.

It is determined that the conceptual structure of the perceived service quality consists of five dimensions. These dimensions are physical properties, reliability, responsiveness, assurance and empathy. It emerges that these perceived service quality dimensions, as a result of research, have a positive impact on customer satisfaction. In light of these concepts and descriptions, research model and hypotheses are as follows:

Hypotheses:

- H1: Perceived service quality affects the size of satisfaction positively.
- H2: Perceived service quality affects the size of behavioral intentions positively.
- H3: Satisfaction affects the size of the behavioral intentions positively.
- H4: Perceived service quality varies by the type of supermarket.
- H5: Satisfaction level varies by the type of supermarket.
- H6: The level of behavioral intentions varies by the type of Supermarket.
- H7: Satisfaction levels vary by gender.
- H8: Satisfaction levels vary by marital status.
- H9: Satisfaction levels vary by age.
- H10: Satisfaction levels vary by income levels.
- H11: Satisfaction levels vary by job groups.
- H12: Satisfaction levels vary by educational attainment.



**Figure 2.** Research Model

**METHODOLOGY**

Within this study, in super sector in Turkey, BIM discount supermarket and Migros, operating as a traditional supermarket, were selected. As a method of data collection, face-to-face questionnaire method was used. Within this study, 200 valid questionnaires were included the research. When the structure of the questionnaire is examined, four sections are seen. In the first part, supermarkets usually preferred by the participants and supermarket type were asked multiple-choice question format. In the second part, the Likert questions formed the Likert-question part that is consist of 22 questions related to service quality dimensions developed by Parasuraman and friends and with 12 questions thought to put forward by the quality of service, total of 34 questions. The third part consists of 7 Likert question statement format to determine satisfaction and behavioral intentions of the participants according to the type of supermarket they prefer. And the fourth part consists of questiones determining gender, age, income level, occupational group, marital status and educational status of the participants, regarding to their demographic characteristics. In the survey form, which is the second of multiple-choice questions, they were asked to mark the Likert statements depending on the supermarket that is generally preferred. The purpose of this question is to introduce the satisfaction levels of discount supermarkets and traditional supermarket. By adding the title of university students to the question of educational level, outcomes of young people studying in the university aimed to be analyzed separately. The encoding related to 5 Likert scale used in the relevant sections of the questionnaire:

1 = Strongly Disagree, 2 = Disagree, 3 = neither agree nor disagree, 4 = Agree, 5 = Strongly Agree

Made in the form.

Due to the simplicity of sampling as a method of data collection, participants were chosen according to the convenience sampling method. Within this research, analyzed data were collected in 8 days includes March 12, 10 - March 20, 10 period.

**Frequency Analysis**

*Frequencies of demographic characteristics*

**Table1.**Table of statistics related to the demographic variables

	Sex	Age	Relationship Status	Monthly Income Level	Job	Educational Status
N Valid	200	200	200	200	200	200
Missing	0	0	0	0	0	0
average	1,6050	2,6700	1,8100	2,3500	1,8600	3,1900
Mode	2,00	2,00	2,00	1,00	1,00	3,00
standard deviation	,49008	1,63538	,49510	1,43800	1,49384	,87621

When the table above is examined, general information about the participants can be obtained. For instance, the average of age variable is 2.67; this rate indicates that the participants are between 19-25 and 25-30 age range. Monthly average value for the income level is 2.35, namely, the participants are included in the income group between 1000TL 2000TL in general. Similarly, the

educational level average is 3.19, and this rate shows that the participants are university students or graduates.

When the tables relating to demographic variables are analyzed, 40% is women and 60% is males of the participants. When the tables relating to marital status are examined, 23% is married, 72% is single and 5% is widow of participants. When the age variable is examined, while nearly 60% of the participants consist of young people between the ages of 19-25, this group is followed by 26-30 age group with 13%, and the third largest age group consists of young people between the ages of 0-18 with 10%. In general, the participants consist of young people and young people close to middle age. When monthly income level variable is examined, while 33% part of the participants is in 0-500 TL income group, this group is followed by 500-1000 TL income group with 31%, and the third largest group consists of participants whose income are between 1000-1500 TL with 20%. When the participants according to major occupational group are viewed, while students take the first place with such a large rate of 60%, this group is followed by private sector employees with 21% and public employees with 10%. When the educational status is examined, while such a large proportion of 41% is a college student, this group is followed by college graduates with 36% and high school graduates with 16% respectively.

**Frequency Analysis Related to Multiple Choice Questions**

Frequencies related to supermarkets generally preferred

**Table 2.** Generally Preferred Supermarkets

	Frequency	Percent	Valid Percent	Percent Of Total
Adese	27	13,5	13,5	13,5
Sincap	17	8,5	8,5	22,0
Migros	42	21,0	21,0	43,0
Burç	6	3,0	3,0	46,0
Metro	1	,5	,5	46,5
Akyurt	5	2,5	2,5	49,0
Nar Gross	12	6,0	6,0	55,0
Dia	9	4,5	4,5	59,5
Bim	58	29,0	29,0	88,5
Kipa	3	1,5	1,5	90,0
Makro	6	3,0	3,0	93,0
Real	3	1,5	1,5	94,5
A101	5	2,5	2,5	97,0
Diöer	6	3,0	3,0	100,0
Total	200	100,0	100,0	

When the table above is analyzed, while 58 people, 29% portion of 200 participants, prefer BIM markets, 42 people with 21% prefer Migros supermarkets, and Adese has been the most preferred 3<sup>rd</sup> Supermarket. 3% proportion stated that they prefer single-branch local supermarkets, which are close to where they live, apart from the stated well-known supermarkets.

## FACTOR ANALYSIS

In order to measure the satisfaction level of discount supermarket and traditional supermarket customers, the survey was carried out face to face with 200 participants for measuring the effect of service quality on satisfaction and behavioral intention. In the surveys carried out, to measure the quality of service, consisting of 22 questions and used frequently in the literature, SERVQUAL scale was used, and the questions that can uncover satisfaction variables and behavioral intention were added. At the same time, 34 service quality questions were created by adding questions resulting from the focus group surveys previously related to product and price, and 7 Likert questions related to satisfaction and behavioral intentions were added to the research.

Surveyed people were asked to respond the questions in range of from 1 = Strongly Disagree up to 5 = Strongly Agree.

In order to determine the sub-dimensions of service quality scale, factor analysis was performed. For testing the data set's suitability to factor analysis, Kaiser-Meyer-Olkin (KMO) sampling adequacy test and Bartlett's sphericity test were applied, because KMO value was over 0.50 with 0788 and Bartlett test's queue possibility was significant in 0:05 degree, it was determined that the data set was appropriate to factor analysis.

**Table 3.** Factor Analysis Values of KMO Analysis

KMO= 0.790	X <sup>2</sup> Bartlett Test p:0.00
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The questions have been analyzed by Basic components method and Varimax rotation method. By removing the questions with the measures of sampling adequacy under 0.50, the questions only remaining under the factor, questions with factor weights that are close to each other, from the analysis, 6 factors that their eigenvalues are 1 and over were obtained. When reliabilities of factors were analyzed, 1 factor was found that it was under 0.70 reliability level. Because this factor cannot be used, by removing the questions make up this factor, a last factor analysis was done.

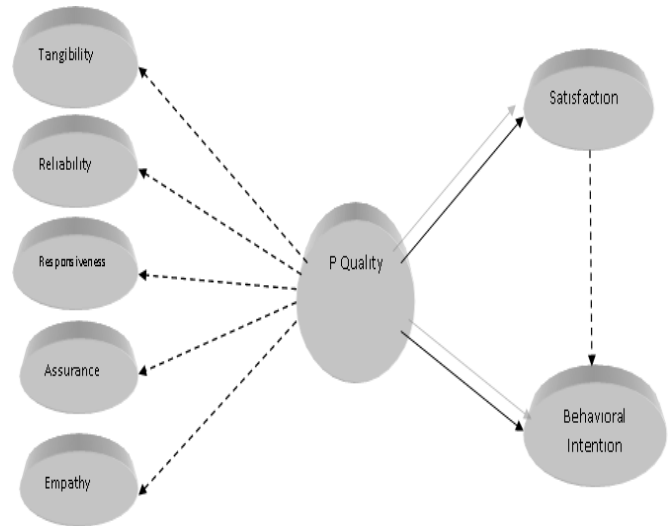
In the results of this factor analysis, five factors consisting of 20 questions were obtained. Total explained variance was found 58.678%. Factors, respectively, are

named as "the sensitivity and assurance", "reliability", "empathy", "concrete features", "behavioral intentions and satisfaction". In calculating internal consistencies of factors, values of Cronbach Alpha coefficients were used.

In the result of the factor and reliability analysis done to the question groups of service quality and behavioral intentions, customer satisfaction, new variables to be used in the next part of the study were determined. In calculating the values of new variables, averaging method, one of the methods of calculating the total value, was used.

## Regression Analysis

In the light of opinions in literature, service quality affects and increases customer satisfaction, and customer satisfaction affects and increases behavioral intention positively. Multiple regression analysis was performed to test the accuracy of these views. There is the model that is wanted to be measured below.



**Figure 3.** Research Model

Regression analysis was applied to see the effect of "the sensitivity and assurance", "reliability", "empathy", "concrete specifications" variables, which are service quality sub-dimensions obtained through the factor analysis, on "behavioral intentions and satisfaction" variables.

In the result of applied multiple regression analysis, it came in view that the sensitivity and assurance variables need to be removed from the model. The table that emerged after this variable was removed;

**Table 4.** Factor Analysis Table

FACTOR NAME	EXPRESSION OF QUESTION	FACTOR WEIGHTS	FACTOR EXPLANATORY (%)	RELIABILITY
<b>Sensitivity and Assurance</b>	* Market staff are polite.	0,74	16,631	,815
	* Market staff treat customers with interest and gently.	0,68		
	* Market staff can provide confidence to customers.	0,65		
	* Market staff have adequate knowledge level.	0,64		
	* Market staff are ready to help at any time.	0,64		
	* Market offers services at convenient hours to all customer groups.	0,64		
	* Market staff can offer skillful and fast service.	0,56		
<b>Reliability</b>	* Market holds promise when it promises to do a any kind of service.	0,67	12,074	,716
	*Products presented in the market have quality.	0,65		
	* Market is reliable.	0,65		
	* Market fulfills all promises on time.	0,64		
	* Diversity of products presented in the market is provided.	0,54		
<b>Empathy</b>	* Market staff pay individual attention to employees.	0,81	11,030	,763
	* Market staff are aware of customer needs.	0,75		
	* Market managers pay individual attention to customers.	0,73		
<b>Concrete Features</b>	* The visual appeal of the physical environment of the market is good.	0,79	10,695	,705
	* Market has modern equipment and technology.	0,78		
	* The physical appearance of the market is suitable for its service.	0,66		
<b>Behavioral intention and satisfaction</b>	* Services in the market I prefer are able to meet my expectations.	0,83	8,249	,702
	* I am determined to continue to do shopping from the market I prefer.	0,69		

**Table 5.** Correlation Analysis Table**Correlations**

		Duyarlılık_ güvence	Güvenilirlik	empati	Davranıpsal_ niyet_ memnuniyet	somut_ özellikler
Duyarlılık_ güvence	Pearson Correlation	1	,396**	,396**	,265**	,236**
	Sig. (2-tailed)		,000	,000	,000	,001
	N	200	200	200	200	200
Güvenilirlik	Pearson Correlation	,396**	1	1,000**	,373**	,362**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	200	200	200	200	200
empati	Pearson Correlation	,396**	1,000**	1	,373**	,362**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	200	200	200	200	200
Davranıpsal_ niyet_ memnuniyet	Pearson Correlation	,265**	,373**	,373**	1	,331**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	200	200	200	200	200
somut_ özellikler	Pearson Correlation	,236**	,362**	,362**	,331**	1
	Sig. (2-tailed)	,001	,000	,000	,000	
	N	200	200	200	200	200

\*\*. Correlation is significant at the 0.01 level (2-tailed).

**Table 6.** Model Description Table Related to Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,429(a)	,184	,175	,76974

According to the table above, the rate of concrete features and empathy variable, behavioral intention and customer satisfaction statement was determined to be at a level as low as 20%.

In the result of P-P plot analysis, which is the first step of conditions need to provide data, made for normality, it is observed that the data deviates from normality. However, it is very difficult to ensure a normal distribution in social sciences, this assumption will be ignored.

From the resulting graphs, error terms are seen to provide the assumption of co-Heteroscedasticity requirements.

For the problem of multiple linear connection, VIF values in coefficients table were examined and the highest value was found as 1:15. Because it is smaller than 10, it can be concluded that there isn't a multicollinearity problem. However, when collinearity diagnostics table is examined, because the obtained value from the division of the largest eigenvalue with the smallest eigenvalue is between  $2.962/0.013=227.84615$  100 and 1000, it indicates the presence of multicollinearity. In this case, due to no value is greater than 0.90 in examined variance ratios table, it was decided that there is no multicollinearity.

According to Anova table that was obtained in the result of the applied analysis: because F value: 22.157, and the queue possibility: 0.000,  $H_0$  hypothesis is rejected. So, created regression model is often statistically significant. It is statistically possible to explain behavioral intentions and satisfaction variable with concrete features and empathy variables.

When the table of coefficients is examined;

**Table 7.** Correlation Coefficients Table Related to Regression Analysis

<b>Dependent variable:</b> Behavioral intentions and satisfaction			
<b>Independent variables:</b>	Beta	t-value	p-value
Empathy	0,291	4,219	0,000
Tangible properties	0,226	3,275	0,001
R=0,429 R <sup>2</sup> =0,184 F=22,157 p= 0,00			

Independent variables are understood to be statistically significant. Thus, in service quality variables, it was concluded that the dimensions of empathy and concrete features describe the size of behavioral intentions and satisfaction at low level relatively. (R=0.429 R<sup>2</sup>=0.184 F=22.157 p= 0.00) in sub-dimensions. while the variable that has the highest explanatory is empathy variable with  $\beta=0.291$ . the concrete feature dimension with  $\beta=0.226$

contributes the explanatory. Because p values related to sub-dimensions of service quality are smaller than 0.05. coefficients are statistically significant.

## CONCLUSION AND EVALUATION

➤ After analyzing the obtained data by using the method of face-to-face survey SPSS 15 program, it was found out that the satisfaction levels of supermarkets expressed as the traditional and have higher prices, such as Migros, are higher than the satisfaction levels of the discount supermarkets like Bim.

➤ While satisfaction levels did not differ by gender; according to preferred type of supermarket, there is a significant difference. While the satisfaction levels of the traditional supermarkets like Migros, it appeared that this satisfaction affects future shopping and recommending to acquaintances actions expressed as behavioral dimension positively.

➤ As a result of the regression analyzes, none of the dimensions of service quality, that was understood to affect satisfaction and behavioral intent positively, was found to show a meaningful difference. So, "sensitivity and assurance", "concrete features", "empathy" and "reliability" variables, that make up differences according to gender, do not differ statistically. Men and women's averages of perception of service quality dimensions and finding these dimensions positive and enough are equal.

➤ According to the preferred type of supermarket, there is a significant relationship between discount supermarkets such as Bim and traditional supermarkets such as Migros. In other words, satisfaction levels and behavioral intentions of the traditional supermarkets are higher than the discount supermarkets. In short, the satisfaction level of the traditional supermarkets is higher.

➤ "Sensitivity and assurance", "concrete features", "empathy" and "reliability" variables, that make up service quality dimensions, do not differ statistically according to gender differences. In other words, perception of service quality according to gender, for men and women, are the same level.

➤ "features", "empathy" and "reliability" variables, that make up service quality dimensions, do not differ statistically according to gender differences. In other words, perception of service quality according to gender, for men and women, are the same level.

➤ "Sensitivity and assurance", "concrete features", "empathy" and "reliability" variables, that make up service quality dimensions, do not differ statistically according to the offered supermarket. In the supermarkets expressed as traditional, "sensitivity and assurance", "concrete features", "empathy" and "reliability" variables, that make up service quality dimensions and perception, are perceived higher and quality according to the discount supermarkets.

➤ According to professional groups, educational status groups, age groups, marital status groups and income groups that were examined with the help of Anova test, there isn't a significant difference between the groups. In other words, according to the mentioned features above, levels of satisfaction and behavioral intentions of participants appeared to be the same.

## Summary Table Of Hypothesis Tests

Table 8. Summary table of hypothesis tests]

Hipotez		Test	Test statistics	P	H <sub>0</sub> accept	H <sub>0</sub> refuse
H <sub>0</sub>	According to a preferred supermarket type "behavioral intentions and satisfaction" is equal to the average degree.	independent samples t-test	t= -2.619	0,009		✓
H <sub>1</sub>	According to a preferred supermarket type "behavioral intentions and satisfaction" is not equal to the average degree.					
H <sub>0</sub>	According to sex "behavioral intentions and satisfaction" is equal to the average degree.	independent samples t-test	t=0,718	0,474	✓	
H <sub>1</sub>	According to sex "behavioral intentions and satisfaction" is not equal to the average degree.					
H <sub>0</sub>	According to sex "sensitivity and assurance" is equal to the mean values.	independent samples t-test	t=0,685	0,494	✓	
H <sub>1</sub>	According to sex "sensitivity and assurance" is not equal to the mean values.					
H <sub>0</sub>	According to a preferred supermarket type "sensitivity and assurance" is equal to the mean values.	independent samples t-test	t=-0,687	0,493	✓	
H <sub>1</sub>	According to a preferred supermarket type "sensitivity and assurance" is not equal to the mean values.					
H <sub>0</sub>	According to sex "Reliability" is equal to the mean values.	independent samples t-test	t=0,503	0,616	✓	
H <sub>1</sub>	According to sex "Reliability" is not equal to the mean values.					
H <sub>0</sub>	According to a preferred supermarket type "Reliability" is equal to the mean values.	independent samples t-test	t=-2,008	0,046		✓
H <sub>1</sub>	According to a preferred supermarket type "reliability" is not equal to the mean values.					
H <sub>0</sub>	According to sex "Empathy" is equal to the mean values.	independent samples t-test	t=0,503	0,616	✓	
H <sub>1</sub>	According to sex "Empathy" is not equal to the mean values.					
H <sub>0</sub>	According to a preferred supermarket type "Empathy" is equal to the mean values.	independent samples t-test	t=-2,008	0,046		✓
H <sub>1</sub>	According to a preferred supermarket type "Empathy" is not equal to the mean values.					
H <sub>0</sub>	According to sex "concrete properties" is equal to the mean values.	independent samples t-test	t=1,297	0,196	✓	
	According to sex "concrete properties" is not equal to the mean values.					



H <sub>1</sub>						
H <sub>0</sub>	According to a preferred supermarket type "physical attributes" is equal to the mean values.	independent samples t-test	t=-3,181	0,002		✓
H <sub>1</sub>	According to a preferred supermarket type "physical attributes" is not equal to the mean values.					
H <sub>0</sub>	According to educational level "behavioral intentions and satisfaction" variable does not differ	a one-way analysis of variance (anova)	F=0,180	,949		✓
H <sub>1</sub>	$\mu_1 = \mu_2 = \mu_3 = \dots = \mu_k$ (vary at least one group)					
H <sub>0</sub>	Accordance with professions "behavioral intentions and satisfaction" variable does not differ.	a one-way analysis of variance (anova)	F=1,479	,187		✓
H <sub>1</sub>	$\mu_1 = \mu_2 = \mu_3 = \dots = \mu_k$ (vary at least one group)					
H <sub>0</sub>	By income group 'behavioral intentions and satisfaction " variable does not differ.	a one-way analysis of variance (anova)	F=,993	,431		✓
H <sub>1</sub>	$\mu_1 = \mu_2 = \mu_3 = \dots = \mu_k$ (vary at least one group)					
H <sub>0</sub>	Income groups "behavioral intentions and satisfaction" variable does not differ.	a one-way analysis of variance (anova)	F=0,834	,436		✓
H <sub>1</sub>	$\mu_1 = \mu_2 = \mu_3 = \dots = \mu_k$ (vary at least one group)					
H <sub>0</sub>	Variable does not vary by educational attainment and satisfaction with behavioral intention.	Kruskal Wallis (Ki-Kare)	,824	,935		✓
H <sub>1</sub>	$\mu_1 = \mu_2 = \mu_3 = \dots = \mu_k$ (vary at least one group)					
H <sub>0</sub>	Behavioral intention to explain the size of the dimensions of service quality and satisfaction was statistically insignificant.	Regression analysis	F=22,157	0,000		✓
H <sub>1</sub>	Behavioral intention to explain the size of the dimensions of service quality and satisfaction are statistically significant. (At least one is not 0.)					

➤ As all the results above, improving the quality of service for discount supermarkets' is regarded as a highly effective strategy in creating customer satisfaction and transforming this satisfaction to behavioral intentions. When combined with results from focus group interviews, beside buying products cheaper, supermarket customers want it to be caught a certain service quality standard.

➤ Because the prices come to the fore in the discount supermarkets, consumers may prefer products in which supermarket they are lower. It appears that the firms combine the service quality with suitable price policy are to establish customer satisfaction and they can achieve long-term returns with loyal customer base.

➤ When the traditional supermarkets are examined, although they create general satisfaction levels

and service quality, because price elasticities of consumers, who prefer this type supermarkets, are higher, they need to develop different applications that can create satisfaction and loyalty to the customers. Because, an exact high satisfaction did not appear in the results of the analysis.

➤ In addition, the traditional supermarkets' developing new marketing activities with a new target market special for customers through redefining them according to income, occupation and educational status may make up an effect that can increase continuous profitability by providing opportunities for creating customer satisfaction.

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