

Measuring Domestic Market Satisfaction In Service Marketing: An application in Turkey

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Abstract

This research aimed to measure the satisfaction level of the services implemented by the Şanlıurfa Metropolitan Municipality administrative levels by the employees. The services provided by the municipalities in the literature have been researched on citizen satisfaction. However, researching the services received by the top management of the municipality in the domestic market gives a different meaning. In this context, a questionnaire was applied to reveal the satisfaction levels of the employees. In the study, it has been investigated whether the satisfaction of employees who are internal market customers varies according to demographic variables such as age, education level, income level and working time. Anova test was used as statistical analysis within the scope of the study. In this context, it has been determined that employee satisfaction varies according to age, education level, working time and income level.

Keywords: Demographic Features, Employee Satisfaction, Service Marketing.

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I. Introduction

Municipalities are public organizations established to meet the primary needs of citizens. Metropolitan municipalities, consisting of at least three district municipalities, by ensuring coordination between district municipalities; It is a legal entity that employs the powers conferred by the laws and its decision-making bodies are administratively and financially autonomous per job. In this study, it is aimed to measure the differences in the service decisions of the senior management in terms of domestic market satisfaction and demographic characteristics in Şanlıurfa Metropolitan Municipality.

Today, it is seen as a "consumer oriented" approach as a reflection of the modern marketing management of "citizen-oriented management", which has become widespread as the basic philosophy of public administrations among OECD countries. In marketing theory, we see a transition to a new perspective in service marketing. In service marketing, it is seen that the interaction with customers is involved in the formation and marketing of the service. In addition, in service products, the value of the service is proportional to the extent to which the customer is satisfied with the service (Gummesson, 2010).

This study is compatible with Akyıldız (2012) research conducted with 384 people in Uşak. In addition, Alptürker (2010); Juniper, et al. (2004); Aslan and Uluoçak, (2012); Çakmak, (2007); Gürel, (2011); Gürel and Özel, (2013); Daştan and Delice, (2015); It is in harmony with the studies they have done. As his master's work, Cankuş (2008) in Eskişehir, Şahin (2011) in Konya, Dibek (2018) in Niğde, Tunç (2017) in Sivas, Taşçı (2014) It is also compatible with the work they do in Yalova.

In the studies in the literature, citizen satisfaction of the services provided by the Municipality has been investigated. This study aims at how the domestic market satisfaction of municipal services differs according to demographic characteristics. It is expected to contribute to the literature by researching municipal services in the domestic market.

CONCEPTUAL FRAMEWORK

Service

Human beings do not come across as needs that we see with our eyes by holding common needs. The abstract needs that are intangible and invisible and meet the needs of people are generally referred to as service. (Karalar, 1998: 30). Service; It includes actions and activities that provide time and psychological benefit in an

individual who has an economically priced one (Murdick, 1990: 4). Service is an intangible set of transactions consisting of social activities between the customers and the business that produces the service (Evans, 1999: 53). Service; "It is defined as an activity or benefits provided by the service producer to the party in need of the service, which do not result in untouchable ownership (Kotler, 1991: 467). It has four basic features as a service structure. These features; It has features such as abstractness, inseparability, being changeable and not durable. These four features of the concept of service can be explained as follows (Parasuraman, 1985: 35):

Being abstract: Services are intangible entities that do not have a physical structure and cannot be perceived by our basic sense organs.

Being inseparable: The places where services are produced and consumed are the same and they are simultaneously and common spaces.

Show variability: The quality of the services also varies depending on the time and place, depending on the willingness, courtesy and experience of the individual providing the services.

Not being durable: The service's lack of durability can be explained as services cannot be stocked, stored, returned and resold.

The service sector is an indispensable need for people in their daily lives. Services started with human history. Services provided to people provide spiritual satisfaction rather than material satisfaction of people. The definitions of the services provided are close to each other in terms of meaning. Generally the service sector: It consists of independent actions that will satisfy the demands and needs when they are put on the market, regardless of the sale of the goods or services put on the market (Karahana, 2000).

The service sector has two main factors. The first of these factors is the tools and equipment that enable the formation of the service. The second occurs in the person who provides the services. It is easy to define, measure and compare the tools and equipment that provide the service. The services provided by the individual enable us to perceive the tools and equipment that provide the services. The quality of the services is related to the people providing the service. As a result, it will cause a bad image with dissatisfaction in the customer (Karahana; 2000).

Service Marketing

Service marketing can be defined as recommended actions, benefits and satisfaction depending on the products offered for sale or not (Çifçibaşı, 2008). Public services have started to gain great value as a requirement of the rules of living socially. Representatives of public services, municipalities and central administrations, the main purpose is not to make profit, but to ensure citizen satisfaction in the service.

Unfortunately, the concern of achieving customer satisfaction in the public sector in our country is realized with the aim of realizing political goals. Even if the aim is political, service marketing in the public sector loses importance for citizen satisfaction and satisfaction of citizens. As a result, marketing requires a good planning for the central governments of the municipalities that want to provide real services to the citizens by meeting the demands of the citizens (Kotler, 2007).

- Marketing of the service has its own characteristics (İçöz: 1996):
- Identifying the demands of consumer citizens and providing services to meet these demands,
- In response to the continuity of marketing of services, it is to create departments that will ensure this continuity.
- Applications that will ensure continuity in service marketing should be determined by researching how services should be marketed.
- Solidarity should be established between other service businesses of the businesses that provide the service, this solidarity should be increased and continued.
- Continuity of marketing should be ensured by ensuring integrity between the business and business departments of the businesses that provide the service.
- Quality service is important in customer satisfaction as the services are not concrete due to their characteristics and production and consumption take place in the same place.
- It is difficult to measure the effects of marketing activities in the marketing of services and to reach sound information about the activities of other service businesses in the market.

The basis of their decisions regarding the marketing of the service; Selecting the target markets suitable for the service and analyzing the selected target market should be done. In addition, the elements of the marketing mix and the strategic marketing plan must be created. In order for the services to be considered as a product in the marketing of the service, the satisfaction and the image to be created must be well defined and perceived and learned by the target consumers. As a result, it is a necessity for service marketing to decide which services will continue to be provided, which will be abandoned, which will be changed and which services will be added (Orhaner, 1997). It strengthens the relationship between the business and the customer that will occur during marketing. Marketing business determines the most suitable product and service for achieving its targets (Taşkın, 1997).

In service marketing, customers should be included in the planning and development of the service, in the production department. The structure of today's businesses does not allow customers to include the production phase of the service. Today, service businesses still see their customers as a goal to be reached, not a partner in the formation of the product. In service marketing, it should not follow a closed process in launching the product to the market. It enables the continuity of the product by including its customers in the marketing of the service, the production of the product and the development stages of the service. However, the opposite behaviors are due to seeing customers as a goal to be achieved. Customers should be included in all stages of service design and implementation, and the process closed to outside should not be followed. The product success of enterprises in the field of service depends on the inclusion of customers in the processes of product design, development and post-production services. The adhesion and continuity of the products belonging to the service and the designed new product in the market depends on the inclusion of the customers in every stage of the product production (Taşkın, 1997). Its main goals in marketing of services are as follows (Hacıoğlu, 1989):

- Monetary economic targets (Improving services, increasing profitability with sales)
- The targets set by the business (increasing the profit share in the market, ensuring profit maximization)
- Goals with social aims (Public employment, public benefit, protection of the environment and nature, public development, raising living standards).

Service Marketing in Municipalities

Municipalities, which are a public sector, serve the citizens of the city they are located in, from education to culture. Municipalities are within the legal limits that the municipality must comply with while performing these services. While municipalities provide the balance of income and expenses while providing services, service should be at the forefront rather than profit. As a result, municipalities are businesses that do not have the purpose of making a profit. However, it is not possible to say that the services of the municipalities are completely blocked by laws and regulations as a result of developing and diversifying services. Municipalities perform many services in cooperation with the central government. It is accepted that under normal conditions, municipalities cannot be restricted by the central government in terms of providing services. Sometimes political concerns may arise in terms of service delivery between central government and ground management. (Torlak, 1999).

In terms of municipal administration, it is possible to define quality marketing as a consistency in meeting the expectations of citizens by affecting all the services of municipalities (Peker, 1996). Although the competition is weak in the services provided by the municipality and it is not the aim to make a profit, it is also necessary to provide quality delivery and citizen satisfaction in the services of the municipality.

Local administrations will contribute to the increase of service quality by ensuring the participation of citizens in the decisions of the municipality while performing their services. Determining the services of the municipality according to the wishes of the citizens increases the service quality and contributes to the satisfaction of the citizens. Providing quality service in local administrations should not be considered as the quality of the services provided to the people of the town only. In their actions in the provision of the service, there must be behaviors in accordance with the quality standards. The way the personnel working in the municipality fulfill their duties should also be evaluated within the quality element. For example, the fee demanded from the citizen who requests to make water connection to the place where he is located, the duration of the water connection determines the service quality. In addition to this situation, even the friendly behaviors of the municipal employees who make the water connection in their dialogues with the citizens when making the water connection will affect the quality of this service.

Service Marketing in Internal Market

Businesses need to be aware that their quality will be achieved by satisfying their customers and ensuring customer satisfaction by providing customer needs and expectations. While service-producing businesses produce services, it is necessary to determine the determinants, strategies and policies in line with customer demands and needs. Due to the intense competition in service businesses, satisfying customers emerges as one of the most important factors for success. If the enterprises serving in the service sector do not show the necessary importance to customer satisfaction, it causes the result of not being able to hold on, in this case, the business causes a loss. One of the important reasons for the institutional success of the service producing enterprises is the satisfaction of the employees. Employee satisfaction contributes to customer satisfaction. If it is necessary to satisfy the satisfied customers of the employees of the companies that produce service, this situation may only be possible to keep the employee motivation high. If the employees of the companies in the service sector are not happy, it will not be possible to ensure that the organizations that are not proud of their work will please their customers.

In businesses that produce service, their internal customers should be seen as the people who carry out the processes of improving quality and processes with their assets, new product design, cost reduction and

increasing the quality of working life. As a result of this, the only asset that cannot be replaced by any other source among the resources owned by the enterprises, with the quality of being the factor that will realize the profit making purpose, which is the main reason of existence of the business; are their inner customers. Studies conducted among companies that produce services show that businesses with happy employees have satisfied and loyal customers accordingly (Kovancı, 2007). As businesses operating in the service sector have expectations from their employees, internal customers also have many expectations from the businesses they work with. The expectations of the businesses in the service sector consist of social, economic, cultural and emotional expectations. It is possible to list the expectations of the domestic market customers of the service producing enterprises as follows:

- To be able to receive compensation for their services,
- To be appreciated and waiting for thanks, to be respected,
- Providing education and training related to the process of the work done, providing the opportunity for self-improvement,
- To be able to be effective in decisions regarding the processes of the business they serve,
- Considering creative thoughts about business processes,
- To know that his thoughts are effective in business processes,
- Ensuring that the work he / she has done is noticed by the manager,
- To work with a properly positioned business and efficient and skilled management staff. (Top, 2009).

II. Methods

Research Model

In this research, a model was created to measure the internal market satisfaction of the services provided by the Şanlıurfa Metropolitan Municipality. In the model, it has been tested how those who make up the domestic market differ in terms of demographic characteristics.

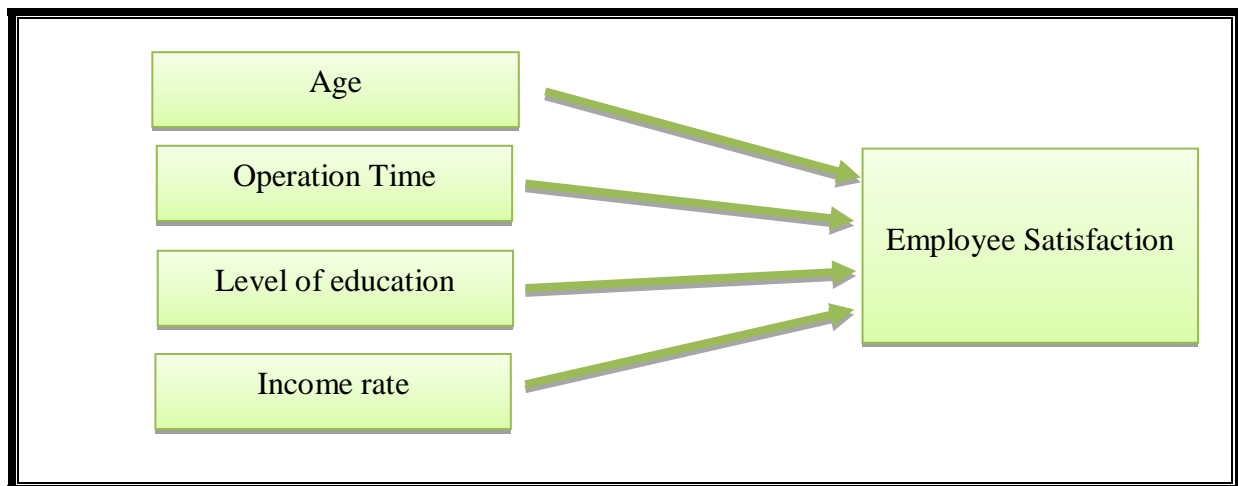


Figure 1. Research model

Research Hypotheses

In the literature studies, Yücel A. and Others (2012) tried to measure the satisfaction of the citizens with the services provided by the municipality in the sample study in Elazığ municipality in order to measure the satisfaction of the citizens with the services provided by the municipalities. In this study, no significant difference was found between the ages of the perceived satisfaction levels of the citizens. However, in terms of age ranges, there was a decrease in the perception of service quality as the age increased, and an increase was achieved only for those aged 61 and over.

In the study conducted by Luthans et al., It was aimed to investigate the relationship between age and organizational commitment. According to their research, there is a positive relationship between age and seniority and organizational commitment (Luthans et al., 1987). However, in the literature searches, there is no study examining the effect of working years (seniority) on all commitment dimensions. Since the focus of the study is to reveal the relationship between years of work and organizational commitment, the study years and ages of the target group were also considered in the study. It was aimed to measure the relationship between the

satisfaction of the consumers with the services provided in the domestic market and their working periods (Luthans et al., 1987).

In his study by Bıykoğlu (2010) investigating consumer preferences related to organic foods with 600 participants in Istanbul, he researched them in terms of age, gender, education and income status. In their research conducted by İçli et al. (2016), organic food intake behaviors of consumers were investigated. In the research, 620 people who shop in the market where 9 organic products are sold in Istanbul province were reached and the questionnaire was applied. The relationship between the age ranges, gender and occupation of the respondents and their organic food purchasing preferences could not be reached. We accept the following assumption in order to measure the satisfaction with the age of the consumers in the domestic market for the services provided.

H1: Employee satisfaction varies according to the age variable.

There are few studies in the literature that measure the relationship between service satisfaction levels and service durations. The study of Ardiç et al. (2004) conducted its study in Tokat. He carried out his work on 516 experimental groups. His research investigated satisfaction with municipal services in terms of age, gender, education, income and working time. In the study, no significant difference was found between the gender and ages of the sample and the satisfaction levels of the municipal services. However, he concluded that there is a significant difference between income level, education and working time and satisfaction levels.

In the research of Daştan and Delice (2015), a research was conducted to measure the level of citizen satisfaction in İzmir metropolitan municipality. The research was evaluated on the questionnaire that 417 people answered. In the study, the perception satisfaction levels of the services provided by the municipality were examined in terms of age, gender, education, income and marital status. According to the results, a difference has been reached in terms of age, gender, education, and marital status in terms of satisfaction levels from the services provided by the municipality. However, a significant relationship could not be reached between the level of income and satisfaction with the services provided by the municipality. As a result of this information, we can make an assumption as follows.

H2: Employee satisfaction varies according to the duration of work.

In the study conducted by Yücel A. et al. (2012), the satisfaction levels of citizens living in the city center of Tokat with the services provided by the municipality were investigated. In the study, the relationship between the education levels of citizens and their level of satisfaction has been investigated. No significant difference was found between the satisfaction of the citizens with the municipal services and the education levels of the participants. It was concluded that there was a significant difference between the levels of education and the satisfaction of the citizens who came to the municipality due to the adequacy of the adaptation services and the fact that the participants were inspected by the municipality to be sufficient in cleaning, the workplaces were occupied in front of the workplace while selling, garbage collection services were carried out, and the citizens coming due to migration. With the Scheffe test, it was determined which educational levels there was a difference.

Cihangiroğlu and Uzuntarla (2016) analyzed customer satisfaction in terms of various demographic characteristics, and tried to measure education level and service satisfaction. It was concluded that there is a significant difference in terms of the level of satisfaction with treatment and care services and other services in terms of the educational status of the participants. It was found that the satisfaction level of the participants with low educational status was high. Sarp and Tükel (1999), Bostan et al. (2005).

III. Results

Demographic Results

In the analyzes, the age, marital status, education level, duration of work in the municipality, income level, descriptive variables in terms of demographic characteristics, statistical criteria were analyzed according to percentage and frequency distributions. Descriptive variables of the participants differ in terms of percentage and frequency distributions. When the ages of the respondents were examined, it was determined that 19% were between the ages of 23-30, 58 were between the ages of 31-40, 12% were between the ages of 36-40 and 10% were over the age of 45. The age of the participants in the study showed a normal distribution.

It was observed that 85.3% of the employees participating in the survey are married and 14.3% are single. Most of the survey participants are married. It has been concluded that 14% of the employees who participated in the survey are primary education graduates, 33% are high school graduates, 33.6% are associate degree graduates and 18.6% are undergraduate graduates. Distribution of working periods of 37.6% between 1-5 years, 41% between 6-10 years, 10.6% between 11-15 years, and 10% as 15 years or more according to the duration of work in the municipality. shows. According to the income of the employees participating in the survey, 43.4% of them show a distribution between 2000-3000 TL, 30% between 3001-4000 TL, 18% between 4001-5000 TL, 076% over 5001 TL.

Findings Regarding Research Hypotheses

H1: Employee satisfaction varies according to the age variable.

Table 1

Anova analysis results on internal market satisfaction of municipal services by age groups

	N	S. Deviation	F Value	P Value
23-30 years old	69	,5197	4,580	,002
31-40 years old	175	,4161	4,128	,000
41-50 years old	46	,5543	3,241	,001
51 and above	38	,4613	3,170	,000

It is stated whether there is a significant relationship between the level of satisfaction they have with the public services they provide and the age groups of the municipality employees participating in the survey.

According to the results of the Anova test, statistically significant differences were found between the satisfaction of the employees in all the services offered by the municipality and the age groups. Our hypothesis is supported. A meaningful relationship has been reached between all age groups and the level of satisfaction of the services provided by the municipality in the internal market. P: H1 since it is $0.001 < 0.05$. Our hypothesis is supported.

H2: Employee satisfaction varies according to the duration of work.

Table2

Anova analysis results on internal market satisfaction of municipal services by working years

	N	S. Deviation	F Value	P Value
Between 1-5 years	50	,5526	6,683	,06
Between 6-10 years	125	,4061	3,338	,00
Between 11-15 years	40	,4365	3,239	,01
15 years and above	113	,4317	4,987	,00

Our H2 hypothesis, which was created to measure the relationship between the satisfaction level of Şanlıurfa metropolitan municipality employees with the services provided by the municipality and their working time in the municipality, was tested by applying the Anova test in the Spss program. According to the results of the Anova test, it was concluded that there is a significant relationship between the satisfaction level of the participating municipal employees with the public services they provide and their working time in the municipality. According to the working years of the staff, a meaningful relationship between the years 1-5 could not be reached. Since $P: .001 < .05$ between all other years, a significant relationship has been reached. Since the p value is $< .05$, it has been determined that employee satisfaction varies according to the working time. Therefore, H2 was accepted.

H3: Employee satisfaction varies according to the education level of the employees.

Table 3

Anova analysis results on internal market satisfaction of municipal services by education status

	N	S. Deviation	F Value	P Value
Primary education	72	,4497	1,124	,00

High school	99	,4761	2,118	,02
Associate Degree	101	,4471	2,251	,01
License	56	,4638	1,278	,00

The relationship between the service satisfaction levels of the Şanlıurfa metropolitan municipality and the education level of the employees has been investigated. In this study, it was investigated whether the education levels of the employees affect their satisfaction level with the services provided by the municipality and whether there is a significant difference between the satisfaction of the employees according to the education level. Anova test was applied to measure the relationship between all education levels and satisfaction levels with municipal services. Findings obtained as a result of Anova test P value <0.05 was obtained. As can be seen from the table, it differs in all educational levels of municipal services. The Anova test results were obtained with a 5% significance level and a 95% confidence interval between the levels of satisfaction of employees in all of the primary, high school and associate and undergraduate education ranges. With these results, our H3 hypothesis was accepted.

H4: Employee satisfaction varies according to income level.

Table 4
Anova analysis results on internal market satisfaction of municipal services by income level

	N	S. Deviation	F Value	P Value
Between 2000-3000 TL	56	,5201	6,550	,08
Between 3001-4000 TL	92	,4146	4,230	,02
Between 4001-5000 TL	129	,3821	5,441	,00
Over 5001 TL	51	,3525	4,270	,00

Anova test was applied considering the income level. It is concluded that there is a significant difference between the incomes of the employees and the perception levels of the municipal services at the 5% significance level and 95% confidence interval obtained. In terms of income difference, a meaningful relationship could not be found in the satisfaction of the employees with an income between 2000-3000 TL from the municipal services. Significant relationships were found in other income groups. P value of the findings obtained as a result of the Anova test was obtained as a result of <0.05. Table 4 shows that there is a significant difference between the income level above and the satisfaction in municipal services. According to this result, our H4 hypothesis was accepted.

IV. Conclusion And Discussion

Municipalities are semi-private public institutions. It is an organization that appeals to the most customers in service marketing. Especially metropolitan cities are used by all citizens within the boundaries of the city where they are located. It is obliged to serve and protect all citizens within the borders of the state without discriminating between language and religion. As local administrations, this task is carried out by municipalities. Even if its structure is completely politically formed, municipalities have to be completely impartial in the provision of services. Municipalities, which are semi-private public institutions, are considered correct by the municipal top management for their services. Citizens with a political view interpret the services of municipalities in line with their political opinion and explain them accordingly.

In the study, the changes in the age, education level, working time and income level of the employees were tried to be investigated in the study conducted to measure the satisfaction of the internal market from the services provided by the municipality. The study by Arslan H. (2019) is in line with the study of the study conducted to examine the correlation between age, income and education, and satisfaction levels from municipal service and administration. In addition, similar results were obtained in accordance with the studies conducted by Sarp and Tükel (1999), Bostan et al. (2005), Özer and Çakıl (2007), Sünter et al. (2008), Erdem et al. (2015). In this research, municipal services are carried out in the domestic market, that is, among municipal employees. It has been investigated to what extent they are satisfied with the services of the institution where they work.

A relationship has been obtained between the age ranges of the personnel working in the Şanlıurfa Metropolitan Municipality and the level of satisfaction with the services provided by the municipality. In Şanlıurfa Metropolitan Municipality, a relationship between the satisfaction of the personnel and their age has been supported.

The relationship between the education level and satisfaction of the personnel working in Şanlıurfa Metropolitan Municipality has been investigated. The relationship between the education level of the personnel working in the Şanlıurfa Metropolitan Municipality and the satisfaction in the services of the Şanlıurfa Metropolitan Municipality has been supported.

The working time of the personnel working in the Şanlıurfa Metropolitan Municipality and the satisfaction of the services of the Şanlıurfa Metropolitan Municipality has been investigated. In Şanlıurfa Metropolitan Municipality, there is no relationship between the satisfaction of the employees between the years 1-5 of the working period of the personnel. However, in all other inter-annual situations, the relationship has been reached. We can say that this situation stems from the difficulties in the perception of the services of the newly recruited personnel of the municipality. As the working years increase, satisfaction with the services of the municipality increases. In general, a significant relationship has been reached between the working years of the staff and their service satisfaction.

The income level of the personnel working in the Şanlıurfa Metropolitan Municipality and the satisfaction in the services of the Şanlıurfa Metropolitan Municipality were investigated. In Şanlıurfa Metropolitan Municipality, there is no relationship between the income level of the personnel and the satisfaction of the employees with an income between 2000-3000 TL. However, in all other inter-annual situations, the relationship has been reached. This situation is affected by the low level of income of the newly recruited personnel of the municipality, which affects the satisfaction of the municipality's services. As the income of the employee increases, as a result, satisfaction with the services of the municipality increases. In general, a significant relationship has been reached between the income level of the personnel and their service satisfaction. A positive relationship was found between the income level of the personnel in Şanlıurfa Metropolitan Municipality and the services of Şanlıurfa Metropolitan Municipality.

Considering the literature, the services provided by the municipalities in general have been researched by the citizens. The originality of this study is to investigate the satisfaction of the services of the municipality among the citizens in other studies, but this research has tried to investigate the satisfaction of municipal services among the employees of the municipality services in the internal market.

This research can be applied to personnel working in Şanlıurfa Metropolitan Municipality and working in other existing metropolitan municipalities in the future.

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ETHICAL COMPLIANCE STANDARDS

Conflict of interest

The authors declared that they do not have conflict of interest.

Ethical Statement

He has obtained the necessary permissions to conduct the survey.

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