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THE IMPACT OF SERVICE FAIRNESS PERCEPTION ON INTENTION TO REVISIT: A RESEARCH IN CANAKKALE

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ÖZ

Çalışmanın amacı, yabancı turistlerin hizmet adalet algılarının tekrar satın alma niyetleri üzerindeki etkisini ölçmektir. Bu doğrultuda Çanakkale ilinde konaklayan yabancı turistler üzerine basit tesadüfi örneklem yöntemi ile seçilen 396 kişi üzerinde yürütülen uygulama ile veriler toplanmıştır. Hizmet adaleti ile tekrar ziyaret etme niyeti arasındaki ilişkiyi belirlemek amacıyla yapılan korelasyon analizinde algılanan hizmet adaleti ile tekrar ziyaret etme niyeti arasında pozitif ve orta düzeyde bir ilişki olduğu tespit edilmiştir.

ABSTRACT

The aim of the study is to measure the impact of foreign tourist's perceptions of service fairness on the repurchase intentions. In this direction, data were collected on 396 people selected by simple random sampling method on foreign tourists staying in Canakkale province. Correlation analysis was conducted to determine the relationship between service fairness and intention to revisit, and it was found that there was a positive and moderate relationship between perceived service fairness and intention to revisit.

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INTRODUCTION

The concept of fairness is very important in the service sector as it is in many sectors. Service fairness is mainly based on the equity theory according to Adams (as cited in Hassan et al., 2013, p. 896). According to the theory of equality, it is proposed to compare the ratios of the people, who are involved in a change relation, with others, who are in relation to the input-output ratio. Fairness occurs when the input-output ratio of an individual is in agreement with the input-output ratio of another individual in exchange (Fu, 2013). In short, when a consumer receives services similar to others, satisfaction arises. Payne (1994, p. 31) stated that customers who are satisfied may cause a chain sale, may be willing to pay more, and revisiting customers often need less-costly service. There are many studies in the literature in terms of intention to revisit. A positive effect of destination image on intention to revisit visit (Phillips, Wolfe, Hodur, & Leistriz, 2011), interactional fairness affects intention to revisit (Lai, Yu, & Kuo, 2010), the important role of trust in intention to revisit (Su, Hsu, & Marshall, 2014), there is a significant relationship between overall satisfaction and intention to revisit (Latiff & Imm, 2015) and so forth are some of those studies. The main theme of the study is the effect of the sense of service fairness and dimensions on intention to revisit. The concept of service fairness was examined in three dimensions as distributive, procedural and interactional. Distributive fairness points to perceived fairness whose outputs include cognitive, affective, and behavioral reactions (Cohen & Spector, 2001). For this reason, when an output is not fair, an individual's feelings and behavior are affected. This justice can be illustrated, for example, by virtually everyone receiving the same service. The procedural fairness is related to service procedures such as the handling of service problems, the speed of responding to service requests, and the length of time the customers are waiting. It defines the fairness of the policies and procedures that contribute to the concretized outcomes, which are normatively acceptable principles (Chen, Liu, Sheu, & Yang, 2012 as cited in Lind et al.). In addition to being related to the fairness of interpersonal behaviors, interactional fairness is also the courtesy, respect and thought of the service provider, and the scope and quality of the mutual communication (Giovanis, Athanasopoulou, & Tsoukatos, 2013). Applicable varieties of service fairness is given in the table 1.

Table 1. Applicable Varieties of Service Fairness		
Fairness Type		Principles
Distributive Fairness		
Output of decisions or allocations	• Equality	Entries of the participant are as much as the outputs of participant
	• Balances	Participants have the right to obtain the same outputs
	• Needs	The proportioning of participant inputs to their needs
Procedural Fairness		
Procedures or systems used to identify output	• Consistency	Behaviors are always the same in every process
	• Prejudice Reduction	Prevention of personal interests
	• Accuracy	Reducing informational errors
	• Corrigibility	Authorization of appeals and cancellations of decisions
	• Representability	Reflecting the values of all subgroups
	• Ethics	Consistency with ethical and moral values
Interactional Justice		
Interpersonal communication from service providers	• Respect	Grace
	• Honesty	Sincerity
	• Kindness	Propriety

Source: Seiders & Berry (1998). Service fairness: What it is and why it matters. *The Academy of Management Executive*, 12(2), p.10.

RESEARCH METHOD

It was aimed to determine the service evaluations that the visitors did during their visit on Anzac day to Canakkale and the effect of these evaluations on their intention to revisit Canakkale. For this purpose, a pre-

determined sample was not selected; instead, a questionnaire was applied to the foreign visitors to the region in the scope of the Anzac day. The questionnaires were collected from people who were selected non-randomly on the basis of the convenience sampling technique in Canakkale province center and Gallipoli peninsula with the help of six interviewers who were trained on questionnaire collection on April 17-26. In order to measure service fairness in the survey, a scale of 14 expressions(Hassan, Hassan, Nawaz, & Aksel, 2013)and in order to measure the intention to recommend, a scale of 3 expressions(Organ & Soydaş, 2012)were used. The hypotheses determined within the scope of the research are as follows:

H₀: There is no significant effect of the participants' perceived service fairness on the intention to revisit.

H₁: There is a significant effect of the participants' perceived service fairness on the intention to revisit.

The data obtained within the scope of the study were analyzed with the "IBM SPSS Statistics 22" program. The relationship between the variables was tested by correlation analysis. The t-test and ANOVA were used to determine whether there was a significant difference between the demographic characteristics of the participants and the variables. The Cronbach Alpha coefficient of the scale used in the study was calculated as 0.775. This value is over 0.70 and indicates that the internal consistency levels are high.

FINDINGS

In this part of the survey, there are findings about the demographics of the participants, whether there is a relationship between their perceptions of service fairness and intention to recommend, and the demographic variables, and the relationship between the service fairness and the intention to recommend.

Table 1. Demographic Characteristics of Participants

Gender	Number (f)	Percentage (%)
Male	330	83.3
Female	66	16.7
Total	396	100.0
Age	Number (f)	Percentage (%)
18-24	75	18.9
25-34	218	55.1
35-44	42	10.6
44-54	49	12.4
55 and over	12	3.0
Total	396	100.0
Visiting Frequency	Number (f)	Percentage (%)
First Time	267	67.4
Two or More Times	129	32.6
Total	396	100.0

83.3% of the foreign guests participating in the survey were male guests and the remaining 16.7% were female participants. When the participants' age distribution is analyzed, it is observed that 55.1% is composed of participants aged 25-34, and 18-24 ages constitute 18.9% of total participants participating in the research. Participants between the ages of 35-44 are 10.6% while those aged 44-54 are 12.4%. The age group with the lowest rate is the 55-and-over age group (3%). When the frequency of participants' visits to Turkey is examined, the first time visitors are 67.4% while the more than one time visitors are 32.6% (Table 1).

Table 2. Results of variance analysis of age-wise comparison of participants' attitudes towards service fairness and intention to revisit

Age	Service fairness		Intention to Revisit	
	\bar{X}	SD	\bar{X}	SD
18-24	3.42	0.59	3.44	0.59
25-34	3.41	0.68	3.34	0.68
35-44	2.78	1.04	2.78	1.04
44-54	2.85	0.99	2.87	0.99
55 and over	2.81	1.06	2.94	1.06
p	0.000*		0.000*	

* $p < 0.05$

It was concluded that there were significant differences between the service fairness and intention to revisit, and the age of the participants ($p < 0.05$). In other words, according to this difference, participants in the age group of 18-34 have higher perceptions of service fairness than the other age groups. In a similar way, it was concluded that their intention to revisit was also higher than the other age groups (Table 2).

Table 3. Results of t-test on gender-wise comparison of participants' attitudes towards service fairness and intention to revisit

Gender	Service fairness		Intention to Revisit	
	\bar{X}	SD	\bar{X}	SD
Male	3.44	0.63	3,46	0,32
Female	2.19	0.73	2,25	0,52
p	0.000		0.000	

* $p < 0.05$

It was concluded that there was a significant difference as a result of the t-test analysis for determining whether there was a meaningful difference between participants' perceptions of service fairness and their gender. Male perceptions of service fairness ($\bar{X} = 3.44$) are proportionally higher than female perceptions ($\bar{X} = 2.19$) (Table 3). The male participants' intention to revisit ($\bar{X} = 3.46$) is higher than that of female participants ($\bar{X} = 2.25$).

Table 4. The results of the t-test on the frequency of visits by participants' attitudes towards service fairness and intent to revisit

Visiting Frequency	Service fairness		Intention to Revisit	
	\bar{X}	SD	\bar{X}	SD
First time	3.22	0.61	3,15	0,80
2 or more times	3.34	0.50	3,40	0,76
p	0.056		0.003*	

* $p < 0.05$

When Table 4 was examined, it was concluded that there was no significant difference between visiting frequency of the participants and service fairness ($p > 0.05$). However, there was a significant difference between the frequency of visits by participants and their intention to revisit; participants who visited more frequently than two times ($\bar{X} = 3.34$) were more likely to revisit ($p < 0.05$).

Table 5. Correlation Coefficients Related to Service Fairness and Intention to Revisit

		Intention to Revisit
Service Fairness	p	.543
	r	.000*
	n	396

* $p < 0.001$ r: Pearson Correlation Coefficient n: Number of Individuals

A correlation analysis was conducted to determine the relationship between service fairness and intention to revisit returned a significant result ($p < 0.001$). *Correlation coefficient was found to be $r = 0,543$.* A positive and moderate relationship was found between service fairness and intention to revisit. In other words, as the level of service fairness increases, so does the intention to revisit of the visitors. The hypothesis “H₁: There is a significant effect of the participants’ perceived service fairness on the intention to revisit”, which is put forward in the direction of the research aim, is accepted. These findings suggest that there is a significant relationship between service fairness and intention to revisit.

CONCLUSION

It is important to ensure the revisit of visitors who visit the destinations in order to get hold of customers and form loyal customers. In this context, studies conducted over the last few years are increasing in order to determine what needs to be done for revisits. Service quality (Duman and Ozturk, 2005; Organ and Soydas, 2012; Canoglu, 2008; Secilmis, 2012; Timur, 2015), satisfaction levels (Okello and Yerian, 2009; Baker and Crompton), frequency of visits (Court ve Lupton, 1997; Mazursky, 1989), destination image (Sullivan et al., 2008, Ceylan, 2011; Pratminingsh, Rudatin and Rimenta, 2014), and perceptual value (Murphy et al., 2000; Petrick, Morais and Norman, 2001; Kashyap and Bojanic, 2000) are referred to try to explain and examine the significance of and reasons for revisiting. This study was conducted to explain the relationship between the perceived service fairness and the intention to revisit, and the importance of intention to revisit and service fairness in providing customer loyalty were tried to be explained. In this context, it was found that most of the visitors of Canakkale were young and male participants. In addition, the participants who did not visit Canakkale before and came for the first time were the majority. Participants’ perceptions of service fairness and intentions to revisit in the study are higher in young participants. Male visitors’ perception of service fairness and intention to revisit was greater in comparison to that of female participants. Another result obtained from the study is that participants who visited Canakkale more frequently than twice had higher intentions to revisit than those who visited it for the first time. The relationship between service fairness and intention to revisit was also found to be moderately significant according to the results of the correlation analysis. Visitors’ intentions to revisit increase as their perceptions of service fairness increase. When all these results considered, in order to form loyal customers and have visitors revisit, service fairness as well as perceptual value, quality of service and customer satisfaction are the matters that should be assessed by decision makers, practitioners and researchers.

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