REPUBLIC OF TURKEY
ISTANBUL GELISIM UNIVERSITY
INSTITUTE OF GRADUATE STUDIES

Department of Business Administration

THE IMPACT OF PERCEIVED JUSTICE ON PERCEIVED QUALITY AND PERCEIVED VALUE: THE MODERATOR ROLE OF BRAND POPULARITY (A RESEARCH BASED ON TURKISH AIRLINES BRAND)

Master Thesis

Rafeef Shakir MAHMOOD

Supervisor

Asst. Prof . Dr. Can Burak NALBANTOĞLU

Istanbul – 2024

THESIS INTRODUCTION FORM

Name and Surname : Rafeef Shakir MAHMOOD

Language of the Thesis : English

Name of the Thesis : The Impact of Perceived Justice On Perceived Quality And Perceived Value: The Moderator Role of Brand Popularity (A Research Based On Turkish Airlines Brand).

Institute : Istanbul Gelisim University Institute of Graduate Studies

Department : Business Administration

Thesis Type : Master

Date of the Thesis : 19/01/2024

Page Number : 82

Thesis Supervisors : 1. Asst. Prof . Dr. Can Burak NALBANTOĞLU

Index Terms : Perceived Justice, Perceived Quality, Perceived Value and Brand Popularity.

Turkish Anstract : Müşteri memnuniyeti, ürünün kabulü ve tekrar satın alma arayışı üzerindeki etkisi nedeniyle müşteriler tarafından algılanan adaletin önemi son zamanlarda artmıştır. Öte yandan araştırmacıların adaletin müşteri sadakati ve memnuniyeti üzerindeki etkisini inceleme arayışı kapsamında ürün değeri, kalite ve ürünün markası kavramlarına ışık tutmak gerekiyordu. Bu nedenle, bu çalışma algılanan adaletin algılanan kalite ve algılanan değer üzerindeki etkisini, yani marka popülerliğinin aracı rolünü araştırmayı amaçlamıştır.

Distribution List :
1. To the Institute of Graduate Studies of Istanbul Gelisim University
2. To the National Thesis Center of YÖK (Higher Education Council)

Signature

Rafeef Shakir MAHMOOD

REPUBLIC OF TURKEY
ISTANBUL GELISIM UNIVERSITY
INSTITUTE OF GRADUATE STUDIES

Department of Business Administration

THE IMPACT OF PERCEIVED JUSTICE ON PERCEIVED QUALITY AND PERCEIVED VALUE: THE MODERATOR ROLE OF BRAND POPULARITY (A RESEARCH BASED ON TURKISH AIRLINES BRAND).

Master Thesis

Rafeef Shakir MAHMOOD

Supervisor

Asst. Prof . Dr. Can Burak NALBANTOĞLU

Istanbul – 2024

DECLARATION

I hereby declare that in the preparation of this thesis, all ethical and scientific rules and procedures were adhered to, and reference was made to the works quoted from others according to the scientific rules, and there is no falsification in the data, and no part of this study was submitted to this university or any other university.

Rafeef Shakir MAHMOOD

...../..... /2024

TO ISTANBUL GELISIM UNIVERSITY

THE DIRECTORATE OF SOCIAL SCIENCES INSTITUTE

The thesis study of Rafeef Shakir MAHMOOD titled as The Impact of Perceived Justice On Perceived Quality And Perceived Value: The Moderator Role of Brand Popularity (A Research Based On Turkish Airlines Brand). has been accepted as MASTER THESIS in the department of business adminstaration by out jury.

Signature

Director *Assoc.Prof . Dr. Murat Taha BILISIK*

Signature

Member *Asst. Prof . Dr. Can Burak NALBANTOĞLU (*Supervisor)

Signature

Member *Asst.Prof . Dr. Aslihan UNAL*

APPROVAL

I approve that the signatures above signatures belong to the aforementioned faculty members.

... / ... / 2024

Signature

Prof . Dr. Izzet GUMUS

Director of the Institute

SUMMARY

The importance of perceived fairness by customers has increased recently because of its impact on customer satisfaction, acceptance of the product, and his pursuit of repeat purchases. On the other hand, as part of the researchers' quest to study the impact of justice on customer loyalty and satisfaction, it was necessary to shed light on the concept of product value, quality, and the product's brand. Therefore, this study sought to investigate the effect of perceived justice on perceived quality and perceived value: the moderator role of brand popularity. Through a search based on the Turkish Airlines brand.

This study relied on a questionnaire to collect data from Turkish Airlines customers in Iraq and Turkey, where the questionnaire was distributed randomly. After collecting the data, descriptive analyses, factor analysis and correlation analysis were applied to study the relationship between the variables, Path coefficients and Parameter estimates applied to study the mediating effect of brand popularity. The study concluded that there is a strong correlation between perceived interactive and procedural justice and the quality and value of the product, and that brand popularity has a positive and strong impact on this relationship.

Key Words: Perceived Justice, Perceived Quality, Perceived Value and Brand Popularity.

ÖZET

Müşteri memnuniyeti, ürünün kabulü ve tekrar satın alma arayışı üzerindeki etkisi nedeniyle müşteriler tarafından algılanan adaletin önemi son zamanlarda artmıştır. Öte yandan araştırmacıların adaletin müşteri sadakati ve memnuniyeti üzerindeki etkisini inceleme arayışı kapsamında ürün değeri, kalite ve ürünün markası kavramlarına ışık tutmak gerekiyordu. Bu nedenle, bu çalışma algılanan adaletin algılanan kalite ve algılanan değer üzerindeki etkisini, yani marka popülerliğinin aracı rolünü araştırmayı amaçlamıştır.

Bu çalışma, anketin rastgele dağıtıldığı Irak ve Türkiye'deki Türk Hava Yolları müşterilerinden veri toplamak için bir ankete dayanmıştır. Veriler toplandıktan sonra değişkenler arasındaki ilişkiyi incelemek için betimsel analizler, faktör analizi ve korelasyon analizi, marka popülerliğinin aracılık etkisini incelemek için ise yol analizi uygulandı. Çalışmada algılanan etkileşim ve prosedür adaleti ile ürünün kalitesi ve değeri arasında güçlü bir ilişki olduğu ve marka popülerliğinin bu ilişki üzerinde olumlu ve güçlü bir etkiye sahip olduğu sonucuna varılmıştır.

Anahtar Kelimeler: Algılanan Adalet, Algılanan Kalite, Algılanan Değer ve Marka Popülerliği.

TABLE OF CONTENTS

SUMMARY i
ÖZET ii
LIST OF TABLES v
LIST OF FIGURES vi
PREFACE vii
INTRODUCTION 1

CHAPTER ONE

LITERATURE REVIEW

1.1. The Concept of the Service Sector 3
1.2. Services in the Aviation Sector 4
1.3. Service Evaluation 4
1.4. Evaluation of Customer Complaints 5
1.5. Service Improvement 5
1.6. Ensuring Consumer Satisfaction in The Services Sector 6
1.7.The Concept of Justice 7
1.7.1.The concept of organizational justice 8
1.7.2.The concept of perceived justice 10
1.7.3.Dimensions of perceived organizational justice 11
1.7.4. Effects of perceived justice 12
1.7.5. Impact of perceived justice on consumer satisfaction 14
1.8. The Brand Concept 15
1.8.1.The main components of the brand and brand popularity concept 21
1.9.The Concepts of Quality And Perceived Quality 26
1.9.1. Dimensions of quality 26
1.9.2.Elements affecting perceived quality 27
1.9.3. Corporate perceived quality benefits 27
1.9.4.Definitions of perceived quality 28
1.10. The Concept of Value 29
1.10.1. Perceived value 29
1.10.2. Types of perceived value 31
1.10.3.Dimensions of perceived value 32

CHAPTER TWO

THE IMPACT OF PERCEIVED JUSTICE ON PERCEIVED QUALITY AND PERCEIVED VALUE

2.1.The Relationship Between Justice and Perceived Quality 36

2.2.The Relationship Between Procedural Justice and Perceived Value 37
2.3.The Relationship Between Perceived Quality and Perceived Value 39
2.4.The relationship between Interactional Justice and Procedural Justice with Perceived Quality and Perceived Value affects by Perceived Brand Popularity. .. 41

CHAPTER THREE

RESEARCH METHODOLOGY AND FINDINGS

3.1. Research Design 45
3.2. Research Population 46
3.3. Sample Size and Sampling Procedures 46
3.4. Data Collection Tool 47
3.4.1. Pilot testing of the questionnaire 48
3.4.2.Reliability and validity of the questionnaire 49
3.5. Data Processing and Analysis 50
3.6. Findings 51
DISCUSSION 57
CONCLUSION 60
REFERENCES 62
RESUME 70

LIST OF TABLES

Table 1. Sample profile 53
Table 2. Factor Analysis.....54
Table 3. Correlation analysis 55
Table 4. Parameter estimates 56
Table 5. Path coefficients 57

LIST OF FIGURES

Figure 1. Model of the Study 46
Figure 1. Path Plot 58

PREFACE

In this chapter, the researcher will present a theoretical framework on the service sector, the concept of perceived justice, its types, importance, and its relationship to service, in addition to the concept of quality and perceived quality. The perceived value will also be highlighted in terms of the services sector. In addition, the researcher will highlight the importance, popularity and concept of the brand.

The results of the path analysis indicate that there is a positive and significant effect of interactive and procedural justice on perceived quality. There is also a positive and significant effect of interactive and procedural justice on perceived value. There is a positive and significant effect of perceived quality on perceived value. The results proved acceptance of all the hypotheses of the study.

INTRODUCTION

All companies seek to achieve profit, growth, and continuity. Therefore, companies try to build mutually beneficial relationships with customers. They also seek to know their needs and work to meet them within the framework of respect, justice, and creating the added value that the customer needs. Many researches support the idea that justice is the most important thing for It is the basis for evaluating the quality of the relationship between customers and producers. Justice is necessary to preserve customers and give them their rights and thus achieve profits. On the other hand, justice means that customers realize the quality and value of the product offered by companies, so that the brand of the company from which they buy reflects value, quality and justice. In airlines, which are service organizations, customers expect fair treatment in providing service, as they expect high quality and value for the service provided. Turkish Airlines is one of the leading companies in providing air transport service, but research on this company regarding fairness, perceived quality, and value is limited , so the researcher seeks to apply this study to Turkish airlines to explore the impact of perceived justice on perceived quality and perceived value by conducting Acts as a moderator role of brand popularity

Perceived Justice, in its dimensions Interactional Justice and Procedural Justice, is considered one of the important variables in achieving customer satisfaction. Many researches have focused on the relationship that links the concept of justice with the purchase decision of customers, in addition to customer loyalty and satisfaction. In the literature, there is little research that has dealt with the relationship of justice with both the perceived quality and the perceived value of the service provided, in addition to the mediating role of the popularity and spread of the brand. Also in Turkey, the issue of justice and equality in providing service to customers is considered one of the important topics because it is related to the cultural variables of individuals. Therefore, this research gains importance in that it sheds light on one of the important topics that are related to the airline customers in Turkey in terms of the variables of justice, quality and perceived value.

The purpose of this study is configured out the impact of Perceived Justice (Interactional Justice and Procedural Justice) on both of Perceived Quality and Perceived Value in the frame of the differences of Perceived Brand Popularity and to investigate the impact of the Perceived Quality on the Perceived Value, A research based on Turkish Airlines brand.

The study organized as follows: in the first chapter the literature review was presented which includes the main concepts and information about the perceived value, quality and justice besides the brand popularity. In the second chapter the relations between the variables of the study were studied and the hypotheses were developed. In the third chapter the methodology and findings were presented. And finally in the fourth chapter the discussion and conclusion was presented.

CHAPTER ONE

LITERATURE REVEIW

In this chapter, the researcher will present a theoretical framework on the service sector, the concept of perceived justice, its types, importance, and its relationship to service, in addition to the concept of quality and perceived quality. The perceived value will also be highlighted in terms of the services sector. In addition, the researcher will highlight the importance, popularity and concept of the brand.

1.1. The Concept of the Service Sector

While defining the service sector, an exhaustive definition cannot be mentioned because the service activities show heterogeneous characteristics. The widely used definition of service by Kotler (1999) is accepted by the majority. Author service is defined as "an activity or benefit provided by one party to another, which is essentially intangible and does not result in ownership of anything, the production of which may or may not be related to a physical product". It is clear that service activities in platforms that attract the service sector are examined in two groups as traditional or modern services. When it comes to traditional service activity; While commerce, restaurants, transportation, some local services, and accommodation activities come to mind, modern service activities that can be defined as non-negotiable services; Finance, education, communication, culture, etc. (Barakat, Ramsey, Lorenz, & Gosling, 2014,36-45).

The service sector is a group of industries that benefit from space, time and form, and some changes occur in the beneficiary himself or in his favor. Services are produced by the requester's effort for the benefit of the beneficiary, the labor required from the beneficiary to obtain the service, and the mutual interaction between the beneficiary and the service provider (Boshof f, 1999).

1.2. Services in the Aviation Sector

Customers expect managers in the aviation sector to submit repurchase requests when service is rated unfavorably, as well as compensation that can fix service evaluation. When faced with such a situation, it is critical for companies to know the variables that will affect the customer's response to service compensation efforts.. Studies on the service marketing platform show that the most unfavorable evaluation of a service is the service. Customer satisfaction varies depending on whether or not the improvements made in the service recovery process are fair (Casalo, Flavian, & Guinaliu, 2007,1-8).

1.3. Service Evaluation

Unfavorable service evaluation by customers indicates economic and social losses for the airline. Taking initiatives to improve service or solve a problem is an important requirement for companies. The phenomenon of service compensation is one of the concepts that have been introduced to the service management literature, such as granting another travel card to customers or compensating them in cash, in order to contribute to the management of service evaluation in an unfavorable way or complaints. in a service-oriented manner. Service compensation is one of the corrective measures companies take against unfavorable service evaluation (Chuang, Cheng, Chang,.&Yang, 2012,257-261).

Given that airline customers generally do not perceive service to be fair after an unfavorable service rating, it seems necessary to examine the term unfavorable service rating and consumers' reactions to post-rating improvement efforts under "service fairness". In theories of social change and equity that relate to service justice, a theoretical framework is provided for understanding how consumers can evaluate service recovery efforts. In both theories, the necessity of balancing exchange relations has been suggested. Change from the framework of social change is based on equality. In social change theory, clients' levels of satisfaction and their future commitments are shaped depending on whether or not they believe they are being treated fairly. According to equity theory, perceived justice is mainly composed of three components. That is, in short. Distributive justice, Interactional justice, and procedural justice. In this study, the focus will only be on Interactional justice and

procedural justice, as they are more closely related to the aviation services sector (Davidow, 2003,225-228).

1.4. Evaluation of Customer Complaints

A complaint can be defined as the transfer of dissatisfaction with a service experience to a third party or organization through formal means. According to Singh (1988:97), types of complaints are basically divided into three groups .She indicated that it could be examined. The first type of complaint; Individuals apply to companies with the expectation of some type of compensation (psychological/physical or both types). The second type consists of complaints to social contact groups (family, friends, neighbors and relatives). if the latter; To a third authority (customer complaints of fices, press, courts, etc (Davidow, 2000,473-450).

Since the evaluation of the complaint occupies an important place in the process of providing service from a strategic point of view in service companies; They need to establish useful, standardized, mundane but effective mechanisms for assessing complaints. It has been shown from research findings that customer complaints that are not handled with care cause dissatisfaction, more negative verbal communication and more distinctly ended business relationships (Chuang, et al , 2012,261-265).

1.5. Service Improvement

Service improvement is the name for attempts to balance negative customer feedback due to failures in the services provided by the company. This concept encompasses all the work that must be done to transform the client's disappointment and unhappiness into a sense of satisfaction and commitment. Service improvement or the ability to correct a mistake is of undeniable importance to business success. If it is considered more costly to acquire new customers than to retain existing ones, then the expenses incurred in the firms service improvement activities can be reasonably met. In addition, it was reported that as a result of successful improvements in service, customer satisfaction and commitment to work were higher than before they were subjected to unfavorable service evaluation (Blossom ,2011, 22-30).

The possible reason for this situation is that customers accept that error or disruption may occur to a certain extent. However, customers are exposed to these errors and disruptions from the business; They expect quick, clear, effective, fair, kind

and agreeable solutions. According to Bateson and Hof fman (1997:44), there are five steps necessary for the success of service improvement activities. The first is to inform customers that the problem is known to exist. They need to know that the customer's complaint is being heard and that it is being attended to. The second is to make the customer feel unique and special. Customers must be convinced that their opinions are valued and how important their purchase is to the business. Thirdly, when necessary, company representatives apologize to customers. Especially if the problem is due to a mistake in the work or any service that was not fulfilled, sincere and sincere apologies expressed by the representative of the company are an effective start in improving the service. The fourth is to let customers know exactly what happened. Customers must be informed in detail about the event(s) that caused the error (Dodoo &, Wu ,2019, 73-77).

It is also possible to know that it is important for companies that customer events are understood from their point of view, and this is likely to have a positive impact on the success of the activity. The last step is to suggest to customers that the errors made during the service will be compensated. Generally speaking, if it's a service improvement activity that customers want most, it's the compensation (free product or service renewal, money back, discounts that will be applicable on next purchases, etc.) that you can make a business (Gironda & Korgaonkar ,2014, 571-580).

1.6. Ensuring Consumer Satisfaction in The Services Sector

The satisfaction of responding to a complaint is expressed by the feeling of satisfaction with the behavior that the customer encounters during the processes related to the activities to improve the service provided to him, during the compensation of errors, or the compensation results that have been provided. This feeling, which has been included in the literature as the complainant's satisfaction or his satisfaction with compensation, falls within the scope of the provisions of the case. In other words, satisfaction with compensation is the percentage of unfavorable evaluation of service to customers by companies (Gironda & Korgaonkar ,2014, 583-587).

The positive feedback customers receive in the face of their complaints makes them feel positive feelings about the business. Among these positive emotions are satisfaction with services, repurchase of the product or service provided by organizations and the desire to distribute positive information to the environment. In

studies on this topic, a significant positive relationship has been reported between satisfaction with complaint and loyalty to the company, willingness to buy back, and intention to speak positively about work (Blossom, 2011; Chuang, et al, 2013; Dodoo, & Wu ,2019).

1.7.The Concept of Justice

Throughout history, justice has been an important part of life in the development of mankind, in every activity of human beings, in the organization of social life, and in the creation and continuation of states. The provision and proper realization of justice has been one of the most important goals of humanity. One of the indispensable elements for people to feel comfortable and at peace in society is the sense of justice. Just as a sense of justice is important to societies, it is equally important to organizations. The word justice is defined as goodness, righteousness, fulfillment, equality, right and legality, giving everyone their share. The Latin equivalent of the word justice, "justia," "justum" means the character of the just and righteous. Justice is a cognitive phenomenon in which an action is considered to be honest because people want to be honest individuals in a just world . Justice is a concept that guides conceptual correctness, uprightness, compliance with right and law, truthfulness, equality, impartiality, reliability, and ethical standards (Ellyawati, Purwanto, & Dharmmesta, 2012).

Justice first appeared with the idea that people would not know what justice is if there was no injustice in the period when social philosophy had not yet developed in ancient Greece. In Greek civilizations, try to express Themis with the terms deco and nomos. While Themis means natural thing, procedure, method, procedure, Dikē describes the moral dimension of the concept of justice, while Nomos means tradition and rule at first, and then was used for written laws (Ellyawati, et al, 2012).

The concept of justice was first explained by Aristotle, and then by Plato. Aristotle tried to explain justice in terms of injustice and injustice, considering justice as a judgment of virtue. But in addition, he said that there is more than one kind of justice as part of virtue. these; They are collected under two headings such as distributive justice and equality. Distributive justice means that everyone gets their share, while compensatory justice is equal treatment for both parties. On the other hand, Plato considered justice a virtue and interpreted it as a tool to ensure social order.

If we look at definitions of justice by different thinkers, according to Ulpian, justice is an endless and continuous effort to give everyone their share. Grotius defined it as a commitment to the word. On the other hand, the German philosopher Kant explained that justice is to live with dignity, to harm no one, and to give everyone his share. Rawls, who developed the concept of social justice, treated justice as a virtue of social institutions and argued that justice requires integrity. According to Rawls; Two principles of justice are equal freedoms and equal opportunities. According to Hume, justice is a virtue and its source is utility (Badawi, 2012, 573-579).

When we look at definitions in general, as opposed to an abstract understanding of justice, the aspect of social realism comes to the fore. In the literature, the concept of social justice, which is defined as equal rights and equal distribution, has been adapted to organizations and developed the concept of organizational justice, which expresses the fair distribution of rights, gains and rewards within an organization (Ellyawati, et al, 2012).

1.7.1.The concept of organizational justice

The definition of organizational justice in the field of social sciences depends on people's perceptions. The definition of organizational justice was first used by Greenberg (1987). Organizational justice is the employee's perception of the fair distribution of resources within an organization. Equity within an organization relates to financial and non-financial rewards such as incentives, bonuses, and promotions. However, organizational justice is the result of the decisions and behaviors of managers. It can also be defined as being seen as fair by the employees. This perception affects the employee's attitude towards management (Crie, 2003).

Many employees receive daily instructions from their managers and act according to those instructions. It is very important for employees to believe that these instructions and decisions are fair because this perception will influence their next behavior such as tendency to quit, job satisfaction and commitment which leads them to succeed in completing the job. In essence, the concept of organizational justice is very important for organizations. Employees' perception of justice will have a significant impact on the performance of the organization, and with this, an environment of trust will be created between the employee and the employer,

teamwork will increase, organizational citizenship behaviors will increase and conflicts will decrease. (Hawkins, Mothersbaugh, & Best, 2004).

The concept of organizational justice can be expressed as the justice that individuals see in their organizations as a result of the procedures used in prof it distribution and distribution decisions, as well as the rules and social norms developed regarding interaction between individuals. In other words, organizational justice is the perception of impartiality in the behavior of individual organizations towards them and their behavioral reactions to these perceptions. Applying the principles of organizational justice is not difficult. However, the unethical and deliberate actions of some managers may adversely affect the application of these principles. If these principles are well implemented, they will greatly contribute to the enhancement, satisfaction, commitment, diversity and development of common sense for employees (Chinomona,.& Sandada, 2013, 437-450).

Studies on organizational justice begin with Adams' theory of equality. According to Adams, when an individual sees inequality in the proportion of his/her contribution and earnings, and the contribution and achievements of others, who are inside or outside the organization, he considers this an injustice within the organization and tends to engage in different behaviors in order to eliminate this inequality (Aragoncillo &, Orus ,2018).

In equity theory, job success and the degree of satisfaction are related to equality or inequality in the work environment. In other words, individuals working in organizations, compare the effort made with the gains they got as a result of their own work, compare the achievements of those who are in similar positions in other organizations and develop attitudes towards their work, their managers and their work at the end of these comparisons. Here, the individual's perception of justice in his organization comes to the fore . Organizational justice refers to the justice of all types of participation within the organization as well as the justice of the policies pursued by management, envisaging the development of relationships without any discrimination between individuals, and respecting the personality and cultural values of employees (Hanaysha ,2016,46-50).

Being fair is the expected goal of individuals and organizations. Perceptions of positive organizational justice for employees bring beneficial outcomes to many

organizations. For example, positive perceptions of organizational justice also positively influence behaviors such as job satisfaction and organizational commitment. Although there are various differences in the studies on size, researchers generally say that equality; They explored three dimensions: equality of output or equality of distribution, equality of processes in which output is determined, or process equality, and equality of behavior of superiors towards employees or interactional equality. Colgate classifies it as distributive, procedural, and Interactional justice (Jian, & Yazdanifard, 2014,7-10).

1.7.2.The concept of perceived justice

Customers attach great importance to the justice of the results at the stage of assessing whether improvement activities in the service are successful or not. Therefore, researchers have given importance to their success in service improvement activities and the dimension of justice perceived by customers when examining their approach after complaints are made . Given the lack of access to the first edition of this study, we can summarize equality theory by taking studies of other researchers who point to Adams' work as an example: one psychological theory, 'fairness theory', asserts that individuals become aggressive when the principle of equality is violated (Hanaysha ,2016,50-57).

To put it more clearly, individuals seek methods of physical and/or psychological compensation in order to reduce the discomfort that occurs when they encounter any unfair treatment or when they see someone facing such treatment, and even when they themselves do such treatment. This type of redress quest has led to the emergence of perceived justice and the acquisition of significance over time . Davidow (2003: 69) in his work on dimensions of justice, Perceived Justice; He defines it as “a process that creates results that return to the customer after compensation for deficiencies experienced by him in the service and a series of events involving interaction.” As may be understood from this definition, justice; The service provided to the client evaluates the existence of the rules required to organize improvement activities (procedural justice), and how these activities are presented (Interactional justice).

1.7.3. Dimensions of perceived organizational justice

A. procedural justice

procedural integrity; It deals with the Interactional dimension of the way the procedures and practices used in the decision-making process are implemented by the decision makers. Procedural justice focuses on the processes that management implements to be fair. Providing equal opportunities in promotions, disciplinary processes, and reward processes, and a sense of confidence in decision-making processes, ensures that procedural justice is viewed positively by employees. A fair perception of managerial processes and procedures by employees makes employees trust decisions made by management, to develop a positive attitude towards decisions and reduce conflicts among employees. The tools used to reach results are just as important as the results themselves in terms of influencing employees. While the equality perception of gains reflects distributive justice, the perception of decisions about how they are distributed and the reaction of individuals to actions taken to solve problems express procedural justice (Greenberg, 1990).

Distributive justice is related to individual justice and procedural justice is related to organizational outcomes. Procedural justice is an important motivator that increases employee performance, motivation and commitment.

B. Interactional justice

Interactional justice is about the quality of behaviors that emerge during the application of these transactions, as well as giving importance to the justice of persons, transactions, and outcomes . Interactional justice can be defined as the perception of decisions made by management as fair by employees. Interactional justice is the process in which an employee confronts authority. The justice of the interaction is formed by providing the necessary information and the flow of explanation before the decisions taken by the management. Factors affecting employees' perceptions of organizational justice are not limited to the final decision regarding the distribution of acquisitions and the decision-making process about how that distribution occurs. The human relations that individuals are exposed to in the work environment also shape employees' perceptions and attitudes. The quality of relationships between managers and employees creates boundaries for another dimension, interactional justice, which is crucial to the perception of organizational justice (Luigi, & Oana, & Mihai, 2012).

Colquitt (2001) divides Interactional justice into two dimensions: personal justice and informational justice. Whereas personal justice is about employees treating each other with respect and kindness, informational justice is about the employee communicating information appropriately and at the right time. A high level of Interactional justice increases positive feelings within the organization and the support that employees provide for the organization, and lays the foundation for employees to develop attitudes that align with the interests of the organization and to demonstrate desired and expected behaviors (Chen, & Hu, 2010).

1.7.4. Effects of perceived justice

The most important effects of perceived justice are:

Organizational Citizenship: According to the Agency (1997), the organizational citizenship behaviors of employees are voluntary behaviors that are not affected by the reward systems of the organisations. Employees who exhibit organizational citizenship behavior are those who are willing to take on more responsibility, whether related to their jobs or not, in addition to their current roles. These behaviors include keeping the work environment orderly, protecting company resources, not being wasteful, helping colleagues with their problems, and supporting colleagues outside of work. Employees perform organizational citizenship behaviors when they believe that management treats them fairly. In other words, when employees view distributive, procedural, and interactional justice positively, they return it with organizational citizenship behaviors (Cronin, Brady, & Hult, 2000).

Job satisfaction: It is the employee's positive feelings towards his job as a result of his experiences. These positive emotions increase the employee's job performance and enable him or her to succeed. Employees with high job satisfaction will display positive attitudes and behaviors towards their work and colleagues and, in the opposite case, negative attitudes and behaviors. According to another definition, job satisfaction can also be defined as the difference between an employee's expectations of the workplace and current experience . There are three important factors that influence job satisfaction. These factors are the relationship between the employee and the organization, the relationship between the employee and his manager, and the relationship between the employee and his colleagues. The relationship between the employee and the organization is related to supporting the organizational strategies

and goals of the organization and the balance between work and life. Employee manager compliance plays a major role in job satisfaction. The manager's management style, determination of authority, and justice while distributing duties have an important place in the employee's job satisfaction. When employees' job satisfaction is low, their tendency to leave, absenteeism, dissatisfaction and complaints will decrease and gossip and conflicts will increase. Distributive justice is a stronger predictor of job satisfaction than procedural justice (Evangelos, & Yannis, 2010).

Tendency to leave the job: In this process, the person seriously considers leaving the job and starts looking for alternatives. Resignation occurs as a result of these thoughts. According to research, a negative perception of distributive justice increases the tendency to leave a job. The negative impact of procedural justice is higher on turnover than reactive justice . Job leaving behavior is a process that has to be controlled, which increases direct and indirect costs to the organisations. While the costs of selection and training of hired personnel constitute the direct costs, frustration caused by leaving the job, incompetence, lost sales, time until a new person is hired, and adaptation of the hired person are indirect costs. The departure of employees from their workplace places a burden on companies from 70% to 300% of their salaries (Grifffeth et al., 2000).

Studies show that there is a significant relationship between the direction of employee turnover, organizational commitment, and organizational justice. Lack of organizational justice depends on the mismatch between the values of the individual and those of the organization and generally increases the tendency to leave the organization. individuals who believe they are operating in an unfair environment; He will lose motivation, job satisfaction, organizational commitment, and psychological contract, and he will start to feel a lack of pride in working there. An individual who believes that everyone is not treated fairly will eventually decide not to be part of that organization (Luigi, & Oana, & Mihai, 2012).

Building Trust: Studies have shown that a positive perception of procedural justice and Interactional justice by employees is effective in developing employees' sense of confidence in the workplace. If what is written in the procedure and the decisions made, i.e. the practices, are fair, then the employees will believe that they are being rewarded fairly and will exhibit positive behaviours. When employee

confidence is high, an open and Interactional environment will be created and positive feelings such as loyalty will increase. On the contrary, when employees' trust towards the organization decreases, they will be suspicious of the decisions made by the management, gossip will increase, they will avoid taking responsibility and they will start not supporting the goals of the organization (Back, Parks ,2003).

Improved Performance: Ensuring organizational justice will also increase performance in the workplace. Job performance is the compliance of a job's output with management's expectations in terms of quality and quantity. Most of the time, performance is evaluated as motivation of the employees and their willingness to do the work. This motivation is influenced by the employer's reward for the employee. Just as fair rewards will increase employee performance, unfair rewards will also reduce employee motivation and loyalty (Yean & Yusof , 2015).

Burnout: Employee evaluations that their gains such as wages, bonuses, and promotions are not worth the contribution they think they are making to the organization causes an emotional breakdown. This rupture is caused not only by the service's unfavorable assessment of meeting financial expectations, but also by the fact that the strategy involved in decisions made regarding working conditions and policies applied are not perceived as fair. Reactions such as stress, anger, and resentment, which occur depending on the degree of tendencies associated with negative perceptions of organizational justice, affect the burnout tendencies of employees. Psychological dissonance, determined by perceptions of organizational justice of employees, causes the attitudes and behaviors they develop toward work, their energies, their sense of belonging and competence, and leads to burnout. Psychological stress and deterioration of employee health due to the perception of organizational injustice and the absence of employees more of ten and for longer periods, will cause the organization to lose a large amount of manpower. It is important to ensure organizational justice in organizations in order to keep the physical and mental health of employees high and to prevent absenteeism due to these reasons (Hanaysha ,2016,50-57).

1.7.5. Impact of perceived justice on consumer satisfaction

Unfavorable service evaluation causes material and moral losses, but these losses are compensated by psychological and tangible compensation .The main

purpose of service compensation efforts is to transform dissatisfaction into satisfaction (Zemke, 1993). As important as the service compensation application is whether compensation is found adequate by customers or how it is assessed. However, in service transactions, it is difficult to evaluate these services before and of ten even after purchase. When this is the case, valuation of compensation in service businesses becomes important (Back, Parks ,2003).

Equity theory was used in the process of evaluating the effectiveness of compensation strategies in the field of service marketing. Equity theory, adapted from a social psychology theory that creates a framework for service compensation strategies, states that consumers' levels of satisfaction as a result of compensation depend on their perceptions of whether they are being treated fairly . In Adams' (1963) justice theory, the consumer does not pay for time, effort, material value etc. during any change. Their inputs are compared to outputs such as products or services. If there is any imbalance between input and output, they see this situation as injustice. According to this theory; You shall undertake to be fair on the basis of any transaction, therefore, the justice and valuation of the transactions executed are important to the feeling of satisfaction (Aragoncillo &, Orus ,2018).

The expectation that expectations will be met gives an idea of how consumers rate their satisfaction with their services. In this model, the customer receives compensation for the service beyond his expectations after an unfavorable evaluation of the service. When they come together, their expectations will be met and they will see the compensation as fair and, as a result, they will be satisfied with the compensation . As a result, especially in the services sector, it can be pointed out that positive feedback on complaints made by consumers about the services they purchase enhances consumers' perception of justice and this situation contributes to customer satisfactio. (Casalo, et al, 2007,12-18).

1.8. The Brand Concept

In today's free-market conditions, consumers have come to expect higher quality, service, and some customization, have begun to access comprehensive information and experiences about goods or services thanks to the Internet, have begun to show more price sensitivity in their search for perception, have decreased levels of perception, and have begun to show less brand loyalty commercial. For this reason,

brands play a more important role than ever when it comes to consumer preferences. On the other hand, Aaker (1996) defines a brand as anything that adds value to a business through its goods and services in relation to the brand name and symbols, its values and commitments, and establishes the brand with the bond between the consumer and the brand within the framework of brand ownership. On the other hand, Kotler and Keller (2016) accept the definition of brand, which is that of the American Marketing Association, when a seller presents his goods and services to a buyer as `a name, term, sign, symbol, design or combination of these distinguishes them from their competitors. On the other hand, Kapferer (2012) defines brand from a different perspective, as a name that symbolizes the long term or commitment to a certain set of values, associated with goods, services and behavior, that attracts or distinguishes a business, person or product (Gogoi ,2017).

İslamoğlu (1996, p. 265) defines brand as "the identity of the manufacturer or seller's products, the distinctive symbol and the name of the competitor's merchandise". In general, brand s can be defined as anything that can be brought to a market to satisfy a want or need, including a product, physical goods, services, experiences, events, people, places, properties, organizations, information, and ideas. In other words, it is a concrete and abstract sum of product characteristics . Product characteristics can be easily copied by different companies, but brand and equity is not something that can be copied, so even if companies can enable differentiation based on product features, it is of ten because consumers are not motivated enough or they don't analyze it deeply. . Branding has become a top priority for marketers to enable product differentiation. As Keller (2003) shows, brands are the most important factor that enables a consumer to distinguish between the goods and services of a particular company and those of competitors. Brands are a set of tangible (functional) and intangible (emotional) attributes, and their combination makes the brand different from others (Hankinson, 2004).

Hollis (2013) defines a brand as a set of permanent and common perceptions in the mind of the consumer, but the strength, consistency and motivation of these perceptions are directly proportional to the consumer's influence on the purchase decision and adding value to the brand. Although there are many expressions related to the definition of the concept of brand in the literature, defining the concept with an acute expression that can mean the same thing for everyone has caused differences of

opinion in terms of researchers and each expert has revealed its definition and definition. For some researchers, a brand is defined as the set of values that a company produces with concepts such as brand identity and brand personality, while others express it as the mark that a brand leaves on the consumer. Brands can have different meanings to different people, and their meaning can change with experience and interaction, and when dealing with brands, wrong conclusions can be obtained when only major brands such as Apple, Samsung, and Nike are taken into account (Chattopadhyay, 2019,89-92).

Cronin, Brady, Brand, Hightower, & Shemwell, (1997), grouped brand into twelve subgroups in their study of brand explanation based on thirty-six separate studies. these;

Brand as logo: A name, term, sign, design, or attribute of a product that promises quality to the consumer by identifying the brand by its visual identity and name.

Brand as a legal tool: It is a sign that shows who is its owner. Legal action is taken when laws or rules are violated by having distinctive features of the brand name, logo and design.

Brand as a Business: Company Name, Image, Organization Culture, Staff, and Programs If the curve is positive, it provides a long-term competitive advantage.

Brand as an acronym (abbreviation): Companies care about the quality of information, not its quantity. Brands create brand associations that customers can easily identify and enable quick decision-making.

Brand as a risk mitigator: Brand is self-confidence in achieving customer expectations, a contract that customer expectations are met.

Brand as Identity: A brand is more than just a name. It is an identity that includes the personality of the brand and forms a protective barrier for orientation, clarity and strategic positioning. It is the basis of communication to be established with stakeholders.

For the brand as an image: What is the brand in the mind of the customer is the real reality.

Brand as a value system: It is the relationship between customer values and brand values and the implantation of customer values in the brand.

Brand as a personality: It is the psychological values of the brand, revealing the personality of the brand through communication with promotional methods such as advertising and packaging is what makes it possible to reflect the differentiation of the customer through symbols by revealing the human side of the brand. Brand. They are values that go beyond functional value.

Brand as a relationship: Brands have an attitude towards their customers, just like customers have an attitude towards a brand, so brands and customers respect each other by realizing their personalities in order to develop a good relationship.

Brand as a value enhancer: It can be considered as values such as aesthetics and design, apart from functional values. Customers instill personal meaning in the brand they wish to purchase. This value increases the probability that the customer will accept higher prices.

Brand as a developing entity: changes according to the stage of development. It can go from being unbranded to being a point of reference. The stages of development of brands as unbranded goods, commodities (such as stationery), brand personality (provides emotional benefits as well as functional benefits), symbol, brand as a business (brand value), and finally policy (corporate social responsibility) continue on. The highest level.

Brand names are seen as the most valuable asset a business can have today. Lin , (2009) attribute this to three main reasons. First of all, it is very expensive to introduce new goods and services into the market, many markets are saturated and consumers are reluctant to try new products. Finally, brands that have succeeded in the long-running market.

When we look at the brands that have been around, it is possible to see that they have been here since the beginning of the century. In this context, Kohli and Thakor (1997) argue that brand names provide a source of differentiation and brand image differentiation for companies.

A pioneer in the field of modern marketing, Philip Kotler (2000) defines brand as the features and benefits that sellers promise to buyers of a product. Quality makes the Best Brand Guarantee clear. However, the concept of a brand has a much broader meaning. Kotler (2000) lists the meanings of brand as follows:

Features: The brand mentions certain characteristics. For example, Mercedes, high prestige, good

It is reminiscent of the expensive and durable cars designed and manufactured.

Benefits: The features can be translated into functional and emotional benefits. For example, the durability feature of a Mercedes can turn into a functional feature such as "You won't have to buy another car for many years," while its expensive feature can turn into an emotional benefit such as "The car makes me feel like an important and admirable person" (Erkan, & Evans, 2018).

Values: A brand also says something about a manufacturer's values. Mercedes carries the values of high performance, high safety and prestige.

A brand represents a particular culture. Mercedes carries the hallmarks of German culture such as organisation, efficiency and high quality.

Personality: A brand reflects the personality of a particular company or organization.

Brands have a decisive influence on consumer preferences and purchasing decisions. Eggert, & Ulaga, (2002). stated that brands reduce consumer uncertainty by providing useful information and accordingly, they are an important tool in guiding consumer decision-making processes. Consumers compare brands to find the best brands that can meet their needs and requirements .

•The brand creates value for both the customer and the business,

•The brand provides value to the business by creating value for customers,

•The customer brand association plays a key role in creating and managing brand value .

Brands permeate every aspect of everyday life economically, socially and culturally. Chaudhuri, (1999), argues that the willingness of individuals to label their consumption in postmodern societies should be analyzed as a research topic not only in marketing but also in many disciplines such as macroeconomics, microeconomics, sociology, anthropology, history, and philosophy. Brands are the most important assets that increase the competitive advantage and prof it of organizations because they provide differentiation and shape the purchasing decision-making process for the consumer by reducing purchase risks and creating loyalty by enabling the development of relationships with customers. Because, from the consumer's point of view, brands can be defined as a concept that encompasses all experiences and as a point of contact with the consumer .

Brand is the processing of goods and services with brand strength. It goes beyond putting an enterprise seal or sending signals to the outside world, and requires the enterprise's long-term resources and skills; It requires product category conversion. It can also be defined as the process of creating and shaping a brand in the minds of consumers and giving meaning to a particular business, product or service. It gives them a reason to choose their own products over their competitors. Companies are significantly increasing their investment in brand creation and development. Indeed, a gradual approach to branding can be observed in most economic sectors, even in markets that have traditionally been more reluctant to brand. The brand is one of the most valuable intangible / intangible assets that companies have, and therefore it has become an essential management priority for companies (Bauer, & Exler, & Bronk, 2007).

According to Graa, Dani-Elkebir,& Bensaid ,(2014), creating a brand popularity and commercial value consists of a four-stage model. The proposed model argues that brand creation and brand value begin with the creation of brand identity. Therefore, it is stated that the most important factor in creating a brand identity is brand positioning. Positioning is giving an identity to the brand in the mind of the consumer in a way that distinguishes the brand and its promises from its competitors and meets consumers' expectations and needs. After the brand positioning stage, brands must find intermediaries to deliver their messages to consumers, be it advertising campaigns, celebrities, shows or consumers. In the third step, Companies that want to gain brand and brand value must fulfill promised performance and dimensions such as product

performance, service performance, and customer satisfaction. In this way, companies that gain brand value can gain brand expansion, product line expansion, brand cooperation, and social integration (Graa, et al ,2013,50-70).

1.8.1.The main components of the brand and brand popularity concept

In this section, the basic components of the brand concept are brand identity, brand image, and brand brand value.

Brand identity

Now, brands have reached a completely different dimension than identifying the owner of a stamp or product, it has become a concept in which consumers can find something or add something for themselves. Brand identity, which is of fundamental importance in terms of strategic brand management, is called the concept that ensures the distinction of goods and services from similar ones by creating identity-forming features such as name, lifestyle, communication style, and behavioral differences that each individual makes. He has and distinguishes him from other individuals. Traditionally, it is expressed as the basic idea and originality of the brand. Silvera, Lages, and Simoes (2013) in their study, where they attempt to reframe brand identity, revealing two basic concepts, the brand face and the consumer face, by influencing the attitudes and behaviors of partners, competitors, and uncontrollable environmental conditions. Express the brand and the brand's marketing and communication strategies. He argues that these components influence brand identity. Ultimately, the consumer expects a brand identity to be stable enough to be trusted in changing environmental conditions but durable enough to keep pace with changing circumstances (Silvera, Lages, & Simoes, 2013).

Brands will not only help consumers in their lives but also enable them to find their own identity. Kapferer (2012) argues that brand identities should appear in publication and have six surfaces.

Physics: As the brand has tangible formal characteristics that express it. It tells how visual features such as a brand name, logo, and colors reflect and define the idea and values behind a brand. It is a perception of abstract attributes.

Personality: It reflects the personality and personality of the brand. It is the humanization of brands and their own characteristics of human beings. A brand can be

friendly, sexy, adventurous, or trustworthy, and in this sense, consumers can identify or like brands with their personalities.

Culture: Kapferer defines culture as the set of values that underpin or nurture a brand. A brand's country of origin can be instrumental in shaping culture. Creating a strong brand culture plays an important role in brand development and brand recognition. A brand's culture is reflected to the consumer through products, services, and communications.

Relationship: How the brand establishes a relationship with consumers and the type of relationship it wants to establish is one of the surfaces that make up a brand's identity. In this sense, they can be considered as abstract and concrete ways of interaction that the brand establishes with consumers and the target audience.

Self-image: It is the factor that drives individuals to reveal the essence of who they are or aspire to be through brands, or reflect it outwards. In other words, it can relate to how a particular brand affects consumer confidence. Consumers who use ultra-luxury brands do so to feel richer, while those who use sports brands decide to buy certain brands to feel and look healthier.

Reflection: Reflection and self-image are similar concepts. While self-image is what people think of themselves, reflection is how brands portray themselves to their target audience. Refers to the situation in which brands position themselves and are portrayed by the consumer, usually through advertising and other methods of communication. For example, it can be expressed as creating a brand identity with dynamic and enthusiastic advertising, even though its products are used by people who are independent of a certain age group and identity (Kapferer, 2012).

As mentioned earlier, brand identity is expressed as a unique set of brand associations. The set of brand associations consists of brand promises to consumers, core and extended identity; Core identity focuses on the central and timeless core of the brand (such as product and service features, store ambience, and product performance), and extended identity focuses on creating the brand fabric and integrating with the overarching and meaningful elements of the brand brand (such as brand personality, customer relationships, and difficulty connotation symbols) (Ghodeswar 2008).

Brand Image

The word image means impression. In other words, image is the judgment, impression and ideas that an individual, thing or organization develops and creates in the minds of others. Brand image first entered literature as an important concept in consumer behavior with Gardner and Levy (1955). However, although brand image is considered an important marketing concept, there are many controversies over the definition of the concept (Dobni & Zinkhan, 1990). There are studies that look at brand image from many different angles.

One of the two important dimensions in consumers' brand preferences is brand identity, while the other is brand image (Keller, 2003). Brand identity is defined as the brand association that companies aim to create or maintain, while brand image is defined as consumer perceptions of the brand. In other words, brand identity is how a company wants to be perceived by consumers, while brand image is how it is perceived. There are four important factors for companies to play an important role in the judgment and feelings that will occur in this layer; Product quality, brand credibility (the experience and credibility of the brand), brand consideration (the brand is convenient to buy and use), and brand superiority (what makes it better than other brands). Although there is no comprehensive solution to measure brand image, consistent with the associative network memory model, brand image can be defined as all perceptions of a brand that are reflected in the set of brand-associated associations in consumer memory (Chang, & Chang, 2010).

However, for companies to manage their brand image, they must first control the components that make up the brand image. According to Norman (2000), a brand image is formed when the physical structure of a brand and various activities such as advertising, public relations, marketing mix, and features based on goods and services are integrated with consumer experiences. Keller (1993) states that brand associations are an important factor affecting brand image and argues that brand associations should be examined in three main categories, namely: Attributes of goods and services (tangible and intangible) What consumers think about these features and benefits What Consumers believe that goods and services can benefit them, Brand attitudes - Consumers' overall assessments of the brand.

Brand Value

Basically, brand value means the added value of a brand to a product or service (Farquhar, 1989), and in this sense, it is analyzed from two different perspectives of companies and consumers (Erdem and Swait, 1998). From a corporate point of view, the concept that expresses the financial value of the intangible values of a business is brand value based on financing (Keller, 1993). From a consumer perspective, it is expressed as a customer-based brand (Lassar, Mittal, & Sharma, 1995). Brand ownership of a business is based on customer-based brand equity (Keller, 2003).

Customer-based brand equity is defined as the distinguishing effect of consumer brand awareness and the influence of brands on marketing activities, so customer brand awareness must be supported by strong and unique associations and brand image (Keller, 2003; Kamakura and Russell, 1991) . Keller (2009) defines the customer-based brand ownership model (Keller, 2003) as brand knowledge, which is all the thoughts, feelings, perceptions, experiences, and images associated with the brand in the mind of the customer. On the other hand, brand knowledge is not what the brand actually is, but rather what it is in the mind of the consumer. In this context, brand awareness and brand image are two important components of brand knowledge, and brand associations are one of the most important factors shaping brand image (Keller, 1993).

Keeler (2003) asserts that in order to create customer-based brand equity, brands must be built with a “brand echo pyramid”. The brand echo is shown in Figure 2.

According to this pyramid, it begins with the creation of brand identity because brand identity is a prerequisite for creating brand awareness. Here, brand awareness relates to how quickly and easily consumers think of a brand. The second layer is related to adding meaning to the brand, emphasizing the importance of creating a performance that meets the consumer's functional needs and creating an image of the consumer's psychological and social needs. The elements that make up the pyramid

He stresses that (credibility, quality, intellect, and excellence) are particularly important for the brand in expanding product lines or in reaching the market. Finally, if all layers are completed successfully, the brand can create an echo effect, and this

layer symbolizes the consumer's strong psychological bond with the brand. 1.4 Signal Theory

Signal theory is used in marketing to explain the effects of brand ownership and brand credibility and to stimulate brand credibility by creating an environment of dynamic interaction with consumers and businesses (Erdem & Swait, 1998). When consumers experience uncertainty about product features and/or benefits, it is called signal theory (Baek & King, 2010) that brands provide theoretical information that will influence consumer buying behavior (Baek & King, 2010). Brand s play an important role in consumer decision-making and preference, and the main reason behind this is that consumers do not have sufficient information about the characteristics of goods or services and they face a state of uncertainty, and this uncertainty usually arises from the incompleteness and inconsistency of information that characterizes the product market . In other words, the difference in the level of knowledge of goods and services between consumers and firms leads to information asymmetry and this creates uncertainty for that consumer (Bambauer-Sachse, & Rabeson, 2015).

The information economy approach is based on the assumption that the parties have different amounts of information about the transaction, and this information asymmetry affects the transaction (which can be referred to as shopping) and the relationship between the parties, and the most important point here is that the party that lacks information (gets the message) It is the party that sends the message. He infers from the information he conveys, and thus the formation of the inference he will present and the information that the sender of the message chooses to present must also play a role. Signal theory was first introduced by Spence (1974) when he demonstrated how job seekers can signal to employers that they are qualified by investing in their training. In other words, employers experience uncertainty about hiring them, and training is seen as a signal because it gives employers an idea of their ability to do the job.

At this point, two important problems have been pointed out. First of all, suppliers who do not have the ability to meet certain quality standards may also misrepresent themselves by making false claims about quality to the consumer, in other words, brands may claim much higher quality than the quality standards for their

goods and services. In Akerlof 's (1970) terminology, the inability of consumers to identify the intrinsic skills of suppliers is called "adverse selection". In this case, companies can use a variety of methods to send quality signals, such as brand name, price, warranty period, or advertising expenditures. Second, the “moral hazard problem” (Holmström, 1979) may exist in some markets because suppliers can easily change the level of quality provided for each transaction, in other words, the goods and services of each brand may not be of the same quality because the business may not apply the same quality standards every time (Chang, & Chang, 2010).

1.9.The Concepts of Quality And Perceived Quality

Since the concept of quality acquires a different dimension for each individual, this concept is subjective. Quality can be defined as excellence or superiority (Zeithaml 1988, p. 3). Perceived quality is defined as “consumers' assessment of the excellence and superiority of a product or service” .Perceived quality is the level at which customer expectations are met. In the modern marketing approach, satisfying the customer's needs has a positive impact at this level .Quality is a concept associated with the product itself, which includes certain standards, providing specific information about consumer opinions. On the other hand, perceived quality is a concept that highlights consumer opinions personally and provides abstract information about a product. High-quality products and methods that ensure the success of a high-quality product in the market provide more profits for companies in a competitive environment (Jian, & Yazdanifard, 2014).

1.9.1. Dimensions of quality

The concept of quality was best defined by Garvin in 1987 as eight dimensions of product quality.

Firstly . Performance: The basic features of the product are expressed.

secondly. Reliability: How well the product will perform its functions over its lifetime.

thirdly. Durability: is the long useful life of the product.

Fourthly. Service: is the maintenance of the product.

Fifth. Aesthetics: It is the visual presentation of a product to consumers.

Sixthly. Features: It is the function of the product.

Perceived Quality: This is the image of the product that the customer sees.

Eighth. Compliance: Whether the product conforms to certain standards.

1.9.2.Elements affecting perceived quality

According to many studies, the higher the price of a product compared to other products, the more quality the customer perceives. An increase in price also increases the perceived quality of the product and service (Aaker 1991, p. 102) .

In order to understand what quality consumers, perceive, consumers must have experienced this brand for a long time. The fact that a brand is preferred by consumers and increases perceived quality also increases the value of that brand. Parasuraman, Zeithaml, and Berry (1988) used the Servqual scale to identify factors affecting perceived quality and to draw attention to the degree of attitude between consumers' expectations and their perceptions. By emphasizing the measurement of service quality, they attempted to identify the factors that influence this measurement and developed the outcome of the measurement as a model that can be applied to different types of services. Another metric, Servperf, evaluates quality only by measuring performance (Chattopadhyay, 2019).

1.9.3. Corporate perceived quality benefits

Perceived quality delivers significant returns to companies and brands that know consumers and understand what consumers want. It will enable the brand to outperform other competitors in the market, to facilitate the retention of existing customers while increasing perceived quality, thus creating customers with brand loyalty. By identifying the weak and strong aspects of the business, he will increase customer satisfaction. A brand gives meaning to the relationship between the consumer and the producer. Directly proportional to the quality and service expected by the consumer. Brand loyalty also increases in the consumer whose expectations are met. If the brand has a separate place in the mind of the consumer compared to other brands and the consumer sees that place as the niche, then the value of the brand can be determined at this point (Cronin, et al, 2000).

1.9.4.Definitions of perceived quality

The concept of quality differs from one consumer to another. Some customers describe quality as the physical attributes of a product, others as price, still others as after-sales services, and still others as usability. In this case, the perceived quality has some crucial factors like brand name, price, origin and retailer awareness (Chattopadhyay, 2019).

a) Brand Name: The brand name is one of the major factors that determine the quality perception of consumers. A great brand name also increases consumer perception of quality. A brand name is an element that gives information about a brand's personality to consumers. Determining the right brand name is an important issue in the marketing phase. Companies conduct various studies in order to choose the right trade name and go through a difficult process in this regard.

Given the target consumer group and market characteristics, careful research should be started. Brand awareness plays an important role in consumer brand preference. This can be achieved through the image that the brand name creates in the market. Several studies have shown that brand name positively influences perceived quality.

b) Price: Hof mann and Faulkner (2007) revealed that the price factor influences consumers' perception of quality. Price is an important determinant in making customer decisions. Companies use pricing policies to understand consumer perceptions .

c) Origin: the country of origin of the product

Influencing the quality perceived by consumers. Consumers create a perception according to the origin of the product they use. This perception is directly proportional to the quality that the situation creates in the consumer's memory. For this reason, in the tests to be carried out, the origin of the product in terms of perceived quality must be taken into account (Jian and Yazdanifard, 2014).

d) Retailer awareness: Orienting customers to retail stores and providing competitive advantage is an important issue for retailers (Yükselen, 2007). The awareness of the retailer will lead to the brand reaching a large number of consumers. Thus, brand awareness will increase in a short time.

1.10. The Concept of Value

In the literature, the concept of value is defined by various expressions such as value, level of importance, economics, monetary value, and utility. With these variable expressions, there is no clear and accepted definition of value. Researchers have used the concept of value in general rather than the concepts of utility, cost and price (Erkan, & Evans, 2018).

Connock (2008) defines the concept of value simply as the price customers are willing to pay. In the literature, there are different definitions of the concept of value by different researchers. Woodruff (1997) defined value as an assessment of the extent to which the characteristics and performance of products meet consumers' post-consumer preferences. Arpacı (2015) defines value as the utility that is obtained from the product or service purchased by customers in the most basic commercial sense.

1.10.1. Perceived value

Perceived value is defined as an interdisciplinary concept related to fields such as psychology, sociology, and economics. The quality perception of producer and consumer may differ from each other .

Perceived value, which is a subjective concept, can be critical in perceiving value according to the different priorities of consumers before, during and after purchase. If an example is given to understand the concept, the evaluation criteria for the tourist at the time of purchase are the features and price of the product, while the results of using the product and the time after use are presented . It is known that the concept of perceived value directly influences consumers' purchasing decisions of a product or service. The concept of perceived value obtained by consumers is expressed as an evaluation of a product or service as a result of comparing the price paid for a product or service purchased with the benefits of fered for that price (Hussain, 2012).

The discovered value relates to predicting consumer behavior, creating competitive advantages in the sector, and the new products and service decisions to be produced.

It plays an important role. The fact that the perceived benefit is higher than the perceived costs means that the perceived value is high (Boshof f, 1999).

Gale (1994) deals with perceived value mostly in terms of the price of quality. For this reason, he defined perceived value as the perceived market quality relative to the price of the product or service, and stated that market quality is the idea in the consumer's mind of a company's products or services compared to other businesses that use it. There are different definitions by different authors and researchers in the literature on the concept of perceived value. Zeithaml (1988) attempted to define what constitutes perceived value in his study, but he stated that most responses regarding perceived value were subjective and varied, so he evaluated definitions of value under four headings in his study. The four themes identified are (Chuang, et al, 2012);

•Value is low price,

• value is the desired state of the product,

•Value is the quality obtained for the price paid,

• Value is all that is obtained in exchange for what is provided.

It is well known that perceived value has an impact on consumer behaviour. Different value perceptions by consumers can make a difference in the purchasing behavior of consumers. Akgül (2020) stated that perceived value is reflected in consumer behavior in four different ways and expressed it as follows.

•The social value of a product or service: Creating an expectation that the purchased product or service will give the consumer status or value in society may increase the perceived value of that item.

•Monetary value of a product or service: Consumers want to know the value of the price they pay for the product or service they buy. By comparing the product or service they plan to purchase with other existing competitors, consumers prefer to turn to the product or service that provides them the most benefit and has a reasonable price.

•Emotional value of a product or service: Thinking that the purchased product or service will create a sense of happiness and peace in the consumer may lead to an increase in consumers' perceived values.

•Quality of the product or service and the value of its performance: It is expressed in the level of benefit from the purchased product or service and the

satisfaction of the consumer's needs. The perceived value of the product or service that benefits the consumer is high. In this case, it may be effective for the consumer to direct other consumers to that product or service.

1.10.2. Types of perceived value

The concept of perceived value has been broken down in different ways by different researchers. Grewal, Monroe, and Krishnan (1998) interpreted these types as perceived acquisition value and perceived transaction value:

Perceived acquisition value: the concept that combines price and quality, which expresses the perceived net benefit of the purchased product or service,

positively from the benefits believed to have been obtained as a result of its purchase and consumption; It is negatively affected by the price paid for the consumption of the product or service.

Perceived Transaction Value: It refers to the psychological satisfaction or pleasure that arises from the advantages of financial terms as a result of the price agreement between the consumer and the producer.

Blossom ,(2011), mentions four different types of values that can change at different times due to the dynamic nature of the concept of perceived value. The mentioned four types of values are listed as follows;

Acquisition value: all the benefits that the consumer believes they will get by purchasing a product or service,

Deal value: the feeling of pleasure that comes from making a good deal,

•Value in use: the benefit resulting from the use of the product or service,

•Payment value: the remaining benefit after consuming the product or service.

While acquisition and transaction value, mentioned by Parasuraman and Grewal in their studies, have an impact on consumers at the time and after purchase, use and payment value draws attention to processes after consumption of a product or service.

Again, in a different study on the perception of types of perceived value, Davidow, (2003), mentioned the structure of perceived value as four factors such as

product value, service value, individuality, and cost value in their study approaches to measuring perceived value.

In order to compete with each other, companies in the same segment of fer their products in larger quantities and in greater variety to the target audience. In other words, in the current market, there are many products or services of fered by different companies. Consumers face multiple criteria before making a decision to purchase one or some of the unlimited of ferings in the market. For this reason, consumers make their purchasing decisions according to the values they aim to obtain from the product or service in question (functional, emotional, reputation, etc.)

Measuring the perceived value of goods or services provided by consumers will provide a clearer understanding of the concept of perceived value.

Two basic research approaches were found in the literature review on defining the concept of perceived value. the above approaches; They are known as approaches that measure perceived value as unidimensional and multidimensional constructs (Gironda & Korgaonkar ,2014).

1.10.3.Dimensions of perceived value

There are single and multidimensional approaches accepted by many researchers in measuring perceived value. It is known that one-dimensional approaches provide limited information because they indicate the perception of the existence of value by consumers. In addition, the multidimensional approach is very important in terms of identifying dimensions of perceived value and at the same time being able to develop guiding strategies for existing businesses in the sector. It may be mentioned that researchers who assess perceived value in the multidimensional type of approach do not have a consensus about the dimensions of perceived value (Ellyawati, Purwanto, & Dharmmesta, 2012).

Monetary Value

Monetary value expresses the benefits generated by comparing the results obtained by consumers who purchase the product or service against the price paid .

A consumer who prefers the same product or service in different brands makes a decision based on monetary value. In addition, financial value is known as an

important factor for tourists, who are consumers, to choose a destination again. Badawi (2012) stated that there will be differences in the value obtained between a consumer who prefers a product with a lower price and a consumer who prefers a product with a higher price. It is important for companies to develop their competitive strategies according to the value proposition formula - price > value competitor price (Badawi, 2012, 580-597).

Cognitive Value

Cognitive value is defined as the benefits that consumers obtain by choosing a product or service that they believe will provide them with value and a new experience as a result of their curiosity or search for innovation. Consumers may want to purchase different products or services instead of the ones they are currently using, and they may have desires such as tasting a different noodle dish, learning about different cultures, and going to a different restaurant instead of the one they always go to. Within these events, all new experiences constitute cognitive value . Sweeney and Souttar (2001) interpreted the interesting potential of a good or service as cognitive value and stated that cognitive value emerges when said good or service is new or surprising. They also stated that cognitive value is mostly shaped in experiential service items. Cognitive value is frequently used in customer-oriented businesses to provide prof essional service due to factors such as improving the capabilities of individuals and increasing their level of knowledge (Erkan, & Evans, 2018).

Emotional Value

Emotional value is an emotional reaction that psychologically occurs in the consumer during consumption and varies. Emotional reactions that occur during or after consuming a product or service are called affective value .

The emotional benefits such as comfort, happiness, and likeness that consumers obtain from the goods or services they purchase are defined as emotional value. In order for a purchased good or service to have sentimental value, consumers must change their feelings. The positive or negative emotional response in consumers depends on the experience and satisfaction with the product or service .Goods or services are of ten met with an emotional response. Sentimental value is mostly associated with aesthetics, but can include sentimental value in tangible and utilitarian

products or services. For example, an individual's interest in an item (car, house) can be shown. Sentimental value can directly influence consumers' purchasing decisions. The fact that tourism companies that leave feelings behind cannot realize the individual expectations of tourists, which causes negative feelings and prevents customer satisfaction (Bauer, & Exler, & Bronk, 2007).

Social Value

Social value is defined as the social benefit that will be obtained as a result of using the product obtained by the consumer (Wang, et al., 2004). Consumers expect that the product or service they buy will raise their social status. For this reason, the definition of social value has been used as an element that satisfies a consumer's need for social image or self-confidence . According to another definition, consumers prefer the product or service they buy because of factors such as prestige, prestige, and image acquisition rather than to satisfy their own needs . Social value, which influences the purchasing behavior of individuals, drives individuals to preferences for the social class to which they belong or want to belong. (Graa, et al ,2013) stated that individuals' clothing or vehicle preferences consider what the products mean to the buyer, i.e. social value, rather than the functional value of the products in question.

Quality Value

The benefit obtained by providing the expected quality standards of the product or service can be defined as quality value. According to another definition, quality value is the assessment of the quality of a product or service's workmanship, durability, and the existence of an acceptable quality standard. High interpersonal skills and competencies of employees who are in close contact with consumers in positive evaluations contribute to the perception of value to consumers .Quality value includes factors such as utility, appearance, price and durability of the product or service purchased. In addition, the ability of the element to fulfill the demand-fulfilling function is important. Obtaining the highest quality with the costs incurred by the consumer to obtain the product or service is one of the important issues (Jian, & Yazdanifard, 2014).

CHAPTER TWO

THE IMPACT OF PERCEIVED JUSTICE ON PERCEIVED QUALITY AND PERCEIVED VALUE

As competition intensifies in the 21st century, the number of product or service providers has increased, resulting in increased choice and the need for customers to choose carefully. Such an environment, especially with the spread of the Internet and other media tools, has paved the way for information to be disseminated easily and quickly, providing many different alternatives to customers. Considering that today's customers are increasingly sensitive to price, quality and service, it is clear that customers who are not satisfied enough change service providers very easily with the help of this information. Because the availability of information and competitive environment can push customers to leave the business without wasting time and a lot of energy. In a competitive environment where dissatisfaction affects negative word-of -mouth communication and purchase intention very quickly, companies need to always provide excellent service (Chattopadhyay, 2019, 90-97).

Given the features that distinguish a service from a product, such as intangibility, simultaneous production and consumption, and extensive human involvement in production and consumption, it is very difficult to fully satisfy customers. It is not realistic to provide perfect service. In this context, it is inevitable that customers face service failures, which are expressed as economic and social losses as a result of the change. Given that failures cannot be completely eliminated in service companies, what companies need to do is to systematically analyze the shortcomings, errors and situations that can be considered service failures and provide effective solutions to improve service in order to eliminate the negative impact of economic and social losses (Ellyawati, Purwanto, & Dharmmesta, 2012).

According to equity theory, customer satisfaction depends on the perceived quality of service and the perceived value of this service. There are three sub-dimensions of the perception of justice that customers perceive as a result of the quality and value of the service they receive. these; Perceptions of interactional and procedural justice. In many studies in the literature, it has been stated that these dimensions of

fairness, which constitute perceived fairness, influence satisfaction, and satisfaction affects customers' behavioral intentions such as trust, repurchase intention, positive or negative word-of -mouth intention and also affects the company's brand. We should not expect customer reactions to the service provided to be the same. As a result, their expectations for the quality and value of service in the future increase. (Chattopadhyay, 2019,112-118).

2.1.The Relationship Between Justice and Perceived Quality

In the framework of providing service to the customer fairly, perceived quality is linked to three basic dimensions: “quality of results” (related to service mainly through food service or transportation), “quality of interaction” which expresses the relationship between customers and service providers, and “environmental quality.” “(This dimension of quality expresses the interaction of customers with the physical environment in which the organization provides the service to the customer, including the place and time of providing the service and the procedures related to providing the service). In this context, customers evaluate the justice in service provision in terms of the results they obtain (perceived quality). As a result, customer-perceived fairness is expected to have an impact on service quality. For example, in the context of a telecommunications service, Andalib and Basu (1994) show that perceived fairness is an important factor for evaluating service quality. In the context of the service experience, as within the framework of service provision there are many interaction meetings between service providers and customers through which customers can evaluate whether the transaction is conducted fairly. Furthermore, these frequent interactions allow customers to appreciate service performance and service quality. (Illawati, Purwanto, and Dharmista, 2012, 59-68).

Because of factors such as technical complexity of the service or experience, consumers do not evaluate services on the basis of the underlying service alone, and include formal principles that ensure "fair" treatment of all customers during service encounters. From the consumers' point of view, these principles must be implemented by service personnel. We can then assume:

H1:There is a positive and significant impact of Interactional Justice on the Perceived Quality

H2: There is a positive and significant impact of Procedural Justice on the Perceived Quality

2.2.The Relationship Between Procedural Justice and Perceived Value

Perceived value is a personal construct in many cases. Measuring perceived value varies widely across senses, customers, and cultures. Perceived value varies between what is experienced and before purchase, at the time of purchase, during use and after use. Evaluations for each of these moments may be different. Therefore, when purchasing tourist properties, the product and price can be the deciding factor at the time of purchase. Factors obtained before and after use are appreciated by clients .

Concepts such as value and value for money are now essential parts of strategic thinking. The growing awareness of the importance of perceived value stems from the dual function of value and money. Perceived value affects not only the pre-purchase stage, but also customer satisfaction, recommendation intention, and post-purchase behavior. Although perceived value theory dates back to the late 1970s, the experimental methods are quite new. Where empirical studies require operational definitions, in the case of perceived value they are primarily ruled out by the usual influences of individual psychological factors and the broad spectrum of other constructs involved in shaping value judgments. These factors exacerbate the challenges of measuring value. However, despite all the difficulties, there have been some attempts to assess perceived value through different methods. (Ellyawati, et al, 2012, 59-68).

The idea that perceived value is dynamic also suggests that the nature of the evaluation may change during the identification process. Perceived customer value may vary depending on a person's status or consumption situation. Therefore, perceived customer value may vary depending on the new consumption context, online purchasing and the factors that influence perceived customer value, as well as alternative purchasing settings (Jian, & Yazdanifard, 2014).

Individuals' current perceptions of a company's service quality immediately after a service call are a combination of their prior expectations of what will and should

happen during the call and the actual service provided during the service encounter. That is, customers renew their expectations when they receive information about word-of -mouth communication, business communications and the service delivery system of business competitors.

Perceived value refers to the value of the results that the customer obtains from service providers while receiving the service compared to what he pays for it. As the customer pays in exchange for the information in exchange for the purchase and the value of the service, there is also a value for the time taken by the decision-making and purchasing process. Oliver and Swan (1989) explained that the fairness of service provision is viewed by the customer through the comparison between inputs and outputs. In other words, that is, the customer looks at the service from the perspective of the value he will receive within the framework of the cost he paid. The customer compares the time spent and the price paid with the value of the service received. Hence, we find that the perception of distributive justice may contribute to perceived value. Moreover, some local issues seem to be of particular importance in service evaluation, such as the time required to deliver the service and the suitability of the whole process. When examining the relevant literature, it appears that there are many studies that investigate the relationship between the appropriateness of policies followed within the justice framework and the value of the product, but there are few studies that examine the relationship between perceived justice and the perceived value of the service provided. According to the relational model developed by Lind and Tyler (1988), when employees perceive that they are treated fairly, they believe that they are valued. This idea can also increase harmony between the person and the organization. (Evangelos, & Yannis, 2010).

Interpersonal fit and organizational justice influence employees' attitudes and behavior toward work and the organization. Studies have shown that there are statistically significant relationships between person-organizational fit and organizational commitment (Chatman, 1991) and perceived organizational justice . Strong cultures that form as a result of harmony between the individual and the organization not only ensure harmony with the organization and its environment around a common goal, but also enable the formation of a work force with high organizational commitment, especially affective commitment, and increased organizational citizenship behavior .

The perception of distributive justice affects individuals' perception of organizational fit among individuals, and the perception of fit between individuals and the organization also influences employees' perception of the importance of efficiency in the company's work to enhance the perceived value of service to customers . An individual who is in harmony with his organization exhibits positive job attitudes such as increased job satisfaction, organizational commitment, and work attendance. (Chattopadhyay, 2019,122-128).

Based on what it was mentioned above we can assume:

H3: There is a positive and significant impact of Interactional Justice on the Perceived Value

H4: There is a positive and significant impact of Procedural Justice on the Perceived Value

2.3.The Relationship Between Perceived Quality and Perceived Value

In the literature, there are studies examining perceived service quality and perceived value in different service sectors. The conceptual definition of perceived value is based on the definition of value as "the consumer's overall evaluation of the use of a product based on his perceptions of what is obtained and what is delivered". Value is a consumer goal that regulates consumer actions at the level of behavioral intentions of loyalty. Previous research shows that perceived value influences intention (Kim et al., 2008), commitment (Bora, 2005) and brand loyalty. The level of customer loyalty depends on the perceived value of the quality of products and services. Studies examining the relationships between perceived service quality, perceived value, and attitudes and behaviors toward a brand in different service sectors provide ideas on examining these concepts in detail, which are considered as antecedents of brand loyalty .

In the literature, it is possible to find different studies examining the dimensions of service quality, perceived value and brand loyalty in the transportation sector. Some studies show that perceived value and perceived service quality have a direct impact on customer loyalty.

On the other hand, Aragoncillo and Orus (2018) were unable to detect a statistically significant relationship between service quality and brand loyalty in tourism. Cayman and Arasli (2007) and Kim et al. (2008) reported that only the physical characteristics and enthusiasm dimensions of service quality had an effect on brand loyalty, and no such effect was observed in the other dimensions. Han et al. (2008), in their study conducted in two hotel companies in China, reported that service quality had an effect on the cognitive dimension of brand loyalty, which is the first stage of attitudinal brand loyalty, but no effect was found on the integrated dimensions of loyalty. Kapferer (2012), in his study of 205 tourists staying in four-star hotels in the Kaunas region of Lithuania, revealed that a simple difference between tourists' expected quality and perceived quality had a significant impact on brand loyalty levels. Graa Dani-Elkebir and Bensaid (2014) found a strong relationship between service quality and customer loyalty in Bodrum Aegean Dream Hotel. Ashraf et al. (2018) investigated the effect of perceived service quality and perceived value on brand loyalty in their study conducted with 440 customers in the hospital, hotel, education and banking sectors. They stated that service quality and perceived value influence brand loyalty and that customer satisfaction has a mediating effect.

The results of the study indicate that service quality and perceived value are key factors for relationship quality, while the three dimensions of relationship quality (customer satisfaction, customer trust, and customer commitment) have a significant impact on customer loyalty. Dodoo and Wu (2019) investigated the influence of perceived service quality and perceived value of service on brand loyalty in their study of 399 tourists staying in budget hotels in Indonesia. In the study (p. 66), the reason for using brand loyalty as a measure; This has been stated to be due to the ability to identify customers from "very loyal" to "less loyal" and the ease of predicting future behaviour. Blossom (2011) examined the relationship between the cognitive and emotional dimensions of perceived value, satisfaction, and brand loyalty among tourists staying in hotels, and found that the dimensions of perceived value, features, treatment, quality, price, and personal satisfaction are related to satisfaction and behavioral loyalty to the brand, and it was found that they have a direct positive effect on loyalty, While the aesthetic and prestige dimensions did not have a direct and positive effect.

Habsari et al. (2016), in data collected from 200 tourists at an airport in Indonesia, found that perceived service quality had a strong impact on perceived value and customer satisfaction. In their study, Bauer, and Bronk, (2007) found that there was a strong relationship between perceived service quality, perceived value, and brand loyalty consisting of behavioral and attitudinal loyalty questions, in the data they collected from 400 tourists staying in four and five regions. Star hotels in the halal hotel category. Based on what it was mentioned above we can assume:

H5:There is a positive and significant impact of Perceived Quality on the Perceived Value

2.4.The relationship between Interactional Justice and Procedural Justice with Perceived Quality and Perceived Value affects by Perceived Brand Popularity.

Perception is one of the most important factors driving consumer behaviour. The product, service, brand image, and many other clues about the brand they received provide an idea of the quality perceived by the consumer. The point is to identify these signals that influence the idea formation of consumers. For these reasons, companies investigate the factors that determine consumer behaviour. Olson (1972) stated in his research that consumers will explain the quality of the products they buy using cue theory. Allusion theory is divided into internal and external. The brand name, price and design of the product, which do not belong to the product, are counted as external clues to the product. Indispensable features of the product are internal guides. Olson (1976) stated that the brand name, design, price, and effectiveness are internal clues to the product (Evangelos, & Yannis, 2010).

Jian, & Yazdanifard, (2014) also divides quality into two parts as internal and external indicators. Accordingly, the internal clues consist of the colour, design, external appearance and physical properties of the product. Information such as product price, brand name, brand image, documents, and country of manufacture also constitute external clues. As consumers evaluate products more according to internal clues, companies are investing in developing internal guides. However, there are also segments or product groups in which products are not evaluated by consumers according to internal clues. For this reason, companies are also making an effort to develop external signs.

According to Bhuian (1997), product quality, appearance, and product reliability are the internal indicators of quality. As the quality of the product increases, the consumer becomes more satisfied and the product is considered to be a quality product. According to Kotler (1996), the degree of satisfaction of consumer needs expresses the suitability of the product for the consumer. The satisfaction of the consumer who thinks it is suitable for him will increase. Providing a high-quality product to the consumer is one of the important signs that make the consumer believe in the quality of the product, if the consumer does not encounter any problems with the service they received, or if that happens, finding a quick solution for that. the problem. The image of the product serves as evidence that increases the quality perceived by consumers. Warranty, price and service are external guides to the product (Chattopadhyay, 2019).

Accessibility hints are explained by the fact that consumers find the product they want as quickly as possible and in the stores they want. The consumer, who finds it difficult to access the product, will start to prefer competitors who provide a faster access service after a certain period of time. After-sales services are one of the most important factors affecting the quality perceived by consumers. The better the after-sales services compared to competitors, the more consumers and customers care about the quality of the product they buy. The guarantee that the company gives to the product purchased by the customer and the service provided makes the company stand out from its competitors. Consumers also influence the country of manufacture of a product as both internal and external cues. As the names of some countries are identified with quality, the products from this origin create a high quality perception of the product in the consumer especially the products that are from these countries (Cronin, et al ,2000).

Jacoby and Szebello (1974) stated in their study that internal cues are the physical properties of a product. Explains external reference as brand image, appearance, and price. They also stated that the product's internal cues were more effective than the external cues. Fiore and Damhorst (1992) described the physical properties of products as internal cues in their study and stated that internal cues such as the physical properties of products are very important in quality perception.

According to The quality of a product affects both internal and external signals. Perceived quality guides consumers according to these clues and consumers evaluate quality as a result of these clues (Evangelos, & Yannis, 2010).

Today, the highly competitive environments in which companies operate have made it necessary to meet the requirements and expectations of their customers as a main objective, to provide a high level of service and to maintain the level of prof itability and competition in the market, which are important for the business while carrying out these activities. In order to achieve all of these strategies, the concept of customer value creation rather than customer satisfaction creation should be emphasized (Jian, & Yazdanifard, 2014).

Khalifa (2004) states that value-based management or value-based management of companies has led to increased interest in perceived value strategies, with the belief that business success will increase. The basis for consumers' orientation to any product is not the features of the product in question, but the value that the consumer perceives through the existing features of the product. Understanding that different consumers will value product-related benefits differently has revealed that consumer behavior can be best analyzed by perceived value (Chen & Hu, 2010). In line with all of this information mentioned, it must be known that defining and creating customer value is a prerequisite for business success .

Perceived value enables consumers to focus on their real needs rather than the preferences they want. Focusing on the real needs of consumers brings customer satisfaction. Perceived value emerges as an important element in terms of satisfying the desires and needs of consumers in the best way, as well as providing consumer goals.

In other words, apart from the physical benefits of the product or service, the psychological and social benefits must also be satisfied. In this regard, perceived value creation; Presenting the right product or service to the right target audience in the right way. In this way, consumers will be able to understand the benefits that will accrue to them from the product or service.

With all this information, companies can contribute to their marketing activities by developing products or services that meet the requirements and needs of consumers (Chen & Hu, 2010).

Based on what it was mentioned above we can assume:

H6 :The relationship between Interactional Justice and Procedural Justice with Perceived Quality affects by Perceived Brand Popularity.

H7: The relationship between Interactional Justice and Procedural Justice with Perceived Value affects by Perceived Brand Popularity.

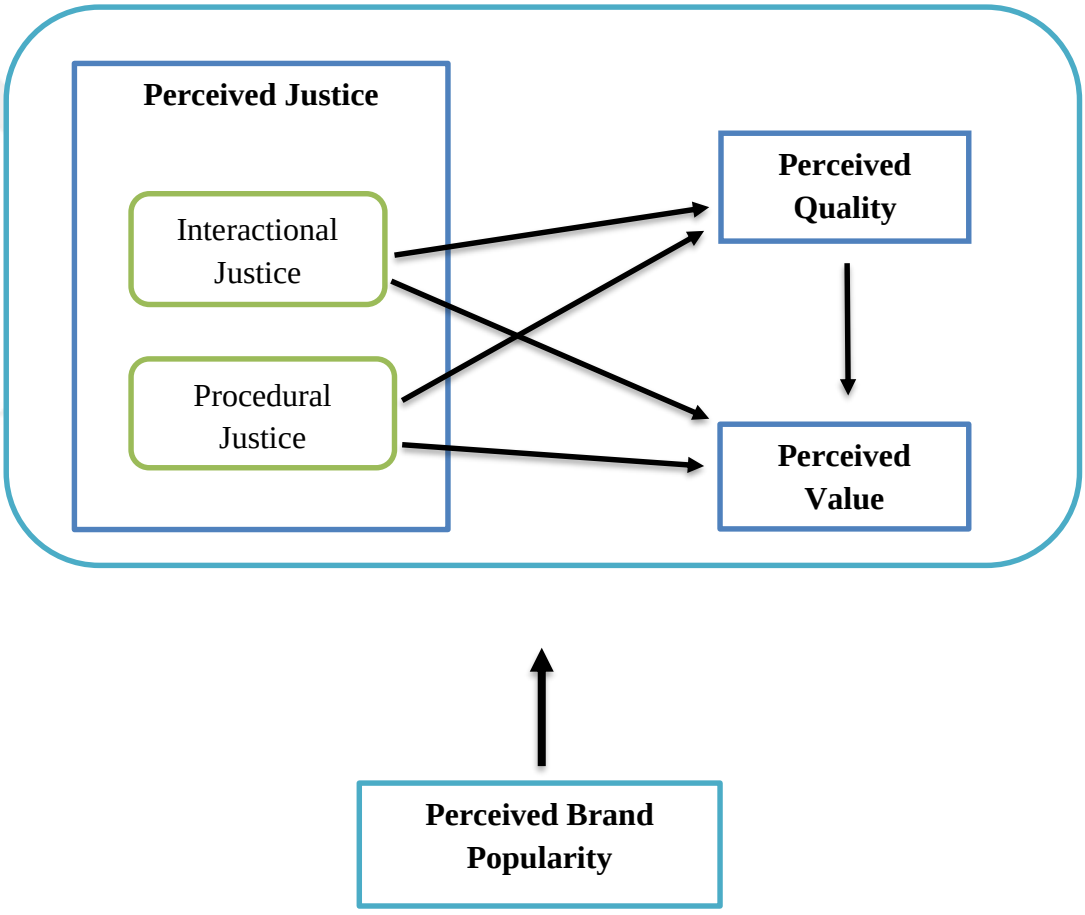


Figure 1. Model Of the Study

CHAPTER THREE

RESEARCH METHODOLOGY AND FINDINGS

In this chapter, the researcher describes the procedures necessary to ensure a systematic and informed investigation, focusing on sampling procedures, data collection, and analysis methods. The researcher discussed data collection tools and procedures in addition to the targeted respondents and sampling procedures. Research methodology is described as a way to shed light on the scientific procedures of how the researcher handles the practical study within the framework of the theoretical intellectual components.

3.1. Research Design

According to Newing (2011), research design is setting up the parameters for data collection and analysis with the goal of balancing procedural economy with the significance of the research goal. Kothari (2004) highlights that research design plays a crucial role in facilitating the straightforward execution of diverse research operations. This, in turn, allows for the most efficient conduct of research and the understanding of maximal outcomes with less resources. As a result, research design refers to the organization or framework of the study that directs all research activities, from developing research questions and hypotheses to summarizing findings in an effort to fulfill the study's objectives.

The choice of research design depends on the goals that researchers want to achieve. The primary objective of this study was to study the effect of perceived justice (interactional justice and procedural justice) on perceived quality and perceived value and to study the effect of the mediating role of brand popularity (research based on the Turkish Airlines brand) in Iraq and Turkey.

To achieve this goal, a quantitative approach was used by distributing the questionnaire, collecting primary data, and analyzing it to reach the desired results. Although the study begins by describing each type of perceived justice (interactional justice and procedural justice) and perceived quality, perceived value, and brand popularity, the ultimate goal of the study is to test whether the relationship exists and how perceived justice (interactional justice and procedural justice) might influence on perceived quality and perceived value by taking the mediating role of brand popularity by applying it to Turkish Airlines customers in Iraq and Turkey.

3.2. Research Population

In a scientific study, there are two types of study populations: the target population and the study population. The target population of a survey is the entire group of units in which survey data are used to make inferences. From the study population, the researchers drew a sample that represents Turkish Airlines customers in Iraq and Turkey.

According to Smith (2004), the geographical characteristics of the target and study population must be determined, as well as the types of units to be included. Accordingly, the researcher distributed the questionnaire in Iraq electronically through a link created on Google Form and published on Facebook pages related to aviation in Iraq, where 206 questionnaires were distributed. 215 questionnaires were distributed manually and randomly in Turkey to customers traveling from Istanbul Airport and Sabiha Gökçen Airport during a period of ten days from September 7th to 17th , 2023.

3.3. Sample Size and Sampling Procedures

In survey research, a sample is defined by Lavrkas (2008) as a subset of things selected from a wider population. It goes without saying that such a sample needs to be representative of the population and consistent with it.

The erroneous null hypothesis maybe rejected, the outcome maybe inaccurate, and the organization's resources maybe wasted if the sample is inaccurate and insufficient in terms of size and features (Gerstman, 2003).

Likewise, a study that collects too much data is a waste of time. Therefore, it is necessary to determine the appropriate sample size before starting to collect data for the study.

In recognition of this fact, a sample size determination model developed by Lemeshow et al (1990) was used for this purpose.

N=PQ(Z)2/E2

Where N is the sample size, P is the proportion of the population to be studied, and if that proportion is not known, the largest possible proportion is used (50%), Q is the complementary proportion, Z is the standard score (0.05 = 1.96 & 0.01 = 2.58), E is the sampling error, whether at (0.05). or 0.01)

When assuming the available population percentage is (30%), the complementary percentage is (70%), the standard score is (1.96), and the sampling error is 0.05, the sample size is (400).

The Lemeshow et al (1990) equation is applied to determine the sample size when the population size is homogeneous but not clearly defined and when the original sample collected is larger than 5% of the population size. All these conditions are met and are therefore applied to determine the sample size.

To maintain a 95% confidence interval. In order to make important amendments to the non-responding questionnaires and to make the results comprehensive, the number of participants was expanded to 430. It was found after distributing the questionnaires that there were 9 questionnaires with incomplete data, so they were rejected, and the researcher conducted the study on 421 questionnaires.

3.4. Data Collection Tool

In this study, primary and secondary data sources were used. Kothari (2004) describes primary data as that which is collected recently and for the first time and is therefore original in nature. According to Dawson (2009), data from secondary research encompasses material gathered from studies carried out by other researchers on a certain subject. This study makes use of both data sets.

The major data collection instrument for the study was a questionnaire. According to Schwab (2005), questionnaires are instruments of measurement that request responses to a series of assertions or questions from participants. When working with a big sample, one study instrument used to gather data is a questionnaire. Because a questionnaire is appropriate and simple to use, it is recommended.

According to Kothari (2004), questionnaires have a number of benefits, including: Being impartial toward interviewers; It should be low cost even when the study population is large and widely geographically dispersed; Participants must have sufficient time to provide thoughtful answers; It should also be possible to reach respondents who cannot be reached easily.

Large samples can be used and thus the results can be made more reliable. Given the advantages and the need to collect more information, questionnaires were conducted on Turkish Airlines customers in Iraq and Turkey randomly.

Closed-ended questions were employed in the study. This is because surveys benefit greatly from closed questions as they can elicit greater response rates. Closed-ended questions also lend themselves readily to coding and analysis, which makes them very helpful when attempting to demonstrate the statistical significance of survey data. Many of the questions in this survey start out as closed-ended inquiries about the respondents' demographics before moving on to inquiries like fairness, value, perceived quality, and brand popularity. which were measured on a five-point Likert scale with boxes to mark the chosen option.

In order to make future changes, the questionnaire was carefully created and tested on a small sample of community members. Every component was chosen with care to ensure that it will fulfill the study objectives, gather relevant data, and connect to the broader research challenge. Four components made up the structure of the questionnaire. The questionnaire's first section asked for the respondents' general information. The independent variables, or perceived justice (interactional and procedural justice), were examined in Section B of the questionnaire. The questionnaire's Section C examined the dependent variables, or perceived value, perceived quality, and popularity. The questionnaire's Section D measured the intermediate factors, such as brand popularity.

3.4.1. Pilot testing of the questionnaire

Prior to gathering the major data, a pilot test was carried out for the primary data to guarantee the questionnaire's validity, reliability, and paragraph clarity and ambiguity. According to Babel (2002), a pilot test is an experiment using the methods and resources that a researcher intends to utilize. The goal is to receive input on how well-defined, easy to understand, and appropriate the questions are for obtaining the

desired data. The pilot test should consist of 5% to 10% of the intended sample, according to conventional guidelines. Therefore, fifteen (30) clients—15 in Turkey and 15 in Iraq were used for the pilot testing, and great care was made to ensure that these pilot participants were not included in the main research.

The questionnaire responses from the pilot administration were utilized to enhance the content validity of the questions asked during the main administration. Furthermore, tests of validity and reliability were performed using the data from the pilot surveys.

3.4.2.Reliability and validity of the questionnaire

Every variable may be measured in more than one method, thus the researcher must work to develop the most effective measure or measurements for each variable. In light of this, an analysis of the data was conducted initially to verify the instrument's quality. The two primary standards by which a measurement is assessed are validity and reliability. Validity was used to assess the measuring method' correctness, while reliability was utilized to guarantee data consistency.

Reliability testing was also done to make sure the equipment used for the main administration were consistent. The consistency of a measurement is its reliability. That is, the degree to which a measuring instrument will yield consistent outcomes when used again on the same subject under comparable situations. Repeatability is the most straightforward method of testing dependability. It may be achieved by asking the same respondents the same questions repeatedly and evaluating the degree of correlation between responses, or by asking the same question in a different way at different stages of the questionnaire.

Cronbach's alpha was employed in the study to assess the questionnaire's reliability. Internal consistency is most commonly measured using Cronbach's alpha coefficient. The Cronbach's coefficient, often known as alpha, can vary between 0 and 1, where 0 denotes an instrument that is completely error-free and 1 indicates that mistakes are present in it. The internal consistency is more reliable when the Cronbach's alpha value is nearer 1. For the new questionnaire, a reliability coefficient (alpha) of 0.70 is deemed appropriate, dependable, and advised.

3.5. Data Processing and Analysis

In this study, primary data were collected from the distributed questionnaire. Once the questionnaires are collected, the next step is to edit, organize, code and search for errors in the data. This was a matter of data processing. Data processing is a series of actions or steps performed on data to verify, organize, transform, combine and extract the data into an output form suitable for subsequent use. In recognition of this fact, the questionnaire data collected were carefully processed. This helped in compressing the data and arranging it into small groups to facilitate examination and analysis. In this study, data analysis was conducted using the SPSS and AMOS software to employ statistical techniques and derive meaningful insights.

Following that, descriptive statistics and multiple linear regression analysis are used to assess the primary data that were gathered and processed from the questionnaire. The features of the study's variables of interest were described using descriptive statistics, which included mean scores, percentages, frequency distributions, and standard deviations. Moreover, the existence or lack of a link between variables was investigated using inferential statistics like correlation analysis. The proposed correlations were tested, and the relative significance of each independent variable in explaining the link between the independent and dependent variables as well as the function of the mediating variable was ascertained using multiple linear regression analysis.

3.6. Findings

Table 1. Sample profile (N = 421)

		n	%
Gender	Male	218	51.8
	Female	203	48.2
Age	19-29	200	47.5
	30-40	118	28.0
	41-50	63	15.0
	50+	40	9.5
Education	High school	75	17.8
	Bachelors	208	49.4
	Masters	92	21.9
	PhD	46	10.9
Monthly Income	Less than 500 USD	70	16.7
	500 _700 USD	85	20
	700_1000 USD	128	30.4
	More than 1000 USD	138	32.9

The results in Table 1 above show the distribution of demographic data for the study sample members. 51.8% of the study sample are male and 48.2% are female. The results also show that 47.5% of the study sample members are between the ages of 19 and 29 years, 28% of the study sample members are between 30 and 40 years old, and 15% of the study sample members are between 41 and 50 years old. The results also showed that 9.5% of the study sample members are between 41 and 50 years old. They are over 50 years old.

Looking at the results regarding the educational level of the study sample members, we note that 17.8% of the study sample members have a high school diploma, 49.4% have a university degree, 21.9% have a master's degree, and 10.9% have a doctorate degree. Looking at the question on income, the results show that 16.7% of the sample members have an income of less than $500, 20% of the study sample members have incomes between 500 and 700 US dollars, and 30.4% of the study sample members have incomes between 700 and 1000 US dollars. 32.9% of the sample's income exceeds $1,000 per month. The results of the demographic analysis generally indicate that the sample members generally have a good educational level, as they are able to understand the questionnaire questions and answer them correctly. Also, most of the respondents are young people who travel a lot and therefore have knowledge of the service provided by the Turkish airline company.

Table 2. Factor Analysis

Factor / Item		Factor Loading	Variance (%)	Alpha
Perceived Brand Popularity			14.557	0.768
BP1		0.750		
BP2		0.852		
BP3		0.816		
Perceived Quality			16.265	0.869
PQ1		0.780		
PQ2		0.784		
PQ3		0.819		
PQ4		0.744		
PQ5		0.658		
PQ6		0.773		
PQ7		0.739		
PQ8		0.737		
PQ9		0.656		
Procedural Justice			12.895	0.824
PI1		0.638		
PI2		0.661		
PI3		0.754		
PI4		0.663		
Interactional Justice			11.787	0.726
II1		0.742		
II2		0.737		
II3		0.684		
Perceived Value			16.188	0.772
PV1		0.731		
PV2		0.729		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy				0,963
Bartlett's Test of Sphericity	**Approx. Chi-Square**			6.504E3
	Df			210
	p-value			0.000

Factor analysis is a statistical technique employed to reduce the number of variables in a dataset. It aims to explain the output by utilizing a smaller set of factors. In order to conduct factor analysis, it is crucial to establish a relationship between the variables. The Kaiser-Meyer-Olkin (KMO) measure should be applied to determine if the sample size is suitable for factor analyses. Additionally, Bartlett's test of sphericity assesses the presence of a sufficient relationship between variables. The KMO value ranges from 0 to 1, with a value close to 1 indicating that the variables can accurately predict each other. Ideally, the KMO value should exceed 0.50. If the p-value of both the KMO test and Bartlett's test is less than 0.05, it signifies that factor analysis can be performed (Bandalos and Deborah, 2017).

Based on the KMO measure of sampling adequacy (0.963) and Bartlett's test of sphericity (X2 = 6.504E3, df = 210, p = 0.000), it can be concluded that the data is suitable for factor analyses. The variance accounted for is 71.692%, indicating that all questionnaire statements are appropriate for analysis. After conducting factor analysis, it is essential to assess the reliability of each factor. For this purpose, Cronbach's alpha coefficient is utilized. Table 2 presents the factor loadings, variance explained for each dimension, and Cronbach's alpha coefficients. The values of Cronbach's alpha coefficient for reliability suggest that the study variables exhibit high reliability and they are suitable for analysis.

Table 3. Correlation analysis

		Pearson's r	p	Lower 95% CI	Upper 95% CI
Perceived Brand	- Perceived Quality	0.759	< .001	0.715	0.797
Perceived Brand	- Procedural Justice	0.703	< .001	0.651	0.748
Perceived Brand	- Interactional Justice	0.611	< .001	0.548	0.668
Perceived Brand	- Perceived Value	0.603	< .001	0.538	0.661
Perceived Quality	- Procedural Justice	0.837	< .001	0.806	0.864
Perceived Quality	- Interactional Justice	0.811	< .001	0.776	0.842
Perceived Quality	- Perceived Value	0.771	< .001	0.730	0.807
Procedural Justice	- Interactional Justice	0.800	< .001	0.763	0.832
Procedural Justice	- Perceived Value	0.721	< .001	0.672	0.764
Interactional Justice	- Perceived Value	0.766	< .001	0.723	0.802

A correlation analysis was performed to uncover connections among the variables under study. The correlation analysis provides insights into the strength of the relationship between these variables, with values ranging from -1 to +1. A negative sign signifies an inverse correlation between the variables, while a positive correlation indicates that the variables move in the same direction. Additionally, (**) denotes a statistically significant correlation at the 1% level. Based on the table above, it is evident that the relationship between the independent variable, justice and the dependent variables is positive, robust, and statistically significant.

- A statistically significant, positive and strong relationship is found between Interactional Justice and Perceived Quality ($r=0.811$, $p<0.01$).

- A statistically significant, positive and strong relationship is found between Interactional Justice and Perceived Value (r=0.766, p<0.01).
- A statistically significant, positive and strong relationship is found between Procedural Justice and Perceived Quality (r=0.837, p<0.01).
- A statistically significant, positive and strong relationship is found between Procedural Justice and Perceived Value (r=0.721, p<0.01).
- A statistically significant, positive and strong relationship is found between Perceived Quality and Perceived Value (r=0.771, p<0.01).

Table 4. Parameter estimates

			Direct	Indirect	Total	p	95% Confidence Interval	
							Lower	Upper
Interactional Justi	→	Perceived Value	0.555	0.021	0.576	< .001	0.448	0.663
Procedural Justice	→	Perceived Value	0.239	0.092	0.331	< .001	0.119	0.358
Interactional Justice	→	Perceived Quality	0.346	0.041	0.387	< .001	0.276	0.416
Procedural Justice	→	Perceived Quality	0.338	0.177	0.515	< .001	0.260	0.416

Table 4 used MEDIATE macro model for mediation analysis . The outputs provided the confidence intervals at 95%. If there is a ZERO between lower boundary (LL) and upper boundary (UL), there is no indirect effect. On the contrary, if ZERO does not exist in the range of LL and UL, the indirect effect is significant with 95% confidence. As a result, it was withdrawn from the Table 4 that all perceived brand fully mediated the positive impact of interactional justice procedural justice on perceived value and perceived quality.

According to Table 4, Interactional Justice had the strongest impact on Perceived Value (β = .576), following is Procedural Justice on the Perceived Quality (β = .515, and the weakest effect is the impact of Procedural Justice on the Perceived Value (β =. 331).

And the impact of Interactional Justice on the Perceived Quality (β =. 387).

Based on the results we obtained in the table, the sixth and seventh hypothesis were accepted, as it was found that the relationship between Interactional Justice and Procedural Justice with Perceived Quality affects by Perceived Brand Popularity, and the relationship between Interactional Justice and Procedural Justice with Perceived Value affects by Perceived Brand Popularity.

Table 5. Path coefficients

						95% Confidence Interval	
		Estimate	**Std. Error**	**z-value**	**p**	**Lower**	**Upper**
Perceived Brand	→ Perceived Value	0.150	0.045	3.365	< .001	0.063	0.237
Interactional Justice	→ Perceived Value	0.555	0.055	10.142	< .001	0.448	0.663
Procedural Justice	→ Perceived Value	0.239	0.061	3.916	< .001	0.119	0.358
Perceived Brand	→ Perceived Quality	0.287	0.029	9.855	< .001	0.230	0.344
Interactional Justice	→ Perceived Quality	0.346	0.036	9.678	< .001	0.276	0.416
Procedural Justice	→ Perceived Quality	0.338	0.040	8.480	< .001	0.260	0.416
Interactional Justice	→ Perceived Brand	0.141	0.059	2.378	< .001	0.025	0.258
Procedural Justice	→ Perceived Brand	0.616	0.060	10.343	< .001	0.499	0.733

Path analysis is a form of multiple regression statistical analysis used to evaluate causal models by examining relationships between a dependent variable and two or more independent variables. This method allows for estimation of both the magnitude and importance of causal links between variables. Path analysis is usually used as a general concept to describe a causal model, and this model usually contains a set of measured variables, which were collected before the model was created. Since the method is an extension of multiple regression, the same conditions apply to it, which are a moderate distribution of the study variables and a linear relationship between

the variables, not a curve, and that there should be no co-linearity between every two independent variables.

According to the results of Table No. 5 that the first hypothesis was accepted, as the value of P is less than 1%, which means there is a positive and significant impact of Interactional Justice on the Perceived Quality and that the second hypothesis was accepted, as the value of P is less than 1%, which means there is a positive and significant impact of Procedural Justice on the Perceived Quality

According to the results of Table No. 5 the third hypothesis was accepted, as the value of B is less than 1%, which means there is a positive and significant impact of Interactional Justice on the Perceived Value and the fourth hypothesis was accepted, as the value of P is less than 1%, which means there is a positive and significant impact of Procedural Justice on the Perceived Value.

Finally, it is noted that the P value is less than 1% that mean There is a positive and significant impact of perceived quality on the perceived value the fifth hypothesis was accepted.

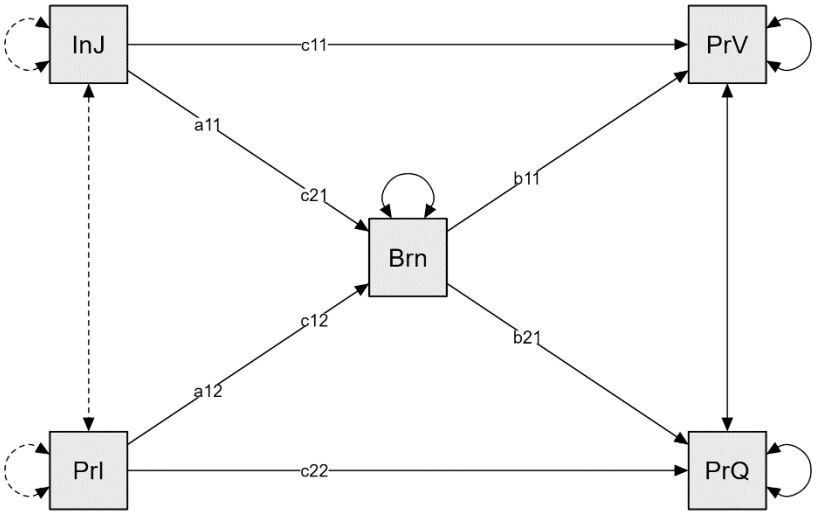


Figure 2. Path Plot

DISCUSSION

In this study, the relationship between perceived justice (interactive justice and procedural justice) in the air transport services sector (Turkish Airlines) and perceived quality and perceived value from the customer's point of views were examined. Field research was conducted by randomly distributing 421 questionnaires to customers of the Turkish Airlines in Iraq and Turkey.

The results indicated that:

There is a statistically significant positive correlation at $p<0.01$ between perceived justice (interactive and procedural) and perceived quality, as the results indicated that the relationship between procedural justice and perceived quality ($R=0.837$) is stronger than the relationship between interactive justice and perceived quality ($R=0.811$). The results also indicated that there is a statistically significant positive correlation at $p<0.01$ between perceived justice (interactive and procedural) and perceived value. The results indicated that the relationship between interactive justice and perceived value is ($R=0.766$). The relationship between procedural justice and perceived value is stronger ($R=0.721$). The results also indicated that there is a strong positive correlation with statistical significance at $p<0.01$ between perceived value and perceived quality, as the correlation coefficient value is ($R=0.771$).

The results of the mediating effect analysis showed that there is a mediating effect of brand popularity on the relationship between perceived justice (procedural and interactional) and perceived value and quality. Interactional justice has the strongest effect on perceived value ($\beta = .576$), followed by procedural justice on perceived quality ($\beta = .515$), and the weakest effect is the effect of procedural justice on perceived value ($\beta = .331$) and the effect of interactive justice on perceived quality. ($\beta=.387$). The results of the path analysis indicate that there is a positive and significant effect of interactive and procedural justice on perceived quality. There is also a positive and significant effect of interactive and procedural justice on perceived value. There is a positive and significant effect of perceived quality on perceived value. The results proved acceptance of all the hypotheses of the study.

The results of this study are consistent with the study of Chattopadhyay, (2019) and Ellyawati, Purwanto, & Dharmmesta, (2012), which showed that perceived fairness by customers has a positive impact on the perceived value of the product. The results of this study are also consistent with the study of Evangelos, & Yannis, (2010) and Silvera, Lages, & Simoes, (2013), which demonstrated the existence of a positive relationship with perceived fairness on product quality and thus customer satisfaction and loyalty towards purchasing the product.

Based on the results, it seems that Turkish Airlines customers tend to choose this company for transportation due to the popularity of the Turkish Airlines brand. More specifically, the meaning associated with brand popularity refers to the consumer's assessment of the level of brand exposure or popularity in society, i.e. the number of people who purchase the same brand/airline. A brand's popularity can be considered a cultural factor because its importance may stem from customers' respect for social norms and group conformity. In Middle Eastern countries in general, social pressure to conform to the group would "nudge" customers to make decisions that may not necessarily reflect the private opinion of individuals. In addition, following the behavior of others may reduce uncertainty. Accordingly, customers observe what others do or buy and follow behavior or standards accepted by the majority in order to join them and achieve harmony and a sense of community. Therefore, the more the product or brand is chosen by customers, the more popular it becomes in society, and this is necessarily based on the justice that customers perceive, whether interactive with the owner of the service provided or that appears through work procedures, and this of course affects the quality and value of the service perceived by customers. Customers. As the popularity of the brand increases, the loyalty associated with the brand as it becomes the brand chosen by society members also increases.

The idea of procedural justice describes how fair one believes the procedures and guidelines used to accomplish goals. According to Clymer (1993), procedural justice includes elements like efficiency, waiting time, and adaptability. Customers that consider these qualities to be fair are probably happy with them. Numerous research (Saxby et al., 2000; Sparks and McCall-Kennedy, 2009; Tax et al., 2015) back up this claim.

The components of interactional justice are civility, kindness, and empathy. Research indicates that interacting with customer service representatives is crucial in assessing contentment (Bitner et al., 2007; Bitner et al., 2012; Parasuraman et al., 2017). Similarly, when it comes to service failure, the level of interaction quality influences how satisfied customers are with the way their complaints were handled (Blodgett et al., 1997; Tax et al., 2009). Lastly, we propose that the perceived level of justice influences both the value and quality of the services received. Positive experiences with management strategies serve to bolster consumers' favourable perceptions of them. Customers assess equity and concentrate on whether their contribution is commensurate with the results that others obtain (perceived quality). Therefore, it is anticipated that perceived fairness will influence how service quality outcomes are evaluated. For instance, Andalib and Basu (1994) showed that perceived fairness is a significant factor in determining the assessment of service quality in the context of vehicle maintenance and repair. Customers can assess how well they were handled during the multiple interactions that occur between staff members and them in the context of a service experience. Additionally, clients are able to recognize the value of both service excellence and performance thanks to these regular encounters.

Customers now consider formal rules that guarantee "fair" treatment of all clients during service encounters when evaluating services, in addition to the fundamental service itself, due to variables like the technological complexity of the service or experience. From the perspective of the client, service staff members need to apply these guidelines. It has been shown by Bitner et al. (1990) and Parasuraman et al. (2007) how important it is to include characteristics like responsiveness, efficacy, and adaptability when judging the quality of a service.

CONCLUSION AND RECOMMENDATIONS

Results show that's romoting interaction values such as courtesy, politeness, and empathy with customers has a positive impact on enhancing the quality of the service provided as well as the value of this service, enabling the company to achieve its goals, enhance its competitive position, and spread its value. Enhancing fair policies and procedures for the company will also enable it to enhance the value of the services it provides and thus price them in light of the quality of the service provided and achieve spread of its brand.

The quality of the service provided has a positive impact on the value of the service provided, and thus enhancing the quality of the service provided in the eyes of customers contributes to giving the company the possibility to increase the value of the service provided as well as supporting the popularity of the brand. The study also found that the popularity of the brand has a positive mediating effect that contributes to strengthening the relationship between the justice perceived by customers and the value and quality of the service. Therefore, the popularity of the brand for the company must be strengthened through the service provided.

Customer satisfaction depends largely on a sense of procedural and interactive justice, as the company's continuation and growth depend on customer satisfaction. Therefore, attention must be paid to enhancing transparency with the customer and clarifying the company's principles and policies. Based on the results reached in this study, the study recommends the following:

1-It is necessary for service providers to customers, especially in the air transport sector, to focus on how to interact with the customer, respond to his inquiries, and inform him of all information about the service because this will create a perception in the customer of interactive justice, and thus this will affect the service provided and will also affect the quality and value. Service to the customer and his level of satisfaction.

2-Procedural justice refers to the tangible justice of the means and rules through which the service is provided to the customer. Therefore, it is necessary to pay attention to these means and rules because this will lead to achieving the company's goals and increasing its market value and the popularity of its brand.

3-The popularity of the company's brand is linked to the extent to which customers perceive fairness, and this is linked to the value and quality associated with the product. Therefore, it is necessary to focus on meeting customers' needs fairly to enhance the brand's popularity.

4-The results of the research, as well as the results reached in this study, indicate the importance and necessity of paying attention to the quality of the service provided, because quality has a positive impact on the value of the service and thus the company's ability to achieve prof it.

5-It is necessary for decision-makers and managers at Turkish Airlines to describe to customers the fair work procedures and policies on which the company relies in dealing with them.

6 -This study was limited to the Turkish Airlines company and followed a quantitative approach to collecting data through a questionnaire. It is necessary to conduct many researches on other service companies and in other countries to reach more accurate and generalizable results.

REFERENCES

Aragoncillo, L., Orus, C. (2018). Impulse buying behaviour: an online-of fline comparative and the impact of social media. Spanish Journal of Marketing- ESIC 22(1): 42-62.

Back, K. J., Parks, C. (2003). A brand loyalty model involving cognitive, affective, and conative brand loyalty and customer satisfaction. Journal of Hospitality & Tourism Research. 27 (4), 419-435.

Badawi, C. (2012). Justice and customer emotion‘s effect on complaint handling satisfaction: A survey on complaint attitude handling. International Journal of Innovation, Management and Technology,3(5), 573-579.

Bambauer-Sachse, S. & Rabeson, L. (2015). Determining adequate tangible compensation in service recovery processes for developed and developing countries: The role of severity and responsibility. Journal of Retailing and Consumer Services, 22, 117–127.

Barakat, L.L., Ramsey, J.R., Lorenz, M. P. & Gosling, M. (2014). Severe service failure recovery revisited: evidence of its determinats in an emerging market context. International Journal of Research in Marketing, 31, 35-60.

Bauer, H. & Exler, S. & Bronk, L. (2007). Brand perception: Is global always better .AMA Winter Educators Conference Proceedings, 18, pp. 307-309.

Blossom J (2011) Content Nation: Surviving And Thriving As Social Media Changes Our Work, Our Lives, And Our Futur, 22-50.

Boshof f, C. (1999). An instrument to measure satisfaction with transaction-specific service recovery. Journal of Service Research, 1 (3), 236-249.

Casalo, L.V., Flavian, C. & Guinaliu, M. (2007). The influence of satisfaction, perceived reputation and trust on a consumer‘s commitment to a website. Journal of Marketing Communication, 13(1), 1-17.

Chang, Y. W. & Chang, Y. H. (2010). Does service recovery affect satisfaction and customer loyalty? An empirical study of airline services.Journal of Air Transport Management, 16, 340-342.

Chattopadhyay, P. (2019). A Study on the Impact of Service Quality on Customer Satisfaction and Customer Loyalty With Reference To Service Marketing Context: Theoretical Approach. IRE Journals, 3(1), 89-96.

Chaudhuri, A. (1999). The relationship of brand attitudes and brand performance: the role of brand loyalty. The Journal of Marketing Management, 9, (3), pp.1-9.

Chen, P.-T., & Hu, H.-H. (2010). The Effect Of Relational Benefits On Perceived Value İn Relation To Customer Loyalty: An Empirical Study İn The Australian Cof fee Outlets İndustry. International Journal of Hospitality Management, 29(3), 405-412.

Chinomona, R.& Sandada, M. (2013). Customer satisfaction, trust and loyalty as predictors of customer intention to re-purchase South African retailing industry. Mediterranean Journal of Social Sciences, 4(14), 437-470.

Chuang, S. C., Cheng, Y. H., Chang, C. J.&Yang, S. W. (2012). The effect of service failure types and service recovery on customer satisfaction: a mental accounting perspective.The Service Industries Journal, 32 (2), 257-271.

Crie, D. (2003). Consumers‟ Complaint Behavior and perceived justice. Taxonomy, Typology, and Determinants: Towards a Unified Ontology, Database Marketing & Customer Strategy Management, 11 (1), 60–79.

Cronin, J. J., Brady, M. K., & Hult, T. G. (2000). Assessing the Effect of Quality, Value ve Customer Satisfaction on Consumer Behavioral Intentions in Service Environments. Journal of Retailing, 76(2), 193-218.

Cronin, J. J., Brady, M. K., Brand, R. R., Hightower, R., & Shemwell, D. J. (1997). A cross-sectional test of the effect and conceptualization of service value. The Journal Of Services Marketing, 11(6), 375-391.

Davidow, M. (2000), The Bottom Line Impact of Organizational Responses to Customer Complaints, Journal of Tourism and Hospitality Research, Vol. 24, No: 4, s. 473-490.

Davidow, M. (2003a). Organizational responses to customer complaints: What works and what doesn‘t. Journal of Service Research, 5(3), 225-250.

Dodoo, NA., & Wu, L. (2019). Exploring the anteceding impact of personalised social media advertising on online impulse buying tendency. International Journal of Internet Marketing and Advertising 13(1): 73-95.

Eggert, A., & Ulaga, W. (2002). Customer perceived value: a substitute for satisfaction in business markets? Journal of Business & Industrial Marketing, 17(2), 107-118.

Ellyawati, J., Purwanto, B.M. & Dharmmesta, B.S. (2012). The effect of perceived justice on customer satisfaction in the context of service recovery: testing mediating variable. Clute Institute International Conference, Rome, Italy.

Erkan, İ., & Evans, C. (2018). Social media or shopping websites? The influence of eWOM on consumers' online purchase intentions. Journal of Marketing Communications, 24(6), 617-632.

Evangelos, G., & Yannis, S. (2010). Customer Satisfaction Evaluation Methods for Measuring and Implementing Service Quality. London: Springer.

Gironda, JT., & Korgaonkar, PK (2014). Understanding consumers' social networking site usage. Journal of Marketing Management 30(5-6): 571–605.

Gogoi, BJ. (2017). Effect of store design on perceived crowding and impulse buying behavior. International Review of Management and Marketing 7(2): 180-186.

Graa A, Dani-Elkebir, M., Bensaid, M. (2014). The impact of environmental factors on impulse buying behavior using the Mehrabian and Russell's framework. Leonardo Journal of Sciences 13(24): 101-114.

Hanaysha, J. (2016). The importance of social media advertisements in enhancing brand equity: a study on fast food restaurant industry in malaysia. International Journal of Innovation, Management and Technology, 7(2): 46-51.

Hawkins, D. I., Mothersbaugh, D. L., & Best, R. J. (2004). Consumer behavior: Building marketing strategy. 9th Ed., McGraw-Hill Irwin: New York.

Hussain, N. E. B. (2012). The influence of trust, advertising, family on intention and actual purchase of local brand in Yemen. American Journal of Economics, Special Issue, 64-68.

Jian, L. Z. & Yazdanifard, R. (2014). The overall review of perceived quality determinants: Which are the most significant indicators. Global Journal of Human Social Science. 14, (7), pp. 7-12.

Kapferer (2012). Brand and social commerce: A study of online impulse buying. Decision Support Systems, 83, 57-69.

Luigi, D., & Oana, S., & Mihai, T. (2012). The importance of establishing customer experience with justice. Studies in Business and Economics, 7, (1), pp.56-61.

Silvera, Lages, & Simoes, (2013). Brand and customer value: a review of recent literature and an integrative configuration. Management decision, 42(5), 645-666.

APPENDIX

QUESTIONNAIRE

Brand popularity	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
This Airlines brand is a popular one in my country					
This Airlines brand name is famous					
Many people in Turkiye buy the ticket this Airlines brand					
Most of my friends own this Airlines brand					

Percieved quality	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
The service providers of Turkish Airlines are friendly.					
I would like to say that the quality of my relationship with the Turkish Airlines staff is good.					
The Turkish airline is aesthetically pleasing					
Well designed and furnished Turkish Airlines.					
The atmosphere at Turkish Airlines is really great.					
The customers who frequent the Turkish airline are delighted.					

Service in Turkish Airlines is of good quality					
The service providers of Turkish Airlines are professionals					
The offer of Turkish Airlines is beautiful.					

Procedural justice	**Strongly Disagree**	**Disagree**	**Undecided**	**Agree**	**Strongly Agree**
From a general point of view, I would say that Turkish Airlines respects authority and responsibility relationships					
I believe that there is respect by the Turkish airline for laws, contracts and obligations					
I believe that Turkish Airlines does not focus only on commercial interests					
In my opinion, Turkish Airlines does not suffer from misinformation problems					

Interactional justice	**Strongly Disagree**	**Disgree**	**Undecided**	**Agree**	**Strongly Agree**
From a general point of view, I did not notice any bad faith from the company when					

providing service to customers					
On the whole, I find the company treats its employees properly while respecting regulations and customers.					
I believe that when dealing with customers, the company tries to avoid misunderstandings or to listen and show empathy.					

Percieved Value	**Strongly Disagree**	**Disgree**	**Undecided**	**Agree**	**Strongly Agree**
I think the flying experience in this company well worth the effort.					
The experience of flying in Turkish Airlines is worth the sacrifices you made					
I consider traveling in this company well worth the time and money.					
I consider that the flight in this company was more than it cost me.					

RESUME

Personal Information

Surname, name : *Rafeef Shakir MAHMOOD*

Nationality : Iraqi

Education

Degree	**Education Unit**	**Graduation Date**
Master	Business Addministration	2024
Bachelor	Business Addministration	2017
High School	General studies	2011

Work Experience

Year	**Place**	**Title**
2023	Istanbul/ Şişli	

Foreign Language :English

Publications

Hobbies : sport, Learn new languages and read books