The Effect Of Airline Customer Citizenship Behavior On Customer Turnover Intention

Nil Konyalılar*

*Asst.Prof., İstanbul Topkapi University, Istanbul, nilkonyalilar@topkapi.edu.tr, ORCID: 0000-0002-7310-7779

*Corresponding Author: Nil Konyalılar

Abstract
The aim of this study is to determine the effect of airline customer citizenship behavior on customer turnover intention. The study population consists of individuals traveling via airline companies in Turkey. In the research conducted between 01.07.2022 and 25.09.2022, 394 questionnaires were collected by the convenience sampling method, one of the non-probabilistic sampling methods. After the research data were first coded with the SPSS package program, they were subjected to validity, model goodness of fit tests, and structural equation modeling analysis with the Amos statistical program. According to the research results, it was determined that advocacy, feedback, and tolerance behaviors, which are the dimensions of customer citizenship behavior, had a negative and significant effect on the customer's turnover intention, and the helping behavior of customers did not have a negative and significant effect on turnover intention. Moreover, recommendations were developed in line with the research results.

Keywords: Customer Citizenship Behavior, Customer Turnover Intention, Airlines.

1. Introduction

The increasing development and globalization of the service sector and its important position in the international economy have required the constant self-development of enterprises operating in the service sector. Particularly in the aviation sector, where there is intense competition due to the increasing number of customers, the emergence of different companies, and the increase in the variety of services, airline companies have started to pay more attention to the ideas of customers to increase their competitiveness in the self-development and renewal process. When the traffic records showing the customer density of Istanbul Sabiha Gökçen Airport were reviewed, the total number of passengers using domestic and international flights was 11,825,342 in July 2021, whereas this number became 16,654,322 in July 2022 and increased by 41% (https://www.sabihagokcen.aero/kurumsal-bilgiler/havalimani/havalimani-trafik-raporu). As in all service businesses, airline companies have adopted their customers as members of the organization and tried to manage them as human resources (Bettencourt, 1997). The reason for this is to create environments in which customers are attracted to operations and the value to be created together so that enterprises can stand out in a competitive environment and become successful, and hence ensure customer continuity. Information exchange should be included in the customer relationship process to specify the individual service needs of the person in advance and meet

other cognitive needs. Accordingly, customers can feel as a co-creator of the value, and uncertainty can be reduced. Customer citizenship behavior (Aracı and Sezgin, 2020:1281), which involves voluntary, possessive, protective, and advisory activities for the enterprise that the customer is in contact with, is a concept related to factors such as the willingness of the customer to voluntarily give feedback about the service during the organizational process, tolerate the enterprise with constructive suggestions in order to contribute to service innovations, recommend the enterprise and help other customers (Bettencourt, 1997; Groth, 2005; Rosenbaum and Massiah, 2007; Ladányi et al., 2011). While it is possible to encounter many examples of scientific research on the contribution of employees to the organization in organizational activities, it is observed that the level of citizenship behavior of customers has started to be discussed at the same level nowadays (Revilla-Camacho et al., 2015). In this sense, customers' advocacy behavior, helping behavior, feedback and tolerance behaviors have started to be examined as the dimensions of customer citizenship behavior (Rosenbaum and Massiah, 2007; Yi et al., 2013). In the literature, scales have been developed by different authors for customer citizenship behavior, and these scales have been used in different sectors and fields (Bettencourt, 1997; Groth, 2005; Yi and Gong, 2013). Different studies have revealed that customer citizenship behavior contributes to enterprises a lot. Fowler (2013) emphasized that customer citizenship behavior increased enterprise

performance and also provided other customers with benefits. Jung and Yoo (2017), on the other hand, concluded that customer citizenship behavior decreased the labor cost of the enterprise and increased productivity, so it was necessary to encourage customers to participate more in service delivery (Jung and Yoo, 2017). It is particularly essential for enterprises in an intense competitive environment to keep and develop customers who exhibit citizenship behavior in order to encourage other customers to exhibit the same behaviors within a voluntary activity chain and help deliver quality service (Yi et al., 2013). Low service quality, negative image and failure in ensuring customer satisfaction will cause customers to leave the relevant enterprises. Therefore, the presence of customers who exhibit citizenship behavior is extremely valuable to prevent customer loss and ensure loyalty.

There are various studies for different sectors to investigate the relationship between citizenship behavior and turnover intention in customers. On the other hand, research on the aviation sector is quite limited. However, in the literature, there are no studies determining the effect of customer citizenship behavior on customer turnover intention for airline companies in Turkey. In this study, the concepts of citizenship behavior and customer turnover intention of airline customers were first addressed in theoretical terms, and the effect of citizenship behavior on customer turnover intention was examined by testing the hypotheses developed later.

2. Literature Review

Customer citizenship behavior is a concept, which means that other customers are supported voluntarily and customers help other customers regarding a certain product (Nagy and Marzouk, 2018). Such actions are not mandatory but are done voluntarily by customers. Customers are likely to have a value perception of the product they support when voluntarily exhibiting such behaviors (Grönroos and Voima, 2013). From a different perspective, it can be said that many situations, such as welcoming the customers by the enterprise offering the relevant product, sending them away in a satisfied way, and the continuity of the relationship, are effective in exhibiting such behaviors. Customer citizenship behavior has four dimensions (Yi and Gong, 2013). These are called helping, advocacy, feedback, and tolerance. In the literature, customer citizenship behavior is mentioned as creating customer value in the scale development process because the concept is based on the perception of

value. Within the scope of the value people feel, they are expected to be biased about a product, destination, or brand (Kim and Choi, 2016). Relational marketing studies, which have progressed through interaction in recent years, are significant in terms of creating a value in the customer (Arnott and Bridgewater, 2002). As can be understood from these indicators, exhibiting behaviors such as advocating a product or an enterprise, giving it feedback, helping it and showing tolerance necessitates a high level of value for the relevant product or enterprise.

The *helping* dimension signifies that customers support other customers during service delivery. Customers can help other customers waiting in line with issues that may be encountered during travels, such as check-in or check-out, baggage delivery, and finding a seat. Moreover, customers who have an idea about the issues that are unknown to other customers during the travel process of the relevant airline company are likely to provide support. Such actions explain the extent to which customer citizenship behavior is helpful. The *advocacy* dimension refers to assuming an attitude that eliminates the negative situations, which may arise in the airline operator (Raza et al., 2020). Actions such as customers recommending the relevant airline to other customers, advertising it positively or advocating it in negativities explain the advocacy dimension. The *feedback* dimension means that customers with a high perception of value resulting from the service they receive from the relevant airline company provide feedback to the company due to the service provided (Yi and Gong, 2013). The feedback dimension refers to the fact that they advise the enterprise in terms of improving negative service conditions or praise the positive services of the enterprise. The *tolerance* dimension can be explained as ignoring the negativities experienced by customers during their travels or considering them as usual and not assuming a negative attitude toward the enterprise (Yi and Gong, 2013; Yu, Liu and Zheng, 2019). An example of tolerance is customers' ignorance of a malfunction during seat selection or a negativity they may experience at the entrance counter.

The customer is an integral part of the system in the continuity of enterprises (Vargo and Lusch, 2004). Enterprises are subject to a number of tasks to ensure their sustainability, such as making profits and providing social services. However, to ensure all these principles, there must be a customer community demanding the products of the enterprise (Longenecker et al., 2013). To meet the demands and needs of customers, enterprises fulfill

various applications and plans. Business administrations conduct many studies to enable customers to purchase for a longer period of time. This situation is of significance for the survival and branding of enterprises. When customers change the enterprise, this turnover may have a number of negative consequences for the enterprise. Therefore, enterprises need to care about retaining their customers (Cho et al., 2014). The customer turnover intention refers to the state of turning to a substitute enterprise in the future demands of the customer who prefers a certain enterprise (Ngo-Henha, 2018; Bothma and Roodt, 2013). In the aviation sector, customer circulation can be influenced by many situations. Traveling can be considered a need as well as a desire. Apart from an element such as price, customers can be influenced by many situations, such as comfort and perceived value (Novani and Kijima, 2012). In this case, airline companies are expected to try to retain their customers not to experience market loss and be damaged in the competitive environment (Hwang and Lyu, 2020). In this respect, branded enterprises or airline companies, as addressed in this study, try to create a value for customers to prevent them from having turnover intention (Chen and Wang, 2016). In this context, they pay attention to ensuring the formation of customer citizenship behavior (Revilla-Camacho et al., 2015).

3. Relationship Between Customer Citizenship Behavior and Turnover Intention

In the literature, customer value creation is stated as an issue that is quite important to ensure the continuity of customers. Hence, enterprises must first create a perception of value in their customers. Accordingly, it is more possible for them to retain their customers, and customers can be prevented from tending toward turnover intention. Customer value creation will not only improve the behaviors of customers but also create an opportunity for the enterprise to increase its market share (Revilla-Camacho et al., 2015). For example, Yu, Liu, and Zheng (2019) subjected the customer citizenship behavior scale, which was created to determine the customer value, to a validity and reliability test in their study. To this end, they benefited from employees' opinions in private enterprises. Raza et al. (2020) investigated the effect of customer citizenship behavior on turnover intention in Pakistan's aviation sector. Thus, they found that customer citizenship behavior was effective in creating a brand value and eliminating customers' turnover intentions. Revilla-Camacho et al. (2015) investigated the effect of customer citizenship

behavior on turnover intention in enterprises delivering health and beauty services. As a result, they revealed that the lost customer was more harmful than gaining new customers, and it was important to create a perception of value in customers. Shahtahmasbi and Mazarei (2020) examined the effect of customer citizenship behavior on customer turnover intention and found that the turnover intention of customers was low if customer citizenship behavior was high. Assiouras et al. (2019) concluded that the citizenship behavior of customers affected their turnover intention in the tourism sector. Hence, they emphasized the importance of creating customer value for the tourism sector. Based on all this information, the following hypotheses were developed in this research to determine the effect of the four sub-dimensions of customer citizenship behavior on customer turnover intention.

H1: The advocacy behavior of customers has a negative and significant effect on turnover intention.
H2: The helping behavior of customers has a negative and significant effect on turnover intention.
H3: The feedback behavior of customers has a negative and significant effect on turnover intention.
H4: The tolerance behavior of customers has a negative and significant effect on turnover intention.

4. Method

The aim of this study is to determine the effect of the citizenship behavior of airline customers on customer turnover intention. In this way, the questionnaire prepared with the citizenship behavior and customer turnover intention scales was applied to 394 individuals traveling through airline companies in Turkey. Within the scope of the study, sampling was preferred due to the generalization of the population, the absence of statistical data, and the difficulty of accessing the data in terms of process, time, space, and cost (Payne and Williams, 2005). In the study, 394 questionnaires were collected using the convenience sampling technique, one of the non-probabilistic sampling methods, between 01.07.2022 and 15.09.2022 since there is a limit of 384 in populations larger than 10,000 (Bridgmon and Martin, 2012). The questionnaire used in the study is comprised of two sections. The first section asks questions about the individual characteristics of the participants, whereas the second section includes statements about customer citizenship behavior and customer turnover intention. Ethics committee approval was obtained on 19.10.2022. In the research, a 13-item customer citizenship behavior

scale, consisting of four dimensions and developed by Yi and Gong (2012), was used. Furthermore, a 5-item customer turnover intention scale developed by Raza et al. (2020) and consisting of one dimension was included in the study.

The SPSS and Amos statistical programs were used to analyze the data collected using the survey technique. After the research data were coded through the SPSS package program, they were subjected to validity, model goodness of fit tests, and structural equation modeling analysis with the Amos statistical program. The validity of the relevant scales was checked in three stages. First, confirmatory factor analysis (CFA) and model goodness of fit values were examined for construct validity. At the next stage, the composite reliability (CR) and average variance extracted (AVE) values were calculated to test concurrent validity. At the last stage, the square root of the average variance extracted was calculated for discriminant validity, and a comparison was made with the correlation loads between the scales. At the testing stage of the hypotheses created for the research purpose, structural equation modeling was applied.
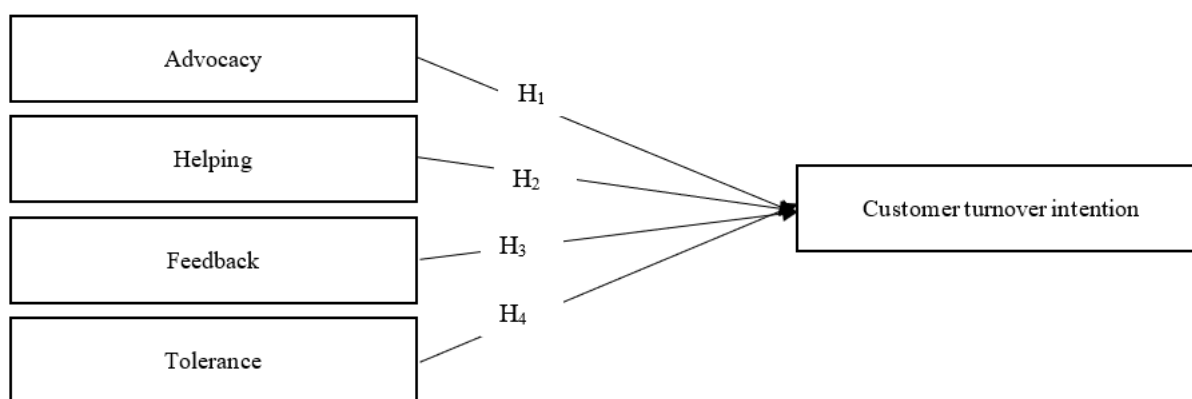
Figure 1: Research Model Proposal

5. Findings

Questions were asked to the participants to reveal their demographic characteristics. Upon reviewing the demographic characteristics of the participants in Table 1, it was found that 44.2% were male and 55.8% were female, 54.6% were single and 45.4% were married, 29.7% were between the ages of 17-24 and 5.1% were 65 years and over. When the education levels were examined, it was determined that 44.4% were university graduates and 8.9% were primary education graduates.

Table 1: Findings Regarding the Participants' Individual Characteristics

Category		N	%
Gender	Male	174	44.2
	Female	220	55.8
Marital Status	Married	179	45.4
	Single	215	54.6
Age	18-24	117	29.7
	25-34	78	19.8
	35-44	71	18.0
	45-54	79	20.1
	55-64	29	7.4
	65 years and over	20	5.1
Education Level	Primary Education	35	8.9
	High School	54	13.7
	Associate degree	68	17.3
	Bachelor's Degree	175	44.4
	Master's Degree/Doctorate	62	15.7

Scale Validity Results

When the participants' responses to the citizenship behavior scale statements were examined, it was seen that the statement with the highest average value was the statement "*I help other customers who seem to have problems.*" in the helping dimension, and the statement with the lowest average value was the statement "*I tell positive things to others about the airport I travel from and its employees.*" in the advocacy dimension. When the statements regarding customer turnover intention, which is another scale, were examined, it was observed that the statement with the highest

average value was "*The airport has been making mistakes, which it did not make before, recently, and this is a negative surprise"*, whereas the statement with the lowest average value was "*I did*

not receive the agreed service a couple of times". The reliability and validity results of the scales included in the study are presented in Table 2.

Table 2: Reliability and Validity Results of the Research Scales

Statements			λ	CA	CR	AVE	AA	SD
I encouraged my friends and relatives to use the airport I traveled from.	<---	A	0.916				3.642	1.407
I recommended the airport I traveled from and its employees to others.	<---	A	0.935	0.925	0.926	0.806	3.589	1.433
I told positive things to others about the airport I traveled from and its employees.	<---	A	0.850				3.487	1.273
I advise other customers.	<---	H	0.930				3.772	1.315
I teach other customers to use the service properly.	<---	H	0.905				3.893	1.282
I help other customers who seem to have problems.	<---	H	0.886	0.955	0.954	0.840	3.896	1.245
If they need my help, I help other customers.	<---	H	0.922				3.764	1.263
When I encounter a problem, I report it to the employee.	<---	F	0.880				3.662	1.316
When I receive a good service from the employee, I comment on it.	<---	F	0.915	0.931	0.932	0.822	3.802	1.261
If I have a useful idea about how to improve the service, I inform the employee.	<---	F	0.903				3.827	1.209
If I have to wait longer than I would normally wait to receive the service, I adapt.	<---	T	0.915				3.693	1.385
If the employee makes a mistake during the service delivery, I will be patient.	<---	T	0.946	0.937	0.938	0.834	3.624	1.415
If the service is not provided as expected, I will put up with it.	<---	T	0.880				3.571	1.345
If the airport does not offer me more variety in offers, I will leave it as my demand will change over time.	<---	TI	0.863				2.477	1.404
The airport has been making mistakes, which it did not make before, recently, and this is a negative surprise.	<---	TI	0.908				2.505	1.445
I have not received the agreed service a couple of times.	<---	TI	0.802	0.929	0.930	0.727	2.645	1.563
The availability of other airports allowed me to weigh the possibility of giving up on my relationship with the current airport.	<---	TI	0.901				2.414	1.437
The airport is not interested in learning about my satisfaction with the agreed service.	<---	TI	0.762				2.510	1.457

A=Advocacy, H=Helping, F=Feedback, T=Tolerance, TI=Turnover Intention, λ= Factor loads, CA=Cronbach's Alpha, CR=Composite Reliability, AVE=Average Variance Extracted

To determine the reliability and validity coefficients of the scales in the research model, Cronbach's alpha (CA) values were examined for reliability, confirmatory factor analysis (CFA) for construct validity, AVE (average variance extracted) and CR (composite reliability) values for concurrent validity. The CA values of the scales being above 0.70 show that the reliability of the relevant scale is "good" (Hair et al., 2011). When the factor loads were examined, they were between 0.946 and 0.762. When the CA values - the reliability coefficients - were reviewed, the values for the dimensions of citizenship behavior were found to be 0.925 for advocacy, 0.955 for helping, 0.931 for feedback, 0.937 for tolerance, and 0.929 for customer turnover intention. In this context, the reliability values of the scales can be said to be at a sufficient level. CR values in the research are expected to be higher than 0.60 (Bagozzi and Yi, 1988). The relevant values for the sub-factors of

citizenship behavior were found to be 0.926 for advocacy, 0.954 for helping, 0.932 for feedback, 0.938 for tolerance, and 0.930 for turnover intention. The AVE value, another criterion for concurrent validity, is expected to be higher than 0.50 (Fornell and Larcker, 1981). The relevant values for the sub-factors of citizenship behavior were found to be 0.806 for advocacy, 0.840 for helping, 0.822 for feedback, 0.834 for tolerance, and 0.727 for customer turnover intention.

Table 3: Discriminant Validity Analysis Results

	F	TI	A	T	H
F	**0.907**				
TI	-0.541	**0.852**			
A	0.495	-0.841	**0.898**		
T	0.558	-0.665	0.677	**0.913**	
H	0.990	-0.539	0.518	0.528	**0.916**

A=Advocacy, H=Helping, F=Feedback, T=Tolerance, TI=Turnover Intention, √AVE=Average Variance Square Root (shown in bold)

The average variance square root (√AVE) values and the correlation loads of advocacy, helping, feedback, tolerance, and customer turnover intention were examined to determine the discriminant validity of the scales, and it was revealed that √AVE values were higher than the correlation loads (Fornell and Larcker, 1981). According to the results of the relevant analysis, the scales were found to provide discriminant validity.

Table 4: Model Goodness of Fit Results

	χ^2	sd	χ^2/sd	NFI	CFI	TLI	RMSEA
Criterion			≤5	≥.80	≥.90	≥.85	≤.08
Structural model	492.002	119	4.134	0.943	0.956	0.943	0.089

In the research, the goodness of fit values of the model were examined before proceeding with the structural equation model analysis. When the critical results of the relevant values are viewed, the expected and observed values for X^2 are independent of each other. The root mean square error of approximation (RMSEA) should be close to the lower limit 0, and the upper limit should be less than 0.08 in an appropriate model (McQuitty, 2004). The Goodness of Fit Index (GFI) (Kline, 2005) shows how close the observed covariance matrix is to the model by viewing the variances and covariances explained by the model. It is reported that the GFI value should be 0.90 and above in the model (Diamantopoulos and Siguaw, 2000). The Comparative Fit Index (CFI) is a revised form of NFI. It assumes that all latent variables are unrelated (null/independence model) and compares the sample covariance matrix to this null model. For these statistics, it is stated that the values between 0 and 1.0 are sufficient, and values close to 1.0 indicate a good fit (Tabachnick and Fidell, 2007). The Normed Fit Index (NFI) tests the good fit of the model by comparing the χ2 value of the model to the χ2 value of the null model. Bentler and Bonnet (1980) proposed a value of NFI higher than 0.90 and pointed to a good model fit. When the relevant values were reviewed *(χ2=492.002; sd=119; χ2/sd=4.134; NFI=0.943; CFI=0.956; TLI=0.943; RMSEA=0.089)*, it was observed that the model goodness of fit was at a sufficient level.

Hypothesis Testing

The hypotheses established within the scope of the study were analyzed with the structural equation model in the Amos statistical program. In the path analysis, covariance excess was identified between four error values (e1-e3=74.312; e6-e7=115.113; e14-e17=24.106; e16-e18), and improvement was made by establishing covariance between the relevant error values. When the model goodness of fit values of the study were examined *(χ2=517.277; sd=115; χ2/sd=4.498; NFI=0.940; CFI=0.952; TLI=0.936; RMSEA=0.094)*, the model goodness of fit was found to be at a sufficient level.
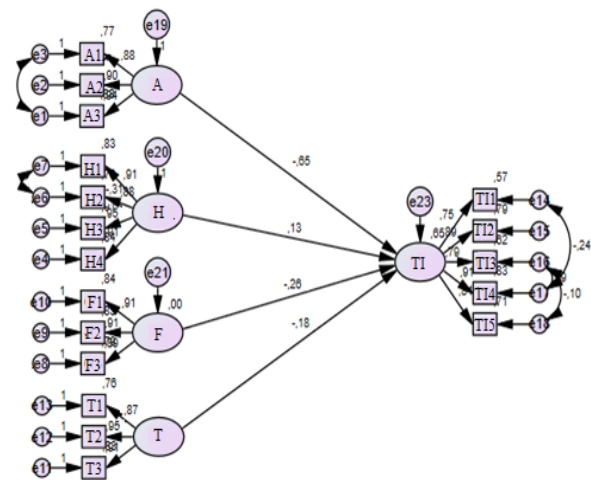
Figure 2: Research Model Results

Table 6: Structural Equation Model Analysis Results

HYPOTHESES				ß	S. ß	S.E	R^2	t	p	Result
H1	TI	<---	A	-0.551	-0.655	0.048		-11.435	0.000***	Accepted
H2	TI	<---	H	-0.100	0.125	0.106	0.59	1.037	0.300	Not Accepted
H3	TI	<---	F	-0.238	-0.262	0.112		-2.125	0.034*	Accepted
H4	N	<---	T	-0.146	-0.176	0.042		-3.457	0.000***	Accepted

*A= Advocacy, H=Helping, F=Feedback, T=Tolerance, TI=Turnover Intention, ß=Beta, S.ß=Standard Beta, S.E=Standard Error, R^2=Linearity path coefficients, t=Significance level, p=Significance Level, p<0.000***, p<0.01**, p<0.05**

As a result of the analysis, the advocacy behavior of customers was found to have a significant negative effect on turnover intention. Therefore, hypothesis H_1 was accepted. Meanwhile, the tolerance behavior of customers had a significant negative effect on turnover intention. Thus, hypothesis H_4 was accepted. In addition to the research, the feedback behavior of customers was

found to have a significant negative effect on turnover intention. Hence, hypothesis H_3 was accepted. Finally, the helping behavior of customers did not have a significant negative effect on turnover intention. In this respect, hypothesis H_2 was not accepted.

6. Conclusion, Suggestion and Discussion

This study was conducted to reveal the effect of the citizenship behavior of airline customers on turnover intention. Of the participants, 44.2% were male, 55.8% were female, 54.6% were single, 45.4% were married, 29.7% were between the ages of 17-24, and 5.1% were 65 years and over. When the education levels were examined, 44.4% were found to be university graduates and 8.9% were primary education graduates. As a result of the analyses performed in the study, it was determined that the advocacy behavior of customers had a significant positive effect on turnover intention, and hypothesis H_1 was accepted. As another result of the study, the helping behavior of customers was observed to have a significant positive effect on turnover intention, and hypothesis H_2 was not accepted. The feedback behavior of customers had a significant positive effect on turnover intention. Thus, hypothesis H_3 was not accepted. The tolerance behavior of customers had a significant positive effect on turnover intention. Therefore, hypothesis H_4 was accepted. Upon reviewing the results of the studies conducted for service sector enterprises operating in different fields in the literature, Raza et al. (2020) concluded that customer citizenship dimensions had a significant effect on turnover intention in their study conducted for Pakistan's aviation sector. In their study on beauty center customers, Revilla-Camacho et al. (2015) similarly concluded that customer citizenship dimensions had a significant effect on turnover intention. Assiouras et al. (2019) concluded that customer citizenship dimensions had a significant effect on turnover intention in their study on tourists visiting Greece. Shahtahmasbi and Mazarei (2020) concluded that customer citizenship dimensions had a significant effect on turnover intention in their study on customers of fitness centers operating in Iran. In the study performed by Taleghani and Dlejani (2021) for six different private bank customers, it was concluded that customer citizenship dimensions had a significant effect on turnover intention. In their study on students of the Faculty of Economics and Administrative Sciences, Gelibolu and Kerse concluded that the dimensions of customer citizenship behavior significantly affected customer participation. Likewise, in their study on customers of first-class food and beverage enterprises operating in Istanbul, Yarmacı and Kefeli (2021) concluded that the dimensions of citizenship behavior significantly affected customer participation. In their study on customer citizenship behavior and customer loyalty, Soch and Aggarwal (2013) concluded that, among the three dimensions of customer citizenship behavior, namely providing feedback to the enterprise, helping the enterprise and helping the customers, the "helping other customers" dimension had the highest effect on customer loyalty and turnover intention.

If aviation enterprises, which have a more oligopolistic structure than enterprises in the service sector and those operating in other fields, can increase their customers' share, this will be one of their biggest competitive advantages. In line with this purpose, it will not be enough to satisfy only customers. Therefore, they need to awaken the sense of citizenship in customers, ensure customer continuity, and reach new customers with existing customers. The effectiveness of each of the customer citizenship dimensions is primarily achieved with customer satisfaction and loyalty. Therefore, the high quality of the service provided, the implementation of loyalty programs, the ability to co-create value and the development of customer citizenship behaviors are extremely necessary, particularly for the service sector. The satisfied customer, who feels valued, volunteers to represent the enterprise and is willing to add value. Enterprises in the aviation sector need to focus on customer communication and activities that can co-create value to establish trust and loyalty in the customer in order to provide a competitive advantage under the existing conditions and ensure sustainable growth. Citizenship behavior and establishing trust and loyalty also contribute to social relations. Social unity increases, and a desire for solidarity and cooperation arises. In future studies, the effect of the relevant variables on turnover intention in different service sector fields can be examined. Meanwhile, the effects on turnover intention can be investigated by adding different variables in addition to customer citizenship behavior. To be able to express the results clearly, it may be useful to conduct research on aviation company employees in different countries. Such a study can make a significant contribution to the literature.

References

[1]. Aracı, Ü. E., & Sezgin, E. K. (2020). Müşteri Vatandaşlık Davranışı Ölçeğinin Geçerlilik ve Güvenilirlik Çalışması [Validity and

Reliability Study of the Customer Citizenship Behavior Scale]. Türk Turizm Araştırmaları Dergisi, 4(2), 1279-1293.

[2]. Arnott, D. C., & Bridgewater, S. (2002). Internet, Interaction and Implications for Marketing. Marketing Intelligence & Planning.

[3]. Assiouras, I., Skourtis, G., Giannopoulos, A., Buhalis, D., & Koniordos, M. (2019). Value Co-Creation and Customer Citizenship Behavior. Annals of Tourism Research, 78, 102742.

[4]. Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. Journal of the academy of marketing science, 16(1), 74-94.

[5]. Bentler, P. M., & Bonett, D. G. (1980). Significance Tests and Goodness of Fit in The Analysis of Covariance Structures. Psychological Bulletin, 88(3), 588.

[6]. Bettencourt, L. A. (1997). Customer Voluntary Performance: Customers as Partners in Delivery, Journal of Retalling, 73(3), 383-406.

[7]. Bothma, C. F., & Roodt, G. (2013). The Validation of The Turnover Intention Scale. SA Journal of Human Resource Management, 11(1), 1-12.

[8]. Bridgmon, K. D., & Martin, W. E. (2012). Quantitative and statistical research methods: From hypothesis to results. John Wiley & Sons.

[9]. Chen, C. F., & Wang, J. P. (2016). Customer Participation, Value Co-Creation and Customer Loyalty–A Case of Airline Online Check-In System. Computers in Human Behavior, 62, 346-352.

[10]. Cho, J. E., Choi, H. C., & Lee, W. J. (2014). An Empirical Investigation of The Relationship Between Role Stressors, Emotional Exhaustion and Turnover Intention in The Airline Industry. Asia Pacific Journal of Tourism Research, 19(9), 1023-1043.

[11]. Diamantopoulos, A. & Siguaw, J.A. (2000), Introducing LISREL. London: Sage Publications.

[12]. Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement error: Algebra and statistics.

[13]. Fowler, J. G. (2013). Customer Citizenship Behavior: An Expanded Theoretical Understanding, International Journal of Business and Social Science, 4(5), 1-8.

[14]. Gelibolu, L., & Kerse, Y. (2018). Yükseköğretimde Hizmet Kalitesinin Müşteri Vatandaşlık Davranışına Etkisi [The Effect of Service Quality on Customer Citizenship Behavior in Higher Education]. Cumhuriyet Üniversitesi İktisadi ve İdari Bilimler Dergisi, 19(1), 361-380.

[15]. Groth, M. (2005). Customers As Good Soldiers: Examining Citizenship Behaviors in Internet Service Deliveries, Journal of Management, 1(3), 7-27.

[16]. Grönroos, C. and Voima, P. (2013), "Critical Service Logic: Making Sense of Value Creation and Cocreation", Journal of The Academy of Marketing Science, 41(2), 133-150.

[17]. Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed, a silver bullet. Journal of Marketing Theory and Practice, 19(2), 139-152.

[18]. Hwang, J., & Lyu, S. O. (2020). Relationships Among Green Image, Consumer Attitudes, Desire, And Customer Citizenship Behavior in The Airline Industry. International Journal of Sustainable Transportation, 14(6), 437-447.

[19]. Jung, J. H. And Yoo, J. J. (2017). Customer-To-Customer Interactions on Customer Citizenship Behavior, Service Business, 11(1), 117- 139.

[20]. Kim, H. S., & Choi, B. (2016). The Effects of Three Customer-To-Customer Interaction Quality Types on Customer Experience Quality and Citizenship Behavior in Mass Service Settings. Journal of Services Marketing, 30(4), 384–397.

[21]. Kline, R. B. (2005). Principles and Practice of Structural Equation Modeling 2nd Edition Guilford Press. New York.

[22]. Ladányi, A., Kiss, J., Mohos, A., Somlai, B., Liszkay, G., Gilde, K., ... & Tímár, J. (2011). Prognostic impact of B-cell density in cutaneous melanoma. Cancer Immunology, Immunotherapy, 60(12), 1729-1738.

[23]. Longenecker, J. G., Petty, J. W., Palich, L. E., & Hoy, F. (2013). Small Business Management. Cengage Learning.

[24]. Mcquitty, S. (2004). Statistical Power and Structural Equation Models in Business Research. Journal of Business Research, , 57(2), 175-183.

[25]. Nagy, E. S. A., & Marzouk, W. G. (2018). Factors Affecting Customer Citizenship Behavior: A Model of University Students. International Journal of Marketing Studies, 10(1), 54–70.

[26]. Ngo-Henha, P. E. (2018). A Review of Existing Turnover Intention Theories. International Journal of Economics and

Management Engineering, 11(11), 2760-2767.

[27]. Novani, S., & Kijima, K. (2012). Value Co-Creation by Customer-To-Customer Communication: Social Media and Face-To-Face for Case of Airline Service Selection, Journal of Service Science and Management, 5(1), 1-5.

[28]. Payne, G., & Williams, M. (2005). Generalization in qualitative research. Sociology, 39(2), 295-314.

[29]. Raza, M., Salleh, S., Tariq, B., Altayyar, R., & Shaari, H. (2020). Investigating the Effects of Customer-Based Brand Equity on Turnover Intentions with Mediating Effect of Customer Citizenship Behavior. Management Science Letters, 10(2), 279-286.

[30]. Raza, M., Salleh, S., Tariq, B., Altayyar, R., & Shaari, H. (2020). Investigating the effects of customer-based brand equity on turnover intentions with mediating effect of customer citizenship behavior. Management Science Letters, 10(2), 279-286.

[31]. Revilla-Camacho, M. Á., Vega-Vázquez, M., & Cossío-Silva, F. J. (2015). Customer Participation and Citizenship Behavior Effects on Turnover Intention. Journal of Business Research, 68(7), 1607–1611.

[32]. Rosenbaum, M. S., & Massiah, C. A. (2007). When customers receive support from other customers: Exploring the influence of intercustomer social support on customer voluntary performance. Journal of service research, 9(3), 257-270.

[33]. Shahtahmasbi, E., & Mazarei, S. (2020). The Effect of Social Support and Affective Commitment on Customer's Citizenship Behavior and Customer Turnover Intention. Journal of Business Administration Research es, 11(22), 129-148.

[34]. Soch, H. & Aggarwal, N. (2013). Influence Of Commitment on Customer Discretionary Behaviour: A Survey in Retail Sector, Universal Journal of Management, 1(2), 103-110.

[35]. Sabiha Gökçen Havalimanı Trafik Raporu [Sabiha Gokcen Airport Traffic Report] www.sabihagokcen.aero/kurumsal-bilgiler/havalimani/havalimani-trafik-raporu

[36]. Tabachnick, B.G. & Fidell, L.S. (2007). Using Multivariate Statistics. New York: Allyn and Bacon.

[37]. Taleghani, M., & Einy Dlejani, A. (2021). Branding Of Private Banks with A Focus on Consumer Behavior and Emotional Commitment. Journal of Business Management and Entrepreneurship, 1(1), 119-137.

[38]. Vargo, S. L., & Lusch, R. F. (2014). Evolving to a new dominant logic for marketing. In The service-dominant logic of marketing (pp. 21-46). Routledge.

[39]. Yarmacı, N., & Kefeli, E. (2020). Yiyecek İçecek İşletmelerinde Hizmet Kalitesinin Müşteri Vatandaşlık Davranışına Etkisi: İstanbul Örneği [The Effect of Service Quality on Customer Citizenship Behavior in Food and Beverage Enterprises: The Case of Istanbul]. İşletme Araştırmaları Dergis, 12(4), 3947-3964.

[40]. Yi, Y., & Gong, T. (2013). Customer Value Co-Creation Behavior: Scale Development and Validation. Journal of Business Research, 66(9), 1279–1284.

[41]. Yi, Y., Gong, T. & Lee, H. (2013). The Impact of Other Customers on Customer Citizenship Behavior, Psychology and Marketing, 30(4), 341-356.

[42]. Yu, H., Liu, R., & Zheng, D. (2019). Interaction Orientation Based on Value Co-Creation Theory: Scale Development and Validation. Journal of Contemporary Marketing Science. 2(3), 298-322.