The Role of Perceived Value and Satisfaction in Shaping Customer Citizenship Behavior: Evidence from Turkey

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ABSTRACT

Tourism and hospitality companies are now providing more opportunities for collaborative production and value utilization. This isn't just to encourage customers to revisit and repurchase, but also to capitalize on customer citizenship behaviors, such as feedback, advocacy, helping other customers, and showing tolerance in situations where services might be less satisfactory in the future. Hence, this study investigates the effect of perceived value and satisfaction on customer citizenship behavior within the hospitality and tourism contexts in Turkey. The study also examines the mediating role of satisfaction on sub-dimensions of customer citizenship behavior. Data were collected from guests in Turkey who had stayed there most recently within the previous 12 months. Using purposive sampling technique, an online survey was conducted to collect data. Of the 612 accepted responses that met all the criteria, were analyzed using structural equation modeling (SEM) through AMOS 25 software. The results showed that perceived value has significant and strong influences on satisfaction, feedback, tolerance, and advocacy as sub-dimensions of customer citizenship behavior. Satisfaction has significant and strong influences on feedback and help as sub-dimensions of customer citizenship behavior. Finally, satisfaction mediates between perceived value and feedback and help.

Keywords: Customer Citizenship Behavior, Feedback, Help, Perceived Value, Satisfaction
JEL Classifications: M30, M31

1. INTRODUCTION

With the increasing popularity and utilization of internet technologies, travel platform companies can empower their permanent internal staff to collaborate with customers who effectively become part-time external staff while serving other customers, aiming to maximize corporate value (Van Tonder and De Beer, 2018). The worldwide proliferation of travelers who are adept in media and technology prompts tourism and hospitality establishments to fiercely compete, aiming not just for tourists' spending, but also for various elements of customer citizenship behavior (CCB) (Assiouras et al., 2019). To achieve this objective, tourism and hospitality entities are increasingly embracing the concept of collaborative value creation and satisfaction.

The customers who are anticipated to exhibit CCB akin to that of full-time internal staff, may recommend the travel platform's products or services to others through online platform comments. Additionally, satisfied customers might engage in unpaid promotional activities on social media platforms, such as creating textual or video content, thereby attracting more potential customers to the online travel platform and expanding its consumer base (Ning and Hu, 2022). They are also highly valuable for accommodation and travel service providers. CCB, owing to its potential to enhance a business's competitiveness, leverages the benefits of low cost and high efficiency, primarily driven by customers themselves. It's a behavior highly valued by customers and esteemed by companies, extending beyond the conventional role of customers (Gong and Yi, 2021). The customers typically handle issues caused by the company with understanding and

offer feedback for improvement. Moreover, when necessary, they exhibit tolerance and constructive behavior, fostering a positive relationship with the company. In certain instances, they can even advocate for the business, effectively acting as company representatives (Zhu et al., 2016).

Perceived value stands as a central customer motivation in the decision to purchase or utilize a specific product or service, drawing significant interest within the realms of marketing and psychology (Yen, 2013). Scholars commonly characterize perceived value as the benefit that a customer perceives from a seller's offering. It plays a pivotal role in shaping customers' willingness to invest either time or money in a product or service. This perception may not necessarily align with the actual cost of the product. Instead, it reflects the internal perception customers hold regarding the product or service's worth to them, or the amount they are willing to expend on it (Moslehpour et al., 2017). Consequently, comprehending perceived value emerges as a crucial concern for service providers aiming to effectively manage relationships in influencing citizenship behaviors in the marketplace (Luo et al., 2022). Therefore, when individuals view a consumption encounter as particularly valuable, they typically demonstrate favorable behavioral inclinations and participate in voluntary behaviors like CCB (Paraskevaidis and Andriotis, 2017). Perceived value is also crucial for customer satisfaction. As it's known, satisfaction is the overall psychological state that arises when the emotions related to unmet expectations are combined with a consumer's previous feelings about their experience (Anderson and Srinivasan, 2003). So, customers who conduct cost-benefit analyses from different angles tend to be more satisfied when they determine the value to be high based on their experiences.

Customer satisfaction holds particular significance for service-oriented businesses like hospitality establishments, as it significantly influences CCB. In marketing studies (Bettencourt, 1997; Assiouras et al., 2019; Paulose and Shakeel, 2022) customer satisfaction is identified as one of the precursors to CCB. Social exchange theory suggests that satisfied customers are inclined to engage in actions that benefit service providers. Maintaining close relationships with customers can lead to reciprocal behavior, where customers feel obligated to "pay back" the service provider (Tsaur et al., 2021). This "pay back" may result with CCB such as such as providing feedback, tolerating, helping, or advocating on behalf of the organization. Researchers such as Prasetyo and Prawitowati (2019), Assiouras et al. (2019), and Paulose and Shakeel (2022), who extended their studies to various businesses in the service sector, stated that customer satisfaction may mediate the relationship between perceived value and CCB. While the relationship between the satisfaction and the CCB has been searched in many studies in the literature, few studies, such as this study, examine the relationship with each of the CCB elements and ty to fill the gap in the literature.

The current study delves into the correlation between both perceived value and CCB and guest satisfaction and CCB, taking into account the impact of perceived value on guest satisfaction within the hospitality and tourism context. Additionally, it investigates the mediation effect of satisfaction between perceived

value and CCB. Notably, one of the rare prior empirical studies in Turkey has explored all these factors within a single framework. The study's novelty lies in being one of the initial empirical inquiries to incorporate perspectives influenced by hotel guest responses. Furthermore, it is essential to develop hypotheses for each of the CCB elements in the study and to uncover the impact of relevant variables on these elements. Given the significant lack of contextual empirical data required to inform response strategies in the hotel industry, this research paper responds the antecedents to CCB and the mediation effect of satisfaction in the hospitality sector.

The research is structured as follows: The literature section of the study elucidates CCB, perceived value, and satisfaction. Subsequently, the framework for formulating study hypotheses, as well as methods for dat collection and analysis, is delineated. Finally, the results are presented, and discussions are conducted in alignment with the findings obtained. In the practical implications section of the research, the study outlines the approaches that companies in the tourism sector should adopt toward their customers and provides suggestions on the factors influencing the dimensions of customer citizenship, where customers demonstrate their sense of belonging.

2. LITERATURE REVIEW

2.1. Customer Citizenship Behavior
The concept of CCB emerged in consumer behavior literature, drawing inspiration from organizational citizenship behavior. Scholars formally introduced CCB by conceptualizing customers as part-time employees within the organization (Zhu et al., 2016). It refers to voluntary and optional actions that aren't essential for the service's successful provision and execution, but collectively contribute to the overall effectiveness of the service organization (Groth, 2005). The common themes in the definitions of CCB are voluntariness, the absence of direct reward, and various behaviors that support the production and development of a business, positively affecting business performance (Choi and Lotz, 2016).

Although there is no consensus on the dimensions of CCB in the literature, it can be noted that these dimensions share similarities with each other at certain points. It can be all about the sectors. For example, while tolerance behavior is common in an accommadation business, this behavior may not be welcomed in the finance sector as citizenship behavior. Because mistakes in finance services may cause major financial losses. Regarding the dimensionality of CCB, Groth (2005) proposes that CCB includes recommendations, helping other customers, and offering feedback. Choi and Lotz (2016) contend that CCB involves feedback, advocacy, help, and tolerance. Fernandes and Cruzeiro (2023) suggest that advocacy, feedback, and tolerance are sub-dimensions of CCB. These actions aren't mandatory for successful service delivery but rather discretionary behaviors stemming from customers' willingness. Based on these understandings, within this research, CCB entails help, feedback, tolerance, and advocacy.

Helping is an important part of CCB for both companies and customers. Some consumers like to be actively involved in

helping and sharing their own shopping information with others to ensure positive experiences in the consumer market. In general, they can seek help from others to find, fix, or use products and/or services (Van Tonder and De Beer, 2018). Feedback is another critical element of CCB. Customers serve as a unique source of service guidance and suggestions for employees. With their substantial experience with the services offered, their comments hold significant importance for the business and constitutes extra-role behavior as it is voluntary (Zhu et al., 2016).

Tolerance is the readiness to patiently withstand discrepancies in service. It refers to customers' patience in the face of problems that may occur during the service, such as service delays or equipment deficiencies/malfunctions (Liu et al., 2024). Advocacy involves conversing with friends and family to endorse a service firm, which may entail speaking positively about the firm, recommending its services, and encouraging others to use it. This voluntary act of promoting the firm through positive word-of-mouth can lead to various benefits, such as fostering a positive reputation and expanding the customer base (Van Tonder and De Beer, 2018).

Encouraging CCB holds particular significance within the hospitality sector, which is characterized by frequent engagements between customers and staff. To elaborate, a comprehensive service encounter within a hotel setting often entails interactions spanning from arrival to departure, and sometimes beyond (Paulose and Shakeel, 2022). Consequently, patrons of hotels may demonstrate citizenship behaviors by sharing feedback and offering suggestions concerning check-in procedures, concierge services, dining options, and other amenities (Wang et al., 2024).

2.2. Perceived Value and Customer Citizenship Behavior

The importance of value in consumer decision-making is paramount, as the majority of consumers buy products or services based on the perceived value they offer (Wang et al., 2024). Perceived value refers to the benefits customers anticipate receiving relative to the costs they incur when acquiring a product or service (Paulose and Shakeel, 2022). Although there are various definitions of perceived value, it is typically approached through two main methods: Unidimensional and multi-dimensional. In the unidimensional approach, value is assessed based on individuals' own statements, reflecting their cognitive and practical perceptions. Conversely, the multi-dimensional approach views perceived value as too complex to be measured in a single dimension (Tuncer et al., 2021). Some researchers (Wang and Ho, 2017; Woo, 2019; Tsaur et al., 2021) argue that customer-perceived service value is unidimensional, focusing on cost-benefit analysis. Others (Wang and Prompanyo, 2020; Cheng et al., 2016) suggest that perceived value encompasses multiple dimensions such as social, emotional, and funtional etc. In this study, perceived value is conceptualized as a single dimension, aligning with the prevalent view in the literature that emphasizes cost-benefit analysis.

It's believed that perceived value can largely determine service experience and behavioural intention in tourists. Because, perceived value may cocreate experiential value for quests and let them attach to the hotel companies even more stronger (Tsaur et al., 2021).

The bonding between the guest and the accommodation business is explained by the social exchange theory in the literature. When customers engage with a company during service delivery, this interaction can be viewed as a form of social exchange. Social exchange theory suggests that reciprocal interaction is central to the behavioral aspect of perceived value (Cheng et al., 2016). According to this theory, the quality of interpersonal relationships between two parties is determined by the perceived rewards and costs associated with social exchanges. Furthermore, when one party receives value, it creates an expectation of reciprocity from the other party (Nunkoo, 2016). When customers perceive a consumption experience as highly valuable, they tend to exhibit positive behavioral intentions and engage in voluntary actions such as CCB (Paraskevaidis and Andriotis, 2017). Hence, it could be argued that perceived value affects individuals' behavior by shaping individuals' tendencies to provide feedback, help and support the organization like an employee and make comments about their consumption experiences, even in the face of service shortcomings (Woo, 2019). Consequently, it is hypothesized that above.

H_1: Perceived value positively influences providing feedback to the organization within CCB

H_2: Perceived value positively influences showing tolerance toward the organization within CCB

H_3: Perceived value positively influences helping other customers within CCB

H_4: Perceived value positively influences advocacy for the organization within CCB.

2.3. Satisfaction and Customer Citizenship Behavior

Customer satisfaction refers to how well a product or service meets the desires and requirements of the consumer. So, it is the degree to which a customer feels their investment in a purchase is adequately rewarded considering their cognitive assessment (Van Tonder and De Beer, 2018; Paulose, and Shakeel, 2022). Kotler (2003) characterizes customer satisfaction as the positive or negative perception that arises from the alignment between service performance and customers' individual perceptions. In this context, positive perception leads to satisfaction, while negative perception results in disappointment. Additionally, it is described as the emotional state that arises when the overall psychological atmosphere is deemed unsatisfactory. Therefore, when the emotions linked to unmet expectations combine with a consumer's prior sentiments regarding their experience, it's the unsatisfactory situation for the consumers (Anderson and Srinivasan, 2003).

It's apparent that customer satisfaction comprises two distinct dimensions: cognitive and affective. If either of these two dimensions, cognitive or affective leads to a sense of disappointment for the customer following the service, dissatisfaction becomes inevitable and can inflict significant harm on businesses. A dissatisfied customer tends to exhibit behaviors such as actively seeking information on alternatives and being more susceptible to competitor approaches compared to a satisfied customer. Additionally, they are more inclined to resist efforts by their current retailer to foster a closer relationship and are likely to take measures to decrease their reliance on that retailer (Anderson and Srinivasan, 2003). Furthermore, dissatisfied customers may

seek to redefine the nature of their relationship with the provider. Customers with low satisfaction levels may become undecided about whether to continue as customers if service businesses repeatedly fail to meet certain standards (Javed et al., 2021).

Satisfaction is a cognitive assessment particular to a transaction, often linked with post-consumption assessments that influence relational outcomes like repurchase intention and loyalty (Fernandes and Cruzeiro, 2023). From a cognitive standpoint, If a customer is satisfied with the product or service, this usually reflects a perception that their expectations or goals have been met. This perception causes the customer to develop positive thoughts about the product or service and to have a positive experience. These positive thoughts positively influence the customer's attitude towards the organization (Bawack et al., 2023). The customer increases their sense of loyalty by enhancing the value of the organization, creating a positive image, and demonstrating trustworthiness (Paulose and Shakeel, 2022). This increases the customer's commitment to the organization and encourages customer citizenship behavior.

Various outcomes of customer satisfaction have been pinpointed by researchers, such as relationship continuity and brand advocacy (Hollebeek and Rather, 2019). For example, individuals who feel content with a company often exhibit supportive actions in return. This concept extends to aspects like customer dedication, confidence in the company, equitable treatment, and finally CCBs such as helping other customers, providing feedbak to the organization, and making recommendations (Gong and Yi, 2021). Bettencourt (1997) proposed that customer satisfaction and customer commitment had an impact on CCB due to affective approach. Groth (2005) and Choi and Hwang (2019) found that customer satisfaction had positive influence on CCB as well. Van Tonder and De Beer (2018) specified that customer satisfaction had positive influence on advocacy and helping within CCB. So, the hypotheses generated according to the relevant literature are listed below.

H_5: Satisfaction positively influences providing feedback to the organization within CCB

H_6: Satisfaction positively influences showing tolerance toward the organization within CCB

H_7: Satisfaction positively influences helping other customers within CCB

H_8: Satisfaction positively influences advocacy for the organization within CCB.

2.4. Perceived Value and Satisfaction

In studies conducted in the field of consumer behavior, researchers seek to unveil the relationship between perceived value and satisfaction by employing various social psychology theories. As it is known, tourists choose destinations based on their preferences and desired benefits, considering both anticipated advantages and expenses. Throughout their visit, tourists formulate their own perception of the destination's value, which determines their satisfaction or dissatisfaction with the experience. Satisfaction occurs when the perceived value during and after the visit meets or exceeds the expected value before traveling, and when the benefits outweigh the actual costs incurred (Shyju et al., 2023). According to Pandža (2015), who conducted a study on the tourism sector

examining the relationship between the two variables through behavioral theory, satisfaction can prompt tourists to revisit the destination or share their positive experiences.

According to the economic theory of utility, rational consumers aim to maximize their satisfaction while minimizing their use of resources like time, energy, budget, and cognitive capabilities. This underscores the importance of perceived customer value in shaping purchase intentions (Misra et al., 2022). Since value is determined by the balance between service quality and cost, it inherently influences customer satisfaction. In the hospitality sector, satisfaction is heavily influenced by emotional factors, and a strong connection to service offerings can result in positive outcomes such as increased satifaction and willingness to pay higher prices (Paulose and Shakeel, 2022).

When examining the relationship between perceived value and satisfaction by examining its sub-dimensions, it has been discovered that economic factors such as price and service quality significantly affect customer satisfaction in the service sector, especially in hospitality services (Sánchez-Fernández and Iniesta-Bonillo, 2009; El-Adly, 2019). Rather suggests that emotional value, as perceived by customers, is crucial for their overall satisfaction. When customers engage in co-creative activities that they find inherently enjoyable and fulfilling, they associate these positive emotions with the service firm that facilitates these activities. Feng et al. (2021) found that emotional value has significant and positive influence on satisfaction for Chinese visitors. Similarly, Kanopaite (2015) specified that as individuals perceive greater emotional value, their satisfaction with the service received in restaurants also increases. Numerous studies in the literature provide substantial empirical support for the notion that perceived value plays a significant role in enhancing customer satisfaction within the service industry (Yen, 2013; Tuncer et al., 2021; Paulose and Shakeel, 2022). So, The linked hypothesis takes the following form.

H_9: Perceived value positively influences satisfaction.

2.5. The Mediation Effect of Satisfaction

The services marketing literature extensively has demonstrated the positive impact of perceived value on both customer satisfaction and intentions for repurchasing (Yen, 2013; Luo et al., 2022). However, there have been very few studies that examine the relationship between perceived value and CCB elements of customer satisfaction. Considering the interactions between individuals, guests who have positive views about cooperating with service providers based on perceived value tend to feel more satisfied. As a result, they're more inclined to participate in behaviors that benefit the customer. Conversely, guests who spend time, money, and knowledge on a service but do not ultimately experience the anticipated value are likely to be less eager to engage in customer-oriented behaviors such as CCB. For instance, they may refrain from providing feedback for enhancement purposes or from generating positive user-generated content. Even they may not tolerate or advocate on behalf of the business on face-to-face or online platforms when faced with any problems.

Prasetyo and Prawitowati (2019) discussed how perceived satisfaction partially mediates the relationship between perceived value and CCB among Indonesian university students in relation to their universities. Assiouras et al. (2019) studied the potential mediating function of customer satisfaction in the connection between value co-creation and travelers' inclination to participate in CCB. Paulose and Shakeel (2022) stated that the perceived value influences customer satisfaction and loyalty among customers who utilize accommodation services. Additionally, they suggested that customer satisfaction could potentially serve as a mediator between perceived value and loyalty. Gong (2018) expanded the notion of CBB to encompass the realm of brands. In doing so, Gong conceptualized CCB directed towards the brand, which includes aspects like brand loyalty, positive word-of-mouth promotion, and providing feedback to the brand. Thus, it is proposed to investigate the following hypotheses:

H_{10a}: Customer satisfaction mediates the relationship between perceived value and providing feedback to the organization within CCB

H_{10b}: Customer satisfaction mediates the relationship between perceived value and showing tolerance toward the organization within CCB

H_{10c}: Customer satisfaction mediates the relationship between perceived value and helping other customers within CCB

H_{10d}: Customer satisfaction mediates the relationship between perceived value and advocacy for the organization within CCB.

3. METHODOLOGY

3.1. Aim and Importance of the Study

The global increase in travelers proficient in media and technology is prompting fierce competition among tourism and hospitality establishments, not only for tourists' expenditures but also for various aspects of CCB. To meet this objective, tourism and hospitality entities are increasingly adopting the concept of collaborative value creation and satisfaction. CCB, due to its potential to augment a business's competitiveness, capitalizes on the advantages of being cost-effective and efficient, largely propelled by customers themselves. It represents a behavior highly prized by customers and valued by companies, transcending the traditional customer role.

By elucidating the connections between perceived value, satisfaction, and CCB, the study provides deeper insights into what drives customers to go beyond basic transactional interactions. This understanding is crucial for businesses aiming to foster long-term loyalty and engagement. The findings can aid businesses in developing strategies that enhance perceived value and customer satisfaction, ultimately leading to more proactive and beneficial customer behaviors. These behaviors include positive word-of-mouth, advocacy, and constructive feedback, which are essential for sustained business growth. By identifying the mediating roles of satisfaction in the subdimensions of CCB, the study also offers a nuanced view of how satisfaction influences various aspects of CCB. This knowledge can help businesses prioritize and tailor their efforts to boost specific customer behaviors that are most beneficial to the organization.

The service companies can apply the insights gained from this study to enhance their customer relationship management (CRM) practices. By focusing on improving perceived value and satisfaction, companies can nurture more engaged and loyal customer bases, leading to better customer retention and higher profitability. Overall, this study provides valuable contributions to both academic research and practical business applications by clarifying the complex dynamics between perceived value, satisfaction, and CCB.

3.2. Research Model

The study explores the connection between perceived value and CCB, as well as satisfaction and CCB. It also investigates the relationship between perceived value and satisfaction. Finally, the study aims to find the mediating roles of satisfaction in CCB's subdimensions. Figure 1 depicts the relationships among these key dimensions.

With the increasing popularity and utilization of internet technologies, travel platform companies can empower their permanent internal staff to collaborate with customers who effectively become part-time external staff while serving other customers, aiming to maximize corporate value (Van Tonder and De Beer, 2018). The worldwide proliferation of travelers who are adept in media and technology prompts tourism and hospitality establishments to fiercely compete, aiming not just for tourists' spending, but also for various elements of customer citizenship behavior (CCB) (Assiouras et al., 2019). To achieve this objective, tourism and hospitality entities are increasingly embracing the concept of collaborative value creation and satisfaction.

3.3. Research Method

In this research, a purposive sampling method was preferred to select respondents who were requested to specify their most recent vacation experience. In order to determine eligibility to take part in the research, individuals were asked to list the names of the hotels they had most recently stayed at in Turkey during the previous 12 months. A 5-point Likert-type questionnaire was designed online, and data was collected from individuals between March and April 2024 by sharing the survey link on social media platforms. A total of 628 individuals responded to the questionnaires, 16 of which were found to be inaccurate or incomplete.

3.4. Measurement

The study utilized the CCB scale, which includes dimensions such as feedback, advocacy, helping, and tolerance. It was modified from (Choi and Lotz, 2016), while (Agarwal and Teas, 2001)

Figure 1: Research model

provided the perceived value scale. Lastly, the measurement of satisfaction was adapted from (Anderson and Srinivasan, 2003).

3.5. Findings of Research
Confirmatory analysis was carried out to assess the validity of the measurement in the study. The study analyzed the potential impacts of perceived value on satisfaction, the potential effects of satisfaction and perceived value on CCB, and the potential mediating effects of satisfaction between perceived value and CCB using structural equation modeling (SEM). Both analyses were conducted using the AMOS 25 statistical program.

3.5.1. Demographic findings
The majority of the respondents, 54.6%, were female, while 45.4% were male. Regarding the distribution of ages, 32.1% were between 18 and 25, 37.9% were between 26 and 35, and 11.5% were over 45 years old. The majority of the participants have a bachelor's degree (55.4%) and only 3.4% have a master's degree. Regarding the frequency of accommodation, 46.4% of the participants stayed once a year, 34.2% stayed twice, 12.6% stayed 3 times, and 6.8% stayed more than 3 times. Table 1 illustrates the breakdown of study participants based on their demographic attributes.

3.5.2. Measurement assesment
To evaluate the validity and reliability of the factors that comprise the research model, reliability and convergent validity analyses were conducted in the research. Cronbach's alpha and composite reliability (CR) were evaluated based on the threshold value of 0.70 specified by (Hair et al., 2014).

Factor loadings and average variance explained (AVE) were used to evaluate the convergence of validity; as per Field (2005), factor loadings and AVE are expected to exceed 0.50. The model consisted of 24 items representing three latent constructs: CCB elements (feedback, tolerance, advocacy, and assistance), perceived value, and satisfaction. As shown in Table 2, all factor loadings on the respective constructs exceeded the 0.50 threshold. Likewise, composite reliability values varied between 0.802 and

0.885, exceeding the 0.70 threshold. AVE values varied between 0.505 and 0.649 also exceeded the 0.50 threshold, indicating satisfactory convergent validity.

In order to test discriminant validity, the square roots of the average variance explained (AVE) of the variables were calculated. It was then compared with the inter-structure correlations. When the results in Table 3 are observed, it can be stated that the discriminant validity of all constructs in the research model is ensured since the AVE square root values are greater than the inter-structure correlations (Tabachnick et al., 2013).

The Heterotrait-Monotrait (HTMT) ratio of correlation analysis (Henseler et al., 2015), serving as the second criterion for discriminant validity, was also performed, and the findings are presented in Table 4.

As the results are seen, the HTMT ratios are all below 1, meeting the criteria for discriminant validity. These results suggest that the measurement model does not have any issues with convergent or discriminant validity.

Table 1: Demographic profile

Item	n	Percent
Gender		
Male	277	45.4
Female	335	56.6
Age		
18-25	197	32.1
26-35	232	36.3
36-45	123	20.1
46 and above	70	11.5
Education		
Secondary school	38	6.2
High school	214	35.0
Bachelor' degree	339	55.4
Master's degree	21	3.4
Accommodation frequency per a year		
1	284	46.4
2	209	32.4
3	77	12.6
>3	42	6.8

Table 2: Reliability and convergent validity

Construct	Items	Loading	Cronbac's alpha	CR	AVE
Feedback	FE1	0.781	0.807	0.802	0.505
	FE2	0.736			
	FE3	0.708			
	FE4	0.628			
Tolerance	TO1	0.807	0.821	0.820	0.603
	TO2	0.762			
	TO3	0.751			
Advocacy	AD1	0.860	0.840	0.846	0.649
	AD2	0.864			
	AD3	0.779			
Help	HE1	0.713	0.833	0.844	0.576
	HE2	0.769			
	HE3	0.791			
	HE4	0.762			
Satisfaction	SA1	0.858	0.883	0.895	0.607
	SA2	0.843			
	SA3	0.708			
	SA4	0.724			
	SA5	0.903			
Perceived value	PV1	0.748			
	PV2	0.721			
	PV3	0.769			
	PV4	0.798			
	PV5	0.703			

CMIN=302.720, DF=237, x2/df=1.277, TLI=0.915, CFI=0.922, IFI=0.927, RMSEA=0.050, SRMR=0.071

Table 3: Discriminant validity

	Latent factors					
Latent factors	SA	PV	FE	TO	HE	AD
Satisfaction	0.779					
Perceved value	0.441	0.735				
Feedback	0.488	0.371	0.710			
Tolerance	0.298	0.460	0.446	0.776		
Help	0.604	0.363	0.366	0.357	0.758	
Advocacy	0.303	0.409	0.335	0.101	0.345	0.805

4. RESULTS

Structural equation modeling (SEM) was used through AMOS 25 software in order to determine the model fit indices, test the hypotheses, and evaluate the statistical significance of the relationships between the variables in the research model. The results of the path analysis are presented in Table 5. According to Table 5, it can be observed that the hypotheses H1, H2, H4, H5, H7, and H9 are significant statistically and supported; however, hypotheses H3, H6, and H8 are not supported as they are not statistically significant. Thus, perceived value significantly and positively affects all of the feedback ($\beta = 0.435$, t = 2.806, P = 0.005), tolerance ($\beta = 0.480$, t = 2.699, P = 0.007), and advocacy ($\beta = 0.322$, t = 2.273, P = 0.023) sub-dimensions of CCB except help ($\beta = 0.202$, t = 1.213, P = 0.225). When looking at the effect of satisfaction on each aspect of CCB, it significantly and positively affects feedback ($\beta = 0.389$, t = 2.431, P = 0.015) and help ($\beta = 0.357$, t = 2.721, P = 0.012). However, it does not have significant effects on tolerance ($\beta = 0.156$, t = 0.880, P = 0.379)

Table 4: Heterotrait-Monotrait ratio values

Latent factors					
Latent factors	PV	FE	TO	HE	SA	AD
Perceived value						
Feedback	0.514					
Tolerance	0.441	0.423				
Help	0.361	0.353	0.313			
Satisfaction	0.438	0.512	0.287	0.605		
Advocacy	0.423	0.309	0.105	0.394	0.329	

Table 5: Results of hypothesis testing

H	Relationships	Beta	t-values	P-values	Results
H_1	Perceived V. -> Feedback	0.435	2.806	0.005	+
H_2	Perceived V. -> Tolerance	0.480	2.699	0.007	+
H_3	Perceived V. -> Help	0.202	1.213	0.225	-
H_4	Perceived V. -> Advocacy	0.322	2.273	0.023	+
H_5	Satisfaction -> Feedback	0.389	2.431	0.015	+
H_6	Satisfaction -> Tolerance	0.156	0.880	0.379	-
H_7	Satisfaction -> Help	0.714	3.709	0.000	+
H_8	Satisfaction -> Advocacy	0.197	1.339	0.182	-
H_9	Perceived V. -> Satisfaction	0.395	3.456	0.000	+

CMIN=307.470, DF=243, x2/df=1.265, TLI=0.912, CFI=0.923, IFI=0.926, RMSEA=0.05, SRMR=0.071

or advocacy ($\beta = 0.197$, t = 1.339, P = 0.182). Finally, perceived value has a significantly positive effect on satisfaction ($\beta = 0.395$, t = 3.456, P < 0.001).

Table 6 shows the indirect effects, upper and lower bounds between perceived value and each of the sub-elements of CCB as mediators of the satisfaction variable. The bootstrapping technique was used with 5,000 bootstrap samples, which produced a 95% confidence level, according to (Hair et al., 2014). Satisfaction showed significant mediating effects between perceived value, feedback, and help from CCB elements. On the other hand, it can be stated that there is no significant indirect effect between perceived value, tolerance, and advocacy. Therefore, H_{10a} and H_{10c} were supported, while H_{10b} and H_{10d} were not supported.

5. DISCUSSION

It is observed that perceived value positively influences all sub-elements of CCB except for help. In most similar research models in the literature (Wang and Ho, 2017; Woo, 2019; Wang et al., 2024). making comparisons regarding the sub-elements of CCB is challenging, as it is considered a single construct. However, the research is consistent with these studies. So, when guests perceive the value of the services offered to them as high, they have the opportunity to express their satisfaction to others, interact warmly with service staff, provide feedback based on their service encounters, suggest a company's services to others, and support service providers.

When the results of the hypotheses trying to measure the effect of satisfaction on customer citizenship behavior are examined, it is seen that it has a significant and positive effect on feedback and help. However, it's noted that there isn't any statistically significant effect on advocacy and tolerance. Satisfaction, parallel to studies such as Zhu et al. (2016) and Fernandes and Cruzeiro (2023) positively influences feedback. Guests who feel satisfied with the service are more likely to share their positive or negative experiences with hotel or agency staff or ultimately contribute to the improvement of the service more frequently through written complaint letters. Satisfaction was found to have the strongest effect on help from CCB elements. This finding is consistent with studies by Van Tonder and De Beer (2018) and Liu et al. (2024). Therefore, when customers who are provided with tourism services are satisfied with the service they receive, they can work as volunteer business ambassadors in matters such as expertise and support to ensure that other customers also have positive experiences. Contrary to the results of the studies of Fernandes and Cruzeiro (2023) and Liu et al. (2024), guests in Turkey do not exhibit a propensity towards advocacy and tolerance concerning

Table 6: Results of mediation analysis

H	Relationships	Beta	CI: [LL-UL]	P-values	Results
H_{10a}	Perceived value -> satisfaction -> feedback	0.149	−0.031–0.431	0.047	+
H_{10b}	Perceived value -> satisfaction -> tolerance	0.061	−0.048–0.244	0.237	-
H_{10c}	Perceived value -> satisfaction -> help	0.302	0.063–0.497	0.008	+
H_{10d}	Perceived value -> satisfaction -> advocacy	0.073	−0.056–0.283	0.181	-

CMIN=307.470, DF=243, x2/df=1.265, TLI=0.912, CFI=0.923, IFI=0.926, RMSEA=0.05, SRMR=0.071. CI: Confident interval; LL: Lower bound; UL: Upper bound

CCB elements based on their satisfaction with the services provided in their hotels.

Therefore, it is not viable for guests to demonstrate tolerance such as being patient with service delays, overlooking issues when needed, and being flexible solely based on their satisfaction levels. This result may be related to the fact that accommodation services in Turkey are relatively expensive compared to western countries, depending on individuals' incomes. Similarly, circumstances such as advocating for the brand or endorsing the hotel's name do not change based on the level of satisfaction experienced by Turkish guests. This could be attributed to the cultural difference with the western countries, as Turkish quests may prefer not to be perceived as brand representatives or engage in discussion with other quests who hold different opinions.

It is observed that the perceived value of the accommodation service strongly affects the satisfaction of guests,' as in the results of studies such as Wang and Prompanyo (2020) and Tuncer et al. (2021). Therefore, it can be said that guests in Turkey who try to choose accommodation according to their budget among alternatives are trying to get maximum benefit with minimum effort (time and money). In cases where perceived functional value is high, the satisfaction may also tend to increase. Another point is that for accommodation and entertainment service providers, brand associations that overlap with guests' identities and relationships with guests with similar characteristics can also increase perceived value and, consequently, satisfaction. Therefore, it can be said that guests in Turkey who identify well with the hotel brand tend to be more satisfied through psychological brand attachment due to emotional or social value.

Upon examining the mediation effect findings, it is evident that satisfaction partially mediates the relationship between perceived value and feedback, as well as between perceived value and help. However, satisfaction does not show a significant mediation effect between perceived value and tolerance or between perceived value and advocacy. Hence, the degree of satisfaction experienced by guests utilizing accommodation services in Turkey is influenced by perceived value primarily through hotel services, salespeople, feedback encompassing organizational challenges or commendations regarding the respective service categories, and by informing other guests in similar situations and facilitating smooth transactions like those assisted by hotel staff.

6. CONCLUSION

The literature recognizes the role of perceived value or satisfaction in influencing CCB, especially in the service sector. Nevertheless, very few studies have tried to reveal the mediating effect of satisfaction on each sub-element or the direct influence of each CCB element. Adopting the customer perspective, this study aimed to demonstrate how tourism companies enhance the value and satisfaction of their service for guests and how it affects each of the CCB elements. This research emphasizes the importance of CCB

for accommodation and tourism companies in Turkey in managing marketing activities and co-creating with customers. It has been observed that customers who are satisfied with services are eager to engage in CCB behaviors, such as providing feedback to the organization and helping other customers. Additionally, customers who perceive high value from services are eager to engage in all CCB behaviors except helping other customers.

Another point that businesses providing accommodation services in Turkey should be aware of is that customers who perceive high value can increase both their tendency to provide feedback and their willingness to help other customers. Therefore, making good price adjustments and satisfying customers with personalized and differentiated service elements can help organizations lower their promotional budgets, reduce their price elasticity of demand, and ultimately establish a lasting bond with customers.

6.1. Practical Implication
The findings offer some suggestions for tourism sector practitioners to better understand how perceived value and satisfaction influence each of CCB sub-elements. First of all, the perceived value of accommodation services for guests directly affects their satisfaction level. Therefore, accommodation establishments can estimate the expectations of their guests and the extent to which they attach importance to emotional, functional and/or social value and ensure their satisfaction by providing personalized services.

Another important issue regarding perceived value is that since perceived value affects all elements except assistance from CCB elements, guests can see themselves as ambassadors of the hotel and provide customer-oriented services that will enable them to even act as a lawyer by tolerating necessary disruptions. Because the customer who feels special will be able to establish more bonds thanks to the value he/she perceives.

Finally, it is important to make maximum efforts to ensure that guests are satisfied, as the level of satisfaction affects feedback and assistance from CCB elements. While word of mouth communication and positive comments reduce the promotional costs of accommodation services; at the same time, it can make promotions more convincing and sincere. In addition, since the feeling of satisfaction has a partial mediating effect between perceived value and the CCB elements of feedback and assistance, guests who are made to feel a sense of satisfaction by the accommodation establishments may have the chance to see themselves as more integrated and a big part of the establishment by triggering perceived value.

6.2. Limitation and Future Studies
Since the sample size of the study is limited and the study is conducted only on individuals living in Turkey and benefiting from accommodation services, it constitutes a limitation for the research. In future similar studies, a more comprehensive study can be conducted by adding the perceived value variable to the research model with its sub-elements. In addition, since cultural differences

play an important role in consumer behavior studies, research can be conducted on individuals from different geographies and with different cultural values to examine the differences.

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