



ISTANBUL MEDENİYET UNIVERSITY
INSTITUTE OF GRADUATE STUDIES
DEPARTMENT OF POLITICAL SCIENCES AND PUBLIC
ADMINISTRATION

The Expectations and Perceptions of Generation Z Toward
Local Public Services:
Case of Ankara Metropolitan Municipality

PhD Thesis

Bünyamin Dağ

June 2023



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Supervisor

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June 2023

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Style and Reference Manual Statement

Having reviewed this thesis written under my supervision, I confirm that it has been written in accordance with APA spelling and citation guide of Style and used its reference format consistently throughout the entire text.

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Declaration of Originality

I hereby declare that all information in this dissertation has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conducts, I have fully cited and referenced all material and results that are not original to this work.

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Bünyamin Dağ

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LIST OF ABBREVIATIONS

AIDS	Acquired Immunodeficiency Syndrome
ANOVA	Analysis of variance
CSR	Corporate Social Responsibility
Gen X	Generation X
Gen Z	Generation Z
ISIS	Islamic State of Iraq and Syria
JFK	John Fitzgerald Kennedy
MLK	Martin Luther King
NGO	Non-Governmental Organization
OECD	Organisation for Economic Co-operation and Development
RFK	Robert Francis Kennedy
SERVQUAL	Service Quality
SPSS	Statistical Package for the Social Sciences
TV	Television
TUIK	Türkiye İstatistik Kurumu (Turkish Statistical Institute)
US	United States
USA	United States of America
USD	United States Dollar
WVS	The World Values Survey
WWI	First World War
WWII	Second World War

GENİŞ ÖZET

Z Kuşağının Yerel Kamu Hizmetlerine Yönelik Beklentileri ve Algıları:

Ankara Büyükşehir Belediyesi Örneği

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Danışman: Doç. Dr. Sezai Öztop

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Kamu yönetimi doğası gereği o ülkede yaşayan bütün insanları etkilemektedir. Ayrıca ülkede yaşayan bütün bireylerden de etkilenmektedir. Bu bağlamda Kamu Yönetimi sistematiğine hem hizmet alan hem de çalışan olarak giren Z Kuşağı önümüzdeki günlerde bu alanı derinden etkileyecektir. Z kuşağının Türkiye'deki bütün nüfusa oranı, İstanbul Üniversitesi 2019 Demografik Değişim Raporu'na göre; %29,3'tür (Özgül, Özbay, & Ak, 2019). ABD'de ise Z Kuşağı Deloitte Raporu 2020'ye (Deloitte, 2020) göre; "1995 ile 2012 arasında doğmuş nüfus, toplam nüfusunun %24,3'ünü oluşturmakta ve yakın gelecekte ABD tarihindeki en farklı nesil olma yolundadır". Ayrıca dünya genelinde ise 3 milyar civarında olan Z kuşağı, küresel nüfusun yaklaşık %35'ini oluşturmaktadır (Zhong, 2020).

Z kuşağının ülke nüfusunun önemli bir bölümünü oluşturması ve bu nüfusun kamu yönetimine çok yönlü olarak dahil olacağı değerlendirildiğinde, bu çalışmanın gerekliliği ve önemi daha iyi anlaşılabilecektir. Z Kuşağı şu anda bizim gençlerimiz ve aynı zamanda genç yetişkinlerimiz ama yakın gelecekte işçi, akademisyen, öğretmen, polis, hakim, asker, yönetici vb olacaklar (OECD, 2020). Şimdilik onlarla yakından çalışacağız ve daha sonra dünyayı tamamen onların eline teslim edeceğiz. Onları daha iyi anlarsak, onlara rehberlik etmek, eğitmek ve onlarla birlikte yaşamak bizim için faydalı olacaktır. Bu tezin ana konusu, kamu sektörünün yeni hizmet alıcıları olan ve aynı zamanda kamu

hizmetlerinin yeni hizmet sunucuları da olacak olan Z kuşağının tercihlerini ve beklentilerini olabildiğince ortaya koymaktır.

Bu kuşağı daha iyi anlayabilmek için kısaca önceki kuşaklara (Z Kuşağının ebeveynlerine) ve onların yetiştikleri atmosfere değinilecektir. Onların değer yargıları, gelecek beklentileri ve ayrıca kamu hizmetlerinden beklentileri anlaşılmaya çalışılacaktır. Bu çalışma, aynı zamanda Z kuşağının tercihlerinin kamu hizmetleri üzerindeki etkisini araştırması açısından, gelecekte oluşacak yeni kamu hizmet sunumunun fütüristik bir projeksiyonu niteliğindedir. Bu çalışmanın odak noktası; yerel kamu hizmetleri olmakla birlikte ulusal düzeydeki kamu hizmet sunumuna da ışık tutacaktır. “Sıradan vatandaşların günlük yaşamının her aşamasında kendini hissettiren yerel kamu hizmetlerinin yeni biçimine, özellikle yakın gelecekte Z kuşağının olası etkisi ne olacaktır?” sorusuna cevap aranacaktır.

Z kuşağı: 1995 ile 2010 yılları arasında doğmuş, en yaşlısı 25-27, en küçüğü yaklaşık 10-12 yaşlarında (Knoll, 2020; Seemiller & Grace, 2016) ve dünya çapında 3 milyar kişilik bir nüfusa sahip ve küresel nüfusun yaklaşık %35'ini (Zhong, 2020) oluşturmaktadır. Tüm dünya nüfusunun yaklaşık üçte birini bulan bu topluluk araştırmanın önemini göstermektedir.

Bu nesil, istikrarsız dünya düzeni içinde doğmuştur: Küresel terörün pençesindeki finansal krizler, Z Kuşağı (esas olarak X Kuşağı) ebeveynlerini etkilemiştir (Sparks&Honey, 2015). Dijital teknoloji çağında doğup büyümüş olan Z Kuşağı, cep telefonları veya internet olmadan hayatı hiç tanımamıştır (Knoll, 2020). Bu kuşak, genel olarak teknolojik yönelimli bir topluluk olarak görüldüğü için, genellikle Generation Z, Centennials, iGen, Founders, (Generational, 2017), iGeneration veya Net Generation (Euromonitor International, 2011) olarak bilinmektedir. Z kuşağı, çevrimiçi platformların ve sosyal medyanın onlara fikirlerini paylaşma, uzaktaki insanları ve kurumları etkileme ve otoriteyi yeni yollarla sorgulama yeteneği ve gücü verdiği dönemde

reşit olmuşlardır. Bu güçler onların dünya görüşlerini, değerlerini ve davranışlarını şekillendirmiştir (Deloitte, 2021).

ARAŞTIRMANIN YÖNETİM PRATİĞİ AÇISINDAN ÖNEMİ

Z Kuşağı neden önemlidir ve neden araştırmaya değer? Bu kuşak, başlangıçta kamusal hayata başka bir açıdan kamu kurumlarının işgücüne (Desjardins, 2019), yeni giren ve aynı zamanda bu kurumları yönetecek nesil olup, diğer taraftan oyları ve tercihleri ile tüm kamu sistemini etkileyecek nesildir. Geleceğimizi kapsamlı bir şekilde planlamak istiyorsak, bu nesli araştırıp anlamalı ve sonrasında onları en iyi şekilde organize etmeliyiz. Ayrıca konuyu derinlemesine incelediğimizde Z kuşağının tercihlerinin neler olduğu ve bu tercihlerin yerel hizmetler başta olmak üzere kamu sektörünü nasıl etkileyeceği ve etkilemesi gerektiğine dair detaylı çalışmalar bulunmamaktadır. Bu bağlamda bu boşluğu doldurmak ve alana katkı sağlamak için bu kuşağın tercihlerinin ve genel özelliklerinin kamu hizmetleri bağlamında değerlendirilmesi önem arz etmektedir.

Konuyu farklı bir açıdan ele alacak olursak; Z kuşağının yerel kamu hizmetlerinden beklenti ve algılarını birçok farklı alanda kullanılan SERVQUAL ölçeğini kullanarak, ilerki yıllarda dünyanın yönetiminde hakim olacak bu yeni neslin ve muhtemelen yerel kamu hizmetlerinin yakın gelecekte alacağı şeklin ihtiyaçlarını belirleyeceğiz. Bu bağlamda bu çalışma kendi alanında bir ilk olması açısından da önemlidir.

TEZ KAPSAMI VE İÇERİĞİ

Z kuşağının yerel kamu hizmetleri hakkındaki algıları ve beklentileri bu tezin ana konusunu oluşturmaktadır. Ayrıca "Z Kuşağının Önceki Kuşaklardan Farkı Nedir ve Neden" sorularına cevap aranacaktır. Ayrıca Z Kuşağının Ankara ili yerel yönetimine ilişkin beklentileri ve algıları ölçülecektir. Bütün bunlara

ilaveten Z kuşağının karakteristik özellikleri bu tezin odak noktasını oluşturacaktır.

Z kuşağının kimler olduğu ve hangi yaş gruplarını kapsadığı belirlenecektir. Bu kuşağın genel özellikleri detaylı bir çalışma ile ele alınacak ve Z kuşağının önceki kuşaklardan farkı belirlenmeye çalışılacaktır. Ayrıca bu kuşağın yetiştiği atmosfer ve Z kuşağını yetiştiren velilerin genel özellikleri incelenecektir.

TEZİN TEMEL ARAŞTIRMA SORULARI

Genel olarak tezde ele alınan dört temel sorunun cevabı açıklanmaya çalışılacaktır. Bu sorular aşağıda sunulmuştur:

1. Eski nesle göre daha bireysel mi davranıyorlar? Öyleyse, onları bu şekilde davranmaya iten nedenler nelerdir ve bu yaklaşımın yerel kamu hizmeti sunumuna etkileri nelerdir?
2. Z kuşağı yerel kamu hizmet sunumuna yönelik nasıl bir tutum geliştiriyor ve bu bağlamda üyelerini ne düzeyde harekete geçiriyor?
3. Yerel kamu hizmeti sunumunu doğrudan veya dolaylı olarak ilgilendiren konularda Z kuşağı mensupları ne kadar duyarlıdır?
4. Z kuşağının siyasi tercihleri nelerdir? Yerel kamu hizmeti sunumundan beklentileri nelerdir?

HİPOTEZLER

Tezde ele alınan hipotezler aşağıda sunulmuştur:

1. Z Kuşağının kamu hizmetlerine karşı bireysel tutumları olumsuzdur.
2. Z Kuşağı üyeleri eski nesilden daha bireysel davranmaktadır.
3. Z Kuşağı teknoloji konusunda önceki nesillere göre daha heveslidir.
4. Z Kuşağı kamu hizmetlerine karşı duyarsızdır.
5. Z Kuşağı mensupları kamuda çalışmayı tercih etmezler.

NESİLLER VE PERİYOTLARI

Tablo 2: 2021 yılı için dünya nüfusundaki nesiller, yaşları ve oranları.

Nesil	Doğum Yılı	Yaş Aralığı	Oranı
SESSİZ NESİL (SILENT GEN)	1928-1945	76 ve üzeri	7.6 %
BEBEK PATLAMASI (BABY BOOMERS)	1946-1964	57-75	21.8 %
X KUŞAĞI	1965-1980	41-56	19.9 %
Y KUŞAĞI (MILLENNIALS)	1981-1995	25-40	22.0 %
Z KUŞAĞI	1995-2010	13-27	20.3 %
ALFA KUŞAĞI (GEN ALPHA)	2011-	12 ve aşağısı	8.4 %

Kaynak: Desjardins, 2021'den uyarlanmıştır

Z KUŞAĞININ DEĞERLERİ

Tezde incelenen 21 farklı çalışmanın sonuçlarının tablolastırılarak özetlendiği, Tablo-5'in özeti niteliğindeki Z Kuşağının sahip olduğu değerleri gösteren Tablo-4 aşağıda sunulmuştur:

Tablo 4: Z Kuşağının Değerleri

	Değerler
1	Farklı, Farklı Düşünmek, Çeşitlilik
2	Dijital Yerli, Dijital Bağımlı, Dijital
3	Açık Fikirli, Açık Fikirli Yaratıcı, Açık
4	Bağımsız, Özgür
5	Mobil
6	Bilinçli, Öz-bilinçli
7	Çözüm odaklı
8	Bireysel, Bireyci
9	İyi eğitilmiş
10	Sosyal

Z KUŞAĞININ ÖZELLİKLERİ VE BEKLENTİLERİ

Yapılan araştırmalar, Z kuşağının girişimci, teknolojik, bireysel, finansal odaklı, dikkat düzeyi düşük, çevreye duyarlı, kendine güvenen ve birden fazla işi yapabilme yeteneğine sahip olduğunu ortaya koymuştur (Silinevica & Meirule, 2019). Z kuşağı teknolojik avantajlarla doğduğu için sürekli yeni teknolojileri kullanıyor ve aynı anda birden fazla işi yapma eğilimindedir. Ayrıca yaratıcılığa ve yeniliğe olan ilgileri ve girişimcilik eğilimleri nedeniyle daha fazla özgüvene sahiptirler (Pauli vd., 2021). Z kuşağının kişilik özellikleri arasında yardımsever, edep, hoşgörölü, samimi ve sevecen özellikleriyle girişimcilik anlayışı ön plandadır. Muhafazakar yapısı ile aileye değer veren ve özdenetim oranı yüksek davranışlar göstermektedirler.

Z Kuşağını anlamak konumuza ışık tutabilecektir (Seemiller & Grace, 2016). Bu bağlamda 21 farklı çalışmadan derlenen Z kuşağının Tablo 4 ve 5'te özetlenen özelliklerine baktığımızda çoğunlukla olumlu yönlerin ön plana çıktığı görölmektedir. Öte yandan, bu neslin önceki nesillerden çok da farklı olmaması dikkat çekmektedir. Gördüğümüz gibi, birçok yönden birbirlerine ve onlardan önce gelenlere benzemektedirler (Knoll, 2020). Bu neslin önceki nesillerden en büyük farkı dijital ortamda doğup büyümeleri ve bu çerçevede çalışmaya daha yatkın olmalarıdır. Z Kuşağı üyeleri, fikirlerini veya uzmanlıklarını paylaşmakta rahattır ve bunu yapmak için Twitter, blog, kişisel web siteleri, forumlar ve sosyal oyunlar gibi birden çok platformu kullanmaktadırlar (Seemiller & Grace, 2016).

Z KUŞAĞININ YEREL KAMU HİZMETLERİNE YÖNELİK BEKLENTİLERİ VE ALGILARI ÜZERİNE ARAŞTIRMA

Çalışmanın evrenini Ankara ilinde yerel kamu hizmetlerinden yararlanan Z kuşağı oluşturmaktadır. Z kuşağı yaş aralığı için literatürde farklı tarihler verilse de ortak kanının 1995 yılı ile 2010 yılı arası doğanlar olarak değerlendirildiği görölmektedir (Demirel, 2021: 1807-1808). TÜİK verileri

incelendiğinde Adrese Dayalı Nüfus Kayıt Sistemi sonuçlarına göre 2021 yılı sonu itibarıyla Türkiye'nin 15-24 yaş grubundaki genç nüfusun yaklaşık olarak 12 milyon olduğu ve bu nüfusun da 846.595'inin Ankara'da olduğu görülmüştür (TÜİK, 2022). Dolayısıyla çalışmanın evrenini 846.595 kişi oluşturmaktadır. Bu doğrultuda çalışmanın örneklem grubundaki yaş aralığı ise bu grup olarak kabul edilmiştir. Örneklem büyüklüğünün hesaplanması adına Sekaran'ın hazırladığı kabul edilebilir örneklem büyüklüğü tablosundan faydalanılmıştır. Çalışmada örneklem sayısının hesaplanması, Tablo 1'de görüldüğü üzere %95 güven aralığında evreni temsil eden örneklem büyüklüğünün 100.000.000 birimlik bir evren için 384 katılımcı olması gerektiği görülmektedir (Yazıcıoğlu ve Erdoğan, 2014: 89).

Araştırma kapsamında Ankara ili ilçelere ayrılmış sonrasında bu ilçelerde ikamet etmekte olan Z kuşağı bireylerine ulaşılmış ve toplam 1000 adet anket hazırlanarak bir kısmı yüz yüze bir kısmı çevrimiçi form olarak katılımcılara dağıtılmış açık rızası alınan katılımcılardan toplam 968 anket geri dönmüş bunlardan uygun doldurulmadığı tespit edilen 148 tanesi araştırmadan çıkarılarak 820 adet anket değerlendirmeye alınmıştır. Dolayısıyla, bu tez çalışması için 820 kişilik bir örneklem sayısının yeterli olacağı değerlendirilmiştir.

Bu tez çalışmasında anket tekniği kullanılmıştır. Anket, araştırmanın hipotezlerine yönelik olarak hazırlanmış soruları bireylere yöneltmek suretiyle yapılan sistematik veri toplama tekniği olarak tanımlanmaktadır (Balcı, 2011: 150). Bu teknikle araştırmacı önceden hazırlamış olduğu soruları katılımcılara iletmekte ve onlardan bu soruları bizzat yanıtlamalarını beklemektedir (Güven, 2001: 151).

Bu araştırmada anket soruları, hizmet kalitesi ölçüm metotlarından araştırmalarda çoğunlukla tercih edilen Servqual ölçeğinden faydalanılmıştır.

Alan yazın incelendiğinde hizmet kalitesinin en kapsamlı ölçüm modeli olan Servqual ölçeği, Parasuraman, Zeithaml ve Berry tarafından geliştirilmiş (Seyran, 2004: 95), Altın (2016) tarafından Türkçe alan yazında kullanılmıştır (Altın, 2016). Ölçek 22 maddeden oluşan bölümler halindedir. İlk bölümde katılımcıların yerel kamu hizmetinden beklentileri, ikinci bölümde ise yerel kamu hizmetlerinden algıladığı hizmet performansı aynı ifadeler kullanılarak ayrı ayrı ölçülmüştür. Ölçekte tamamen katılıyorum ile kesinlikle katılmıyorum arasında değişen Ölçek, 5'li likert tarzında hazırlanmıştır. Anket formunda ayrıca katılımcıların sosyo-demografik özelliklerinin ve kişilik özelliklerinin tespit edilmesine yönelik olarak ifadeler de yer almaktadır. Anket soruları tezin son bölümüne İngilizce ve Türkçe olarak eklenmiştir.

VERİLERİN ANALİZ YÖNTEMİ

Çalışmada verilerin analizi için IBM SPSS Statistics 23 programından yararlanılmıştır. Verilerin analizinde, tanımlayıcı istatistiksel yöntemler, korelasyon analizi, bağımsız örneklem t testi ve tek yönlü varyans analizinden (ANOVA) yararlanılmıştır. Yapılan tek yönlü varyans analizi sonucuna göre fark bulunan ifadeler için farklılığın nereden kaynaklandığını bulmak için Post Hoc testi kullanılmıştır. Verilerin güven aralığı %95 ($p=0,05$)'dir.

Katılımcıların Sosyo-Demografik Değişkenlerine Yönelik Bulgular

Tablo 1. Sosyo -demografik değişkenlere yönelik bulgular

Değişkenler	Katılımcı	Oran	Değişkenler	Katılımcı	Oran
Cinsiyet			Öğrenim durumunuz		
Erkek	368	44,9	İlköğretim	206	25,1
Kadın	452	55,1	Lise	534	65,1
Yaşınız			Önlisans ve üstü	80	9,8
15 Yaş ve altı	326	39,8	Günde ortalama kaç saat TV izliyorsunuz		
16 yaş	204	24,9	Tv izlemiyorum	274	33,4
17 yaş	92	11,2	1 saat	348	42,4

Değişkenler	Katılımcı	Oran	Değişkenler	Katılımcı	Oran
18 yaş	66	8,0	2 saat	116	14,1
19 yaş ve üzeri	132	16,1	3 saat ve üzeri	82	10,0
Doğum Yeriniz			Çalışıyor musunuz		
Ankara	588	71,7	Hayır	726	88,5
Diğer	232	28,3	Evet	94	11,5
Bulunduğunuz ildeki ikamet süreniz			Gelir durumunuz		
1 yıl ve daha az	34	4,1	Yok	590	72,0
2-4 yıl	60	7,3	Var	230	28,0
5-7 yıl	120	14,6	Hane gelir durumu		
8-10 yıl	110	13,4	5000 TL ve altı	290	35,4
11-13 yıl	60	7,3	5001-7000 TL	108	13,2
14-16 yıl	334	40,7	7001-9000	84	10,2
17 yıl ve üzeri	102	12,4	9001-11000	104	12,7
Günde ortalama kaç saat internette vakit geçiriyorsunuz			11001-13000	52	6,3
1 saat ve daha az	64	7,8	13001-15000	70	8,5
2-3 saat	272	33,2	15001 ve üzeri	112	13,7
4-5 saat	282	34,4	Total	820	100,0
6-7 saat	102	12,4			
8-9 saat	58	7,1			
10 saat ve üzeri	42	5,1			

Katılımcıların Kişisel Bilgilerine Yönelik Bulgular

Tablo 2. Kişisel bilgilere yönelik bulgular

Değişkenler	Kişi	Oran	Değişkenler	Kişi	Oran
Bir devlet kurumunda çalışmak ister misiniz			Belediyeler tarafından verilmesini istediğiniz kamu hizmetleri var mı		
Hayır	454	55,4	Yok	242	29,5
Evet	366	44,6	Var	62	7,6
Hangi devlet kurumunda çalışmak isterdiniz			Ulaşımın çeşitlerinin artırılması, ücretsiz / indirimli toplu taşıma olması vs.	42	5,1
İstemiyorum	378	46,1	Ücretsiz internet	32	3,9

Değişkenler	Kişi	Oran	Değişkenler	Kişi	Oran
Fikrim Yok	114	13,9	Daha fazla çevre (ağaçlandırma, yeşil alan, göletler vs) düzenlemesi	48	5,9
Adalet Bakanlığı	40	4,9	Sosyal yardım, Sosyal etkinlikler, Spor salonları, Ülke içi ve dışı geziler, İş desteği	100	12,2
Aselsan	16	2,0	Eğitime destek (Rehberlik, Kütüphane, Kitap Fuarı, Kurs, Öğrenci Kulüpleri vs.)	48	5,9
Sağlık Bakanlığı	66	8,0	Fikrim yok	246	30,0
MEB	48	5,9	Seçim sonuçlarını hangi haber platformlarından takip ediyorsunuz		
Güvenlik güçleri (polis asker)	38	4,6	Takip etmiyorum	274	33,4
Siyasi bürokrat	62	7,6	Televizyon	426	52,0
Diğer	58	7,1	Sosyal medya (İnternet)	120	14,6
Kendi işinizi kurmak ister misiniz			Seçimde kime oy vereceğinize nasıl karar veriyorsunuz		
Hayır	102	12,4	İlgilenmiyorum	262	32,0
Evet	718	87,6	Ailesel yatkınlık ve İdeoloji	36	4,4
Zorunlu askerlik hizmetinizi yapmak istiyor musunuz			Kendi fikrim ve araştırmalarım	146	17,8
Hayır	544	66,3	Basın, sosyal medya	326	39,8
Evet	276	33,7	Ülke durumuna göre (Ekonomi, Adalet vs)	50	6,1
En çok hangi yerel kamu hizmetini kullanıyorsunuz			2019 ve öncesine göre belediye hizmetlerini nasıl buluyorsunuz		
Kullanmıyorum	16	2,0	Çok kötü	96	11,7
Fikrim Yok	106	12,9	Kötü	142	17,3
Toplu taşıma	422	51,5	Aynı	214	26,1
Diğer	276	33,7	İyi	246	30,0
Hangi yerel kamu hizmetlerinin değiştirilmesini istiyorsunuz			Çok iyi	122	14,9
istemiyorum	86	10,5	Sizce belediyenin dijital hizmetler konusunda yeterliliği nasıl		
Fikrim Yok	350	42,7	Çok kötü	100	12,2
Toplu taşımanın	112	13,7	Kötü	240	29,3
Eğitim	144	17,6	Aynı	176	21,5
Diğer	128	15,6	İyi	256	31,2
Belediye başkanı olsaydınız, hangi hizmetlerin değiştirilmesini isterdiniz			Çok iyi	48	5,9
Değiştirmedim	42	5,1	Belediye hizmetleri isteklerinizi karşılıyor mu		
Fikrim yok	326	39,8	Hayır	430	52,4
Çevre	60	7,3	Evet	390	47,6
Eğitim	108	13,2	Belediye hizmetlerinde olmasını istediğiniz 5 unsuru yazınız.		

Değişkenler	Kişi	Oran	Değişkenler	Kişi	Oran
Toplu Taşıma	106	12,9	Yok	260	31,7
Sosyal Destek	42	5,1	Ulaşımın çeşitlerinin arttırılması, ücretsiz/indirimli toplu taşıma olması vs.	88	10,7
Diğer	136	16,6	Ücretsiz internet	84	10,2
Hizmet Aldığınız Belediyede Yakınınız Var mı			Daha fazla çevre (ağaçlandırma, yeşil alan, göletler vs) düzenlemesi	154	18,8
Hayır	706	86,1	Sosyal yardım, Sosyal etkinlikler, Spor salonları, Ülke içi/ dışı geziler, İş desteği	106	12,9
Evet	114	13,9	Eğitime destek (Rehberlik, Kütüphane, Kitap Fuarı, Kurs, Öğrenci Kulüpleri vs.)	38	4,6
Belediyeler wi-fi yayını yapmalı mı			Fikrim yok	90	11,0
Hayır	102	12,4	Total	820	100,0
Evet	718	87,6			

ARAŞTIRMA HİPOTEZLERİNİN KABUL/RET DURUMU

Tablo 28: Araştırma Hipotezlerinin Ret/Kabul Durumu

HİPOTEZLER		Kabul/Ret
1	Z Kuşağının kamu hizmetlerine karşı bireysel tutumları olumsuzdur.	Ret
2	Z Kuşağı üyeleri eski nesilden daha bireysel davranmaktadır.	Kabul
3	Z Kuşağı teknoloji konusunda önceki nesillere göre daha heveslidir.	Kabul
4	Z Kuşağı kamu hizmetlerine karşı duyarsızdır.	Kabul
5	Z Kuşağı mensupları kamuda çalışmayı tercih etmezler.	Kabul

Anahtar Kelimeler: Z Kuşağı, Yerel Kamu Hizmet Sunumu, Z Kuşağının değerleri, Z kuşağının beklentileri, Servqual ölçeği

ABSTRACT

The Expectations and Perceptions of Generation Z Toward Local Public Services: Case of Ankara Metropolitan Municipality

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Generation Z, which receives services in Public Administration systematics and also enters as a service provider, will deeply affect this field in the near future. In general, this generation, which constitutes approximately 30% of the population, will be integrated into the public administration system. This generation is an important and worthwhile subject to study. The main subject of this thesis is to determine as much as possible the preferences and expectations of the Z Generation and to determine the possible impact of these on local-level public administration service delivery. This thesis is also a futuristic projection study of the new local public service delivery that will emerge in the future in terms of investigating the effects of the preferences and expectations of the new generation (Generation Z) on local public services. While the main focus of this study is local public services, but it will also shed light on the service delivery of the central government.

The expectations and perceptions of Generation Z from the local administration of Ankara Metropolitan Municipality will be measured using the SERVQUAL scale, which is used in several different fields. In this way, the new form that local public services will take soon will be tried to be determined to some extent. "What are the differences between Generation Z and previous generations?" is another subject studied in this context. And the characteristics of the Z Generation will have an important part of this study.

Keywords: Generation Z, Local Public Service Delivery, Values of Generation Z, Expectations of Generation Z, Servqual Scale

**THE EXPECTATIONS AND PERCEPTIONS OF GENERATION Z
TOWARD LOCAL PUBLIC SERVICES:
CASE OF ANKARA METROPOLITAN MUNICIPALITY**

INTRODUCTION

The concept of “Generation Z” has become a concept that is frequently heard by everyone recently. Although there has not been much research on this subject in the field of Public Administration, there are many studies on this generation in other disciplines such as educational sciences, business, and technology. Generation Z makes up about 30% of the world's population. Members of this generation are primarily citizens, but a significant number of them are of voting age. Born between 1995 and 2010, the oldest of this generation is 27 years old today, and these people are now public employees. They will inevitably become public administrators in the near future. In this context, it is important to work on this generation, which is rapidly entering the public administration system. This generation was born and grew up in a very different environment than previous generations. Previous generations have never been as close to technology and the internet as this generation. Whether this generation's proximity to the internet and social media has an impact on the characteristics of the generation is a subject worth investigating in terms of public administration.

The lack of studies in the field of public administration on the expectations, perceptions, and preferences of this generation, which grew up in a different environment from the previous generations, from the services provided by the local public administration is a serious deficiency. While this generation benefits from the public sector as service recipients, they are also rapidly entering the field as public employees. For this reason, it is aimed to determine the effects of this new generation's preferences, service perception, and

expectations on local public administration services. In this context; By using the Servqual scale, which is used in the measurement of service quality in many areas, the quality of the services provided by Ankara Metropolitan Municipality has been tried to be measured with quantitative research.

The expectations and perceptions of Generation Z from the service they received from the Ankara Metropolitan Municipality were measured with the survey study in this thesis. This study will especially contribute to the determination of the new form that local public services should (probably will) take in the near future. This determination will enable the public administration to prepare for the future and to take steps in advance. Therefore, it is very important to carry out studies on the subject.

It is a very important gap in the field that there has not been any study in the discipline of Public Administration on the preferences, expectations, and perceptions of Generation Z, who are just entering the public sector. This thesis will fill an important gap in this context. The main problem in this matter is that the expectations of the new generation have not been addressed in the context of local governments. This study also is an answer to this fundamental problem. Because the preferences, service expectations, and perceptions of Generation Z are the main determinants of the new forms of local service delivery that will emerge in the near future.

The original value of this thesis study is to measure the expectations and service perceptions of the services provided by the Ankara Metropolitan Municipality with 820 members of Generation Z living in Ankara. Additionally, it is measured with the globally accepted SERVQUAL scale and analyzed with the IBM SPSS Statistics 23 program, and the results will shed light on local public administration services shortly. In this context, the

answers given by the 820 participants and the analysis of these answers are also a contribution to the literature.

This thesis measures the expectations of the members of Generation Z living within the borders of Ankara province from the local public services provided by the Ankara Metropolitan Municipality, as well as their quality perceptions. It also tests the generally accepted hypotheses that the individual approaches of Generation Z may negatively affect public services, this generation acts more individually than the older generations, they are more enthusiastic about technology than previous generations, they are insensitive to public services and finally, they do not want to work in the public sector.

CHAPTER 1: THEORETICAL FRAMEWORK AND LITERATURE REVIEW

Public administration, by its nature, affects all the people living in that country. It is also affected by all individuals living in the country. In this context, Generation Z (Gen Z), which enters the Public Administration systematics as both service recipient and employee, will deeply affect this area in the coming days. According to Deloitte Report 2020 (Deloitte, 2020) on Generation Z; “Born between 1995 and 2012, making up 24.3% of the U.S. population and on track to be the most diverse generation in US history by 2020”. And also in Türkiye according to Demographic Change Report by Istanbul University 2019, the ratio of Generation Z to the whole population is 29.3% (Özgül, Özbay, & Ak, 2019), and 3 billion worldwide, approximately 35% of the global population (Zhong, 2020).

The necessity of this study will be understood more clearly if it is evaluated in terms of the fact that Generation Z constitutes a significant part of the population of the countries and also that this population is being included in the public administration in a multifaceted way. They are our youth and also young adults currently, but in the near future, they will be the workers, academicians, teachers, policemen, judges, soldiers, managers, etc... (OECD, 2020) We will work with them closely and later we will deliver the world completely to their hands. If we understand them in a better way, it would be helpful for us to guide, teach and live with them. The main subject of this thesis is understanding the preferences and expectations of Generation Z as much as possible, which are new service recipients of the public sector and also will be the new service providers of public services.

In order to better understand this generation, I will first briefly discuss previous generations (their parents) and the atmosphere in which they were

raised. Then I have to understand their value judgments, and I have to comprehend their future expectations and also expectations from public services. This study is also a futuristic projection study of the new form of public services that will be formed in the future in terms of investigating the impact of the preferences of Generation Z on public services. The focus of this study is on public services at local and the national level, specifically local public services. What will be the possible impact of Generation Z on the new shape of local public services that make itself felt in every stage of the daily life of ordinary citizens, especially in the near future?

The newest generation that started to be seen in the public sector called Generation Z (Gen Z) members grew up between the end of the 1990s and the beginning of the 2000s, mostly with digital technological products, cellular phones, and several game consoles, and with continuous internet connection. They are online all the time and active on social media applications, and they have their own ideas and preferences about public services. And they do not have any hesitation about explaining their view. There is no definite consensus on when Generation Z begins and when it ends. But some have Generation Z beginning as early as the mid-1990s, while others see it starting in the mid-2000s (Desjardins, 2019). However, it is generally accepted that there are those born between 1995 and 2010 (Seemiller & Grace, 2016). Currently, the youngest is a secondary school student, while the oldest are in their mid-twenties. Generation Z is shaping up to be a true "throwback generation," already working, saving money, and determined not to end up like Millennials (Generational K. 2017). Currently, generation Z is graduating from their schools and entering public life as an adult, and preferences coming from them are starting to shape today's public structures. These preferences also will shape the future's public administration and the systems that we will live in.

The purpose of my study, especially on this generation, is that this generation has very different characteristics because they were raised in a different

atmosphere than generations such as Traditionalists, Baby Boomers, Generation X, and Generation Y, who came before them (Becer, 2021). For this reason, Generation Z has the potential to affect the medium-and long-term service delivery and understanding of Public Administration. Since there are very few Generation Z studies conducted in the field of Public Administration, this thesis study aims to fill the gap in this field. In addition to a theoretical study on determining the characteristic of Generation Z, empirical research will be conducted on preferences in Public Administration for Generation Z.

A generation is a group of people bound by kinship created through shared events that changed the society in which they grew up (Merriman, 2015). Historically a generation has been defined as “the average interval of time between the birth of parents and the birth of their offspring”, traditionally this places a generation at around 20 years in span (McCrindle & Fell, 2019). Since generations live in the same time period, it is natural for them to have certain characteristics. For example, Silent Generation lived between the years of 1925-1945. They lived in the World War II era and endured all the difficulties of the period together. And Baby Boomer Generation lived between 1946-1964 (Seemiller & Grace, 2019), after the World War II era, they lived during the period called the Baby Boom and were exposed to the shaping effects of the period together. It should be considered normal for generations to have similar characteristics since they lived in the same period and were exposed to the same difficulties and the same environmental conditions. In this context, Generation Z was born in the period from the mid-1990s to the 2010s, the effects they were exposed to will be discussed in a detailed way in other parts of the study.

After Marc Prensky’s article “Digital Natives, Digital Immigrants.” on *The Horizon* (Prensky, 2001) most researchers started to use Digital natives’ (Seemiller & Grace, 2019; Shaw, 2013; Sparks&Honey, 2015) word for a new

generation that can connect, meet, and express their views loudly around the world via their phones and computers. From #MeToo to Black Lives Matter, from convening marches on climate change to the Arab Spring, from demanding eco-friendly products to challenging stakeholder capitalism, these generations are compelling real change in society and business (Deloitte, 2021). It will be a natural result that the public sector local service provision should be shaped in line with the preferences of this generation, which participates in all stages of community life. Whatever environmental influences have shaped generations, the preferences of generations also shape the periods after themselves. The preferences of Generation Z in local public services are a very important issue in terms of the fact that they will closely affect public service provision in the near future.

We have little information and literature in our hands about Generation Z (Bencsik, Gabriella, & Juhász, 2016), preferences on local public services, and their characteristic. This study aims to highlight the characteristic of Generation Z and the possible effects of the future' public services. Generation Z is generally perceived as a social web-oriented and digital-centric generation, and technology is an inseparable part of their lifestyle (Seemiller & Grace, 2019). This generation will be entering social and public life in the coming years but there is little known about Generation Z and their characteristics, expectations, needs, attributes to public life, and their lifestyle. They seem to have different attitudes towards public services from the previous generations. Without a clear understanding of Generation Z, public or private organizations will experience difficulties in hiring personnel and retaining them for the sustainable continuity of the organizations (Acheampong, 2019). By understanding Generation Z, organizations can determine what can impact their recruitment of the personnel and probable effects of the organization's activities, and we can develop future' public services and their requirements.

When I look at the term Generation Z in the academic literature, it was used first time in 1851 in The North British Review (The North British Review, 1851). Actually, nobody can agree on exactly when the Millennial generation stops and Generation Z starts (Fromm & Read, 2018). But according to general acceptance; Generation Z term defined who was born after 1995 through the mid-2010s (Berger, 2018; Seemiller & Grace, 2016). Those in Generation Z are among our youngest consumers, students, colleagues, constituents, voters, and neighbors (Seemiller & Grace, 2019). As of 2021, Generation Z is taking place in the public sector as an employee, and also they are voting in the elections currently. In the near future, they will be managers of the public sector and they will be the dominant factor of the administration in the countries.

Actually, there is no exact date of Generation Z's birth date, but generally, researchers accept Generation Z's birth year from beginning in 1995, 1996, or 1997 and ending in 2010, 2011, or 2012, or some researchers accept it until today. In my thesis, I will consider those born between 1995-2010 as Generation Z, because the year 1995 was a commonly referenced start year in many market research reports (Seemiller & Grace, 2019).

According to Deloitte Global 2021 Millennial and Generation Z Survey performed with 8,273 Generation Z's from 45 countries across North America, Latin America, Western Europe, Eastern Europe, the Middle East, Africa and Asia Pacific: % 52 of group members donated to charities, %49 made choices over the type of work they are prepared to do or organizations they'd work for based on personal ethics, % 40 posted a comment online about a news article they've read, been a volunteer or member of a community organization, charity, or nonprofit, created social media content relating to an environmental, human rights, political or social issue, % 36 raised money for

charity by sponsorship, organizing a collection or other means, %31 attended a public meeting on local affairs or a political event such as a conference/debate, % 30 participated in a public demonstration/protest /march, %33 played an active role in a national, regional, or local campaign, % 26 contacted an elected representative to express views and % 24 written to a newspaper, publication, TV or radio news program. Briefly, they are taking action to drive the change they want to see in the world (Deloitte, 2021), they are certainly not impartial and indifferent, they are active against the events taking place around them, and they loudly announce their activities and preferences to the whole world thanks to today's technological communication tools.

Parental generations can pass down thoughts, characteristics, and perspectives that play a role in how younger generations come to understand the world around them (Seemiller & Grace, 2019). In addition to the characteristics and perspectives that Young Generations have received from their parents, they form a character and value system of their own, with the acquisitions they have gained from the environment in which they grew up. In this context, Generation Z is a generation worth working on among all generations that have come so far, with the achievements of the communication age that previous generations have never experienced, in addition to the understanding of the world transferred from the generations before them. Today, a new idea emerging in any corner of the world can reach a large part of the world in a very short time thanks to social media and communication tools. For this reason, it should be considered normal that this generation, which is open to all the effects of the communication age, has different understandings than the previous generations. Finally, as we seek to understand generations, we have to recognize that generational research often focuses on themes that align with a group of people based on age demographics (Seemiller & Grace, 2019). As a requirement of the subject of my

study, although the age criterion is included in the research universe, the expectations and perceptions of the Z generation living in Ankara from the local public service are tried to be measured. As a result, my research can be considered as a step towards understanding this generation. But, we believe that even if we only uncovered a shred of information about how this generation sees and navigates the world, we have provided an opportunity for all of us to leverage their strengths, mitigate their weaknesses, and support them in their journey to make a difference (Seemiller & Grace, 2019). This contribution can be considered as a contribution not only to the new generation but also in an academic sense in order to fill the gap in the field.

1.1. BACKGROUND

Generation Z are born between 1995 and 2010, the oldest is 25 and the youngest is almost 10 (Knoll, 2020; Seemiller & Grace, 2016), and 3 billion worldwide, and 35% of the global population (Zhong, 2020), almost one in three people of the entire world population, and it shows the importance of this research.

This generation was born into unstable realities: the grip of global terror, financial meltdowns, and their ripple-down effect on Generation Z's (mainly Gen X) parents. (Sparks&Honey, 2015). For Generation Z, the first true generation of digital natives, being connected is as natural as moving an arm or a leg (Sparks&Honey, 2015). Born and raised in the age of digital technology, Generation Z has never known life without cell phones or the internet (Knoll, 2020). This generation is generally known as Generation Z, Centennials, iGen, the Founders, (Generational, 2017), iGeneration, or Net Generation (Euromonitor International, 2011), as it is seen that generally technologically oriented cohort. Generation Z came of age at the same time that online platforms and social media gave them the ability and power to share their opinions, influence distant people and institutions, and question

authority in new ways. These forces have shaped their worldviews, values, and behaviors (Deloitte, 2021).

1.2. IMPORTANCE OF THE RESEARCH FOR ADMINISTRATION PRACTICE

Why Generation Z is important and why it's worth researching? This generation is initially the newest entrant of public life and the workforce (Desjardins, 2019), workforce of the public institutions, and also they are going to manage these institutions and the other side they are going to affect all public systems by their votes, and by their preferences. If we want to comprehensively plan our future, we have to research and understand this generation and later we have to organize them in the best way. And also when we examine the subject in-depth, there are no detailed studies on what the preferences of the Z Generation are and how these preferences affect and should affect the public sector, especially local services. In this context, in order to fill this gap and contribute to the field, the preferences and general characteristics of this generation should be evaluated in the context of public services.

If we discuss the subject from a different point of view; by measuring the expectations and perceptions of Generation Z from local public services by using the SERVQUAL scale, which is used in many different areas, we will determine the needs and expectations of this new generation, who will rule the world, and possibly the new shape that local public services will take in the near future. In this context, this study is also important in terms of being the first in its field.

1.3. ORIGINAL VALUE OF THE THESIS SUBJECT

What adds unique value to my thesis, and what makes it important in this field, is that Generation Z's participation at the local, national, and global levels will affect the whole country and all the world. Based on a large sample, it will examine the performance of a concrete subject such as public service delivery. As mentioned above, over the last twenty years, a new and different generation called Generation Z has emerged. Additionally, due to the nature of the generations, this generation is old enough to deal with the problems of today's world. In this context, there is not much academic study done on the role that Generation Z's preferences can play in the delivery and development of public services. Some studies have also been conducted in disciplines other than Political Science and Public Administration. The analyzes of these studies are also completely outside of the Public Administration. When evaluated from this aspect, it can be said that my study is the first step to be taken in this field.

The participation of Generation Z in local decision-making mechanisms, especially in municipalities, is of great importance for the development of local democracy. Existing literature suggests that many young people are already interested and engaged both politically and civically, as exemplified by their participation in the European Parliament elections in 2019 (Gauci & Beqiraj, 2022). Participation in such activities covers a wide range of areas, from being involved in the decision-making mechanism to actively participating in the production of services of this generation and even benefiting from the services produced. In this respect, it is important to determine the attitude of Generation Z at the point of taking part in all these processes. It is of great importance to determine what different expectations are in their relations with local governments, their participation in decision-making mechanisms, and their participation in services, and what I will have to change in this regard.

Also, considering the dimension of this situation in the services provided by the central government, it is seen that the importance of the issue is much greater.

Table 1: The age group of participants in the European Parliament elections

Age	Voted 2014	Voted 2019
16/18-24	28%	42%
24-39	35%	47%
40-54	45%	52%
55+	51%	54%

Source: Gauci & Beqiraj, 2022

In light of the findings of the study, not only the analysis of the participation of Generation Z in politics and social services at the local and central level will be made, but also the administrative and political institutions, which are the central actors of the administrations. And also there will be the opportunity to comprehend the new shapes of public services clearly. In my study, the relationships of Generation Z among themselves will also be determined. Based on the identity and political stance of this generation, findings will be obtained on issues such as how they relate to each other, at what level they can collaborate, how they perceive each other, and whether they can mobilize each other.

It is possible to think that this study, based on the example of Türkiye, will make an important contribution to the relevant literature by participating in these discussions. While there are studies on young generations in fields such as business life, education, sociology, and marketing, but the research on Generation Z has been conducted less in an area that affects society in many

ways, such as Public Administration, which also demonstrates the importance of the subject.

1.4. SCOPE AND CONTENT OF THE THESIS

Generation Z and their expectations and perceptions of local public services will constitute the main subject of this thesis. Different generations and generational differences will be evaluated. And also, answers to "How is Generation Z Different from Previous Generations? and Why" will be researched. The expectation and perceptions of Generation Z about the local government of Ankara Province will be measured.

Characteristics of Generation Z will be the main focus of this thesis study. And how will Generation Z affect the future of Public Administration understanding and how they will affect public administration service delivery will be searched.

Who is Generation Z? Which age groups Generation Z covers will be determined, and the general characteristics of this generation will be discussed with a detailed study. It will be tried to determine the difference between Generation Z from the previous generations. Additionally, the atmosphere in which this generation is growing up and the general characteristics of the parents who raised Generation Z will be studied.

Are they behaving more individualistic than the older generation? If they're behaving so, what are the motives that make them behave this way? Questions will be evaluated. And one of the most important points: Which services are going to be affected negatively / positively? Which local public services can be positively or negatively affected by Generation Z's preferences will be discussed together with the reasons. In order to find answers to all these questions, I will conduct a survey measuring the perception and expectations

of the quality of the services provided by the Ankara Metropolitan Municipality, with a sample population of approximately 900 people, in the 3th section, the Methodology section. The aforementioned survey will be conducted using the Sevqual scale, which has been widely used and accepted in recent years, and will be analyzed with the help of the IBM SPSS Statistics 23 program.

1.5. BASIC RESEARCH QUESTIONS OF THE THESIS

Generally, I will try to explain the answers to four basic questions outlined in the thesis. These questions are as follows:

1. Are they behaving more individually than the older generations? If so, what makes them behave like this, and what are the effects of this approach on local public service delivery?
2. What kind of an attitude do Generation Z develop towards local public service delivery, and at what level do they mobilize their members in this context?
3. How sensitive are Generation Z members to the issues that directly or indirectly concern local public service delivery?
4. What are their political preferences? And what are their expectations from local public service delivery?

1.6. RESEARCH HYPOTHESES

In researches, the relationship that is claimed to exist about events is called a hypothesis (Ok Akçil & Girgin, 2015: 315). A hypothesis is a statement or proposition that reflects the preliminary opinion of the research in order to prove the accuracy or falsity of the research (Arıkan, 2013: 40-41). Even if the established hypothesis is not accepted after testing, this is a scientific finding and does not create an error (Ekiz, 2009: 108).

A hypothesis is a possible solution to a problem that has not yet been tested for accuracy or falsity. Since hypotheses are propositions and judgment sentences, they can have positive or negative consequences (Genç, 2013: 86). The aforementioned positive or negative proposition is a judgment based on the relationship between at least two variables that can be measured or that seem likely to be measurable, and that is tentatively accepted in order to direct the observations predicted with strong probabilities and to interpret the data obtained (Karasar, 2012: 68).

In this study, a total of 5 different hypotheses were established in order to examine the perceived service quality of the Z-generation individuals residing in Ankara from local public services and to test whether there is a significant relationship between the demographic characteristics of the participants and the service quality dimensions.

These hypotheses are as follows:

1. Individual attitudes of Generation Z towards public services are negative.
2. Generation Z is behaving more individually than the older generations.
3. Generation Z is more enthusiastic about technology than previous generations.
4. Generation Z is insensitive to public services.
5. Generation Z members do not prefer to work in the public sector.

1.7. REVIEW OF THE ADMINISTRATIVE PROBLEM

The available literature mentions different difficulties that hinder active participation in democratic processes (including voting). These range from lack of information and awareness, to lack of trust in politics and democratic processes, shortage of viable options meeting certain expectations, barriers related to the voting process (e.g., timing, documentation, physical barriers),

as well as lack of interest (Gauci & Beqiraj, 2022). The survey study will show whether these problems are real or not in a sense.

There is a gap, and at the same time, uncertainty in this regard. This generation, which will participate in the public administration systematic, has different characteristics from the previous generations, and there has not been enough study on this generation. There is a serious gap, especially in the scope of political science and public administration. While this new generation is rapidly taking its place in the public administration systematic both as administrators and voters, what are the preferences of this generation? Are their value judgments different from previous generations? What are their wishes, perceptions, and expectations? Such questions await answers, especially in the context of public administration.

When we look at the subject in terms of the preferences of Generation Z in the Ankara Metropolitan Municipality in Chapter 3 of this study, the administrative problem is seen more clearly. Without knowing the perceptions and expectations of the new generation about the services of Ankara Metropolitan Municipality, a local government unit, there will be a serious lack of information both in meeting the needs of this new generation and in determining the new form that local public services should take. Determining the perceptions and expectations of Generation Z about a local public service institution is important for future planning.

1.8. LOCAL GOVERNMENTS IN TÜRKİYE

Within the scope of the local governments discussed in this study, it has been evaluated within the scope of the municipal laws in force in the Republic of Türkiye (Metropolitan Municipality Law No. 5216, Municipal Law No. 5393 and Law No. 6360, etc.) within the framework of the service areas that the

municipalities have to provide. In this context, the services provided by local governments in many countries of the world, for example; service areas such as health, education, and police services are not operating within the scope of the central administration in the Republic of Türkiye. For this reason, the fields of education, health, and local security were not included in the literature section of the study and in the survey study.

The powers and responsibilities of the Ankara Metropolitan Municipality, where the survey study was conducted, working within the framework of the Metropolitan Municipality Law No. 5216, are presented below in general terms (Öztop, 2020:128, Law No. 5216:2004):

- To build, operate or license passenger and freight terminals, indoor and outdoor car parks,
- To build, have, and operate social facilities, regional parks, zoos, animal shelters, libraries, museums, sports, recreation, entertainment, and similar places that serve the integrity of the metropolitan city,
- To ensure the preservation of cultural and natural assets, historical texture, and places and functions that are important in terms of city history,
- To prepare the strategic plan, annual targets, investment programs of the metropolitan municipality and its budget in accordance with these,
- To prepare the master development plan, provided that it is in accordance with the environmental plan,

- Issuing licenses and inspecting the places to be operated in the areas under the responsibility of the municipality,
- To make or have and implement the metropolitan transportation master plan,
- To construct squares, boulevards, avenues, and main roads within the jurisdiction of the metropolitan municipality,
- To ensure the protection of the environment, agricultural areas, and water basins in accordance with the principle of sustainable development,
- Licensing and inspecting first-class non-sanitary establishments, including food-related ones,
- To perform the constabulary (municipal police) in the areas where the metropolitan municipality is authorized or operated,
- Carrying out public transportation services within the metropolitan area,
- Carrying out water and sewerage services,
- To determine cemeteries, to establish and operate cemeteries,
- To build, have, and operate all kinds of wholesale markets and slaughterhouses,

- To make plans and other preparations for natural disasters on a metropolitan scale,
- To ensure that the infrastructure and transportation services within the metropolitan area are carried out in coordination.

In this study, the expectations and service perceptions of Generation Z members living within the borders of Ankara Metropolitan Municipality from the services provided by the municipality were measured. It should be stated that the limitation of the survey study to the province of Ankara is due to time and resource limitations. On the other hand, the capital Ankara is one of the most important cities with the highest ability to represent the whole of Türkiye. In addition, another purpose of choosing Ankara province is that it is a large city that can be generalized for the whole of Türkiye. This study covers only local governments in Türkiye and also shows similarities with the studies conducted in other countries of the world.

1.9. GENERATIONS AND PERIODS

Generations, much like cultures, have their own attitudes, beliefs, social norms, and behaviors that define them (Seemiller & Grace, 2016). Actually, each generation has a few differences from the previous generation (Pietzcker & Emanet, 2022). And generally, it changes from one country to another country, and culture to one another culture. On the other hand, human beings have some common characteristics for defining them. I have worked on Generation Z living in Ankara Türkiye, and also I have used some examples from other countries because of their common characteristics.

Table 2: Generations, ages, and proportions in the world population for 2021.

Generation	Birth Year	Age	Percentage
Silent Gen	1928-1945	76 and over	7.6 %
Baby Boomers	1946-1964	57-75	21.8 %
Gen X	1965-1980	41-56	19.9 %
Millennials	1981-1996	25-40	22.0 %
Generation Z	1995-2010	13-27	20.3 %
Gen Alpha	2013-	10 and below	8.4 %

Source: Adapted from (Desjardins, 2021, Seemiller & Grace, 2016)

Every generation since the Baby Boomers spans 15 years, regardless of events and circumstances (McCrindle & Fell, 2019). According to this approach, kids born between 1995-2010 are Generation Z, 2010-2024 are the Alpha Generation, 2025-2040 Beta Generation, and those born between 2040-2055 are the Gamma Generation, then the Delta Generation will continue.

Spending lives under equitable conditions (e.g., economical, historical), being exposed to the same events (e.g., cultural, environmental), and being impacted by similar technologies may influence people enough that they think, make decisions, and behave in a similar way (Dolot, 2018). There are three primary factors that influence a generation: age, societal norms, and technology (Kane, 2021).

According to Prof. Dr. Sezai Türk, humanity has not transformed into a different form since its creation, except for the numerical value of the years and technological changes. When looking at the inscriptions from thousands of years ago, it is seen that the youth of that time were insensitive, indifferent, disrespectful, and worried about their elders. Today, the number of parents who think the same for this generation is also very high (Türk, 2019). From this point of view, it would not be wrong to say that Generation Z will act in

parallel with the previous generations, but due to the high level of interaction thanks to technological developments, they will interact quickly with their environment and in the provision of local public service, which is our subject. Since this generation has a lot of communication opportunities such as social media and their interaction with themselves and with their environment, it will also affect the public administration more than previous generations by effectively expressing their preferences in local public service delivery.

1.9.1. Silent Generation

Silent Generation, born 1925-1942 (Sandeem, 2008) and this generation, who are called in various sources as Silent Generation, Matures, Veterans, Seniors or Radio Babies, and traditionalists (Berkup, 2014) and experienced the highs and lows of the first half of the twentieth century, growing up in the depression era but entering adulthood after World War II (Seemiller & Grace, 2019).

Members of this generation have also been characterized as loyal workers, highly dedicated, averse to risk, and strongly committed toward teamwork and collaboration (Tolbize, 2008). Some of the socio-cultural, political, and economic events that played a great role in shaping the personality of this generation and established the characteristic features of its members are World War I and II, the Great Depression in 1929, the Attack on Pearl Harbor, Atomic Bombings of Hiroshima, McCarthyism, and Korean War (Berkup, 2014). Today, the Silent Generation includes roughly 28 million people (in USA), with the youngest in their 70s and the oldest in their 90s (Seemiller & Grace, 2019).

1.9.2. Baby Boomers

Most sources identify Baby Boomers as people born between 1943 and 1965 (Tolbize, 2008). Generations who were born during the years of population increase define this generation (Çelik & Gürcüoğlu, 2016). Some of the socio-cultural, political, and economic events caused the members of the Baby Boomers Generation, who is also defined as the generation that shaped society as their numbers are high, to have different traits from those of other generations, are World War II, Cold War, Movements for Civil Rights, Sexual Revolution, Assassination of JFK, First Spacewalk, Vietnam War, Assassination of RFK, Assassination of MLK Jr., First Moonwalk, Watergate Scandal, 1973 Oil Crisis and Space Race (Berkup, 2014). An emerging sexual revolution among women, the Vietnam War, and subsequent student free speech, and the anti-war movements, also occurred at a crucial time in Baby Boomer's development (Sandeem, 2008).

Baby Boomers, who have a more indifferent and harsher attitude towards technology, do not take a conservative attitude towards the use of technology (Ercömert & Güneş, 2021). Today, most Baby Boomers are at or approaching traditional retirement age, but many appear to be prolonging retirement (Seemiller & Grace, 2019). Boomers have been characterized as individuals who believe that hard work and sacrifice are the price to pay for success (Tolbize, 2008).

1.9.3. Generation X

The social context while growing up for Generation X (born between 1961 and 1981) provides a stark contrast with that of the previous generation (Sandeem, 2008). The members of the Generation X, who are the children of the Baby Boomers generation who left their mark in history thanks to their large population, big egos and workaholic trait (Berkup, 2014). They grew into their

adolescent years in the midst of the AIDS epidemic, much different than the free love movement of the Boomers who came before them (Seemiller & Grace, 2019).

The sale of the first personal computer happened in this generation and this seemed to form the infrastructure of changing technology habits of the generation (Çelik & Gürcüoğlu, 2016). Generation X were the resilient “survivors,” who, though somewhat cynical, pessimistic, and suspicious, found a way to successfully negotiate their challenging social environment (Sandeem, 2008). They grew up with a stagnant job market, corporate downsizing, and limited wage mobility, and are the first individuals predicted to earn less than their parents did (Tolbize, 2008). Today, the youngest is 42, and the oldest is 57 years old.

The events that caused to shape their characters leaving their marks on them are Watergate Scandal, Vietnam War, Personal Computers, Death of Elvis Presley, Three Mile Island Accident, Iran Hostage Crisis, Assassination of John Lennon, First AIDS Cases, Space Shuttle Challenger Disaster, Fall of Berlin Wall, Gulf War and a rapidly advancing technology that could enable broadcasting of this war live on TV (Berkup, 2014). Today, Generation X is mostly the parents of Generation Z, which is also the subject of this study. Their experience as latchkey kids (Child whose mother and father working) having had both parents away working has helped them develop their own philosophies about work-life balance different from those of their parents (Seemiller & Grace, 2019).

1.9.4. Millennials (Generation Y)

The lower limit for Generation Y (Millennials) may be as low as 1978, while the upper limit may be as high as 2002, depending on the source (Tolbize,

2008). Nowadays, the youngest is 20 years old, while the oldest is 44 years old. Although Generation Y is one of the more popular terms for this generation, there are various other terms and names have been applied to it, such as Millennials, Generation Me, Generation WHY, Gaming Generation, Net Generation, Facebook Generation, iGeneration to name but a few (Kelan & Lehnert, 2009). Like Generation X, millennials grew up with computers; they also experienced the rapid adoption of the internet, cell phone, and other mobile devices (Sandeem, 2008). Another event to have considerably influenced the Y's that was affected by the globalization as a first global generation is the rapid advancement of the information and communication technologies (Berkup, 2014). We can't ignore, however, that despite the financial cards stacked against them, that they are optimistic, entrepreneurial, socially connected, and innovative (Seemiller & Grace, 2019).

Their collective character traits included being independent, well educated, confident, upbeat, open-minded, sociable, technically-literate, adverse to slowness, highly informed, and "likely to rock the boat" (Kelan & Lehnert, 2009). As customers Gen Y, even now they punch above their economic weight because beyond spending their own money they influence government spending, corporate spending, and even many of their parents' purchasing decisions (McCrindle, 2002). Millennials (and increasingly other generations) use Facebook, Twitter, and other tools to self-organize and participate in causes they care about (Cooper, Seppanen, & Gualtieri, 2012).

1.9.5. Generation Z

Within the scope of this section detailed information about the Z Generation, which is the main subject of this thesis study, is given under the title of "1.10. Who Is Generation Z".

1.9.6. Generation Alpha

Generation Alpha is the current generation of children who began being born in the year 2010, and they are the children of the Millennials, and often the younger siblings of Generation Z (McCrindle & Fell, 2020). The first true generation of the twenty-first century, namely Generation Alpha, had already made their mark in the consumerism and technology-driven world (Jha, 2020). Generation Alpha is quite different from the preceding generations, especially because their reality, and all aspects of life, have been dominated by technology (Ziatdinov & Cilliers, 2021). They are born into a landscape in which devices are intelligent, everything is connected, and physical and digital environments merge into one (Türk, 2017).

When they have all been born (2025) they will number more than 2 billion – the largest generation in the history of the world (McCrindle & Fell, 2020). Given the zeitgeist in prospect, probably, the need for achievement, autonomy, and recognition, along with competitiveness, narcissism, ambiguity intolerance, impulsivity, attention-seeking, and risk-taking behavior will probably predominate and become salient in Gen Alpha with the passage of time (Jha, 2020). Indeed, we have seen that young people today value the independence to make their own choices, manage rich and varied digital identities, and increasingly expect services to take their individual needs and preferences into account (Turk, 2017).

1.10. WHO IS GENERATION Z

Who is Generation Z? Born between 1995-2010, 3 billion of them worldwide, 35% of the global population, and mobile-first generation (Zhong, 2020). Generation Z is not a completely different “species” than previous generations (Deloitte, 2020) but they are going to be the new president, new governor, new parliament member and also new service providers and new soldiers,

policemen officers, and more important than all they will be the new generation citizens. That's why we have to understand in a better way this new generation. In order to understand Generation Z for planning the future correctly, we have to understand first "Who is Generation Z and What are their characteristics and preferences".

Before diving deep into the culture and personality of Generation Z, it is important to take a look at what characterizes and makes this generation unique (Seemiller & Grace, 2016). This generation has also been referred to by a variety of other names including iGen, Digital Natives, the Homeland generation, Post-Millennials, Plurals, Founders, and the list could go on (Seemiller & Grace, 2019). More individualistic than previous generations, Generation Z adults are highly motivated and driven by financial interests (Consult, 2019). Social media deeply affects Generation Z'er's expectations from the public sector along with all kinds of thinking structures and worldviews due to the constant use of the internet and social media thanks to digital technologies.

According to Morning Consult's survey research report's result in the U.S.: "A superlative generation in many regards, Generation Z is on track to be the largest, most ethnically-diverse, best-educated, and most financially-powerful generation ever (Consult, 2019). Working to understand Generation Z may tell us something about the generation, but isn't meant to be one-size-fits-all advice for personal engagement. It's important to consider characteristics emerging as indicative of Generation Z, how they differ from their closest generational relatives (Millennials), and what they want and expect from (Lanier, 2017) public service providing.

When it comes to how they view themselves, Generation Z adults are largely similar to older generations. But where they differ has a clear trend -

Generation Z adults are more likely to value individualistic traits and view their personal identity in terms of what they do, rather than who they are (Consult, 2019).

Generation Z'ers were born into the digital world, and do not know a time without the Internet, laptops, graphic video games, and mobile phones (Euromonitor International, 2011). The world in which Generation Z'ers have been raised has been fraught with political tension, violence, and societal instability post-9/11 (Schwieger, 2018). The Great Recession, terrorism, and the September 11, 2001, attacks have made Generation Zers sober realists (Stillman & Stillman, 2017). Generation Z'ers have never known a world in which they could not instantly connect and have information and communication channels immediately at their fingertips. Thus, many in this generation prefer to socialize online rather than face-to-face, a change that is both positively and negatively affecting society (Schwieger, 2018).

A survey, of more than 25 countries around the world, conducted by Pricewaterhouse Coopers found that Government and public services are one of the top sectors that survey respondents (young millennials) do not wish to work (Rendell & Brown, 2011). Also, Generation Z is highly skeptical that people in power act responsibly and that important institutions are worthy of trust, and more than older generations, Generation Z adults are not paying close attention to politics (Consult, 2019). Generation Z stands out from other generations in at least one aspect these cohorts have never seen the world without the Internet (Chillakuri, 2020). They expect to access information and use them before they make a decision (Chillakuri, 2020).

Figure 1: Today's young people differ from yesterday's.

				
	Baby boomer 1940–59	Gen X 1960–79	Gen Y (millennial) 1980–94	Gen Z 1995–2010
Context	• Postwar • Dictatorship and repression in Brazil	• Political transition • Capitalism and meritocracy dominate	• Globalization • Economic stability • Emergence of internet	• Mobility and multiple realities • Social networks • Digital natives
Behavior	• Idealism • Revolutionary • Collectivist	• Materialistic • Competitive • Individualistic	• Globalist • Questioning • Oriented to self	• Undefined ID • “Communaholic” • “Dialoguer” • Realistic
Consumption	• Ideology • Vinyl and movies	• Status • Brands and cars • Luxury articles	• Experience • Festivals and travel • Flagships	• Uniqueness • Unlimited • Ethical

Source: Francis & Hoefel, 2018

According to Deloitte 2021 report, Generation Z members believe that Governments and politicians have the potential to help bring about significant change, and they are trying to effect it by means of communication/social media, voting, protesting, etc (Deloitte, 2021). They are using social media as a platform for expressing themselves.

1.11. SOCIAL MEDIA USAGE HABITS OF GENERATION Z

1.11.1. Network Society

A network society is a society whose social structure is made of networks powered by microelectronics-based information and communication technologies (Castells, 2004). Also the Network Society is our society, a society made of individuals, businesses and state operating from the local, national and into the international arena (Castell & Cardoso, 2005). Contemporary literature abounds with expressions such as ‘we live in a connected world’, ‘a

connected age', a 'human web' and a 'web society' (Dijk, 2006). The network society, in the simplest terms, is a social structure based on networks operated by information and communication technologies based in microelectronics and digital computer networks that generate, process, and distribute information on the basis of the knowledge accumulated in the nodes of the networks (Castell & Cardoso, 2005).

Network Society term is characterized by a change in its form of social organization made possible by the emergence of information technologies in a period that coincides with a need for economic change (characterized by the globalization of the exchange and movement of money) and social change (characterized by the search to affirm new liberties and individual choice values that begun with the student protests of May 1968) (Cardoso, 2006). The networked global economy would require rapid, largely unrestricted flows of information, ideas, cultural values, goods and services, and people (Schuler & Day, 2004). Networks are becoming the nervous system of our society, and we can expect this infrastructure to have more influence on our entire social and personal lives than did the construction of roads for the transportation of goods and people in the past (Dijk, 2006). Also, networks constitute the new social morphology of our societies, and the diffusion of networking logic substantially modifies the operation and outcomes in processes of production, experience, power, and culture (Castells, 2010).

Counting the time spent on broadcast networks, telephony, and the Internet we can add between five and seven hours of leisure time a day on average in a developed society (Dijk, 2006). The proper combination between information and communication technology, the development of the human capacity to take advantage of the full potential of these technologies, and organizational restructuring based on networking, becomes the key to ensuring productivity, competitiveness, innovation, creativity, and, ultimately, power and power

sharing (Castells, 2004). Furthermore, because the network society is based on networks, and communication networks transcend boundaries, the network society is global, it is based on global networks (Castell & Cardoso, 2005).

At the level of society and on a global scale we can see that media networks, social networks, and economic networks reach into the farthest corners and edges of the world (Dijk, 2006). The key spatial feature of the network society is the networked connection between the local and the global (Castells, 2010). Understanding structural transformation in its morphological form, meaning the rise of the network society as a specific type of social structure, frees the analysis from its Promethean underpinnings, and leaves open the value judgment on the meaning of the network society for the well-being of humankind (Castell & Cardoso, 2005).

We must ask ourselves whether the term Information Society is that which best captures the essence of the social change brought about by the appropriation of the information and communication technologies (Cardoso, 2006). Almost every organization in the developed world has become completely dependent on networks of telephony and computers (Dijk, 2006). Networks are appropriate instruments for a capitalist economy based on innovation, globalization, and decentralized concentration; for work, workers, and firms based on flexibility and adaptability; for a culture of endless deconstruction and reconstruction; for a polity geared toward the instant processing of new values and public moods; and for a social organization aiming at the supersession of space and the annihilation of time (Castells, 2010).

Meanwhile, according to Castells, network society emerged with the cultural social movements that began to emerge in different parts of the world in the 1960s, the information technology revolution that happened in the 1970s, and

the globalization of capitalism in the 1980s. (Castells 2007). Besides, the formation of networks was made possible by the development of telecommunications connectivity and computer technologies in the 1970s (Castells 2013). Knowledge of Castells; "it is a set of explanations obtained by using scientific processes scientifically defined by the scientific community in a certain historical context that arise as a result of applying the human mind to the understanding of an observable phenomenon" defines it as. Castells argues that the world is being re-formed in a social and economic sense through a network society. The two assumptions that make up Castell's theory of network society are divided into holism and multiculturalism. Networks are one of the oldest forms of human life and are manifested in a more active and effective structure today with the development of the Internet. The idea of a network society has gained importance as a result of the storage, distribution and transmission of information by networks with developing technology. The information economy has shown an orientation towards information, not concrete products, in the network society. Today's technological developments allow information to be processed. Because of this, the economy has changed since the end of the twentieth century and has become based on network organization.

The network society has significantly disconnected individuals from the everyday conditions of life, taking sociability to another dimension. As Castells points out, the network society is a phenomenon that can disable time and space and give birth to new social relationships. The raw material and source of the movement of the network society is information. Our individual and collective existence is shaped by new technological tools. At the heart of information technologies is flexibility, and their technology can turn into an integrated system. The flexibility of networks depends on the ability to reconfigure themselves. (Castells and Ince 2006, 28). Networks have a dynamic

and open structure that can expand indefinitely. They are open structures that can integrate with new nodes if the same protocols are shared.

As a result of technological developments, opportunities arising in networks have enabled the interaction of information not only with the individual but also with information. The idea of meta-cognition, which was formed on networks, was supported. As technology develops, new applications are emerging day by day and applications are becoming connected to each other. Thus, social networks play an important role not only in local and organizational information but also in personal and business interaction. The changes that have occurred have led to the resumption of conflicts with communities in search of information, which is why it has led to the birth of a generation that is exposed to technology at any moment. (Bozkurt 2014). Social networks have become a part of people's everyday life. Research and learning related to social life through social networks is increasing.

As we can see now, the world is now becoming information thanks to the developing and widespread mass media, and as a result of the materiality connected by virtual and global networks, all kinds of information are easily transferred from one environment to another. Nowadays, scientists can easily publish all kinds of information via the Internet without leaving their homes. Today's children and youngs, who we called as Z Generation, can have more information than a scientist thanks to information technologies. All kinds of information can be entered into homes through televisions and teaching can be provided. Along with these developments, the value of information has increased and as a result of technological developments, information production has also increased.

In the digital information age that we are living in today, the prefix 'e' is often encountered in social life. Concepts such as e-commerce, e-books, e-learning,

and e-newspapers are seen as routine parts that people use a lot in their daily lives. As a result of this change, both our daily life and the structure and management behaviors of society have been reshaped. As an example of this change, we can give the concepts of e-school, e-government, e-citizenship, and e-health. Moreover, as a result of the development of information and communication technologies, increasing usage of them has become important in accessing information. Societies that adopt information and technologies and strive for their development will have an advantage over other societies. Similarly, Generation Z, born into all these concepts we have mentioned, prefers to use all these elements by nature. (Dilmen and Ögüt 2009). With the development of information and technologies, the possibilities of access to information have increased. Since information is one of the important dynamics of globalization, having information means having power. Information has now become the administrator's position. One has to have the power to manage information. The need and dependence on information arose when the importance of staying afloat increased (Bozkurt 2014). The increase in the returns and importance of the digital age due to the demand for information by communities, the ease of access to the Internet, and the acceleration of the Internet and the easy dissemination of information over networks has introduced the concept of 'viral'. The concept of a virus is expressed as the spread of a virus through the mouth. Online, that is, in a virtual environment, it is expressed as the access of new information to a wide audience quickly and in a short time. Viral distribution of information, people's exposure to content they are interested in, and viral content create their own networks in a specific context. With the spread of information in such a fast time, the economic value of information has increased. Advances in information and technology have allowed the amount of information to increase and accumulation of information can be made. As a result of the synergistic energy generated by the accumulation of knowledge, new knowledge can be produced and the knowledge that has become usable has

become available. With the development of information and technology, the economic structure has turned into a synergistic economy. The reason for this transformation is that the world has become interconnected by networks. The new data produced are changing and reshaping the world in a short time in a fast way. This situation shows us that the butterfly effect occurs on networks (Çalık ve Çınar 2009). Generation Z, who wants to reach information quickly and become viral due to their age, enjoys using these technological developments.

1.11.2. Social media

Social media refers to internet-based services that allow users to join online discussions, contribute user-generated content, or participate in online communities (Pietzcker & Emanet, 2022). In this context Generation Z is the first cohort to have smartphones, social media, and other technologies readily available at a young age (Ahmed, 2019). The use of social media by Generation Z is building high interest in researchers, decision makers & marketing/service organizations as they believe it is influencing people's behavior in different spheres: as favorable & unfavorable consequences for individuals, organization's young employees and society as a bigger system (Yadav & Rai, 2017). Generation Z's attachment to social media will pose implications to how they interact and want to be perceived (Deloitte, 2020). Generations might be the same, but one cannot ignore the cultural differences and the impacts of these cultural differences on each individual while creating a social media strategy (Pietzcker & Emanet, 2022).

More so than any other generation, Generation Z grew up with digital technology in their hands, so smart devices are naturally integrated into their day-to-day routines—they are their gateways to online content (Hall, 2022). Studies are there on Generation Z's increasing usage of social media but more has to be done on their social media activities and their behavioral impact

(Yadav & Rai, 2017). 89% of Generation Z'ers think of social media first when they think about a digital experience, but on the other hand, 91% of Boomers and 90% of Gen X say email comes to mind first (WP Engine, 2017). As seen in the Table below, Generation Z spends 62% of their time on the internet for entertainment purposes. This situation is around 50% in other generations.

Table 3: Aspects of the Internet of Generations Depend on Daily

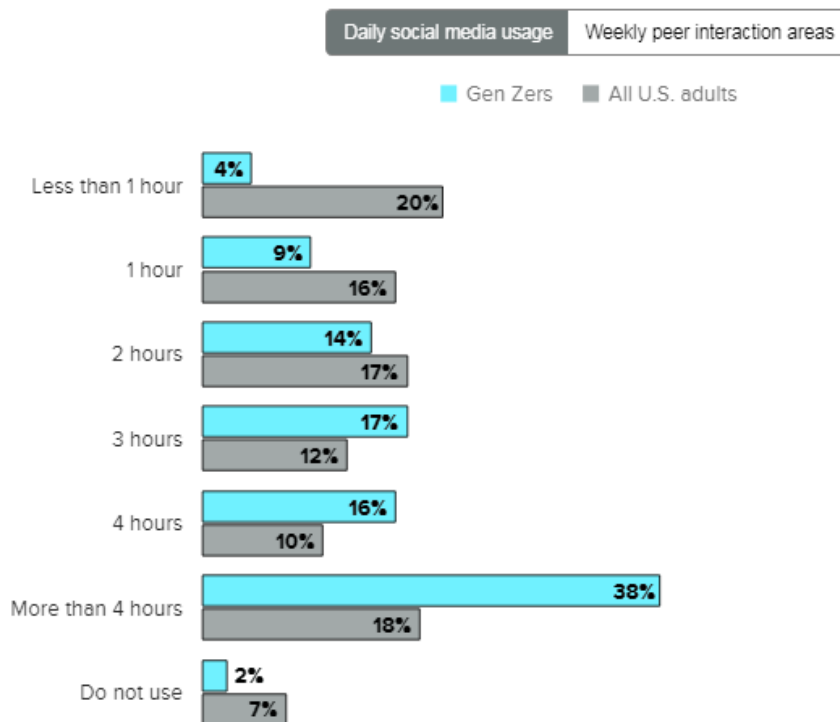
Aspects of the Internet You Depend on Daily	Total	Boomers	Gen X	Millennials	Gen Z
Access to information	52%	52%	54%	58%	32%
Access to other people and connections	44%	33%	38%	47%	57%
Access to entertainment	39%	20%	27%	45%	62%
Access to business	6%	7%	8%	5%	1%
None of these	12%	28%	18%	5%	5%

Source: WP Engine and The Center for Generational Kinetics, 2017

According to a survey conducted in the USA by Morning Consult (Survey conducted Nov. 2-8, 2022, among a representative sample of 1,000 U.S. Generation Zers between the ages of 13 and 25, with an unweighted margin of error of +/-3 percentage points.): Fifty-four percent of Generation Z'ers said they spend at least four hours daily on social media, and almost 2 in 5 (38%) spend even more time than that, nearly 9 in 10 (88%) said they use Alphabet Inc.'s YouTube, making it the generation's most-used social platform by a wide margin, Meta Platform Inc.'s Instagram ranked second, used by roughly three-fourths (76%) of Generation Zers (Briggs, 2022). And also the survey that conducted for this thesis and its analysis in Figure 6 is examined, it is seen that the Generation Z'ers in Ankara-Türkiye spend time on the Internet, and in this context, it is noticed that 34.4% of participants spend 4-5 hours a day on the internet, while 33.2% of them spend 2-3 hours a day on the internet. It is

obvious that the time spent on the Internet is quite similar to the survey made by Morning Consult in the USA.

Figure 2: Spending Time per Day on Social Media for Generation Z'ers

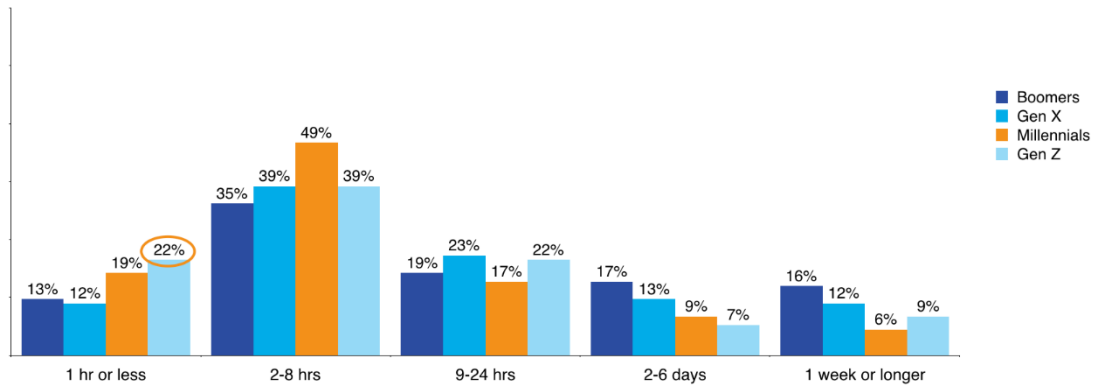


Source: Morning Consult (Briggs, 2022)

According to another survey made by WP Engine and The Center for Generational Kinetics was administered to 1,005 European Union respondents ages 14-59: The digital world means various things to different generations, for the older generations it means access to information and email and it's a tangible thing to be "online" whereas, to Generation Z, they move seamlessly through their digital world, which to them means social media, fun and connection to others (WP Engine, 2017). They include user-developed services like online journals, social networking websites, online game zones, audio-video sharing sites, online rating/ review forums, and online groups, where users generate, design, bring out, or check over and verify the contents and information (Yadav & Rai, 2017). Generation Z doesn't just view the digital

world differently; they are more dependent on it than previous generations (WP Engine and The Center for Generational Kinetics, 2017).

Figure 3: Length of time you could live comfortably without internet access



Source: WP Engine and The Center for Generational Kinetics, 2017

Social Media is also used in academic and daily literature with names such as 'Social Network', 'Social Networking Site', and 'Social Web'. The concept of social media and what concepts should be considered in the definition of social media are often in uncertain state by academics. It is often referred to as Web 2.0. The concept of social media was used for the first time by Chris Shipley, one of the partners of the Guidewire Group. The concept is used for all means of online communication, support, participation, and information exchange (Hayta 2013: 67). The concept of the Internet has become an important element for people since its inception. Not only content producers, but also all Internet users are able to actively create their content and contact the content owners. The platform that users can share by producing is the Web 2.0 internet version. At the early stage of Web 1.0, only certain structures and organizations could create content, and a one-way flow of information was provided. Information exchange around the world has become possible with Web 2.0 (Kaplan & Haenlein, 2010). One of the services of social media is to enable people to meet each other in a virtual environment. For this purpose, allowing individuals to create a semi-open or completely open profile, allows individuals to connect

and share with other people with these profiles (Olgun 2015: 486). Sharing of communication, cooperation, and transfer between people and communities connected to each other. Online tools are carried out using social media tools. Social media is constantly evolving technologically, contently, and structurally. Day by day, the number of social media users are increasing and reaching a wider audience. Social media, which has a growing structure, is therefore seen as a complex structure. Social media is made possible thanks to the Internet and the technologies that are developing depending on the Internet.

Also, social media consists of two different types of interaction. These are simultaneous interaction and non-simultaneous (asynchronous) interaction. In simultaneous interaction, social media users can instantly message each other. Asynchronous communication, on the other hand, is the sharing of music, videos, and photos on users' profiles (Tuten and Solomon, 2015: 3). Social media is one of the most important technological inventions of our time. It is a digital platform where information sharing is provided. Through social media, people make friends and introduce themselves and their institutions. A high degree of sharing takes place during the day. That's why, Generation Z'ers prefer to use social media to introduce themselves to others, no matter if they know each other! Given their inherent digital background, Generation Z doesn't view the Internet as a global repository of stored information as their predecessors do, instead, it is a door for them to empathy and entertainment (WP Engine and The Center for Generational Kinetics, 2017). Generation Z believes the future will be personal, with connected appliances and devices and uniformly personalized experiences across websites, apps, and platforms (WP Engine and The Center for Generational Kinetics, 2017).

1.12. THE EFFECTS OF SOCIAL MEDIA ON GENERATION Z'ERS

Developments in the digital domain have led to the emergence of social media as an inseparable component of the modern age (Abilash & Lakshmi, 2021). And also the advent of the smartphone and social media has significantly transformed our lives in terms of how we communicate and entertain ourselves (Ahmed, 2019). Since social media networks is an indispensable part of generation Z's life, organisations are also shifting away from their traditional era and methods to social media to attract the their consumers (Jambulingam, Francis, & Dorasamy, 2018).

Recent studies found that the majority of generation Z use more than two platforms in their daily social media activities and they spend significant hours per day in social media Networks (Jambulingam, Francis, & Dorasamy, 2018). In European Union (WP Engine, 2017), United States of America (Morning Consult, Briggs, 2022) and the survey results within the scope of this thesis, the common output of all three survey groups: It is seen that mostly the Z generation spends an average of 4-9 hours in front of the screen on social media per day. First of all, I should point out at this point: "Heavy social media use has been linked with anxiety, depression, low self-esteem, poor sleep, lack of motivation, and poor social skills. (Swan, 2023)" However, on the other hand, the subject within the scope of this thesis is the social and administrative effects of social media on Generation Z.

According to a survey study conducted in United States of America: With regard to the use of social media, more than half of Generation Z'ers accessed various social media several times a day, while nearly 1 in 5 admitted accessing social media every hour of the day (Ahmed, 2019). And also another study conducted in Malaysia showed that Instagram captured the top place in terms of most preferred social media platform among the generation Z,

followed by Snapchat, Facebook and Twitter (Jambulingam, Francis, & Dorasamy, 2018). In US, there is almost the same situation: With regard to the use of social media, the results revealed that Snapchat, Instagram, Facebook, and Twitter are the most widely used social media among Generation Z with majority of them having multiple social media accounts (Ahmed, 2019). Coupled with technological advances, this generational shift is transforming the consumer landscape in a way that cuts across all socioeconomic brackets and extends beyond Generation Z, permeating the whole demographic pyramid (Francis & Hoefel, 2018).

In U.S. with regard to Generation Z's perception of their addiction to smartphone and social media: 4 in 5 students admitted that they were spending an excessive amount of time on the Internet, and two-thirds believed that they were spending too much time on social media (Ahmed, 2019). Policy makers and government agencies are also turning to social media to engage with the younger generation (Jambulingam, Francis, & Dorasamy, 2018). These results may have important implications for counseling and intervention for managers and policy-makers. Since the digital world is changing rapidly every year, it is important to track its usage and impacts on an ongoing basis for detecting any trends and correlations and for identifying significant implications for counseling and intervention for parents, educators, and policy makers (Ahmed, 2019).

Intense use of social may be just part of being a teenager, but researchers believe it's more likely a result of social media and digital technology being engrained in all aspects of their lives, for their whole lives (Linde & Weatherly, 2019). Nearly half of Generation Zers use mediated interpersonal communication or digital communication (via smartphone, social media, email, texting, instant messaging. etc.) most often than face-to-face communication (Ahmed, 2019). Young people have become a potent influence

on people of all ages and incomes, as well as on the way those people consume and relate to brands (Francis & Hoefel, 2018).

When asked what their life would be like without the Internet, about 8 in 10 believed that they would be more productive and would communicate more face-to-face, 7 in 10 would read more books and would do more exercise, and 6 in 10 would play more sports (Ahmed, 2019). With the insight coming from these data, it is obvious that generations are changing, their interests and motives are changing (Pietzcker & Emanet, 2022), for this reason, public administrators also need to adapt the public system according to the changing generations along with the changing conditions. On the other hand, we must not forget that the influence of Generation Z—the first generation of true digital natives—is expanding (Francis & Hoefel, 2018).

CHAPTER 2: VALUES AND GENERATION Z

2.1. THE CONCEPT OF VALUE

The phenomenon of "value" has been a fundamental issue in philosophy from the time of Plato, although the common usage of the term "value" in philosophy extends only back to the nineteenth century (Pauls, 1990). Also the youth value system is usually of a special interest for researchers, as a new generation does not only perceive values of the older generation but also forms a value system of the future society (Yanitskiy, Seryy, & Braun, 2020). Sociological approaches treat values as an aspect of culture and study their influences on the individual aspects (Cieciuch, Schwartz, & Davidov, 2017). Some who have made use of the concept have given it a precise but idiosyncratic meaning, others have made 'value' and 'values' into umbrella terms, vaguely related to some aspect of human desiring, approval, interest, motivation, preference, aspiration, to a sense of decency, beauty, worth or goodness (Kapoor, 2016) (Schwartz, 1994). Also value can mean standards, beliefs, principles, moral obligations and social norms, but also desires, wants, needs or interests (Pauls, 1990).

Although the concept of value is expressed in various ways by many researchers, it is generally explained as the measures that direct the behavior of individuals towards the people and events around them and determine the degree of importance and necessity of these. In the literature, five common features come to the fore in the definition of the concept of values: Value is (1) primarily a belief, (2) relates to desired situations or behavior patterns, (3) exists in certain situations, (4) is used for the selection or evaluation of behaviors, people and events, and (5) are ranked in order of importance to create a system of value priorities (Schwartz, 1994). Considering the subject based on these five common points; It is seen that there are behavioral codes

that determine the understanding with which individuals will act in the face of events. In another important definition made in this regard, value is defined as a permanent belief that a certain behavior style or ultimate state of existence is preferred to an opposite way of behaving personally or socially (Rokeach, 1973). Furthermore, value can also mean the worth, importance or significance of a thing or object of interest (Pauls, 1990).

The World Values Survey (WVS), chaired by Ronald Inglehart, is the largest social research conducted on this subject in six continents from 1981 to 2020. Inglehart and his team, in a total of seven studies, reveal how individuals' beliefs and values have changed over time through surveys in nearly a 100 countries, including Türkiye. The countries in which the aforementioned surveys were applied include a wide variety of countries, from the very rich to the poor, from those governed by authoritarian systems to those governed by liberal democracy. The subjects that researches measure are generally; It covers a wide range of subjects including democracy, tolerance towards foreigners or minorities, gender equality, religious understandings, globalization, environmental issues, family, political issues, identity and cultural diversity. The series of studies in question reveal that individuals' beliefs are closely linked to economic and political conjuncture as well as cultural reasons (Inglehart, 2008). The results of these studies are compared with less developed countries and developed countries, and the change in values between generations is also examined. As a result of his research, Inglehart reveals that there are important links between the characteristic structure of the societies in which individual's life and their beliefs and values.

Inglehart states that there has been a remarkable change in political issues as well. In addition, a large part of the society states that with each passing day, a large part of the society has started to have enough interest and knowledge about international politics as well as national issues in order to participate in

decision-making processes (Inglehart, 1977). This situation is experienced much faster and more effectively thanks to the developing communication technologies and uncertain borders. An event experienced in any country of the world is learned by billions of people much faster and has an impact in various countries. The fact that young people are constantly online thanks to social networks also accelerates their being affected by the changes in different countries and moving them to their own countries.

Generation Z is of interest to researchers for reasons such as the fact that they are just starting out in business life, and their share in consumption and purchasing is increasing. (Pauli et al., 2021) According to Agarwal, Generation Z is just entering the business life, understanding business values and social expectations is important because their understanding is different compared to other generations. It is thought that it is time to understand the preferences of Generation Z, who were born into the digital world, who have such a diversity in their lives and preferences, and to adapt their business life to this generation (Agarwal & Pratiksindh, 2018). Studies show that Generation Z'ers think differently and look at the working life differently because they interact in different ways such as smart technologies and digital communication from an early age (Tang, 2019). In this sense, in addition to adapting to this different way of thinking, it is also a matter of wonder how administrative life will benefit from this difference. This value dynamic is evident not only at the level of a society on the whole but at the level of an individual, influencing first of all, a person formed today in the conditions of the changing social environment (Yanitskiy, Seryy, & Braun, 2020).

They are just joining the public life, the information about the working life obtained from Generation Z is limited. It has been found that studies in the literature are mainly focused on students. (Lazányi & Bilan, 2017; Pauli et al., 2021; Şimşek, 2019; Titko et al., 2020) In this context the popular value system

can be represented as a combination of personal types, adaptation value centered (driving to physical and economy safety) socialization (commitment to the social norms and values) or individualization (commitment to self-development and self-actualization) (Yanitskiy, Seryy, & Braun, 2020). And also the value phenomena were discussed in terms of the good, the right, beauty, virtue, truth, obligation, moral judgement, aesthetic judgement etc (Pauls, 1990).

In the studies, the greatest focus has been placed on intergenerational differences, and the current studies have to investigate the behavioral differences of Generation Z with other generations (Titko et al., 2020). The studies conducted on generations in our country are mostly aimed at consumption preferences, and the expectations of Generation Z from business life and the conflicts they have experienced with previous generations have been carried out more abroad (Yazıcı, 2019). According to the most number of authors formation of Generation “Z” value systems in postmodern society and in globalization determines its post-materialistic trend (Yanitskiy, Seryy, & Braun, 2020).

2.2. THE VALUES OF GENERATION Z

It would be useful to consider this generation and its values in detail. While this generation constitutes 35% of the world's population (Zhong, 2020), it constitutes 29.3% of Türkiye's population (Özgül, Özbay, & Ak, 2019). In addition to the size of this generation in the population, it is also very important in terms of being the generation that will develop the values it has and transfer it to new generations. Because the generation born in 1995-2010 (Generation Z) is today's young generation and is the generation to which we will deliver our future. When we look at the atmosphere in which today's youth (Generation Z) grew up: It is seen that they were born in a period of

intense global terror, instability, and crisis (Sparks&Honey, 2015, Schwieger, 2018).

When we evaluate the international terror news within the scope of the terrorist wars in Iraq, Syria, and the Middle East due to the events of September 11, the USA's intervention in Afghanistan afterwards, the terrorist organization Al-Qaeda and then ISIS, together with the economic crises in the early 2000s, global and national, it is seen that they were born in a very turbulent environment. However, this generation grew up in a very different environment from the previous generations in terms of technology, hence the Internet Generation, Centennials, iGen, iGeneration, Gen Tech, Gen Wii, Net Gen, Digital Natives, Plurals, and Zoomers, etc. (Generational, 2017; Euromonitor, 2011) are their another definitions. In general, we see that the environment in which they were born, online internet platforms, and social media give them the ability and power to share their ideas, influence distant people and institutions, and question authority in new ways, these abilities shape their worldviews, values, and behaviors (Deloitte, 2021).

The 1995 – 2010 generation is generally perceived as a social web-oriented and digital-centric generation, and technology is an integral part of their lifestyles (Seemiller & Grace, 2019). In addition, this generation of adults, who are more individual than previous generations, have high motivation and their financial interests are always at the forefront (Consult, 2019). Due to the continuous use of the internet and social media, the expectations and value understandings of the Z generation are deeply affected, along with all kinds of mindsets and worldviews.

When it comes to how they see themselves; Generation Z adults largely resemble older generations. But where they differ, there is a clear trend: Generation Z adults value individualistic traits and their personal identity and

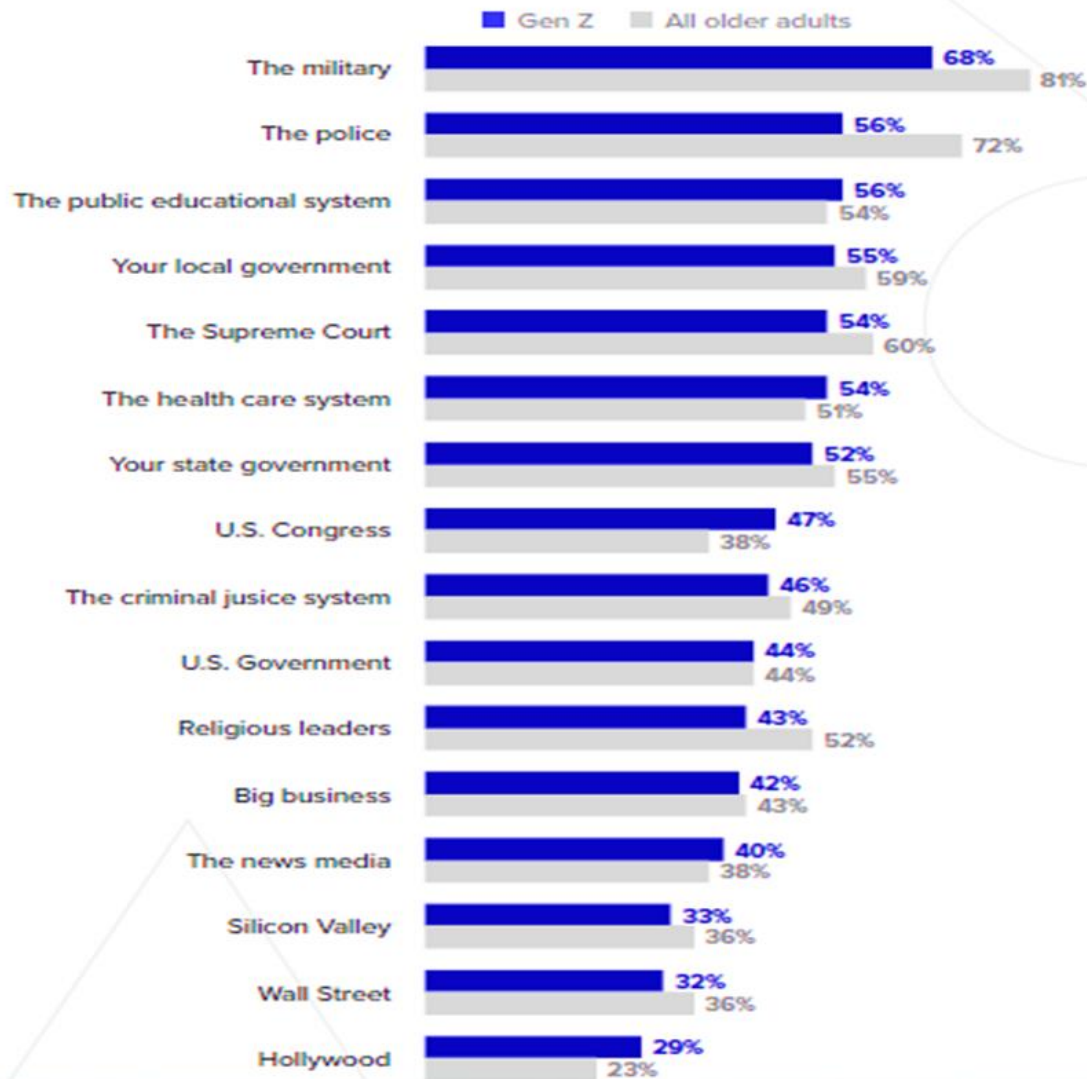
what they do are more important to them than who they are (Consult, 2019). Today's youth have never known a world where they cannot connect instantly (on-line) and where information and communication channels are not at their fingertips. Therefore, many in this generation prefer online socialization rather than face-to-face, a change that affects society both positively and negatively (Schwieger, 2018). They also want to access and use information before making a decision (Chillakuri, 2020).

Today's youth are very skeptical about the reliability of important institutions and how responsible the people in power behave, and also adults of this generation pay less attention to politics than the older generations (Consult, 2019). According to the Deloitte 2021 report, Generation Z members believe that Governments and politicians have the potential to bring about significant change, and use communication/social media, voting, protest, etc. they are trying to influence with tools (Deloitte, 2021). They use social media as a platform to express themselves.

Figure 4: Generation Z Institutional Trust Level

Gen Z adults are notably less trusting of the military, police, and religious leaders.

The share who say they trust each of the following either "a lot" or "some."



Source : Consult Morning 2019

Unlike previous generations, Generation Z trusts less in the military, police, courts, governments, justice system, and religious leaders, according to the Generation Z Corporate Trust Research study by Consult Morning 2019 (as seen in Figure 4).

Table 4: Values of Generation Z

	Values
1	Different, Thinking Different, Diversity
2	Digital Native, Digital Dependent, Digital
3	Open Minded, Open Minded Creative, Open
4	Independent, Free
5	Mobile
6	Conscious, Self-conscious
7	Solution oriented
8	Individual, Individualist
9	Well educated
10	Social

Table 4 shows the values most possessed by Generation Z youth in the light of information obtained from 21 different studies (Table 5). In this context, it is seen that today's youth' values: Diversity, different thinking and being different, as well as technology (Digital Native, Digital Dependent). Besides, they value being open-minded, creative, independent and free. In addition to all these, while the youth; mobile, conscious, solution-oriented and individual values, it seems that well-educated and being social are among their values.

2.2.1. Value in Working Life

Working life is the most important part of life today, in addition to being a source of sustaining one's life, it is an element that shapes the general life such as unity, status, health opportunities, consumption opportunities (Şimşek, 2019). Working values are the general values that express the material elements that people want to achieve in their working life and the spiritual satisfaction that they want to achieve, and their general values are reduced to working life (Kavak, 2020). Each generation has its own values, expectations,

ways of perceiving events. Since these characteristic features will lead to the formation of a similar consciousness, they will also determine the way of doing business in working life (Şahin, 2021).

Since the coexistence of different generations in working life and of the values and expectations of generations has become a common point, it has been a subject of intense study on the working values of generations (Hsieh, 2018). Business values are a person's assessment of standards and predict the behavior patterns that vary from person to person, which they show to positions in working life. For example, in some studies, it has been concluded that men are more ambitious than women and that women prefer flexible working hours and compatible employees even though men are expecting wages and increases (Agarwal & Pratiksindh, 2018). Similarly, while some people value the physical conditions of the working environment, others prefer workplaces where they can use their personality traits, where they are independent, where they believe they will learn new things (Kavak, 2020).

Job values are influenced by factors such as gender, age and education (Şimşek, 2019). Generations who have lived in different eras and have been influenced by different cultures will have different values related to working life and will affect working life. These changes will bring diversity and also create conflicts (Sihombing, 2021). Regarding work values and the working environment, Hawthorne concluded in his study in the 1920s that increasing ambient light caused productivity growth, and that social norms and group standards were the main determinants determining personal work behaviors (Robbins & Coulter, 2018). Each generation has different worldviews and behaviors as a result of their own vital experiences, and therefore they also differ in terms of managing and being managed in working life. Many researchers who have studied the differences in the behavior of generations have noticed the differences of generations in building relationships and the

need to use different motivational and communication techniques. (Silinevica & Meirule, 2019)

Changes in the education and expectations of employees in a globalized world are also causing a change in the concept of career, which is now becoming more extensive than rising (Şimşek, 2019). Today, working life consists of different generations, determining the values and characteristics of working life of Generation Zers is essential for recruitment and subsequent strategic planning (Sihombing, 2021). Expectations from working life in our country are focused on high income, social status, social security, job satisfaction, work environment and physical conditions (Yazıcı, 2019).

More than one generation takes part in working life, each generation has its own characteristics, expectations and values. Organizations should take into account the expectations and values of all generations in order to ensure motivation and increase efficiency. Knowledge of generational differences, employee expectations and ways of doing business will improve the quality of communication, positively affect motivation and length of stay in the organization, contribute to achieving the goals of companies.

2.3. CHARACTERISTICS AND EXPECTATIONS OF GENERATION Z'ERS

The researches conducted have revealed that Generation Z is an entrepreneur, technological, individual, financially oriented, has a low level of attention, environmentally sensitive, self-confident, has the ability to do multiple jobs (Silinevica & Meirule, 2019). Because Generation Z was born with technological advantages, they constantly use new technologies and tend to do more than one job at the same time. In addition, they have more self-confidence due to their interest in creativity and innovation and

entrepreneurial tendencies (Pauli et al., 2021). Among the personality traits of Generation Z, the sense of entrepreneurship with its benevolent, decency, tolerance, sincere and caring traits is at the forefront. With its conservative structure, it shows behaviors that value the family and have high self-control.

In the life of Generation Z, there are studies that they have different expectations about the centrality of work and exhibit different behaviors to outdated managerial organizations, and it is also known that they want to be recognized in the business environment and be in compact teams (Pauli et al., 2021). This generation expects a work environment that pays attention to personal development, has work values that require challenging goals, is value-oriented and provides personal development, is confident and transparent. In some studies, it is also stated that Generation Z'ers are aimed at success, personal safety and making a difference. Despite the fact that they are just entering the business life, when compared with other generations, it is noted that they are more talented in terms of innovation and creativity, as well as the ability to do many jobs efficiently at the same time. In addition, he/she prefers individual work rather than teamwork, makes more realistic demands from his employer than other generations (Titko et al., 2020).

They communicate with people with different characteristics such as race, gender, and culture on social media, Generation Z will primarily expect the same type of diversity at work. The element of speed will manifest itself in terms of career growth, Generation Z, who wants to rise in a short time, will refuse the job application of companies that he/she thinks that this idea will not be met, or will leave the job (Pauli et al., 2021). He/she is ethnically diverse, technological, prefers individual, mobile channels and informal methods of communication, is a realist in business life, an entrepreneur, less motivated by money and has a "Do-it-Yourself" mentality in general. Compared to previous generations, it is impatient, has a low level of attention due to technology

addiction and is more sensitive to environmental problems. In various studies, the expectations of Generation Z from work and working life were investigated, it was understood that there are executive wishes that include transparency, freedom, being intertwined with technology, no geographical boundaries, educational and personal development opportunities, sensitivity to the environment and society, honesty and integrity (Agarwal & Pratiksindh, 2018).

Generation Z is a generation in which digital advantages, which have been the normal part of life in the new century, have been the way of life since they were born, unlike previous generations. Knowing that it is difficult, they want to become the boss of their own business for the reason of their financial security needs and because they do not want to answer to a boss, they are more aware of healthy eating and information privacy (Oxford Royale Academy, 2018). Studies show that Generation Z varies in individual and corporate communication compared to other generations, they prefer socially responsible companies, they tend to be individual and voluntary, they can adapt and use technology more intensively than other generations (Tang, 2019).

As a result of the fact that technology is an innate part of his/her life, he/she will want the business environment to be technologically equipped, he/she will not prefer traditional hierarchical communication because he/she conducts his communication through digital environments, he/she will tend to self-learning, which can be successful individually instead of a team game. Due to the expectation of flexibility and being used to communicating over networks, the system of working from home may be appropriate. They will prefer tasks and firms that are more interested in what is emerging than when and how much creativity and technology are intertwined (Yazıcı, 2019). The ability of Generation Z to access many data at the same time thanks to

technology, to prefer multitasking in business life, to use efficient technology, creativity and to prefer specific job descriptions with a global perspective will lead to the preference of Generation Z (Uysal, 2019). It is thought that Generation Z, which grows up in communication and transportation facilities, will bring flexibility to working life because it is not content with what is offered to it (Şahin, 2021).

From working life expectations, transparency, freedom, flexibility, face-to-face communication, thoughts to be given value, in addition to information, to be heard, if the focus of learning and development opportunities in the style of high-billable time rather than dialog mentor is uncovered, the company's social responsibility to show around for concentrates (Dangmei & Singh, 2016). According to Arar (2016), the expectations of Generation Z from working life are summarized as the working environment is technological, a flexible working life, a manager with leadership characteristics rather than a manager fulfilling classical managerial duties, there is justice and equality in the organization, a work life balance is established, success is measured by the work done, the work he/she will do is meaningful as well as creativity and technology are intertwined. Similarly, according to (Şahin, 2021), the expectations of Generation Z from business life are a technological working environment, individual offices because they believe in individual success, assessments are measured by work done instead of time spent at work, horizontal and vertical career opportunities and the creation of a work life balance.

Given the expectations, for the Z Generation, the level of technological opportunities is advanced, given the importance of ideas, tasks, and locations with hours of operation flexibility in terms of the hierarchy is strict not to develop him/herself, and instead resides in the workplace are assessed by

while his work as more of a mentor in the style of a manager, and it is believed that they prefer organizations that are in the form of frequent feedback.

According to a work environment (Sladek and Grabinger, 2013) where the digital world meets the physical and establishing listen to their ideas, and use their creativity to create a difference and deliver the mobile system to allow flexible work to focus on providing frequent feedback, horizontal hierarchy with the implementation of meaning to participate in the promotion of their preference and individual personal training jobs to do, despite obtaining information from many sources to benefit in terms of cooperative and accordingly they are to be taken with a reason for the creation of teams is proposed.

Be born into technology Generation Z, due to innovation and quick adaptation to the pace of change, multi-business skills have a superficial approach to events while waiting to appreciate and enjoy the fun and the evaluation of features such as to be open to innovations will have positive effect on working life (Özer, 2020). In order to keep the benefits and rewards of the arrangement, the provision of flexible working hours, work-life balance, attention, briefly, to ensure satisfaction Generation Z would work with the material and the spiritual (Cinkir, 2018).

According to Bejtkovský, (2016), the factors expected to encourage Generation Z in working life in terms of internal motivation are defined as new job challenges, financial rewards for completed work, the ability to design and implement their own thoughts, a flexible working environment and internship opportunities abroad. As the technology from birth, they have tendency being with the project based, innovative, original themselves, collaborative, and entrepreneurial ideas to make use of the hierarchy, away from where they can express himself freely, deems equitable business environment that will

motivate Generation Z more. It will be useful to maintain constant mutual communication with Generation Z, postpone prejudices, show that feedback is taken into account, focus on leadership programs that include emotional intelligence, diversity and inclusion, and create personal space within the company (Gillespie, 2019).

2.4. CHARACTERISTICS OF GENERATION Z ON DIFFERENT STUDIES

Table 5: Five elements that define Generation Z (Major Characteristics):

Researchers	1	2	3	4	5
McCrindle & Fell, 2019	Digital	Global	Social	Mobile	Visual
Seemiller & Grace, 2016	Loyal	Compassionate	Thoughtful	Open-minded	Responsible
Seemiller & Grace, 2019	Open-minded	Caring	Diverse	Integrity	Tenacity
Consult, 2019	Motivated	Socially Conscious	Individualistic	Less conservative	Politically disengaged
Merriman, 2020 Ernst & Young	Aware	Self-reliant	Pragmatic	Savvy	Demanding
Stillman & Stillman, 2017	Individualistic independent	Realistic	Technically astute	Extremely competitive	Career-oriented
Zhong, 2020	Diverse	Well-educated	Politically active	Digitally native	
Sparks&Honey2015	Addicted to digital	Conservative And caring	Self-employed	Unplugged	Diversity
Knoll, 2014	Appreciation for social connection, structure, order, predictability	Strong multi-tasking skills With reliance on social media	Extensive online gaming experience,	Offering leadership opportunities in virtual work collaborations	
Knoll, 2020	Entrepreneurial	Ethnically diverse	Well-educated	Mobile	Digital natives
Schawbel, 2014	Creative	Open-minded	New perspectives \ideas	Intelligent	Cutting-edge thinking

Researchers	1	2	3	4	5
Euromonitor International, 2011	Independent and individualistic	Digital natives	Impatient	Materialistic	Open
Generational K., 2020	Self-aware	Self-reliant	Innovative	Goal-oriented	Pragmatic
WGU, 2021	Independent	Entrepreneurial	Communicative	Competitive	Dependent on technology
Bencsik, Gabriella, & Juhász, 2016	Net generation	Practical	Impatient	Agile	Brave
Lanier, 2017	Digital native	Diversity	Pragmatic	Entrepreneurial	In-person communication
Segran, 2016	Frugal	Brand-wary	Careful spenders	Determined anti-millennials	Ultra-competitive
Grow & Yang, 2018	Diverse	Pragmatism	Independence	Digital native	Independent
Elmore, 2015	Cynical	Private	Entrepreneurial	Multi-tasking	Technology-reliant
Kane, 2021	Technology	Diversity	Lack of patriotism	Inclusive	Social media
Dolot, 2018	Technology	Mobile	Well organized	Multitasking	Changes

Understanding Generation Z can shed light on (Seemiller & Grace, 2016). In this context when we look at the characteristics of Generation Z, compiled from 21 different studies, summarized in the Table 5, it is seen that mostly positive aspects come to the fore. On the other hand, it is striking that this generation is not much different from previous generations. As you'll see, they are similar in many ways to each other and to those of us who came before them (Knoll, 2020). The biggest difference of this generation from the previous ones is that they were born and raised in the digital environment and they are more inclined to work within this framework. Generation Z members are comfortable with sharing their opinions or expertise and use multiple platforms, such as Twitter, blogging, personal websites, pinboarding, forums, and social gaming, to do so (Seemiller & Grace, 2016).

When we look at the issue in terms of public administration, it is inevitable that the preferences of this generation will determine the new form of public services. Generation Z, for example, almost constitutes 24 % of the US population (Sparks&Honey, 2015) and 35% of the world's population (Zhong, 2020). This generation, which has this ratio, is primarily the buyer of public services. At the same time, it is seen that the Z generation, who is still in their twenties, has moved to the position of working in public services. In addition, in the near future, this generation will become a manager in public services. In addition to all these, a large part of the Z generation has reached the age to vote today. When we evaluate all these together, the Z generation is in a position to directly affect the public sector, both the provider and the buyer of the public service, and the manager in the near future, and their preferences in the said services through elections.

Nearly two-thirds want their leaders to listen to their ideas and value their opinions, a practice that more than 70 percent of Generation Z youth experienced with their parents (Seemiller & Grace, 2016). Considering that the biggest feature that distinguishes this generation from others is digitalization, it would not be wrong to predict that this generation will inevitably increase digitalization in public services, especially in local public services. Actually there is no “one thing” that defines them; rather, they each have issues and activities they are passionate about (Knoll, 2020). As the most mobile device-dependent generation yet, Generation Z may seem distracted by their phones and tablets, yet in their eyes, this is just the way they connect with others (Seemiller & Grace, 2016).

The values, attitudes, and expectations of each generation vary widely depending on the social, economic, and technological environment that shaped their life experiences (Knoll, 2014). Technology has had an enormous affect on the way that Generation Z communicates, which is quickly,

efficiently, accessibly, and all the time (Seemiller & Grace, 2016). Generation Z consumers will be more demanding than ever as young adults (Euromonitor International, 2011). Generation Z also has a different experience with technology than Millennials, which will affect every area of their life – from healthcare and dating to education and shopping (Generational K., 2020). With their unique perspective and passion for making a lasting difference, we can count on them to leave a major impact not only in the workplace, but on the world of administration (Knoll, 2020). We predict Generation Z will have a strong work ethic similar to Baby Boomers and the responsibility and resiliency of their Generation X parents, and they may be even technologically savvy than the Millennials (Seemiller & Grace, 2016).

Briefly: As Generation Z take on the world in 10 years, their world view will follow (Sparks&Honey, 2015). There are similarities between Generations Y and Z, such as smaller family sizes, closeness and connection to parents, heavy use of online social media and portable technologies (Knoll, 2014). Generation Z, however, has witnessed political leadership filled with contention, scandal, and defiance rather than collaboration and integrity (Seemiller & Grace, 2016). Recently, the global Coronavirus pandemic has been described as Generation Z's generation-defining moment (Knoll, 2020). And September 11, 2001, is an organizing reality in the lives and thinking of generation Z members, as is the Great Recession, the worst economic downturn since the Great Depression of the 1930s (Stillman & Stillman, 2017).

Their values will shape the politicians of tomorrow (Seemiller & Grace, 2016). Generation Z – diverse, well-educated, politically active and digitally native – is shaping perspectives and influencing culture online and offline (Zhong, 2020). Generation Z (GenZ), or as some have called them, “centennials,” – that is starting to attract attention (Deloitte, 2017). The pandemic lockdown may significantly affect generation Z's development (Bristow & Gilland, 2020).

Generation Z'ers are highly individualistic and self-absorbed, but their large amount of time spent communicating on-line means they are sometimes lacking in social skills (Euromonitor International, 2011). We will probably start to see the politicians of the future with these features in the near future. Generation Z values honesty and wants leaders to be open with them rather than hide information (Seemiller & Grace, 2016).

The first effect of Generation Z's preferences in the public sector is which parties this generation will vote for in the elections. Voting preferences are the factor that will shape the politics of the future. Life may feel a little different and some of their short term plans may have been disrupted or changed, but Generation Z is still moving forward and many still have a positive long-term view of their future (Knoll, 2020). Whether this generation approves of an aggressive and belligerent style of politics or a service-oriented style of politics is one of the priority elements that will affect politicians' way of politics in the near future. Additionally, this generation's expectations from public services are among the issues that need to be examined in a detailed way. For example, if military service is not accepted by this generation to be mandatory, it will not be possible to see this service as mandatory in the future.

Their desire to be innovative and engage in problem solving will likely affect both what they value in leaders and how they themselves lead others, resulting in seeing leadership as dreaming big and making things happen (Seemiller & Grace, 2016). Generation Z is also known by various other terms, such as the "iGeneration" or "Net Generation", due to the fact that they have been brought up in an age of digital technology (Euromonitor International, 2011). Generation Z is a dynamic and complex generation, making it challenging to capture all aspects of the perceptions, experiences, beliefs, characteristics, and styles of those in the generation (Seemiller & Grace, 2016).

Generation Z sees the world through multiple screens, but as evidenced by their we-centric attitudes, they recognize that societal issues are much larger than just themselves (Seemiller & Grace, 2016). Members of the Generation Z cohort (born 1995-2010) are competitive, career-oriented, grounded, idealistic, realistic, technically savvy, individualistic and independent (Stillman & Stillman, 2017).

They are the do-it-yourself generation and rely on YouTube to learn how to carry out new skills (Stillman & Stillman, 2017). Peers can be influential role models for Generation Z (Seemiller & Grace, 2016). Generation Z was raised by Gen X whereas Millennials were raised by baby boomers (Stillman & Stillman, 2017). Generation Z'ers were children and adolescents during the recession of 2008. Many of them saw parents and family members lose their jobs, their houses, their retirement accounts, and their sense of security (Paggi & Clowes, 2021). Older generations create the environments that younger ones are raised in, so to fully understand Generation Z, it is important to start by understanding the generations that came before them (Seemiller & Grace, 2016).

When looking at the issue generally from the perspective of Table 5 compiled from 21 different studies, their characteristics and features typically: digital, global, social, mobile, visual, loyal, compassionate, thoughtful, open-minded, responsible, caring, diverse, integrity, tenacity, motivated, conscious, individualistic, less conservative, politically disengaged, aware, self-reliant, pragmatic, savvy, demanding, independent, realistic, technically astute, extremely competitive, career-oriented, well-educated, politically active, digitally native, addicted to digital, self-employed, unplugged, appreciation for social connection, structure, order, predictability, strong multi-tasking skills, reliance on social media, extensive online, gaming experience, offering leadership, opportunities in virtual work collaborations, entrepreneurial,

ethnically diverse, creative, new perspectives \ ideas, intelligent cutting-edge thinking, impatient, materialistic, open, self-reliant, innovative, goal-oriented, pragmatic, communicative, competitive, net generation, practical, agile, brave, in-person communication, frugal, brand-wary, careful spenders, determined anti-millennials, ultra-competitive, cynical, private, technology-reliant, lack of patriotism, inclusive, social media, well organized, changes.

2.5. SOME RESULTS OBTAINED FROM THE CONDUCTED STUDIES

When we look at various academic researches on the values and preferences of Generation Z in various countries around the world: Conducted a study on 392 Lithuanian students (Titko et al., 2020) on what values are important already and after 5 years. According to the results of the study currently, honesty, persuasion, listening skills are important elements such as personal character, while 5 years later, quality of work, perspective, continuous improvement, personal development and things change and balance are associated with climbing the career ladder elements as well as the issues that are important.

In a study conducted on 224 school-aged and non-working youth, it was concluded that generation Z has a negative impact on prestige in addition to the expectation of stability, diversity and unique social relations in business life and that they are in search of horizontal communication (Pauli et al., 2021).

In a study of grade students, researchers revealed that Generation Z pays more attention to intrinsic, altruistic and status values, and there is no difference in gender and specialization (Agarwal & Pratiksindh, 2018).

In a survey about the Z Generation, where it is located 115 a study of 200 people, they are intertwined with the birth of Generation Z technology, training and work, joining instead of power and wealth, success and self-

actualization they prefer, they are ambitious and they want to be the employer, the national consciousness of personal identity and has revealed that an important motivator (Silinevica & Meirule, 2019).

Sihombing's work on Generation Z as a result of the 132 Indonesian to acquire skills and knowledge in working life is important in terms of the intrinsic value of the opportunity and work-life balance with flexible working hours and concluded that the entertainment value is not accepted (Sihombing, 2021).

Another survey conducted by Beykent University, 348 people in his work on in between the personality traits of Generation Z benevolent, gracious, tolerant, sincere, and caring properties with a sense of entrepreneurship has come to the fore. It was especially emphasized that the sense of entrepreneurship has serious differences in terms of gender, this feeling has been little seen in female students, and the commitment of female entrepreneurship to patriarchal living conditions has been shown as a reason (Şimşek 2019).

A study carried out in Istanbul, private and public hospitals in the study of Generation Z employees who served in involving into the working life of the belt himself, which is a new step taken Generation Z'ers understands the request, respond to requests, motivation factors able to regulate according to the working conditions, training and personal development that will enable them in terms of companies is involved in (Yazıcı, 2019).

Conducted a qualitative study of college students who lives in Istanbul on Generation Z'ers with the same expectation and the lack of perspective on life as their parents Generation, they are pessimistic, the degree of dependence on technology spending a lot of time, they have no hesitation in voicing negativity, such as nepotism is located in the business in question broke their

hopes of the situation in working life, the first free thinking and expect justice to the tendency to prefer to work in a business environment where comfort and abroad for the administrator who concluded that mentoring is within expectation (Uysal, 2019).

According to Kavak's study with 274 members of Generation Z; Generation Z is open to staff development, motivation at work, status, authority gain, career advancement, with the expectation of work-life balance that promotes careers in digital environments and educational activities for their free time spend with the people (Kavak, 2020).

The study conducted on 200 students studying at Anadolu University, it is concluded that women are more sensitive to internal rewarding than men in terms of gender, age, and the sector in which they want to work, there is no difference in the expectations of rewarding in working life (Çinkır, 2018).

According to a survey consist of around 534 students, Generation Z'ers are the ideal institution that regulate working conditions according to their personal development motivation that enables businesses, the ideal manager to understand themselves, their performance is defined as persons who should be the example by tracking that gives continuous feedback (Buyukuslu, 2017). According to the study with Purdue University (USA) students (Hsieh, 2018), the most important things Generation Z cares about are lifestyle, success and communication where experiences are shared mutually.

A qualitative study with 12 people revealed that the personal values of Generation Z are decisive, that they value respect, effective communication and relationships in the workplace, and that they express personal values with the meanings they see from others rather than their own feelings (Jesus, 2020).

2.6. GENERATION Z AND THE PUBLIC ADMINISTRATION

The presence of generation Z on the labor market will generate a paradigm shift in the activity of companies and public institutions that will be the employers of these young people (Dobrowolski, Drozdowski, & Panait, 2022). Public sector and governmental agencies must take the time to navigate potential barriers, level up technology, and reset expectations to open up opportunities with Generation Z – and set them up for future success with generations to come (Hansen, 2022). Generation Z prefers visually engaging graphics and videos to text-heavy content, and they expect you to be digital in ways such as social media engagement and having a responsive website (Ohio University, 2023). Better understanding the Generation Z expectations and their features allows decision-makers to fit workplaces better and manage different risk types (Dobrowolski, Drozdowski, & Panait, 2022) including political science and public administration. This current generation and how they're accessing services will determine and impact how governments need to provide them – and meet them where they are (Hansen, 2022).

In addition, given their digital capabilities, Generation Z has a global vision of economic and social phenomena, which is why they are increasingly concerned with promoting new concepts such as corporate social responsibility and sustainable development (Dobrowolski, Drozdowski, & Panait, 2022). Because they have an entrepreneurial spirit, they are willing to start a new business enterprise, they value their personal development and education within the framework of their desire to learn continuously, they come to the forefront with their helpful personality in doing favors, they use digital technologies (especially phones) intensively, they enjoy face-to-face communication despite being digital, and because they use information technologies a lot their attention span is short and they have difficulty concentrating (Demirbilek & Keser, 2022).

Generation Zers, with vast amounts of information at their disposal, are more pragmatic and analytical about their decisions than members of previous generations were (Francis & Fernanda, 2018). Generation Z's digitally-driven mindset means they're more likely to opt for completing processes and sharing information digitally; however, they do continue to explore other options (Hansen, 2022).

Generation Z individuals do not define themselves with a single identity and therefore have an ambiguous identity; thus, they do not express themselves via a single stereotype and experience different ways of being themselves (Demirbilek & Keser, 2022). Understanding the behavior of Generation Z to promote sustainable development is essential not only for companies but also for public authorities who can thus shape social and economic policies and adopt regulations to encourage the involvement of young people in CSR (Corporate Social Responsibility) actions carried out by companies on a voluntary or mandatory basis (Dobrowolski, Drozdowski, & Panait, 2022).

To meet this generation's expectations and increase engagement, public sector organizations will need to invest in the right technologies that enable rapid, agile, and effective responses to entice, engage, and retain Generation Z's attention (Hansen, 2022). Generation Z, known as millennial children, includes those born from 1995 to 2010, the period when the Internet and social networks became widely used, global communication increased, tolerance was given to different cultural elements, and there was flexibility (Demirbilek & Keser, 2022). Also this generation people born in the Internet age, are entering the labor market and soon will be responsible for public administration (Dobrowolski, Drozdowski, & Panait, 2022). They're hyper-connected and active on social media platforms, and they have their own opinions and beliefs surrounding public service (Ohio University, 2023). It is inevitable that this generation, who was born and grew up in the internet age and has a very high

internet usage rate, will have various reflections of the great knowledge that can be reached. In this context, it is natural that public administration and local administrations will also be affected.

2.7. POLITICAL DIFFERENCES OF GENERATIONS

As seen in Table 6, as of 2021, Baby Boomers, Gen X and Millennials have approximately equal shares with 25-30% in the electoral distribution in the USA, while Generation Z has 8% voting potential. However, in the field of Political Spending, Silent Generation and Baby Boomers control about 80%, while Generation Z is not yet present. As for Local Positions, Baby Boomers and Gen X control 85%, while Generation Z still cannot exist yet. If we evaluate the political impact of Generation Z by looking at this table, we can say that they do not have much influence as of 2021. However, it will be useful to evaluate its great potential in the near future from a multi-faceted perspective.

Table 6: Political effects of generations.

Generations	Silent Generation	Baby Boomers	Generation X	Gen Y Millennials	Generation Z
Voter Distribution	11%	32%	26%	24%	8%
Political Spending	38%	39%	18%	5%	-
Local Positions	2%	39%	46%	14%	-

Source: Adapted from (Desjardins, 2021)

For the 2016 election in U.S, Generation Z's voter registration and turnout was lower than that of other generations (Seemiller & Grace, 2019). Also in a survey made in the US by Gen Forward: Majorities of African Americans (66%), Asian Americans (71%), Latino/as (68%), and whites (73%) said that a third party is needed (Cohen, Luttig, & Rogo, 2016). This survey shows that Generation Z is

demanding a new party in the US, and if this happens it means a systemic change of US politics.

A Pew Research Center survey conducted in January of this year found that about a quarter of registered voters ages 18 to 23 (22%) approved of how Donald Trump is handling his job as president, while about three-quarters disapproved (77%). Millennial voters were only slightly more likely to approve of Trump (32%) while 42% of Gen X voters, 48% of Baby Boomers and 57% of those in the Silent Generation approved of the job he's doing as president (Parker & Igielnik, 2020). As can be seen here, Generation Z has a different tendency to vote than other generations.

The three issues that this generation appears to be most concerned about in the future are related to the environment, human rights, and technology (Seemiller & Grace, 2019). Young workers interested in public service have innovative new types of careers and employers to choose from, including social entrepreneurship, corporate citizenship jobs, and NGOs (Viechnicki, 2015). It appears that Generation Z is not willing to sit back and accept the world as it is but will strive to conquer the challenges ahead to create a more inclusive, equitable, and sustainable future for all (Seemiller & Grace, 2019).

Some researchers assert that Generation Z is politically disengaged (Consult 2019). Although they are apolitical, these people have also started voting, and these people also have political preferences. At the same time, the political and service-oriented preferences of this young society may differ. In addition, the fact that this young society is indifferent to the current political environment is also a separate political choice. Their current attitudes may also mean that these people are not in favor of the current political structure. In addition to all this, political preferences can also vary depending on many factors in human life, such as age. As Generation Z grows older, their inventive minds,

entrepreneurial spirit, and social justice mentality may inspire us all to make the world a better place (Seemiller & Grace, 2019).



CHAPTER 3. RESEARCH METHODOLOGY

3.1. METHODS AND RESEARCH DESIGN

The method can be defined as the preference and organization of the techniques needed in order to achieve the predetermined goal (Aziz, 1994: 20). Additionally, in the research, it expresses the procedures and principles to solve the problem (Cebeci, 2010: 48). The scientific method, the path followed to obtain proven information, are processes that have contributed to science when applied and are also believed to contribute (Karasar, 2012: 12). Scientific researches are planned and systematic activities that include the collection, analysis, evaluation, interpretation of data and reporting of the result (Ekiz, 2009: 7).

The universe, sample, data collection method, data analysis method, and reliability and validity of the research are described below.

3.2. UNIVERSE AND SAMPLE OF THE RESEARCH

In order to solve the research problem, all people, companies, materials, records, models, etc. are expressed as the population (Özdemir, 2010: 78). The research universe is the main mass under the influence of the research problem and to be observed in order to provide information. The universe is a collection of accessible, countable, elements that reflect the research problem and where the problem is experienced, on which research is desired (Özdamar, 2003: 110).

The research universe is the whole of the findings obtained as a result of the research, which is desired to be generalized (Ekiz, 2009:102). A complete count can be made within this whole or a sample group can be taken representing the universe (Özdamar, 2003: 110).

Convenience sampling is a non-random sampling method in which the sample to be selected from the population is determined by the judgment of the researcher (Haşiloğlu, Baran, Aydın, 2015:20). Since it is the most suitable sample selection method for this research, convenience sampling was preferred.

A complete count is the observation of all units of the population (main mass) about which information is desired. Sampling, on the other hand, is the process of making general judgments about the population by examining a sample from a smaller number of units randomly selected from a population (Serper & Aytaç, 1988: 1).

Since it will not be easy to observe a group when the research population is very large, a specific sample is taken from the main population and this sample is studied (Aziz, 1994: 35). In this way, the small set selected from the population according to certain rules and criteria and accepted to represent the selected population is called sampling, and also sampling is called exemplification or modeling (Ekiz, 2009: 103).

Sampling method has some advantages over full counting. First, the total cost of sampling is less than a full count. It is possible to use qualified personnel in sampling. The data are obtained in a shorter time in sampling than in full counting, and the accuracy of the data obtained by sampling may be higher in some cases than in full counting (Serper, Aytaç, 1988: 3).

Sampling methods are collected in two groups random and non-random sampling. Random sampling is divided into five groups; simple random sampling, systematic sampling, random sampling according to groups, cascade sampling, and dual-multi-stage sampling. On the other hand, non-

random sampling is collected in two groups; voluntary sampling and quota sampling (Orhunbilge, 1997: 3- 4).

The universe of the study consists of the Z generation, who benefit from local public services in Ankara. Although different dates are given in the literature for the age range of the Z generation, it is seen that the common opinion is born between 1995 and 2010 (Demirel, 2021: 1807-1808). According to the results of the Address Based Population Registration System, when the data of TUIK is examined, it is seen that the young population in the 15-24 age group of Türkiye is approximately 12 million as of the end of 2021 and 846,595 of this population is in Ankara (TÜİK, 2021). Therefore, the population of the study consists of 846,595 people. In this study, the age range in the sample group of the study was accepted as this group. In order to calculate the sample size, the acceptable sample size table prepared by Sekaran was used. The calculation of the sample number in the study, as seen in Table 1, shows that the sample size representing the universe at the 95% confidence interval should be 384 participants for a universe of 100,000,000 units (Yazıcıoğlu & Erdoğan, 2014: 89).

Two problems arise with most sampling techniques. One of them is that the universe is geographically spread over a wide area, which makes it difficult to reach the sample. The second is that the group that will be the sample preference cannot be listed. Especially if this study will be carried out in a city or a country, it will be inevitable to encounter these problems (De Vaus, 1990, 66-67). In such cases, it is recommended to use a cluster sampling technique. In the cluster sampling technique, individuals are first divided into groups or clusters, and these clusters are selected by a simple random, systematic, or stratified sampling method. Afterwards, a certain number of participants from the clusters included in the sampling are selected by a simple, random, or stratified sampling method. In short, a large city can be divided into regions,

neighborhoods, and streets by the cluster sampling method. Finally, individuals from these subsets are included in the study (Sencer and Sencer, 1978, 472-473; Rose, 1982, 53).

Within the scope of the research, after the province of Ankara was divided into districts, the Z generation individuals residing in these districts were reached and a total of 1.000 questionnaires were prepared and distributed, and a total of 968 questionnaires were returned from the participants whose explicit consent was obtained. Some of them were distributed to the participants as face-to-face and some of them were distributed as an on-line forms (<https://forms.gle/wBQ5GZpQdA5F5pVz8>) . 148 forms that were found to be not filled in appropriately were excluded from the study and 820 questionnaires were taken into consideration. Therefore, it was evaluated that a sample number of 820 people would be sufficient for this thesis study.

Sample Size Calculation Table is presented in Table 7. In this table, Population Size is projected from 100 people to 100 million people. Sampling error was calculated as 0.03, 0.05 and 0.10 alternatively. The calculation of the sample number in the study, as seen in Table 7, shows that the sample size representing the population at the 95% confidence interval should be 384 participants for a population of 100,000,000 units. The 820 participants we reached in this study is a very sufficient number of participants in this context.

Table 7. Sample Size Calculation Table

Population Size	0.03 Sampling Error			0.05 Sampling Error			0.10 Sampling Error		
	p=0,5	p=0,8	p=0,3	p=0,5	p=0,8	p=0,3	p=0,5	p=0,8	p=0,3
	q=0,5	q=0,2	q=0,7	q=0,5	q=0,2	q=0,7	q=0,5	q=0,2	q=0,7
100	92	87	90	80	71	77	49	38	45
500	341	289	321	217	165	196	81	55	70
750	441	358	409	254	185	226	85	57	73
1.000	516	406	473	278	198	244	88	58	75
2.500	748	537	660	333	224	286	93	60	78
5.000	880	601	760	357	234	303	94	61	79
10.000	964	639	823	370	240	313	95	61	80
25.000	1023	665	865	378	244	319	96	61	80
50.000	1045	674	881	381	245	321	96	61	81
100.000	1056	678	888	383	245	322	96	61	81
1.000.000	1066	682	896	384	246	323	96	61	81
100.000.000	1067	683	896	384	245	323	96	61	81

Source: Yazıcıoğlu, and Erdoğan, 2014, p.50

3.3. DATA COLLECTION METHOD OF THE RESEARCH

Data is defined as a set of measurements, values, facts, and information that will contribute to the solution of a problem (Cebeci, 2010:57). Differences arising from the types of data also cause the way of obtaining the data to differ (Yeşil, 2013: 68). In scientific studies in the fields of social sciences, the source of data is people. In this context, people's feelings, thoughts, and behaviors are examined. The techniques used during this examination can be classified as survey technique, interview (engagement - meeting) technique, and observation technique (Cebeci, 2010: 93).

The survey technique was used in this thesis study. The questionnaire is defined as a systematic data collection technique performed by directing questions prepared for the hypotheses of the research to individuals (Balci, 2011:150). With this technique, the researcher transmits the questions he/she has prepared in advance to the participants and expects them to answer these questions personally (Güven, 2001: 151).

The survey method can be done in different ways as a form of application. These are divided into various groups as face-to-face interviews, in-depth interviews, surveys by mail, telephone surveys, and online surveys (Arıkan, 2013: 64). The way in which the questionnaire will be applied differs according to the subject, the universe, the sampling, the characteristics of the participants (Kaptan, 1998: 141). Within the scope of this study, the survey technique was preferred, and as an application, face-to-face interview methods and online forms were used due to the global pandemic process.

In this research, survey questions were used for service quality measurement methods from the SERVQUAL scale, which is mostly preferred in researches. When the literature is examined, the SERVQUAL scale, which is the most comprehensive measurement model of service quality, was developed by Parasuraman, Zeithaml, and Berry (Seyran, 2004: 95) and used by Altın (2016) in the Turkish literature (Altın, 2016). The scale is divided into sections consisting of 22 items. In the first part, the expectations of the participants from the local public service, and in the second part, the service performance they perceived from the local public services were measured separately using the same expressions. The scale, which varies between completely agree and strongly disagree, was prepared in a 5-point Likert style. The questionnaire also includes statements for determining the socio-demographic characteristics and personality traits of the participants.

There are 59 questions in total in the questionnaire form. While 52 of these questions were about the measurement of the service quality of the public institution that the participants benefited from, 7 of them were prepared for the socio-demographic characteristics of the participants.

In 44 of the survey questions, a five-point Likert scale was used, ranging from strongly disagree to strongly agree (1 Strongly Disagree and 5 Decisively Agree). The 8 questions in the questionnaire are in the form of sequential ratings. The remaining 7 questions are related to the socio-demographic characteristics of the participants. A sample of the questionnaire form applied within the scope of the research is attached at the end of this study.

3.4. DATA ANALYSIS METHOD

In the study, IBM SPSS Statistics 23 program was used for data analysis. In the analysis of the data, descriptive statistical methods, correlation analysis, independent sample test, and one-way analysis of variance (ANOVA) were used. Post Hoc test was used to find out where the difference originates for the expressions that differ according to the results of the one-way analysis of variance. The confidence interval of the data is 95% ($p=0.05$).

3.5. LIMITATIONS OF THE STUDY

The local governments considered in this study were evaluated within the framework of the service areas that municipalities are obliged to provide within the framework of laws such as the Metropolitan Municipality Law No. 5216, the Municipal Law No. 5393, and Law No. 6360 within the scope of the Municipal laws of the Republic of Türkiye. Among the services provided by local governments in many countries of the world, service areas such as health, education, and police services operate within the scope of the central administration in the Republic of Türkiye. For this reason, the fields of

education, health, and local security could not be included in the literature section and the survey study.

In this study, the expectations and service perceptions of the Z generation members living within the borders of Ankara Metropolitan Municipality from the services provided by the municipality were measured. The limitation of the survey study to the province of Ankara is due to time and resource limitations. On the other hand, the capital Ankara is one of the most important cities with the highest ability to represent Türkiye in general. In addition, another purpose of choosing the province of Ankara is that it is a big city that can be generalized for the whole of Türkiye. This study covers only local governments in Türkiye and is similar to studies conducted in other countries of the world.

3.6. RELIABILITY AND VALIDITY OF THE RESEARCH

The use of observable features to create a measurement tool causes the need for experimental results that show the validity and reliability of measurement results (Balci, 2011: 118). In addition, reliability can be named as the consistency between independent measurements of the same measurement tool. Obtaining the same results by following the same processes for what is intended to be measured defines reliability.

Reliability is classified in three ways as invariance, equivalence, and internal consistency (Karasar, 2012:148). Validity, on the other hand, shows the degree to which a measurement tool can measure what it aims to measure. In another definition, validity is the ability to measure a situation that is desired to be measured without confusing it with other situations (Bakioğlu, Kurnaz, 2011:77)

"Cronbach's alpha reliability coefficient" is frequently used to determine the reliability of scales, especially for attitudes and behaviors. Cronbach's alpha reliability coefficient is a method developed by Cronbach in 1951. Cronbach's alpha reliability coefficient is a weighted standard change average found by dividing the sum of the variances of the items in the scale by the general variance. The α value obtained for all items shows the total reliability of the questionnaire used. A value of 0.7 and above indicates that the reliability of the questionnaire is at an acceptable level. When the literature is examined, the classification of the accepted approach for the interpretation of Cronbach's alpha coefficient is presented in Table 8 (Kılıç, 2016: 48).

Table 8. Interpretation of Cronbach α Confidence Coefficients

Coefficient of Confidence	Interpretation
≥ 0.9	Excellent
$0.7 \leq \alpha < 0.9$	Good
$0.6 \leq \alpha < 0.7$	Acceptable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Source: Kılıç, 2016: 48

The level of reliability according to the dimensions of the study was tested by using the reliability test in the SPSS 23.0 program. The results obtained here are given in Table 9.

Table 9. Reliability Level of the Research According to Dimensions

Dimensions	Perceptions	Expectations
Physical Properties	0,711	0,883
Reliability	0,865	0,947
Enthusiasm	0,864	0,929
Confidence	0,873	0,940
Empathy	0,829	0,938

According to the findings, the values in Table 8 and Table 9 show that the reliability level of the dimensions in the SERVQUAL scale is between 0.7 (good) and higher than 0.9 (excellent). These findings show that the study is at a reliable level.

3.7. RESEARCHES CONDUCTED USING THE SERQUAL SCALE

Among the measurement methods of service quality, the most preferred application today is the SERVQUAL Scale. The SERVQUAL Scale is an application that determines the difference between expected service quality and perceived service quality and gives researchers an idea about service quality according to the size of the difference. Since the expectations of generation Z from local public service provision and their perceptions in this area were measured in our study, the phenomenon we are trying to determine is the quality of local public service provision in one aspect. On the other hand, since the perception of quality of the services in question is also tried to be measured, the SERVQUAL scale is one of the most accurate scales that can be used in this regard.

The Servqual Scale was developed in the 1980s and comes to the forefront in determining service perception and service expectation today. The Servqual scale is basically a measurement method to measure the difference between

the expectations of the service users and the perceived service in the 5 dimensions of service quality. If the perceived service is above the expectations, the quality is considered high, if it is equal, the ideal quality, and if the perceived service is below the expectations, the quality is considered low. While the Servqual Scale is used extensively in measuring the service quality in many areas of the private sector, it is frequently observed that it has recently been used in the public sector as well.

In this context, examples of academic studies conducted in Türkiye, the United States of America, England, Spain, and Lebanon for measuring the service perception and the service quality in both the private and public sectors with the SERVQUAL Scale are presented below:

The SERVQUAL measurement model is a frequently used method in the literature for measuring service quality, and it has been proven in many previous studies that the scale used in the method is a reliable and valid scale (Caglıyan, Yılmaz, & Genç, 2012). In this context, various examples of this scale used in Türkiye and abroad are presented below:

In the study “Measurement of Quality in Public Services by Servqual Method: An Application for Public Health Institutions” (Altın, 2016) the service expectation and service perceptions of the participants were measured by the survey study measured by the SERVQUAL Method at Muğla Sıtkı Koçman University Training and Research Hospital in Muğla province, Karaman State Hospital in Karaman province and Muş State Hospital in Muş Province. The level of service quality in these hospitals was measured as perceived service quality and expected service quality in the dimension of physical characteristics, empathy dimension, reliability dimension, enthusiasm dimension, and trust dimensions.

In a study in the USA: Researchers measuring IS System Service Quality with SERVQUAL, using a library information system in an engineering research environment, this study investigates the service quality perceptions of professional information system users. They concluded that (1) companies that provide client services and (2) designers of information systems that interface with users should emphasize responsiveness and reliability; in cases of limited user resources, responsiveness and reliability should be emphasized (Landrum, Prybutok, Zhang, & Peak, 2009).

In another study using SERVQUAL in Spain: "Service Quality Measurement: A New Methodology"; the researcher studied on two different cases (Redchuk, 2010). First of that is Measuring the Driving Quality of CABINTEC the "Intelligent cabin truck for road transport". And another case is "Measuring the Quality of Postgraduate Education" with SERVQUAL scale.

Another study was conducted in the UK in the University of Lincoln: "Measuring Service Quality and Customers Satisfaction in the UK, Mobile Telecommunications Market Using the SERVQUAL Instrument (Almomani, 2017)". This study measures Service Quality and Customers Satisfaction in the Mobile Telecommunications Market.

Among many studies conducted with the SERVQUAL scale conducted in Türkiye is: "Servqual Method and Application of a Service Company" (Filiz & Kolukisaoğlu, 2013). In this study, using the SERVQUAL scale, the service quality expected and perceived by the customers purchasing service from the institution (hotel) was examined. The aim of this study is to examine whether there is a difference between the service quality expected and perceived by customers purchasing service from a service institution.

The last example I will give in this context is a study done on university students in Lebanon. "Investigating the Service Quality Dimensions and their Impact on University Students' Satisfaction in a Private Higher Education Institution in Lebanon" (Khattab, 2019). This study conducted among university students is aims to organize, develop, implement and assess a conceptual framework of a service quality model for service quality evaluation in the Lebanese Higher Education system. Additionally, also this study aiming to find out the most significant service quality dimensions from a students' point of view.

The SERVQUAL scale is actively and currently used in a wide variety of fields. In this context, the studies conducted in the USA, England, Spain, Lebanon, and Türkiye have been explained above. As can be seen from the examples given, the SERVQUAL scale is generally used in the measurement of service quality. It is accepted as a reliable scale since it measures service quality both in terms of perceived service quality dimensions and expected service quality dimensions with five likert scales. As can be seen from the case studies explained in detail above: It is seen that it is frequently used in the health sector, especially in hospitals and family health centers, in educational institutions such as universities, in the service sector such as hotels, and in service organizations working in the field of technology such as telecommunication institutions. In short, the SERVQUAL scale can be easily used in many areas where quality is desired to be measured.

CHAPTER 4. FINDINGS OF THE RESEARCH

Within the scope of the research, the findings obtained as a result of the analysis of the data with the SPSS 23.0 program by applying the SERVQUAL Scale and a questionnaire prepared for socio-demographic variables and personality traits to the Z Generation individuals benefiting from the services of Ankara Metropolitan Municipality are given below.

This survey study was carried out in May, June, and July 2022, in the province of Ankara, and the minimum wage in Türkiye in this period is TL 4.253.40. According to the Central Bank data, the Dollar-TL rate on 30 June 2022 is TL 16.6614 (Central Bank of Türkiye, 2022). The minimum wage is around USD 255. The economic data in the survey should be evaluated according to the economic conditions of this period.

The reason why the survey was conducted in the province of Ankara: The capital city of Ankara is one of the most cosmopolitan cities in Türkiye. The city of Ankara, with its population approaching 6 million (5 million 782 thousand 285 TÜİK-2023), has received immigration from many cities of Türkiye for educational and working reasons and is one of the cities with the highest capacity to represent Türkiye. Therefore, it is the most generalizable city for the entire of Türkiye population. While forming the sample population, it was tried to form a homogeneous group proportional to their population in all districts of Ankara.

The detailed findings obtained from the analyzes made in the light of the data obtained in the survey study are presented below:

4.1. Findings on Socio-Demographic Variables of the Participants

The findings regarding the socio-demographic variables of the participants are given in Table 10. Accordingly, 368 (44.9%) of the participants were male and 452 (55.1%) were female. When the age groups were examined, 326 (39.8%) were 15 years old and under, 204 (24.9%) were 16 years old, 92 (11.2%) were 17 years old, and 66 (8%) were 18 years old. and 132 (16.1%) of them are 19 years or older. When the birthplaces of the participants were examined, 588 (71.7%) were born in Ankara, while 232 (28.3%) were born outside Ankara. When the duration of residence of the participants in Ankara is examined, 34 (4.1%) of them are for 1 year or less, 60 (7.3%) are between 2-4 years, 120 (14.6%) are 5-7 years, 110 (13.4%) for 8-10 years, 60 (7.3%) for 11-13 years, 334 (40.7%) for 14-16 years and 102 (12.4%) have been residing in Ankara for 17 years or more. When the average number of hours of the participants spend on the internet per day is examined; 64 (7.8%) of them spend 1 hour or less, 272 (33.2%) of them spend 2-3 hours, 282 (34.4%) are 4-5 hours, 102 (12.4%) 6-7 hours, 58 (7.1%) 8-9 hours, 42 (5.1%) spend 10 hours or more on the internet have been detected. When the education status of the participants was examined, it was seen that 206 (25.1%) of them graduated from primary school, 534 (65.1%) graduated from high school and 80 (9.8%) had associate degree or higher education status. Considering the number of hours they watch television on average per day; 274 (33.4%) of them do not watch tv, 348 (42.4%) for 1 hour, 116 (14.1%) for 2 hours and 82 (10%) watch television for 3 hours or more. When the working status was examined, it was found that 726 (88.5%) of them were not working and 94 (11.5%) were working. When their income status was examined; it was seen that 590 (72%) did not have any income and 230 (28%) had an income. When the household income status is examined; 290 (35.4%) of them have an income level of 5000 TL or less, 108 (13.2%) have an income level of 5001-7000 TL, 84 (10.2%) 7001 -9000 TL income level, 104 (12.7%) 9001-11000 TL income level, 52 (6.3%) 11001-13000 TL

income level, 70 (8%),5) have an income level of 13001-15000 TL and 112 (13.7%) have an income level of 15001 TL and above.

Table 10. Findings on socio-demographic variables

Variables	Freq.	Percent	Variables	Freq.	Percent
Gender			Education Status		
Male	368	44,9	Primary education	206	25,1
Female	452	55,1	High school	534	65,1
Age			Associate's degree and above	80	9,8
15 years old and under	326	39,8	How many hours of TV do you watch on average per day?		
16 years old	204	24,9	I don't watch tv	274	33,4
17 years old	92	11,2	1 hour	348	42,4
18 years old	66	8,0	2 hour	116	14,1
19 years and older	132	16,1	3 hour and more	82	10,0
Place of birth			Do you work?		
Ankara	588	71,7	No	726	88,5
Other	232	28,3	Yes	94	11,5
Duration of residence in your province			Your income status		
1 year and less	34	4,1	I do not have	590	72,0
2-4 year	60	7,3	I have	230	28,0
5-7 year	120	14,6	Household income status		
8-10 year	110	13,4	5000 TL and less	290	35,4
11-13 year	60	7,3	5001-7000 TL	108	13,2
14-16 year	334	40,7	7001-9000	84	10,2
17 years and more	102	12,4	9001-11000	104	12,7
How many hours a day do you spend on the internet on average?			11001-13000	52	6,3
1 hour and less	64	7,8	13001-15000	70	8,5
2-3 hour	272	33,2	15001 and more	112	13,7
4-5 hour	282	34,4	Total		
6-7 hour	102	12,4	820		
8-9 hour	58	7,1	100,0		
10 hour and more	42	5,1			

55.1% of the sample population participating in the survey study is female. When we look at the age group of the participants, it is seen that 39.8 of them are 15 years old or younger and they constitute the majority of the participants. Considering that 24.9% of the participants are 16-year-olds, it is seen that 64.7% of the participants are members of Generation Z who are 16 years old or younger.

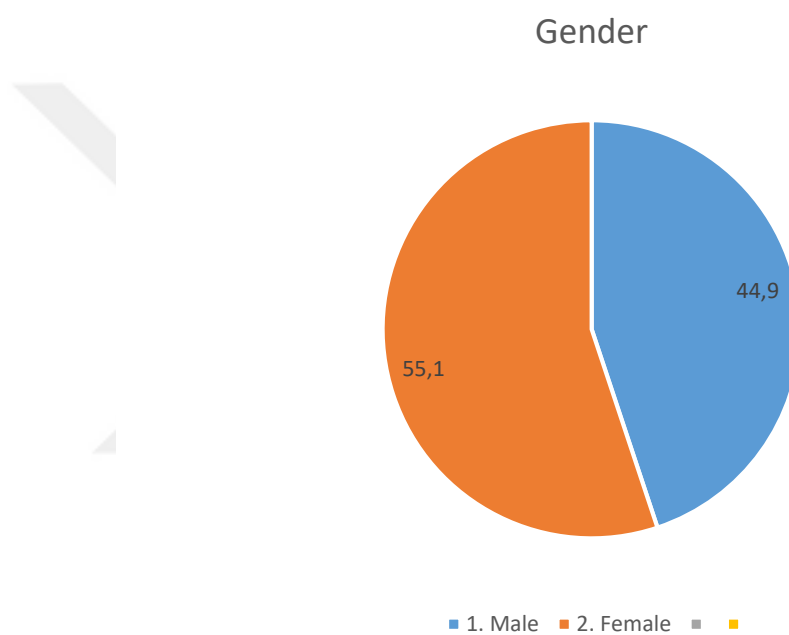


Figure 5: Gender status of survey participants

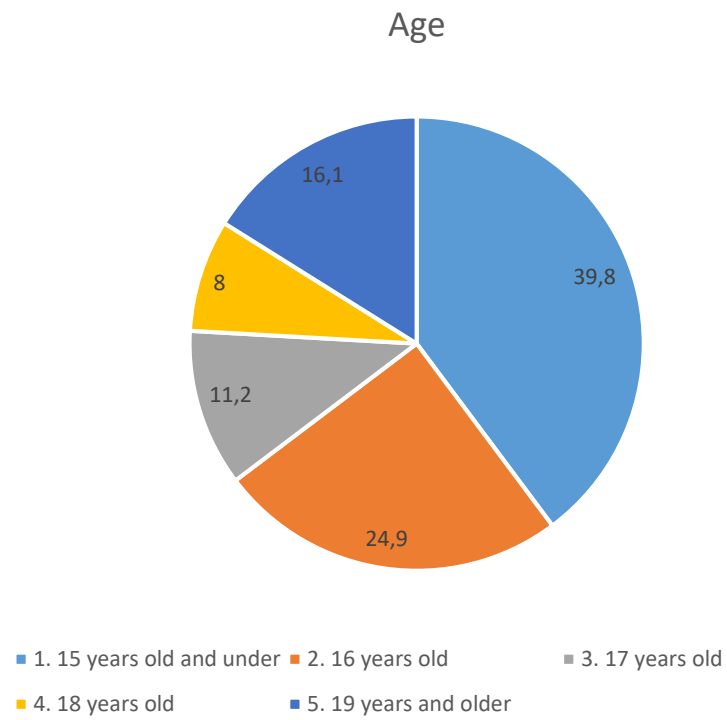


Figure 6: Age groups of survey participants

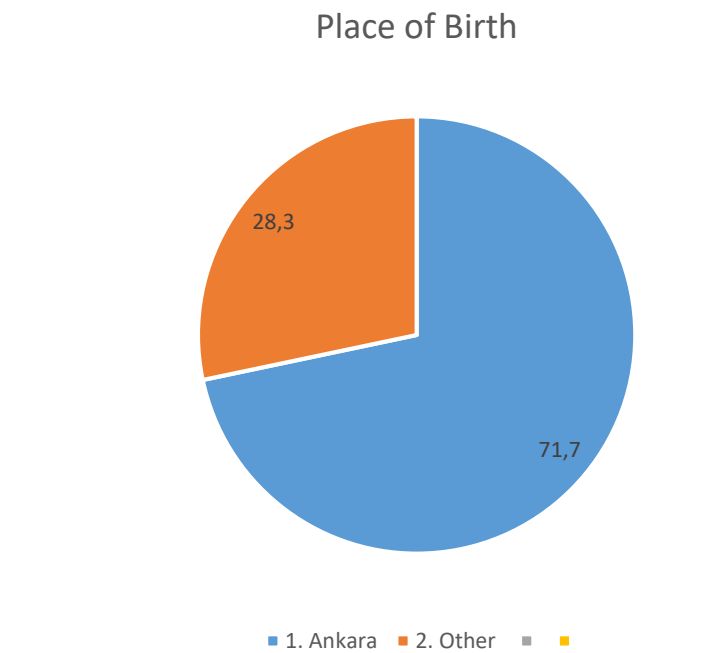


Figure 7: Birthplaces of survey participants

Duration of residence in your province

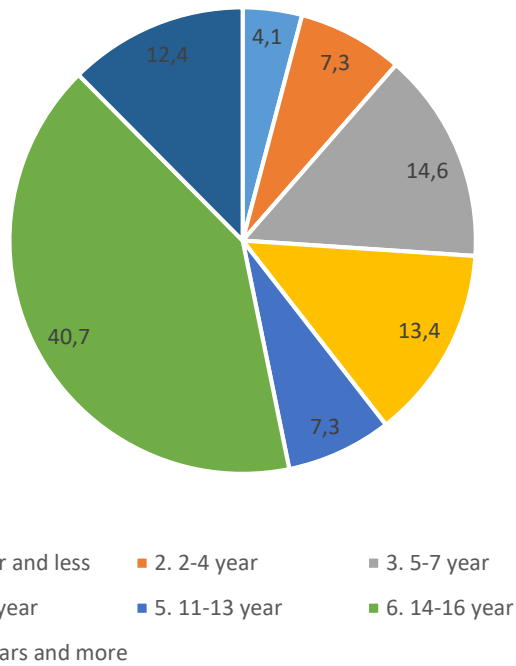


Figure 8: Duration of participants' stay in the province

How many hours a day do you spend on the internet on average?

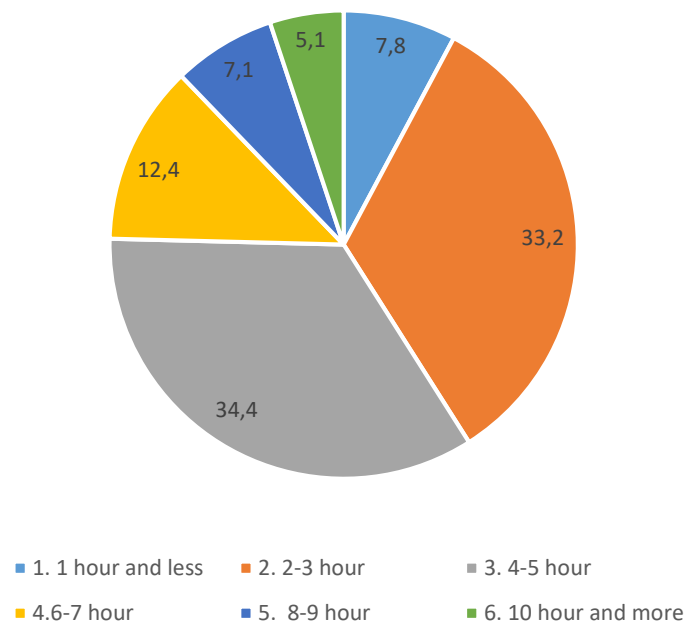


Figure 9: How many hours a day do you spend on the internet on average?

As can be seen in Figure 4, 71.7% of the survey participants were born in Ankara. 40.7% of them have been living in the city of Ankara for 14-16 years and they know the city where the survey was conducted. When Figure 6 is examined, it is seen that the participants spend time on the Internet, and in this context, it is seen that 34.4% of them spend 4-5 hours a day on the Internet, while 33.2% of them spend 2-3 hours a day on the Internet. In this context, it is seen that the time spent on the Internet is quite high

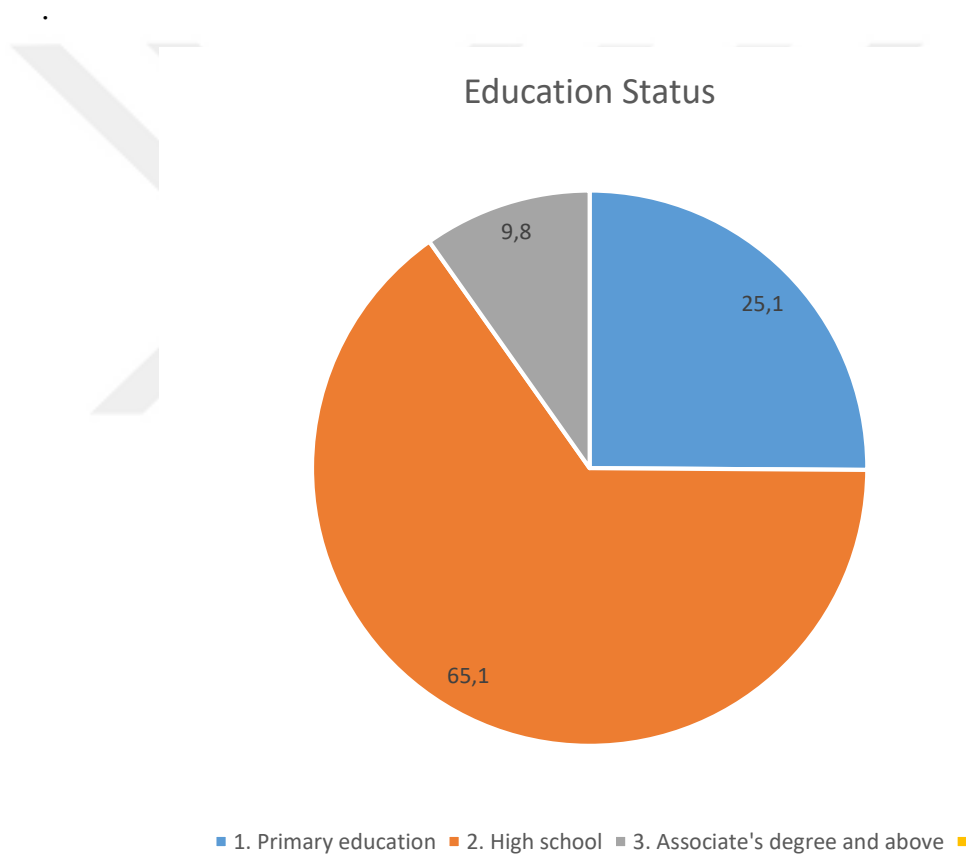


Figure 10: Education Status

How many hours of TV do you watch on average per day?

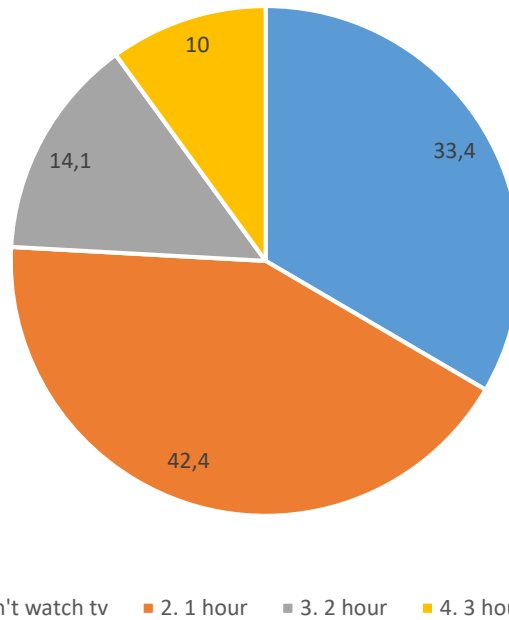


Figure 11: How many hours of TV do you watch on average per day?

Do you work?

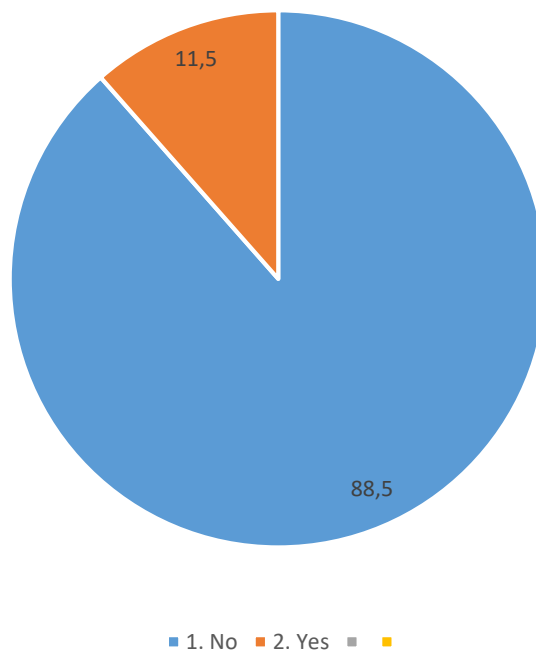


Figure 12: Employment status

On the other hand, it is seen that the television-watching time of the participants remains at a very low level when compared to the rate of spending time on the internet. In this context, it is seen that 33.4% of the participants do not watch television, and 42.4% watch television for one hour a day.

As for the working status of the participants, it is observed that 88.5 percent of them do not have an active job. This situation is seen as normal considering the age group of the participants and the fact that most of them are students. In parallel with this situation, it is observed that 72% of participants do not have an income, but 28% have an income. In addition, when the household income situation is examined, it is seen that 35.4 percent of the participants have a household income of 5 thousand TL or less.

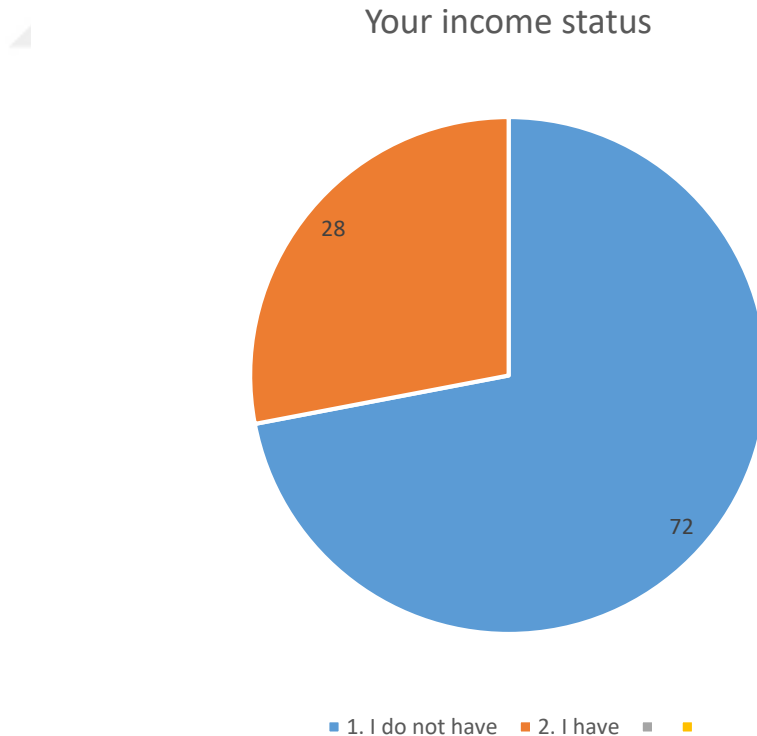


Figure 13: Income status

Household income status

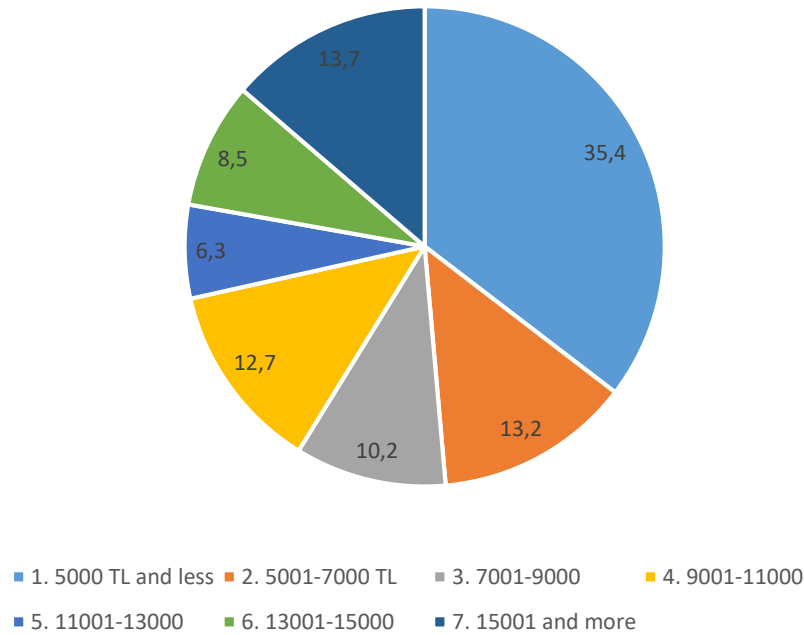


Figure 14: Household income status

4.2. Findings Regarding Personal Information of Participants

The findings regarding the personal information of the participants are given in Table 11. Accordingly, the participants were asked: “Do you want to work in a government agency? 454 (55.4%) of the participants said No and 366 (44.6%) said Yes. “Which government agency would you like to work in?” 378 (46.1%) I do not want, 114 (13.9%) I have no idea, 40 (4.9%) Ministry of Justice, 16 (2%) Aselsan, 66 Ministry of Health 48 (5.9%) Ministry of National Education, 38 (4.6%) security forces (police, soldier), 62 (7.6%) were in the political/bureaucrat staff and 58 (7.1%) of them want to work in other positions. “Do you want to do your compulsory military service?” While 544 (66.3%) of the participants answered no to the question, and 276 (33.7%) answered yes. “Which local public service do you use the most?”: 16 (2%) I do not use, 106 (12.9%) have no idea, 422 (51.5%) public transportation and 276 (33.7%) other. “Which local public services do you want changed?”: 86 (10.5%)

I do not want, 350 (42.7%) I have no idea, 112 (13.7%) public transportation, 144 (17.6%) education and 128 (15.6%) other. "Which local public services do you want to change?": I don't want 86 (10.5%), 350 (42.7%) have no idea, 112 (13.7%) public transportation, 144 (17.6%) education and 128 (15.6%) other. Whether they have relatives in the municipality where they receive public services, while 114 (13.9%) answered yes, 706 (86.1%) of the respondents answered no to the question. "Should municipalities broadcast Wi-Fi?" While 102 (12.4%) answered no to the question, 718 (87.6%) answered yes. "Are there any public services that you want to be provided by municipalities?" 242 participants (%29,5) no, 62 (%7,6) yes, 42 (%5,1) to increase the varieties of free or discounted public transportation, 32 (3.9%), free internet, 48 (5.9%) more environmentally (reforestation, green space, ponds, etc.), 100 (%12,2) social assistance, social activities, sports halls, in-country and out-trips, business support, 48 (%5,9) education support (guidance, libraries, book fairs, courses, student clubs, etc.) and 246 (30%) gave the answer "I have no idea". "Which news platforms do you follow the election results?" 274 (33.4%) of the participants did not follow, 426 (52%) of them answered television and 120 (14.6%) social media. "How do you decide who to vote for in the election?" 262 (32%) participants were not interested in the question, 36 (4.4%) familial predisposition and ideology, 146 (17.8%) my own opinion and research, 326 (39.8%) press, social media and 50 (6.1%) answered according to the state of the country (economy, justice, etc.). The participants were asked "How do you find municipal services compared to 2019 and before?: "very bad, 96 (11.7%), 142 (17.3%) bad, 214 (26.1%) same, 246 (30%) good and 122 (14.9%) very good. "How do you think the municipality's competence in digital services? 100 (12.2%) of the participants answered the question "very bad, 240 (29.3%) bad, 176 (21.5%) same, 256 (31.2%) good and 48 (5.9%) very good. "Do the municipal services meet your demands?" While 430 (52.4%) of the participants answered no to the question, 390 (47.6%) answered yes. Finally, "Write down the 5 elements that you want to be in the municipal services." 260 (31.7%) of

the participants stated that they did not have any, 88 (10.7%) of them stated that increasing the types of transportation, free or discounted public transportation etc., 84 (10.2%) free internet, 154 (18.8%) more landscaping (afforestation, green areas, ponds, etc.) and environmental safety (breeding of stray dogs, etc.), 106 (12.9%) social assistance, social events, gyms and areas, trips within and outside the country, business support, 38 (4.6%) answered support for education (guidance, library, book fair, course, student clubs, etc.) and 90 (11%) said I have no idea.

Table 11. Findings Regarding Personal Information of Participants

Variables	Freq.	Percent	Variables	Freq.	Percent
Do you want to work in a government institution?			Are there any public services you want to be provided by municipalities?		
No	454	55,4	No	242	29,5
Yes	366	44,6	Yes	62	7,6
Which government institution would you like to work for			Increasing the types of transportation, free or discounted public transportation, etc.	42	5,1
I do not want	378	46,1	Free internet	32	3,9
No idea	114	13,9	More landscaping (afforestation, green parks, ponds, etc.)	48	5,9
Ministry of Justice	40	4,9	Social assistance, Social events, Gyms, Trips in and out of the country, Business support	100	12,2
Aselsan	16	2,0	Support for education (Guidance, Library, Book Fair, Course, Student Clubs, etc.)	48	5,9
Ministry of Health	66	8,0	No idea	246	30,0
Ministry of National Education	48	5,9	Which news platforms are you following the election results?		
Security forces (police, soldiers)	38	4,6	I do not follow	274	33,4
Politician, bureaucrat	62	7,6	TV	426	52,0
Other	58	7,1	Social media (Internet)	120	14,6
Do you want to start your own business			How do you decide who to vote for in the election?		
No	102	12,4	I am not interested	262	32,0

Variables	Freq.	Percent	Variables	Freq.	Percent
Yes	718	87,6	Familial predisposition and ideology	36	4,4
Do you want to do compulsory military service?			My opinion and research	146	17,8
No	544	66,3	Press, social media	326	39,8
Yes	276	33,7	According to the state of the country (Economy, Justice, etc.)	50	6,1
Which local public service do you use the most?			How do you find municipal services compared to 2019 and before?		
I do not use	16	2,0	Very bad	96	11,7
No idea	106	12,9	Bad	142	17,3
Public transport	422	51,5	Same	214	26,1
Other	276	33,7	Good	246	30,0
Which local public services do you want to be changed?			Very good	122	14,9
I do not want	86	10,5	How do you think the municipality's competence in digital services?		
No idea	350	42,7	Very bad	100	12,2
Public transportation	112	13,7	Bad	240	29,3
Education	144	17,6	Same	176	21,5
Other	128	15,6	Good	256	31,2
If you were mayor, which public services would you want to be changed?			Very good	48	5,9
I would not change	42	5,1	Do municipal services meet your demands?		
No idea	326	39,8	No	430	52,4
Environment	60	7,3	Yes	390	47,6
Education	108	13,2	Write down the 5 elements that you want to have in the municipal services.		
Public transport	106	12,9	No	260	31,7
Social support	42	5,1	Increasing the types of transportation, free or discounted public transportation, etc.	88	10,7
Other	136	16,6	Free internet	84	10,2
Do you have a relative in the municipality where you receive public services?			More landscaping (afforestation, green parks, ponds, etc.)	154	18,8

Variables	Freq.	Percent	Variables	Freq.	Percent
No	706	86,1	Social assistance, Social events, Gyms, Trips in and out of the country, Business support	106	12,9
Yes	114	13,9	Support for education (Guidance, Library, Book Fair, Course, Student Clubs, etc.)	38	4,6
Should municipalities broadcast wi-fi?			No idea	90	11,0
No	102	12,4	Total	820	100,0
Yes	718	87,6			

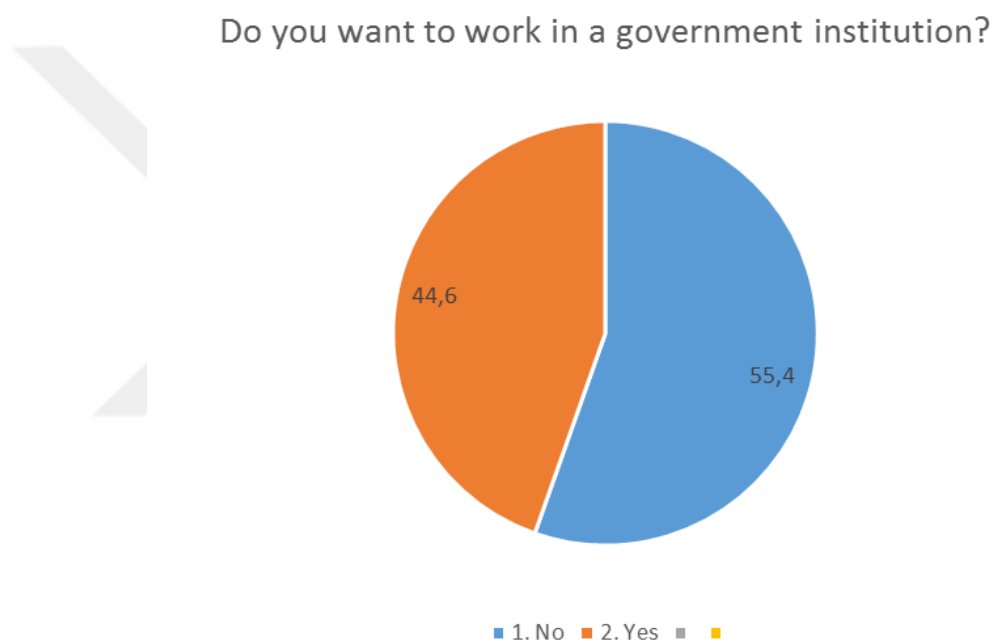


Figure 15: Do you want to work in a government institution?

Which government institution would you like to work for

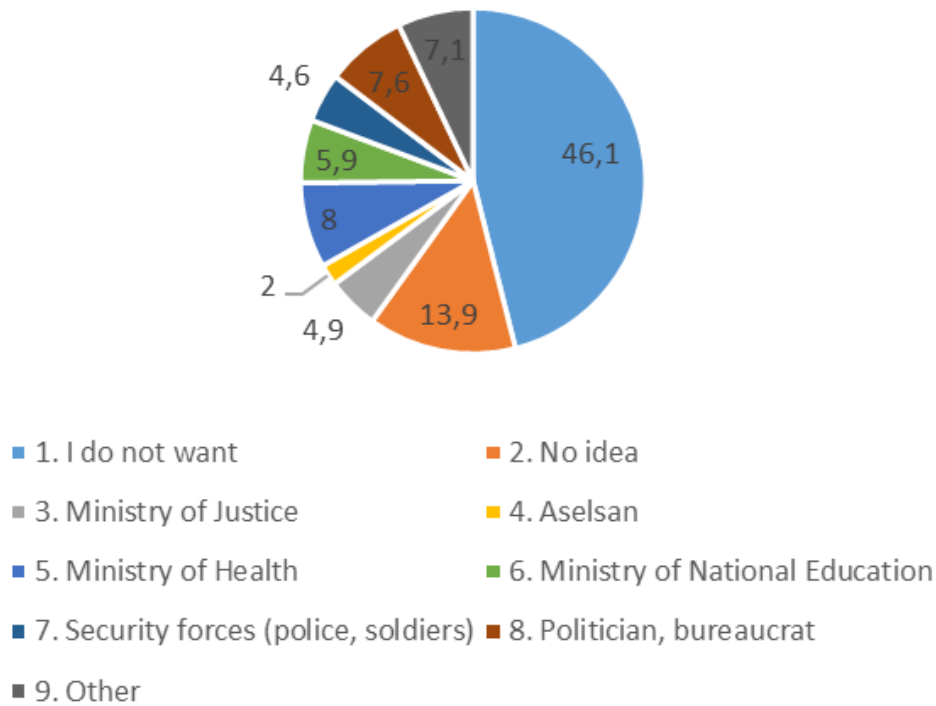
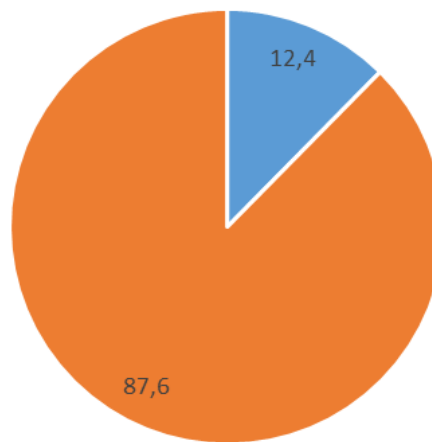


Figure 16: Which government institution would you like to work for?

When we examine Figure 12, it is seen that Generation Z is reluctant to work in government organizations. It is observed that 55.4% of the participants do not want to work in government institutions. Regarding the question "Which government agency would you like to work in?", 46.1% answered "I would not like to work in a government agency.", while 13.9% answered "I have no idea". The answers given in Figures 12 and 13 confirm each other and it is clear that the participants do not want to work in government organizations to a large extent.

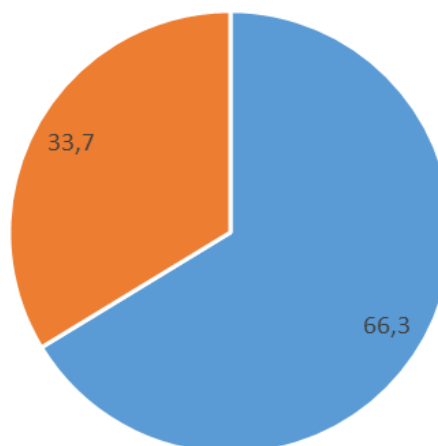
Do you want to start your own business



■ 1. No ■ 2. Yes ■

Figure 17: Do you want to start your own business?

Do you want to do compulsory military service?



■ 1. No ■ 2. Yes ■

Figure 18: Do you want to do compulsory military service?

Which local public service do you use the most?

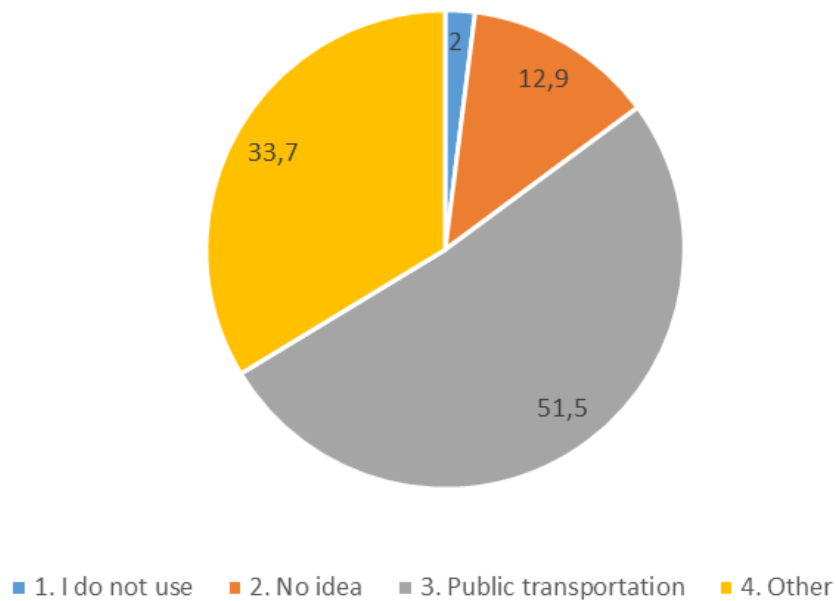


Figure 19: Which local public service do you use the most?

Which local public services do you want to be changed?

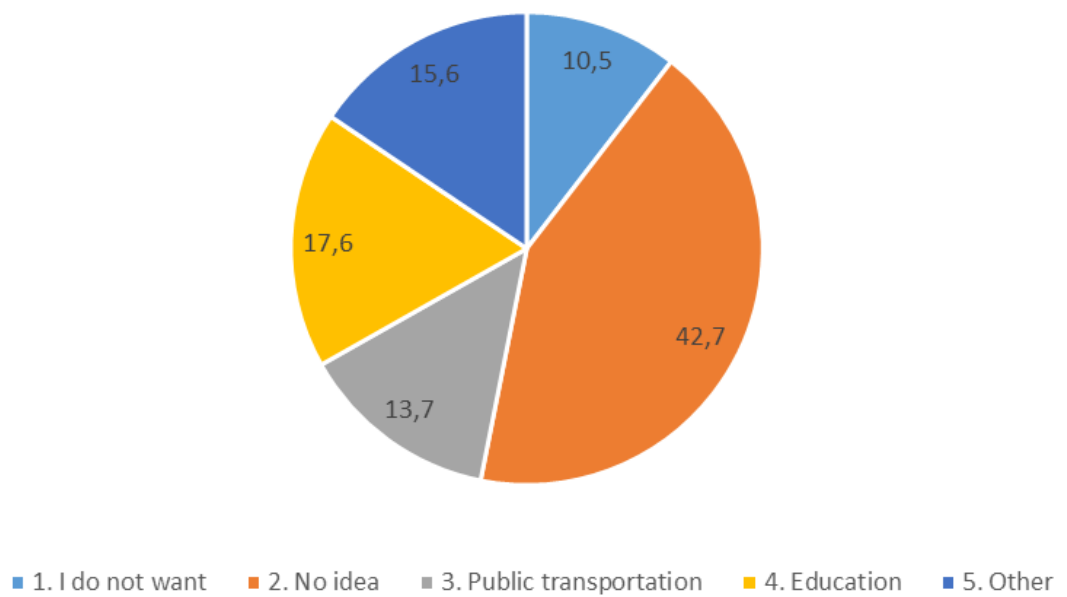


Figure 20: Which local public services do you want to be changed?

Regarding the subject from a different point of view; Figure 14 shows that 87.6% of the survey participants want to start their own business. In addition, 66.3% do not want to do their compulsory military service.

In the questions asked in the field of local public services: "Which local public service do you use most?" They gave the answer: "I use public transportation" at a rate of 51.5%. Also "Which local public service do you want to be replaced?" While 42.7% of the respondents answered "I have no idea", 17.6% stated that "Education service should be changed".

If you were mayor, which public services would you want to be changed?

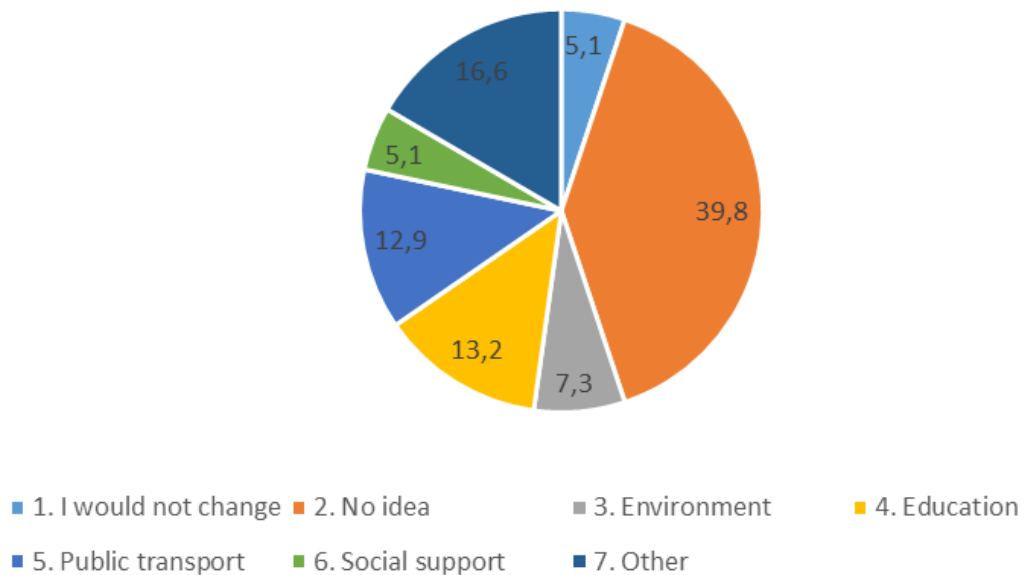
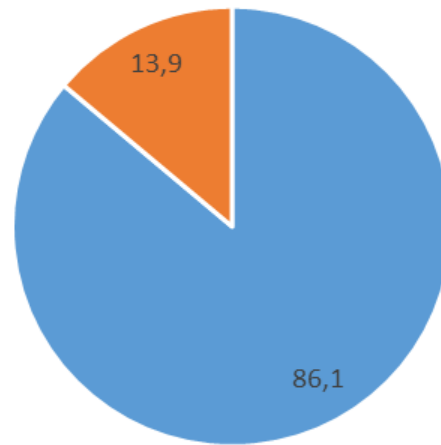


Figure 21: If you were mayor, which public services would you want to be changed?

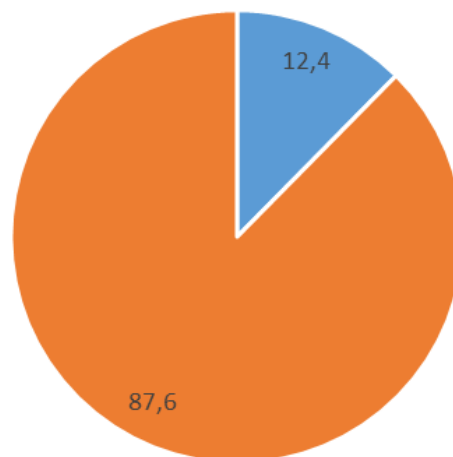
Do you have a relative in the municipality where you receive public services?



■ 1. No ■ 2. Yes ■

Figure 22: Do you have a relative in the municipality where you receive public services?

Should municipalities broadcast wi-fi?



■ 1. No ■ 2. Yes ■

Figure 23: Should municipalities broadcast wi-fi?

The answer to the question "Which public service would you change if you were the mayor" was given by 39.8% of the respondents as "I have no idea", which indicates that the participants are indifferent to public services by age group. "Do you have any relatives in the municipality where you receive service?"; It is seen that 86.1% of the participants answered "No". "Should municipalities broadcast Wifi?" to the question; It is seen that 87.6% gave a positive response. This shows one of the interests of the young Generation Z.

Are there any public services you want to be provided by municipalities?

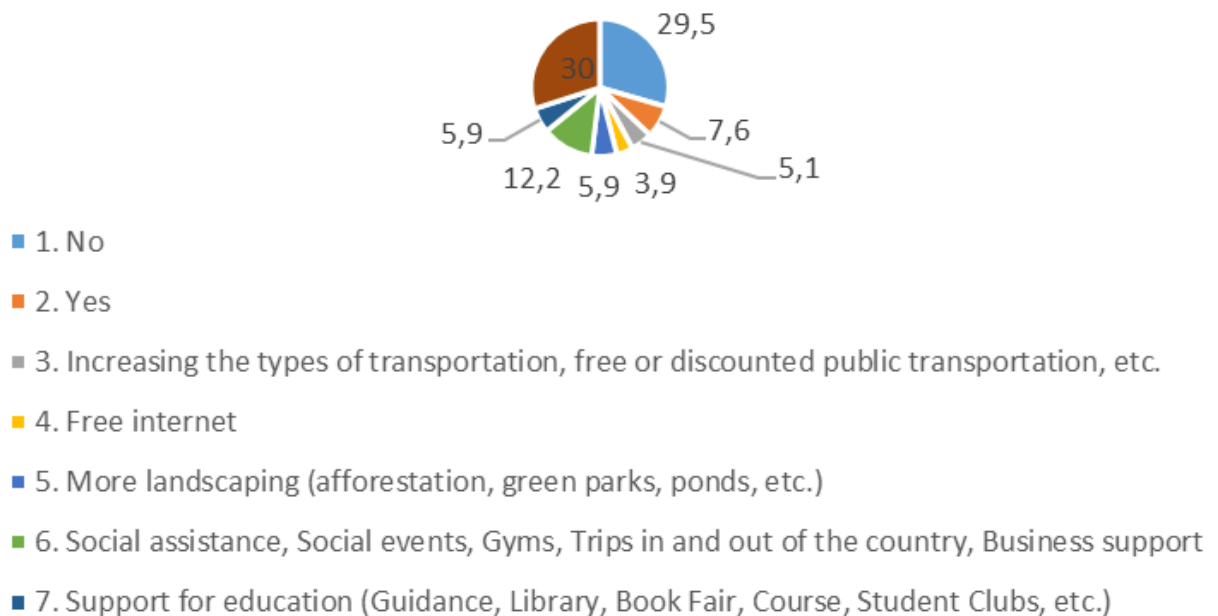


Figure 24: Are there any public services you want to be provided by municipalities?

Which news platforms are you following the election results?

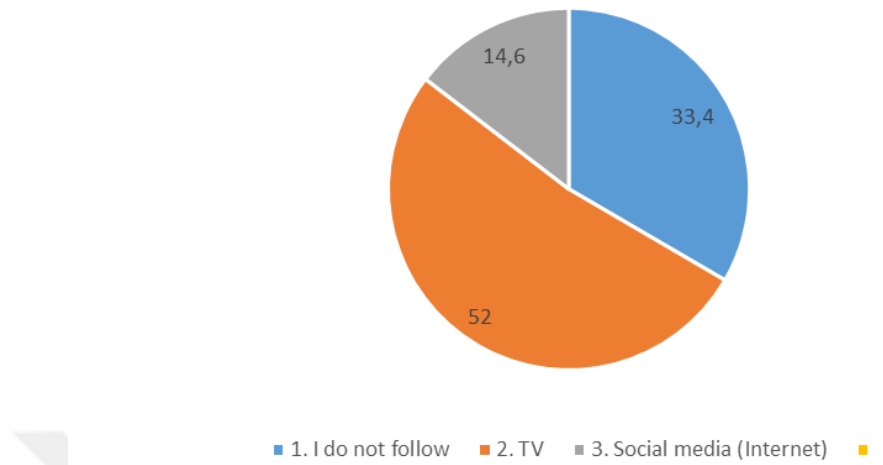


Figure 25: Which news platforms are you following the election results?

How do you decide who to vote for in the election?

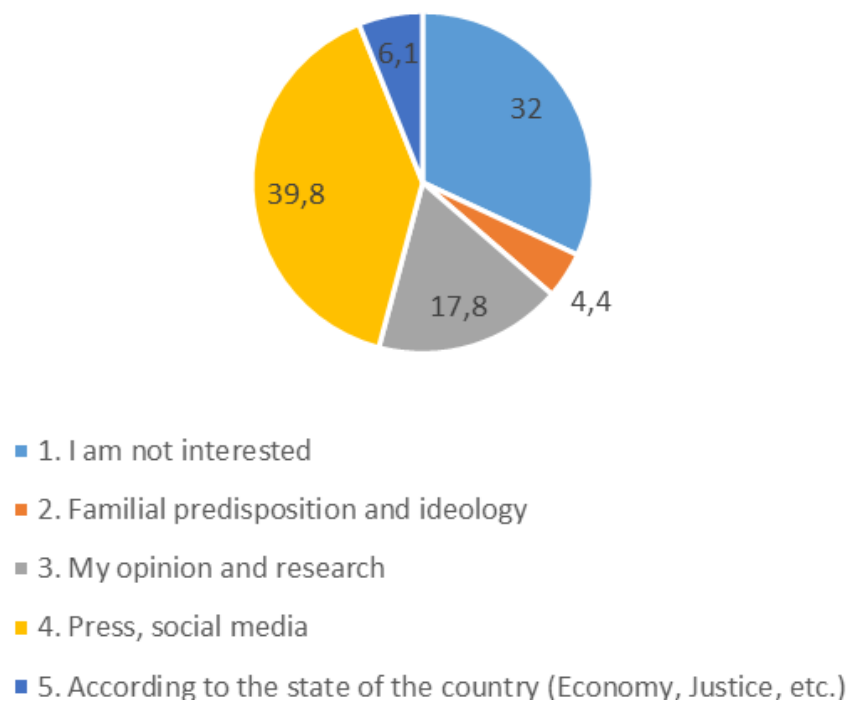


Figure 26: How do you decide who to vote for in the election?

In Figure 22, it is seen that they follow the election results on television with a rate of 52%. In Figure 23, it is understood that 39.8% of them decide who to vote for according to the impression they get from the press and social media. This question is also important in terms of showing the factor affecting the voting behavior of Generation Z.

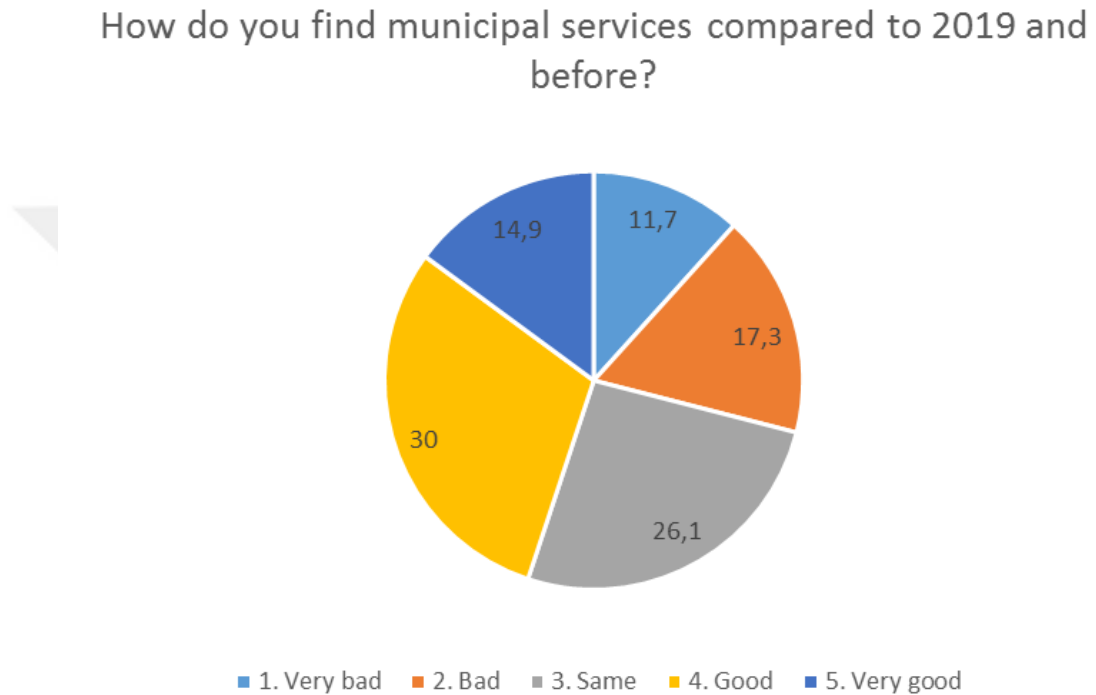
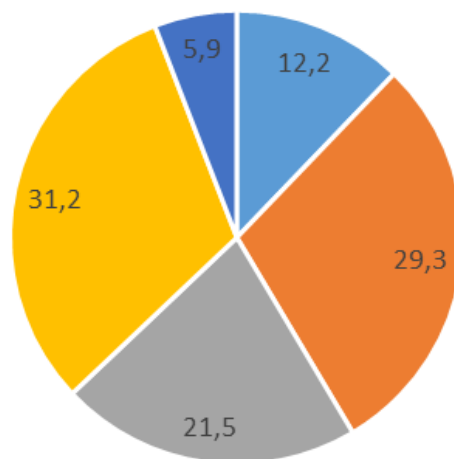


Figure 27: How do you find municipal services compared to 2019 and before?

The question expressed in Figure 24 was asked in terms of 2019 being the year of the last local elections. In this context, 44.9% of the participants state that local public service delivery is better than before 2019. On the other hand, while 28% of the participants stated that it was worse than the period before 2019, 26.1% of the participants stated that it was the same as in the previous periods.

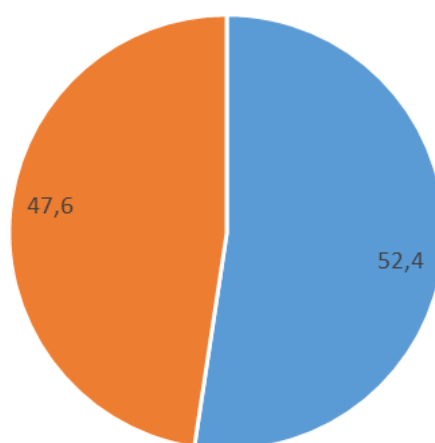
How do you think the municipality's competence in digital services?



■ 1. Very bad ■ 2. Bad ■ 3. Same ■ 4. Good ■ 5. Very good

Figure 28: How do you think the municipality's competence in digital services?

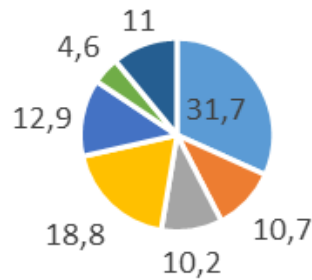
Do municipal services meet your demands?



■ 1. No ■ 2. Yes ■

Figure 29: Do municipal services meet your demands?

Write down the 5 elements that you want to have in the municipal services.



- 1. No
- 2. Increasing the types of transportation, free or discounted public transportation, etc.
- 3. Free internet
- 4. More landscaping (afforestation, green parks, ponds, etc.)
- 5. Social assistance, Social events, Gyms, Trips in and out of the country, Business support
- 6. Support for education (Guidance, Library, Book Fair, Course, Student Clubs, etc.)
- 7. No idea

Figure 30: Write down the 5 elements that you want to have in the municipal services.

Generation Z thinks that the competence of Ankara municipality in digital services is good at a rate of 37.1%, while 41.5% think it is bad. In addition, the mentioned generation thinks that the Ankara Municipality does not meet their demands at a rate of 52.4%. In addition, in Figure 24, they listed the features that local services should have as follows: increasing the diversity of public transportation, free Internet, increasing the number of parks and gardens, increasing social assistance, and increasing educational support.

4.3. Findings Regarding the Expectations and Perception Levels of the Participants

The average perception and average expectation levels of the participants and the differences between them were analyzed with the paired sample t test and the results are presented in Table 12. According to the findings obtained, it was found that there is a negative difference between the average expectation level and the average perception level in all statements. According to these results, it is seen that the average of the expectation level has higher average than the average of the perception level. This shows that the perception levels of the participants who receive local public services are below their expectations. Since the differences between the average perception level and the average expectation level of the participants in the study are statistically significant for all statements, the hypothesis of H1 ($p < 0.001$) accepted.

Table 12. Expectation and Perception Levels of the Participants

Statements	Expectation Level					Perception Level					Diff.	t	p
	N	Min	Max	Mean	S.D	N	Min	Max	Mean	S.D			
1- The provincial municipality should have modern tools and equipments.	820	1,00	5,00	4,2439	1,01227	820	1,00	5,00	3,3366	1,11986	-0,9073	17,348	0,000
2- Provincial municipality employees must have a clean, neat and organized appearance.	820	1,00	5,00	4,4829	,75006	820	1,00	5,00	3,4976	1,13389	-0,9854	21,048	0,000
3- The provincial city hall should have a contemporary appearance.	820	1,00	5,00	4,2732	,87204	820	1,00	5,00	3,5463	1,12863	-0,7268	14,934	0,000
4- Physical environments of the provincial municipality (corridors, rooms, sinks, etc.) should be neat, convenient and clean.	820	1,00	5,00	4,5878	,69067	820	1,00	5,00	3,3610	1,15953	-1,2268	26,242	0,000
5- The provincial municipality must perform its	820	1,00	5,00	4,6732	,67069	820	1,00	5,00	3,2512	1,24538	-1,4220	29,503	0,000

Statements	Expectation Level					Perception Level					Diff.	t	p
	N	Min	Max	Mean	S.D	N	Min	Max	Mean	S.D			
services at the promised time.													
6- When the citizens have a problem, the provincial municipality should show a sincere interest in solving it.	820	1,00	5,00	4,6488	,68013	820	1,00	5,00	3,2512	1,25709	-1,3976	29,219	0,000
7- The services provided to the citizens of the provincial municipality should be provided at the first time and correctly.	820	1,00	5,00	4,5195	,70641	820	1,00	5,00	3,2366	1,22853	-1,2829	26,840	0,000
8- Provincial municipality must perform its services at the promised time.	820	1,00	5,00	4,6415	,65240	820	1,00	5,00	3,2634	1,23200	-1,3780	28,190	0,000
9- Records of citizens and work performed in the provincial municipality should be kept regularly and completely.	820	1,00	5,00	4,6341	,66872	820	1,00	5,00	3,5195	1,15506	-1,1146	24,525	0,000
10- Citizens should be told exactly when the service will be performed by the provincial municipality.	820	1,00	5,00	4,4463	,78961	820	1,00	5,00	3,2878	1,22254	-1,1585	23,666	0,000
11- Provincial municipal services should be provided to citizens as soon as possible.	820	1,00	5,00	4,5171	,75006	820	1,00	5,00	3,3049	1,24122	-1,2122	24,001	0,000
12- Provincial municipality employees should always be willing to help citizens.	820	1,00	5,00	4,4927	,75992	820	1,00	5,00	3,2659	1,24234	-1,2268	23,939	0,000
13- Employees of the provincial municipality should be willing to be knowledgeable in solving the problems of citizens and acquire problem-solving skills..	820	1,00	5,00	4,5512	,71854	820	1,00	5,00	3,2659	1,22252	-1,2854	26,017	0,000

Statements	Expectation Level					Perception Level					Diff.	t	p
	N	Min	Max	Mean	S.D	N	Min	Max	Mean	S.D			
14- Provincial municipal employees should reassure citizens with their behavior.	820	1,00	5,00	4,6463	,65506	820	1,00	5,00	3,3122	1,22653	-1,3341	28,668	0,000
15- Citizens should have confidence in the municipal services they receive from the Provincial municipality.	820	1,00	5,00	4,5634	,69685	820	1,00	5,00	3,3415	1,21869	-1,2220	25,981	0,000
16- Provincial municipality employees should always treat citizens with courtesy and respect.	820	1,00	5,00	4,5732	,68171	820	1,00	5,00	3,3366	1,18965	-1,2366	26,778	0,000
17- Provincial municipality employees should have sufficient knowledge in their field in order to respond to citizens.	820	1,00	5,00	4,6024	,71645	820	1,00	5,00	3,3512	1,18746	-1,2512	26,385	0,000
18- The provincial municipality should provide citizens with individual attention in accordance with their needs.	820	1,00	5,00	4,3195	,89380	820	1,00	5,00	3,1659	1,26831	-1,1537	22,268	0,000
19- Provincial municipality employees should make citizens feel special.	820	1,00	5,00	4,0585	1,08108	820	1,00	5,00	3,0415	1,29080	-1,0171	18,095	0,000
20- Provincial municipality employees should consider the needs of citizens above all else in all their work.	820	1,00	5,00	4,1976	,98213	820	1,00	5,00	3,1195	1,30102	-1,0780	20,042	0,000
21- The provincial municipality should do its best for the citizens.	820	1,00	5,00	4,5878	,68356	820	1,00	5,00	3,3732	1,24810	-1,2146	24,961	0,000
22- The working hours of the provincial municipality	820	1,00	5,00	4,3829	,88521	820	1,00	5,00	3,2268	1,26559	-1,1561	21,874	0,000

Statements	Expectation Level					Perception Level					Diff.	t	p
	N	Min	Max	Mean	S.D	N	Min	Max	Mean	S.D			
should be arranged according to the needs of the citizens. (seizures for emergencies, etc.)													

The average levels of the participants' **expectations** and the average levels of their perceptions in the study, sorted from largest to smallest, are presented in Table 13. According to these results, when the answers given by the participants are taken into account, the statement with the highest average at the expectation level is "the provincial municipality should perform its services when they promise". The statement with the lowest average score in the expectation level is "Provincial municipality employees should make citizens feel special."

Considering the responses of the participants regarding their **perception** levels, the statement with the highest average is "The provincial municipality building has a contemporary appearance." While the expression with the lowest average score is "Provincial municipality employees make citizens feel special."

When the expectation level averages and the perception level averages are examined together; It is seen that the average expectation level and average perception level are high at the same time on the issues of keeping regular and complete records of the citizens and the works done in the provincial municipality, the provincial municipality should do its best for the citizens, the provincial municipality employees should have sufficient knowledge in their own fields to respond to the citizens. . Although there is a negative difference between the expectation level averages and the perception level

averages, this shows that expectations are closer to being met than other propositions.

Table 13. Ranking of the Differences Between the Perception Level Averages and the Expectation Levels of the Participants in the Research

Expected Statements	Mean	Perceived Statements	Mean
5- The provincial municipality must perform its services at the promised time.	4,6732	25- The provincial city hall has a contemporary appearance.	3,5463
6- When the citizens have a problem, the provincial municipality should show a sincere interest in solving it.	4,6488	31- The records of the citizens and the works done by the provincial municipality are kept regularly and completely	3,5195
14- Provincial municipal employees should reassure citizens with their behavior.	4,6463	24- Municipal employees have a clean, neat and organized appearance.	3,4976
8- Provincial municipality must perform its services at the promised time.	4,6415	43- The provincial municipality does its best for the citizens.	3,3732
9- Records of citizens and work performed in the provincial municipality should be kept regularly and completely.	4,6341	26- The physical environments of the provincial municipality (corridors, rooms, sinks, etc.) are tidy, convenient and clean.	3,3610
17- Provincial municipality employees should have sufficient knowledge in their field in order to respond to citizens.	4,6024	39- Provincial municipality employees have sufficient knowledge in their field in order to respond to citizens.	3,3512
21- The provincial municipality should do its best for the citizens.	4,5878	37- Citizens have confidence in the municipal services they receive from the Provincial municipality.	3,3415
4- Physical environments of the provincial municipality (corridors, rooms, sinks, etc.) should be neat, convenient and clean.	4,5878	23- The provincial municipality has modern tools and equipment.	3,3366
16- Provincial municipality employees should always treat citizens with courtesy and respect.	4,5732	38- Provincial municipality employees always treat citizens with courtesy and respect.	3,3366
15- Citizens should have confidence in the municipal services they receive from the Provincial municipality.	4,5634	36- Provincial municipal employees reassure citizens with their behavior.	3,3122
13- Employees of the provincial municipality should be willing to be knowledgeable in solving the problems of citizens and acquire problem-solving skills.	4,5512	33- Provincial municipal services are provided to citizens as soon as possible.	3,3049
7- The services provided to the citizens of the provincial municipality	4,5195	32- The city municipality announces the citizens when exactly the service will be performed.	3,2878

Expected Statements	Mean	Perceived Statements	Mean
should be provided at the first time and correctly.			
11- Provincial municipal services should be provided to citizens as soon as possible.	4,5171	34- Provincial municipality employees are always willing to help citizens.	3,2659
12- Provincial municipality employees should always be willing to help citizens.	4,4927	35- Provincial municipality employees are willing to be knowledgeable in solving the problems of citizens and gaining problem-solving skills.	3,2659
2- Provincial municipality employees must have a clean, neat and organized appearance.	4,4829	30- Provincial municipality performs its services at the promised time.	3,2634
10- Citizens should be told exactly when the service will be performed by the provincial municipality.	4,4463	27- Provincial Municipality performs its services at the promised time.	3,2512
22- The working hours of the provincial municipality should be arranged according to the needs of the citizens. (seizures for emergencies, etc.)	4,3829	28- When the citizens have a problem, the provincial municipality shows a sincere interest in solving it.	3,2512
18- The provincial municipality should provide citizens with individual attention in accordance with their needs.	4,3195	29- The services provided to the citizens of the provincial municipality are carried out correctly and at the first time.	3,2366
3- The provincial city hall should have a contemporary appearance.	4,2732	44- The working hours of the provincial municipality be arranged according to the needs of the citizens. (seizures for emergencies, etc.)	3,2268
1- The provincial municipality should have modern tools and equipment.	4,2439	40- The provincial municipality provide citizens with individual attention in accordance with their needs.	3,1659
20- Provincial municipality employees should consider the needs of citizens above all else in all their work.	4,1976	42- Provincial municipality employees consider the needs of citizens above all else in all their work.	3,1195
19- Provincial municipality employees should make citizens feel special.	4,0585	41- Provincial municipality employees make citizens feel special.	3,0415

4.4. T-test results for the socio-demographic characteristics of the participants

The results of the differences between the expected service quality and sub-dimensions and the perceived service quality and sub-dimensions in the study

according to the socio-demographic characteristics of the participants and their gender are given in Table 8. Accordingly, for SERVQUAL in general, it was found that whether the participants were male or female caused a difference in the expected and perceived service quality ($p < 0.05$). In this difference, it was found that the average of women for the expected quality of service is higher than that of men, and men have a higher average for the perceived quality of service than women.

It was found that whether the participants were male or female did not cause a difference in the expected service quality for the physical characteristics sub-dimension ($p > 0.05$); also it was found that there was a difference in perceived service quality ($p < 0.05$). In this difference, it was found that men had a higher average than women for perceived service quality.

It was found that male and female participants caused a difference in the expected and perceived service quality for the reliability sub-dimension ($p < 0.05$). In this difference, it was found that the average of women for expected service quality was higher than men, and men had a higher average than women for perceived service quality.

It was found that the male and female participants made a difference in the expected and perceived service quality for the eagerness sub-dimension ($p < 0.05$). In this difference, it was found that the average of women for expected service quality was higher than men, and men had a higher average than women for perceived service quality.

For the confidence sub-dimension, it was found that whether the participants were male or female did not cause a difference in the expected and perceived service quality ($p > 0.05$).

For the empathy sub-dimension, it was found that whether the participants were male or female did not cause a difference in the perceived service quality ($p>0.05$); on the other side, it was found that there was a difference in the expected service quality ($p<0.05$). In this difference, it was found that the average of women for expected service quality was higher than men.

Table 14. The Results of the Analysis of Differences for the Gender of the Participants.

Gender		N	Expected		Perceived	
			Mean	S.D.	Mean	S.D.
SERVQUAL General	Male	368	4,426	0,539	3,395	1,013
	Female	452	4,531	0,514	3,227	1,025
	t		-2,810		2,342	
	p		0,005		0,019	
Physical properties	Male	368	4,371	0,650	3,535	0,978
	Female	452	4,418	0,585	3,354	0,971
	t		1,082		2,652	
	p		0,280		0,008	
Reliability	Male	368	4,561	0,546	3,414	1,108
	Female	452	4,674	0,539	3,215	1,107
	t		-2,977		2,560	
	p		0,003		0,011	
Eagerness	Male	368	4,417	0,644	3,397	1,096
	Female	452	4,571	0,622	3,187	1,130
	t		-3,452		2,680	
	p		0,001		0,008	
Confidence	Male	368	4,554	0,582	3,387	1,098
	Female	452	4,631	0,587	3,293	1,118
	t		1,856		1,208	
	p		0,064		0,277	
Empathy	Male	368	4,241	0,727	3,268	1,150
	Female	452	4,365	0,682	3,118	1,130
	t		-2,482		1,885	
	p		0,013		0,060	

The results of the differences between the expected service quality and its sub-dimensions and the perceived service quality and its sub-dimensions according to the socio-demographic characteristics of the participants

according to their working status are given in Table 9. Accordingly, for SERVQUAL in general, it was found that the participants who were not working or working caused a difference in the expected and perceived service quality ($p < 0.05$). It was found that in this difference, the average of those who do not work for the expected quality and perceived quality is higher than that of working participants.

It was found that the participants not working or working did not cause a difference in the expected quality of service for the physical characteristics sub-dimension ($p > 0.05$); on the other side, it was found that it caused a difference in the perceived quality of service ($p < 0.05$). It was found that in this difference, the average of those who do not work for the perceived quality of service is higher than that of working participants.

For the reliability sub-dimension, it was found that the participants who were not working or working caused a difference in the expected and perceived service quality ($p < 0.05$). It was found that in this difference, the average of the non-workers was higher than the workers for the expected service quality and perceived service quality.

For the eagerness sub-dimension, it was found that the participants who were not working or working caused a difference in the expected and perceived service quality ($p < 0.05$). It was found that in this difference, the average of the non-workers was higher than the workers for the expected service quality and perceived service quality.

It was found that for the confidence sub-dimension, the participants were not working or working causing a difference in the expected and perceived quality of service ($p < 0.05$). Also, it was found that in this difference, the average of

those who do not work for the expected quality of service and perceived quality of service is higher than that of those working.

For the empathy sub-dimension, it was found that the participants not working or working did not cause a difference in the expected quality of service ($p>0.05$); it was found that it caused a difference in the perceived quality of service ($p<0.05$). In this difference, it was found that the average of those who do not work for the perceived quality of service is higher than that of those working.

Table 15. Results of Difference Analysis Regarding the Employment Status of the Participants

Employment Status		N	Expected		Perceived	
			Mean	S.D.	Mean	S.D.
SERVQUAL General	No	726	4,505	0,508	3,334	1,033
	Yes	94	4,322	0,640	3,061	0,911
	t		2,631		2,689	
	p		0,010		0,008	
Physical properties	No	726	4,409	0,599	3,466	0,980
	Yes	94	4,303	0,724	3,197	0,927
	t		1,359		2,523	
	p		0,177		0,012	
Reliability	No	726	4,647	0,520	3,333	1,129
	Yes	94	4,443	0,685	3,081	0,938
	t		2,788		2,394	
	p		0,006		0,018	
Eagerness	No	726	4,525	0,617	3,319	1,133
	Yes	94	4,324	0,746	2,989	0,960
	t		2,496		3,062	
	p		0,014		0,003	
Confidence	No	726	4,631	0,558	3,366	1,123
	Yes	94	4,330	0,713	3,096	0,978
	t		3,941		2,481	
	p		0,000		0,014	
Empathy	No	726	4,321	0,703	3,214	1,149
	Yes	94	4,217	0,716	2,962	1,053
	t		1,349		2,024	
	p		0,178		0,043	

The results of the differences between the expected service quality and its sub-dimensions and the perceived service quality and sub-dimensions in the research according to the socio-demographic characteristics of the participants and their income levels are given in Table 10. Accordingly, it was found that for SERVQUAL in general and all sub-dimensions, those with or without income did not make any difference in the expected and perceived service quality ($p>0.05$).

Table 16. Results of the Difference Analysis for the Income Status of the Participants

Income Status		N	Expected		Perceived	
			Mean	S.D.	Mean	S.D.
SERVQUAL General	No	590	4,500	0,506	3,338	1,013
	Yes	230	4,442	0,579	3,212	1,045
		t	1,408		1,580	
		p	0,160		0,114	
Physical properties	No	590	4,414	0,569	3,480	0,933
	Yes	230	4,352	0,719	3,322	1,076
		t	1,176		1,957	
		p	0,240		0,051	
Reliability	No	590	4,638	0,520	3,331	1,105
	Yes	230	4,586	0,604	3,237	1,126
		t	1,225		1,092	
		p	0,221		0,275	
Eagerness	No	590	4,527	0,593	3,311	1,120
	Yes	230	4,437	0,733	3,204	1,116
		t	1,666		1,226	
		p	0,097		0,220	
Confidence	No	590	4,628	0,553	3,374	1,108
	Yes	230	4,515	0,656	3,237	1,110
		t	2,307		1,587	
		p	0,022		0,113	
Empathy	No	590	4,306	0,706	3,224	1,145
	Yes	230	4,317	0,704	3,087	1,125
		t	-0,184		1,544	
		p	0,854		0,123	

The results of the differences between the expected service quality and sub-dimensions and the perceived service quality and sub-dimensions in the research according to the socio-demographic characteristics of the participants of their willingness to work in a state institution are given in Table 11. Accordingly, it was found that the willingness or reluctance of the participants for SERVQUAL, in general, did not cause a difference in the expected service quality ($p>0.05$); It was found that there was a difference in perceived service quality ($p<0.05$). In this difference, it was found that the average of those who are willing for the perceived quality of service is higher than those who are not.

For the physical characteristics and reliability sub-dimension, it was found that the willingness or reluctance of participants did not cause a difference in the expected service quality ($p>0.05$); it was found that it caused a difference in the perceived service quality ($p<0.05$).

For the eagerness sub-dimension, it was found that the willingness or reluctance of the participants did not cause a difference in the expected service quality ($p>0.05$); It was found that there was a difference in perceived service quality ($p<0.05$). In this difference, it was found that the average of those who are willing for the perceived service quality is higher than those who are not.

For the confidence sub-dimension, it was found that the willingness or reluctance of the participants did not cause a difference in the expected service quality ($p>0.05$); It was determined that there was a difference in perceived service quality ($p<0.05$). In this difference, it was found that the average of those who are willing for the perceived service quality is higher than those who are not.

For the empathy sub-dimension, it was found that the willingness or reluctance of the participants did not cause a difference in the expected service quality ($p>0.05$); It was found that there was a difference in perceived service quality ($p<0.05$). In this difference, it was found that the average of those who are willing for the perceived service quality is higher than those who are not.

Table 17. The Results of the Difference Analysis for the Participants' Willingness to Work in a Government Institution

Willingness to Work in a Government Institution		N	Expected		Perceived	
			Mean	S.D.	Mean	S.D.
SERVQUAL General	No	454	4,475	0,585	3,237	1,067
	Yes	366	4,495	0,447	3,384	0,960
	t		-0,562		-2,052	
	p		0,574		0,041	
Physical properties	No	454	4,400	0,617	3,403	1,022
	Yes	366	4,393	0,614	3,475	0,920
	t		0,147		-1,065	
	p		0,884		0,287	
Reliability	No	454	4,596	0,611	3,263	1,158
	Yes	366	4,658	0,447	3,356	1,049
	t		-1,684		-1,214	
	p		0,093		0,225	
Eagerness	No	454	4,479	0,685	3,197	1,170
	Yes	366	4,530	0,570	3,385	1,045
	t		-1,164		-2,429	
	p		0,245		0,015	
Confidence	No	454	4,595	0,635	3,250	1,143
	Yes	366	4,598	0,517	3,441	1,059
	t		-0,089		-2,461	
	p		0,929		0,014	
Empathy	No	454	4,315	0,728	3,100	1,174
	Yes	366	4,303	0,676	3,292	1,090
	t		0,238		-2,406	
	p		0,812		0,016	

Table 12 shows the difference between the expected service quality and its sub-dimensions and perceived service quality and sub-dimensions according to

the socio-demographic characteristics of the participants of the status of being a relative of the employee in the municipality where the service is received. Accordingly, it has been found that the physical characteristics, reliability, eagerness, confidence dimensions, and perceived service quality and all sub-dimensions of SERVQUAL general and expected service quality do not differ in the expected and perceived service quality of the participants who have or do not have relatives working in the municipality where the service is received ($p > 0.05$); A difference was found in the empathy dimension, which is the expected service quality sub-dimension ($p < 0.05$). In this difference, it was found that the average for empathy, which is the expected service quality sub-dimension, is higher for those who have relatives than those who do not.

Table 18. Results of the Difference Analysis for the Situation of Being Relative of the Participants in the Municipality where They Receive Services

Do You Have a Relative in the Municipality Where You Receive Services		N	Expected		Perceived	
			Mean	S.D.	Mean	S.D.
SERVQUAL General	No	706	4,484	0,500	3,298	0,980
	Yes	114	4,482	0,676	3,333	1,262
	t		0,038		-0,281	
	p		0,970		0,779	
Physical properties	No	706	4,406	0,576	3,446	0,927
	Yes	114	4,342	0,818	3,368	1,251
	t		0,800		0,636	
	p		0,425		0,526	
Reliability	No	706	4,632	0,517	3,305	1,072
	Yes	114	4,568	0,695	3,302	1,336
	t		0,941		0,023	
	p		0,349		0,981	
Eagerness	No	706	4,504	0,590	3,279	1,081
	Yes	114	4,487	0,872	3,294	1,340
	t		0,206		-0,112	
	p		0,837		0,911	
Confidence	No	706	4,605	0,550	3,320	1,076
	Yes	114	4,544	0,772	3,430	1,302
	t		0,811		-0,854	
	p		0,419		0,395	

Do You Have a Relative in the Municipality Where You Receive Services		N	Expected		Perceived	
			Mean	S.D.	Mean	S.D.
Empathy	No	706	4,286	0,695	3,169	1,106
	Yes	114	4,453	0,751	3,288	1,338
	t		-2,346		-0,900	
	p		0,019		0,369	

The results of the differences between the expected service quality and sub-dimensions and the perceived service quality and sub-dimensions in the research according to the socio-demographic characteristics of the participants of the status of municipal services to meet the wishes of the participants are given in Table 13.

Accordingly, it was found that the expected service quality for SERVQUAL, in general, did not cause a difference for the expected service quality according to whose demands were met or not met of the participants ($p>0.05$); A difference was found for perceived service quality ($p<0.05$). In this difference, it was found that the average of those whose demands were met was higher than those whose demands were not met.

For the physical characteristics sub-dimension, it was determined that meeting or not meeting the demands of the participants caused a difference in the expected and perceived service quality ($p<0.05$). In this difference, it was found that the average of whose demands were met for the expected and perceived service quality was higher than whose demands were not met.

For the reliability sub-dimension, it was determined that meeting or not meeting the requests of the participants did not cause a difference in the expected service quality ($p>0.05$); It was determined that there was a difference in perceived service quality ($p<0.05$). In this difference, it was found

that the average of those demands that were met for the perceived service quality was higher than those whose demands were not met.

For the eagerness sub-dimension, it was determined that meeting or not meeting the demands of the participants did not make a difference in the expected service quality ($p>0.05$); It was determined that there was a difference in perceived service quality ($p<0.05$). In this difference, it was found that the average of those whose demands were met for the perceived service quality was higher than those whose demands were not met.

For the confidence sub-dimension, it was determined that meeting or not meeting the requests of the participants did not make a difference in the expected service quality ($p>0.05$); It was determined that there was a difference in perceived service quality ($p<0.05$). In this difference, it was found that the average of those whose demands were met for the perceived service quality was higher than those whose demands were not met.

For the empathy sub-dimension, it was determined that meeting or not meeting the demands of the participants did not make a difference in the expected service quality ($p>0.05$); It was determined that there was a difference in perceived service quality ($p<0.05$). In this difference, it was found that the average of those whose demands were met for the perceived service quality was higher than those whose demands were not met.

Table 19. Results of the Difference Analysis Regarding the Meeting the Demands of the Participants from which the Municipality Provide Service

Do municipal services provide your demands?		N	Expected		Perceived	
			Mean	S.D.	Mean	S.D.
SERVQUAL General	No	430	4,473	0,584	2,985	1,021
	Yes	390	4,496	0,458	3,653	0,904
			-0,607		-9,879	
			0,544		0,000	
Physical properties	No	430	4,335	0,650	3,162	1,005
	Yes	390	4,465	0,568	3,737	0,851
		t	-3,049		-8,876	
		p	0,002		0,000	
Reliability	No	430	4,618	0,619	2,982	1,118
	Yes	390	4,630	0,450	3,659	0,991
		t	-0,321		-9,144	
		p	0,748		0,000	
Eagerness	No	430	4,519	0,678	2,950	1,128
	Yes	390	4,483	0,586	3,646	0,989
		t	0,793		-9,352	
		p	0,428		0,000	
Confidence	No	430	4,563	0,644	3,012	1,126
	Yes	390	4,633	0,512	3,692	0,975
		t	-1,745		-9,210	
		p	0,081		0,000	
Empathy	No	430	4,331	0,738	2,852	1,126
	Yes	390	4,285	0,666	3,553	1,040
		t	0,934		-9,225	
		p	0,351		0,000	

4.5. One Way ANOVA results for the socio-demographic characteristics of the participants

The results of the differences between the expected service quality and sub-dimensions and the perceived service quality and sub-dimensions in the study

according to the socio-demographic characteristics of their age of the participants are given in Table 14. Accordingly, it was determined that the age of the participants caused a difference in the expected service quality for SERVQUAL in general ($p < 0.05$); It was determined that there was no difference in perceived service quality ($p > 0.05$). It has been determined that the expected service quality in this difference, 16-year-old participants, has a higher average than 15-year-old and younger participants and 19-year-old and older participants.

For physical characteristics, it was determined that the age of the participants did not make a difference in the expected service quality and perceived service quality ($p > 0.05$).

For the reliability sub-dimension, it was determined that the age of the participants made a difference in the expected service quality ($p < 0.05$); It was determined that there was no difference in perceived service quality ($p > 0.05$). It has been determined that the expected service quality in this difference, the participants aged 19 and over have a lower average than the participants aged 16, 17 and 18.

For the eagerness sub-dimension, it was determined that the age of the participants made a difference in the expected service quality ($p < 0.05$); It was determined that there was no difference in perceived service quality ($p > 0.05$). It has been determined that the expected service quality in this difference, 16-year-old participants, has a higher average than 15-year-old and younger participants and 19-year-old and older participants.

For the confidence sub-dimension, it was determined that the age of the participants made a difference in the expected service quality ($p < 0.05$); It was determined that there was no difference in perceived service quality ($p > 0.05$). It has been determined that the expected service quality in this difference, 16-

year-old participants, has a higher average than 15-year-old and younger participants and 19-year-old and older participants.

For the empathy sub-dimension, it was determined that the age of the participants made a difference in the expected service quality and perceived service quality ($p < 0.05$). For the expected service quality in this difference, 16-year-old participants have a higher average than participants aged 15 and under and participants aged 19 and over; It was found that participants aged 16 had a higher average for perceived service quality than participants aged 19 and over.

Table 20. Results of Difference Analysis According to the Ages of the Participants

Age	N	Expected			Perceived		Post Hoc
		Mean	S.D	Post Hoc	Mean	S.D	
SERVQUAL General	Age 15 and under	326	4,448	0,605	3,289	1,038	-
	Age 16	204	4,607	0,422	3,365	1,168	
	Age 17	92	4,483	0,494	3,432	1,002	
	Age 18	66	4,511	0,377	3,258	0,932	
	Age 19 and over	132	4,368	0,526	3,172	0,766	
	F		4,833		1,144		
	p		0,001		0,334		
Physical properties	Age 15 and under	326	4,379	0,601	3,442	0,987	-
	Age 16	204	4,426	0,708	3,429	1,097	
	Age 17	92	4,386	0,608	3,451	0,995	
	Age 18	66	4,492	0,490	3,394	0,894	
	Age 19 and over	132	4,356	0,556	3,439	0,778	
	F		0,738		0,042		
	p		0,566		0,997		
Reliability	Age 15 and under	326	4,602	0,630	3,234	1,143	-
	Age 16	204	4,718	0,391	3,339	1,250	
	Age 17	92	4,678	0,475	3,526	1,056	
	Age 18	66	4,685	0,368	3,333	1,034	
	Age 19 and over	132	4,461	0,603	3,255	0,838	
				5<2,3,4			

Age		N	Expected			Perceived		Post Hoc
			Mean	S.D	Post Hoc	Mean	S.D	
		F	5,139			1,369		
		p	0,000			0,243		
Eagerness	Age 15 and under	326	4,456	0,711		3,265	1,141	
	Age 16	204	4,659	0,486		3,336	1,292	
	Age 17	92	4,457	0,717	2>1,5	3,429	1,072	-
	Age 18	66	4,477	0,535		3,326	0,997	
	Age 19 and over	132	4,417	0,596		3,110	0,822	
		F	4,361			1,342		
		p	0,002			0,252		
Confidence	Age 15 and under	326	4,560	0,671		3,331	1,117	
	Age 16	204	4,733	0,429		3,422	1,276	
	Age 17	92	4,620	0,588	2>1,5	3,484	1,097	-
	Age 18	66	4,606	0,492		3,220	1,019	
	Age 19 and over	132	4,455	0,571		3,167	0,814	
		F	5,171			1,667		
		p	0,000			0,156		
Empathy	Age 15 and under	326	4,255	0,785		3,205	1,134	
	Age 16	204	4,496	0,634		3,320	1,265	
	Age 17	92	4,278	0,643	2>1,5	3,283	1,085	2>5
	Age 18	66	4,303	0,600		3,048	1,095	
	Age 19 and over	132	4,179	0,643		2,930	0,969	
		F	5,346			2,809		
		p	0,000			0,025		

1= Age 15 and under; 2= Age 16; 3= Age 17; 4= Age 18; 5= Age 19 and over

The results of the differences between the expected service quality and sub-dimensions and the perceived service quality and sub-dimensions in the study according to the socio-demographic characteristics of the participants of the duration of residence in Ankara are given in Table 15. Accordingly, for SERVQUAL in general, it was determined that the duration of residence of the participants in Ankara did not make a difference in the expected service quality and perceived service quality ($p>0.05$).

For the physical characteristics sub-dimension, it was determined that the duration of residence of the participants in Ankara did not make a difference in the expected service quality and perceived service quality ($p>0.05$).

For the reliability sub-dimension, it was determined that the duration of residence of the participants in Ankara did not make any difference in the expected service quality ($p>0.05$); It was determined that there was a difference in perceived service quality ($p<0.05$). For the perceived service quality in this difference, it has been determined that the participants residing in Ankara for 14-16 years have a lower average than the participants residing in Ankara for 17 years or more.

For the eagerness sub-dimension, it was determined that the duration of residence of the participants in Ankara did not make any difference in the expected service quality and perceived service quality ($p>0.05$).

For the confidence sub-dimension, it was determined that the duration of residence of the participants in Ankara did not make a difference in the expected service quality and perceived service quality ($p>0.05$).

For the empathy sub-dimension, it was determined that the duration of the participant's residence in Ankara did not make any difference in the perceived service quality ($p>0.05$); It was determined that there was a difference in the expected service quality ($p<0.05$). It has been determined that the participants residing in Ankara for 1 year or less for the expected service quality have a lower average than the participants residing in Ankara for 11-13 years and 14-16 years.

Table 21. Results of the Difference Analysis for the Duration of Residence of the Participants in Ankara

Duration of Residence in Ankara			Expected			Perceived		
		N	Mean	S.D	Post Hoc	Mean	S.D	Post Hoc
SERVQUAL General	1 year or less	34	4,334	0,573		3,120	0,959	
	2-4 year	60	4,502	0,478		3,171	0,936	
	5-7 year	120	4,473	0,548		3,265	0,950	
	8-10 year	110	4,466	0,647		3,284	1,052	
	11-13 year	60	4,506	0,429		3,461	1,075	
	14-16 year	334	4,523	0,531		3,283	1,073	
	17 years or more	102	4,414	0,397		3,475	0,932	
	F		1,125			1,121		
	p		,346			,348		
Physical properties	1 year or less	34	4,279	0,696		3,132	0,938	
	2-4 year	60	4,400	0,688		3,325	0,935	
	5-7 year	120	4,454	0,577		3,375	0,974	
	8-10 year	110	4,277	0,738		3,477	0,961	
	11-13 year	60	4,433	0,465		3,608	1,069	
	14-16 year	334	4,422	0,623		3,418	1,017	
	17 years or more	102	4,392	0,470		3,583	0,823	
	F		1,205			1,508		
	p		,301			,172		
Reliability	1 year or less	34	4,506	0,672		3,118	1,103	
	2-4 year	60	4,700	0,491		3,113	1,008	
	5-7 year	120	4,613	0,589		3,277	1,010	
	8-10 year	110	4,618	0,665		3,360	1,184	6<7
	11-13 year	60	4,600	0,413		3,393	1,136	
	14-16 year	334	4,635	0,533		3,231	1,161	
	17 years or more	102	4,612	0,433		3,639	0,970	
	F		,518			2,388		
	p		,795			,027		
Eagerness	1 year or less	34	4,382	0,622		3,162	1,076	
	2-4 year	60	4,600	0,558		3,050	1,082	
	5-7 year	120	4,450	0,667		3,246	0,998	
	8-10 year	110	4,477	0,820		3,250	1,171	
	11-13 year	60	4,508	0,543		3,467	1,119	
	14-16 year	334	4,557	0,620		3,251	1,184	
	17 years or more	102	4,387	0,496		3,520	0,982	
	F		1,574			1,618		
	p		,152			,139		
Confidence	1 year or less	34	4,426	0,650		3,206	1,031	

Duration of Residence in Ankara		N	Expected			Perceived		
			Mean	S.D	Post Hoc	Mean	S.D	Post Hoc
	2-4 year	60	4,675	0,529		3,275	1,034	
	5-7 year	120	4,558	0,597		3,308	1,032	
	8-10 year	110	4,618	0,695		3,295	1,153	
	11-13 year	60	4,592	0,535		3,517	1,170	
	14-16 year	334	4,629	0,577		3,334	1,162	
	17 years or more	102	4,525	0,498		3,387	1,018	
	F		1,196			,445		
	p		,306			,849		
Empathy	1 year or less	34	4,094	0,766		3,012	0,928	
	2-4 year	60	4,167	0,778		3,120	0,985	
	5-7 year	120	4,297	0,687		3,147	1,040	
	8-10 year	110	4,335	0,756	1<5,6	3,073	1,222	
	11-13 year	60	4,400	0,596		3,360	1,187	
	14-16 year	334	4,381	0,711		3,212	1,177	
	17 years or more	102	4,165	0,607		3,259	1,173	
	F		2,446			,699		
	p		,024			,650		

1= 1 year or less; 2=2-4 year; 3=5-7 year; 4=8-10 year; 5=11-13 year; 6=14-16 year; 7=17 years or more

The results of the differences between the expected service quality and its sub-dimensions and the perceived service quality and sub-dimensions in the research according to the socio-demographic characteristics of the participants of their educational status are given in Table 16. Accordingly, it was determined that the educational status of the participants did not make a difference in the expected service quality and perceived service quality for SERVQUAL in general ($p>0.05$).

For the physical characteristics sub-dimension, it was determined that the educational status of the participants did not make a difference in the expected service quality and perceived service quality ($p>0.05$).

For the reliability sub-dimension, it was determined that the educational status of the participants made a difference in the expected service quality ($p<0.05$); It was determined that there was no difference in perceived service

quality ($p>0.05$). In this difference, it was found that primary school graduates had a higher average than those with high school education.

For the eagerness sub-dimension, it was determined that the educational status of the participants did not make a difference between the expected service quality and the perceived service quality ($p>0.05$).

For the confidence sub-dimension, it was determined that the educational status of the participants made a difference in the perceived service quality ($p<0.05$); It was determined that there was no difference in expected service quality ($p>0.05$). In this difference, it was found that primary school graduates have a higher average than those with an associate degree or higher education.

For the empathy sub-dimension, it was determined that the educational status of the participants made a difference in the perceived service quality ($p<0.05$); It was determined that there was no difference in expected service quality ($p>0.05$). In this difference, it was found that primary school graduates have a higher average than those with an associate degree or higher education.

Table 22. Results of Difference Analysis Regarding the Educational Status of the Participants

Educational Status		N	Expected		Post Hoc	Perceived		Post Hoc
			Mean	S.D		Mean	S.D	
SERVQUAL General	Primary education	206	4,524	0,553		3,416	1,068	
	High school	534	4,470	0,534		3,281	1,030	
	Associate's degree and above	80	4,473	0,402		3,156	0,820	
	F		,791			2,212		
	p		,454			,110		
Physical properties	Primary education	206	4,415	0,703		3,519	1,040	
	High school	534	4,378	0,598		3,408	0,973	
	Associate's degree and above	80	4,475	0,463		3,400	0,824	
	F		,979			1,020		
	p		,376			,361		
Reliability	Primary education	206	4,722	0,533	1>2	3,384	1,183	
	High school	534	4,592	0,555		3,278	1,113	

Educational Status		N	Expected			Perceived		
			Mean	S.D	Post Hoc	Mean	S.D	Post Hoc
	Associate's degree and above	80	4,580	0,476		3,275	0,887	
		F	4,591			,714		
		p	,010			,490		
Eagerness	Primary education	206	4,561	0,636		3,386	1,173	
	High school	534	4,475	0,656		3,268	1,130	
	Associate's degree and above	80	4,531	0,475		3,100	0,864	
		F	1,454			1,993		
		p	,234			,137		
Confidence	Primary education	206	4,641	0,623		3,498	1,131	
	High school	534	4,593	0,581		3,301	1,127	1>3
	Associate's degree and above	80	4,506	0,502		3,150	0,871	
		F	1,553			3,602		
		p	,212			,028		
Empathy	Primary education	206	4,289	0,754		3,322	1,182	
	High school	534	4,320	0,707		3,177	1,137	1>3
	Associate's degree and above	80	4,290	0,555		2,890	1,004	
		F	,172			4,215		
		p	,842			,015		

The results of the differences between the expected service quality and sub-dimensions and the perceived service quality and sub-dimensions in the research according to the socio-demographic characteristics of the participants of the average time spent on the Internet per day are given in Table 17. Accordingly, while the average time spent by the participants on the internet per day for SERVQUAL in general, does not make a difference in the expected service quality ($p>0.05$); It was determined that there was a difference in perceived service quality ($p<0.05$). In this difference, it was found that those who spend 2-3 hours on the Internet have a higher average than those who spend 10 hours or more.

For the physical characteristics sub-dimension, the average time spent by the participants on the internet per day does not make any difference in the expected service quality ($p>0.05$); It was determined that there was a

difference in perceived service quality ($p < 0.05$). In this difference, it was found that those who spend 2-3 hours on the Internet have a higher average than those who spend 10 hours or more.

For the reliability sub-dimension, the average time spent by the participants on the internet per day did not make any difference in the expected service quality ($p > 0.05$); It was determined that there was a difference in perceived service quality ($p < 0.05$). In this difference, it was found that those who spend 2-3 hours on the Internet have a higher average than those who spend 10 hours or more.

For the eagerness sub-dimension, the average time spent by the participants on the internet per day did not make any difference in the expected service quality ($p > 0.05$); It was determined that there was a difference in perceived service quality ($p < 0.05$). In this difference, it was found that those who spend 10 hours or more on the Internet have a lower average than those who spend 1 hour or less, those who spend 2-3 hours, and 6-7 hours. It was also found that those who spend 2-3 hours on the Internet have a higher average than those who spend 4-5 hours.

For the confidence sub-dimension, the average time spent by the participants on the internet per day does not make a difference in the expected service quality ($p > 0.05$); It was determined that there was a difference in perceived service quality ($p < 0.05$). In this difference, it was found that those who spend 10 hours or more on the Internet have a lower average than those who spend 2-3 hours, those who spend 4-5 hours, and 6-7 hours.

For the empathy sub-dimension, the average time spent by the participants on the internet per day did not make any difference in the expected service quality ($p > 0.05$); It was determined that there was a difference in perceived

service quality ($p < 0.05$). In this difference, it was found that those who spend 2-3 hours on the Internet have a higher average than those who spend 10 hours or more.

Table 23. Difference Analysis Results for the Average Time Spent on the Internet per Day by the Participants

Average Time Spent on the Internet per Day		N	Expected			Perceived		
			Mean	S.D	Post Hoc	Mean	S.D	Post Hoc
SERVQUAL General	1 hour and less	64	4,425	0,509		3,337	0,998	
	2-3 hours	272	4,514	0,505		3,463	1,100	
	4-5 hours	282	4,438	0,546		3,237	0,915	
	6-7 hours	102	4,568	0,604	-	3,313	1,000	2>6
	8-9 hours	58	4,480	0,425		3,166	0,896	
	10 hours or more	42	4,483	0,494		2,818	1,258	
		F	1,279			3,732		
		p	,271			,002		
Physical properties	1 hour and less	64	4,430	0,489		3,375	0,994	
	2-3 hours	272	4,377	0,628		3,577	1,031	
	4-5 hours	282	4,353	0,620		3,411	0,881	
	6-7 hours	102	4,539	0,534	-	3,422	0,922	2>6
	8-9 hours	58	4,440	0,498		3,259	0,952	
	10 hours or more	42	4,369	0,913		3,048	1,236	
		F	1,554			2,969		
		p	,171			,012		
Reliability	1 hour and less	64	4,575	0,491		3,250	1,027	
	2-3 hours	272	4,660	0,514		3,459	1,173	
	4-5 hours	282	4,593	0,568		3,210	1,057	
	6-7 hours	102	4,675	0,631	-	3,416	1,045	2>6
	8-9 hours	58	4,634	0,471		3,214	0,978	
	10 hours or more	42	4,524	0,528		2,876	1,352	
		F	,992			3,056		
		p	,421			,010		
Eagerness	1 hour and less	64	4,422	0,579		3,414	1,044	
	2-3 hours	272	4,563	0,610		3,461	1,187	
	4-5 hours	282	4,434	0,683		3,191	1,007	2>3
	6-7 hours	102	4,583	0,661	-	3,309	1,170	6<1,2,4
	8-9 hours	58	4,448	0,510		3,103	0,935	
	10 hours or more	42	4,560	0,619		2,690	1,343	
		F	1,826			4,701		

Average Time Spent on the Internet per Day		N	Expected			Perceived		
			Mean	S.D	Post Hoc	Mean	S.D	Post Hoc
		p	,105			,000		
Confidence	1 hour and less	64	4,531	0,576		3,359	1,004	
	2-3 hours	272	4,643	0,553		3,496	1,187	
	4-5 hours	282	4,576	0,605		3,314	1,035	
	6-7 hours	102	4,632	0,642		3,338	1,090	6<2,3,4
	8-9 hours	58	4,526	0,527		3,086	0,904	
	10 hours or more	42	4,536	0,601		2,738	1,303	
	F		,911			4,274		
	p		,473			,001		
Empathy	1 hour and less	64	4,188	0,820		3,313	1,198	
	2-3 hours	272	4,337	0,676		3,349	1,208	
	4-5 hours	282	4,245	0,708		3,099	1,041	
	6-7 hours	102	4,420	0,769		3,106	1,175	2>6
	8-9 hours	58	4,345	0,535		3,159	0,915	
	10 hours or more	42	4,429	0,694		2,743	1,296	
	F		1,704			2,999		
	p		,131			,011		

1=1 hour and less 2=2-3 hours; 3=4-5 hours; 4=6-7 hours; 5=8-9 hours; 6=10 hours or more

The results of the differences analysis results between the expected service quality and its sub-dimensions and the perceived service quality and its sub-dimensions in the study according to the socio-demographic characteristics of the participants of the average time spent in front of the television per day are given in Table 18. Accordingly, it was determined that the average time spent by the participants in front of the television per day for SERVQUAL did not make any difference in the expected service quality and perceived service quality ($p>0.05$).

For the physical characteristics sub-dimension, it was determined that the average time spent by the participants in front of the television per day did not differ in the expected service quality and perceived service quality ($p>0.05$).

For the reliability sub-dimension, it was determined that the average time spent by the participants in front of the television per day did not differ in the expected service quality and perceived service quality ($p>0.05$).

For the eagerness sub-dimension, the average time spent in front of the television per day by the participants did not make any difference in the expected service quality ($p>0.05$); A difference in perceived service quality was determined ($p<0.05$). In this difference, it was found that those who spend 2 hours in front of the television have a lower average than those who do not spend time, who spend 1 hour, and who spend 3 hours or more.

For the confidence sub-dimension, the average time spent by the participants in front of the television per day does not make any difference in the expected service quality ($p>0.05$); A difference in perceived service quality was determined ($p<0.05$). In this difference, it was found that those who spent 2 hours in front of the television had a lower average than those who spent 1 hour and those who spent 3 hours or more.

For the empathy sub-dimension, the average time spent by the participants in front of the television per day does not make any difference in the expected service quality ($p>0.05$); A difference in perceived service quality was determined ($p<0.05$). In this difference, it was found that those who spent 2 hours in front of the television had a lower average than those who spent 1 hour and those who spent 3 hours or more.

Table 24. The Results of the Difference Analysis of the Participants Regarding the Average Time Spent in Front of the Television Per Day

Average Time Spent in Front of the Television		N	Expected			Perceived		
			Mean	S.D	Post Hoc	Mean	S.D	Post Hoc
SERVQUAL General	I do not watch tv	274	4,491	0,599		3,284	1,091	
	1 hour	348	4,496	0,459		3,373	0,987	
	2 hour	116	4,474	0,472	-	3,085	0,839	-
	3 hour and more	82	4,424	0,617		3,374	1,137	
		F	,444			2,482		
		p	,722			,060		
Physical properties	I do not watch tv	274	4,372	0,711		3,367	1,055	
	1 hour	348	4,409	0,551		3,509	0,931	
	2 hour	116	4,397	0,536	-	3,384	0,787	-
	3 hour and more	82	4,427	0,641		3,427	1,127	
		F	,259			1,212		
		p	,855			,304		
Reliability	I do not watch tv	274	4,625	0,615		3,331	1,167	
	1 hour	348	4,660	0,466		3,353	1,106	
	2 hour	116	4,610	0,515	-	3,059	0,908	-
	3 hour and more	82	4,483	0,629		3,356	1,175	
		F	2,369			2,236		
		p	,069			,083		
Eagerness	I do not watch tv	274	4,502	0,700		3,285	1,177	
	1 hour	348	4,522	0,558		3,361	1,084	
	2 hour	116	4,509	0,658	-	3,000	1,000	3<1,2,4
	3 hour and more	82	4,409	0,693		3,329	1,186	
		F	,703			3,100		
		p	,550			,026		
Confidence	I do not watch tv	274	4,602	0,643		3,268	1,200	
	1 hour	348	4,616	0,530		3,424	1,056	
	2 hour	116	4,586	0,533	-	3,129	0,944	3<2,4
	3 hour and more	82	4,506	0,675		3,476	1,195	
		F	,806			2,861		
		p	,491			,036		
Empathy	I do not watch tv	274	4,355	0,764		3,182	1,231	
	1 hour	348	4,283	0,650		3,254	1,094	
	2 hour	116	4,283	0,658	-	2,903	0,966	3<1,2,4
	3 hour and more	82	4,307	0,790		3,302	1,204	
		F	,598			3,094		
		p	,617			,026		

1=I do not watch tv; 2=1 hour; 3=2 hour; 4=3 hour

The results of the differences between the expected service quality and its sub-dimensions, and the perceived service quality and sub-dimensions in the study according to the socio-demographic characteristics of the participants of their household income are given in Table 19. Accordingly, for SERVQUAL in general, it was determined that the household income of the participants made a difference in the expected service quality and perceived service quality ($p < 0.05$). In this difference, it was found that the average of the participants with a household income of 5.001-7.000 TL for the expected service quality has a lower average than the average of the participants with an income of 5.000 TL and below, an income of 9.001-11.000 TL and a income of 15001 TL and above. It has been determined that the averages of the participants with an income of 5.001-7.000 TL and 7.001-9.000 TL income for the perceived service quality have a lower average than the averages of the participants with an income of 9.001-11.000 TL, 11.001-13,000 TL and 15.001 TL and above.

For the physical characteristics sub-dimension, it was determined that the household income of the participants did not make a difference in the perceived service quality ($p > 0.05$); It was determined that there was a difference in the expected service quality ($p < 0.05$). In this difference, it was found that the average of the participants with a household income of 5.001-7.000 TL for the expected service quality has a lower average than the average of the participants with an income of 13.001-15.000 TL and 15001 TL and above.

For the reliability sub-dimension, it was determined that the household income of the participants made a difference in the expected service quality and perceived service quality ($p < 0.05$). In this difference, it was found that the average of the participants with a household income of 5.001-7.000 TL for the expected service quality has a lower average than the average of the participants with an income of 5.000 TL and below, an income of 9.001-11.000

TL and a income of 15001 TL and above. It has been determined that the average of the participants with an income of 5,000 TL and below for the perceived service quality has a lower average than the average of the participants with an income of 15,001 TL and above.

For the eagerness sub-dimension, it was determined that the household income of the participants made a difference in the expected service quality and perceived service quality ($p < 0.05$). In this difference, it was found that the average of the participants with a household income of 5.001-7,000 TL for the expected service quality has a lower average than the average of the participants with an income of 5,000 TL and below and an income of 9.001-11.000 TL. For the perceived service quality, the average of the participants with an income of 7.001-9.000 TL was lower than those with an income of 9.001-11.000 TL and 11.001-13.000 TL; It has been determined that those with an income of 15,001 TL and above have a higher average than those with an income of 5,000 TL and less, those with an income of 5.001-7,000 TL, those with an income of 7,001-9,000 TL, and those with an income of 13,001-15,000 TL.

For the confidence sub-dimension, it was determined that the household income of the participants made a difference in the expected service quality and perceived service quality ($p < 0.05$). In this difference, it was found that the average of the participants with a household income of 5.001-7.000 TL for the expected service quality has a lower average than those with an income of 5.000 TL and below, those with an income of 9.001-11.000 TL and those with an income of 15.001 TL and above. For perceived service quality, the average of participants with an income of 11,001-13,000 TL is higher than those with an income of 5,000 TL and below, 5,001-7,000 TL, 7,001-9,000 TL and 13,001-15,000 TL; It is seen that the average of the participants with an income of 13,001-15,000 TL has a lower average than those with an income of 9,001-11,000 TL and those with an income of 15,001 TL and above, and lastly, the average

of the participants with an income of 15,001 TL and above has a higher average than those with an income of 5,000 TL or less and an income of 7,001-9,000 TL.

For the empathy sub-dimension, it was determined that the household income of the participants made a difference in the expected service quality and perceived service quality ($p < 0.05$). For the expected service quality in this difference, the average of the participants with a household income of 5,000 TL or less is higher than the average of the participants with a household income of 5.001-7.000 TL and the average of those with an income of 7001-9.000 TL; Those with an income of 7001-9.000 TL have a lower average than those with an income of 9.001-11.000 TL and the average of the participants with an income of 15.001 TL and above have a higher average than those with an income of 5.001-7.000 TL, 7.001-9.000 TL, 11.001-13.000 TL and 13.001-15.000. For perceived service quality, the average of participants with an income of 11,001-13,000 TL is higher than those with an income of 5,000 TL and below, 5,001-7,000 TL, 7,001-9,000 TL and 13,001-15,000 TL; It has been determined that the average of the participants with an income of 15.001 TL and above has a higher average than those with an income of 5.000 TL and below, 5.001-7.000 TL, 7.001-9.000 TL and those with an income of 13.001-15.000 TL.

Table 25. Results of Difference Analysis for Household Income of Participants

Household Income	N	Expected			Perceived		
		Mean	S.D	Post Hoc	Mean	S.D	Post Hoc
SERVQUAL General	5000 TL and less	290	4,519	0,510	3,225	1,085	
	5001-7000 TL	108	4,311	0,666	3,238	0,826	
	7001-9000	84	4,369	0,527	3,181	0,924	2<4,5,7
	9001-11000	104	4,580	0,355	3,419	0,963	3<4,5,7
	11001-13000	52	4,372	0,513	3,554	0,880	
	13001-15000	70	4,484	0,667	3,152	1,159	
	15001 and above	112	4,606	0,396	3,527	1,079	
	F		4,899		2,475		
	p		,000		,022		

Household Income		N	Expected			Perceived		
			Mean	S.D	Post Hoc	Mean	S.D	Post Hoc
Physical properties	5000 TL and less	290	4,393	0,645		3,366	1,031	
	5001-7000 TL	108	4,204	0,682		3,440	0,756	
	7001-9000	84	4,363	0,614		3,333	0,967	
	9001-11000	104	4,438	0,470	2<6,7	3,553	0,852	-
	11001-13000	52	4,279	0,631		3,519	0,913	
	13001-15000	70	4,507	0,721		3,350	1,069	
	15001 and above	112	4,567	0,431		3,594	1,094	
	F		4,107			1,296		
P			,000			,256		
Reliability	5000 TL and less	290	4,640	0,523		3,210	1,174	
	5001-7000 TL	108	4,448	0,703		3,226	1,005	
	7001-9000	84	4,567	0,527		3,210	0,973	
	9001-11000	104	4,742	0,342	2<1,4,7	3,362	1,110	1<7
	11001-13000	52	4,500	0,572		3,600	0,937	
	13001-15000	70	4,663	0,704		3,183	1,240	
	15001 and above	112	4,714	0,403		3,582	1,081	
	F		3,996			2,536		
P			,001			,019		
Eagerness	5000 TL and less	290	4,560	0,580		3,236	1,191	
	5001-7000 TL	108	4,347	0,783		3,194	0,908	
	7001-9000	84	4,351	0,661		3,083	0,990	2<7
	9001-11000	104	4,615	0,469	2<1,4	3,433	1,032	3<4,5,7
	11001-13000	52	4,375	0,583		3,490	0,951	7>1,2,3,6
	13001-15000	70	4,479	0,781		3,107	1,298	
	15001 and above	112	4,580	0,615		3,500	1,190	
	F		3,518			2,260		
P			,002			,036		
Confidence	5000 TL and less	290	4,617	0,560		3,238	1,145	
	5001-7000 TL	108	4,407	0,717		3,269	0,927	
	7001-9000	84	4,524	0,562		3,226	1,006	5>1,2,3,6
	9001-11000	104	4,707	0,371	2<1,4,7	3,481	1,115	6<4,7
	11001-13000	52	4,567	0,531		3,692	0,961	7>1,3
	13001-15000	70	4,657	0,771		3,143	1,264	
	15001 and above	112	4,652	0,545		3,554	1,152	
	F		3,131			2,880		
P			,005			,009		
Empathy	5000 TL and less	290	4,389	0,666		3,108	1,176	
	5001-7000 TL	108	4,156	0,802	1>2,3	3,100	1,018	5>1,2,3,6
	7001-9000	84	4,067	0,780	3<4	3,071	1,053	7>1,2,3,6
	9001-11000	104	4,404	0,621	7>2,3,5,6	3,308	1,068	
	11001-13000	52	4,162	0,691		3,477	1,079	

Household Income	N	Expected			Perceived		
		Mean	S.D	Post Hoc	Mean	S.D	Post Hoc
13001-15000	70	4,154	0,845		3,006	1,229	
15001 and above	112	4,511	0,506		3,418	1,215	
F		6,132			2,318		
P		,000			,032		

1= 5000 TL and less; 2= 5001-7000 TL; 3=7001-9000 TL; 4=9001-11000 TL; 5=11001-13000 TL; 6= 13001-15000 TL; 7=15001 TL and above

Correlation analysis was performed to analyze the relationship between expected service quality and perceived service quality in the research, and the results are given in Table 20. According to the results of the correlation analysis, there is a statistically significant relationship between the perceived service quality and the expected service quality ($r=0.069$; $p<0.05$).

According to the results of the correlation analysis made for the analysis of the relations between the sub-dimensions of expected service quality and the sub-dimensions of perceived service quality in the research, physical properties sub-dimension from expected service quality sub-dimensions and reliability from perceived service quality sub-dimensions ($r=0.117$; $p<0,01$), and eagerness ($r=0.100$; $p<0.01$), confidence ($r=0.106$; $p<0.01$), and empathy ($r=0.096$; $p<0.01$), there was a statistically significant, positive and weak correlation. In contrast, there was no relationship found between the physical properties sub-dimension ($r=0.033$; $p>0.05$).

There is a statistically significant, positive, and weak relationship between reliability sub-dimensions of expected service quality and perceived service quality sub-dimensions of physical properties ($r=0.087$; $p<0.05$), reliability ($r=0.070$; $p<0.05$) and confidence ($r=0.088$; $p<0.05$), and no correlation was found between eagerness ($r=0.066$; $p>0.05$) and empathy ($r=0.028$; $p>0.05$) sub-dimensions.

There was no statistically significant relationship found between eagerness, which is one of the expected service quality sub-dimensions, and perceived service quality sub-dimensions of physical properties ($r=0.007$; $p<0.05$), reliability ($r=0.027$; $p<0.05$) eagerness ($r=0.018$; $p>0.05$), confidence($r=0.049$; $p<0.05$) and empathy ($r=0.007$; $p>0.05$).

There was no statistically significant relationship found between the confidence of expected service quality sub-dimensions, and perceived service quality sub-dimensions of physical properties ($r=0.060$; $p<0.05$), reliability ($r=0.057$; $p<0.05$), eagerness ($r=0.049$; $p>0.05$) and empathy ($r=0.031$; $p>0.05$), but a statistically significant, positive and weak correlation was found between the confidence of expected service quality sub-dimensions and confidence of perceived service quality sub-dimensions ($r=0.094$; $p<0.01$).

There was no statistically significant relationship found between empathy of expected service quality sub-dimensions, and the perceived service quality sub-dimensions' physical properties($r=0.045$; $p<0.05$), reliability ($r=0.030$; $p<0.05$), eagerness ($r=0.038$; $p>0.05$), confidence ($r=0.049$; $p<0.05$) and empathy ($r=0.049$; $p>0.05$).

Table 26. The Relationship Between Expected Service Quality and Perceived Service Quality

	1	2	3	4	5	6	7	8	9	10	11	12
Expected Service Quality (1)	1											
Physical properties (2)	,705**	1										
Reliability (3)	,893**	,579**	1									
Eagerness (4)	,911**	,521**	,799**	1								
Confidence (5)	,890**	,514**	,789**	,825**	1							
Empathy (6)	,862**	,459**	,664**	,749**	,702**	1						
Perceived Service Quality (7)	,069*	,100**	,070*	,023	,061	,045	1					
Physical properties (8)	,055	,033	,087*	,007	,060	,045	,853**	1				
Reliability (9)	,068	,117**	,070*	,027	,057	,030	,948**	,789**	1			
Eagerness (10)	,062	,100**	,066	,018	,049	,038	,952**	,751**	,886**	1		
Confidence (11)	,088*	,106**	,088*	,049	,094**	,049	,958**	,766**	,867**	,919**	1	
Empathy (12)	,050	,096**	,028	,007	,031	,049	,944**	,727**	,854**	,875**	,909**	1

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

After correlation analysis in the research, regression analysis was performed to determine the effect of socio-demographic variables on expected service quality and perceived service quality, and the results are given in Table 21. In the model, expected and perceived service quality was used as the dependent variable, and sociodemographic variables were used as the independent variable. According to the model, gender has a positive and significant effect on expected service quality ($\beta = 0.10$; $t = 2.824$, $p < 0.005$), and gender explains 1% of the total variance. On the other hand, gender has a negative and significant effect on perceived service quality ($\beta = -0.08$; $t = -2.342$, $p < 0.005$), and gender explains 1% of the total variance.

Age, place of birth, residence time, time spent watching TV daily, and income status do not have a significant effect on expected service quality and perceived service quality ($p > 0.05$).

While education status did not have a significant effect on expected service quality ($p > 0.05$); It has a negative and significant effect on perceived service quality ($\beta = -0.07$; $t = -1.643$, $p < 0.005$) and education level explains 1 % of the total variance.

While the average time spent on the Internet per day does not have a significant effect on the expected service quality ($p > 0.05$); It has a negative and significant effect on the perceived service quality ($\beta = -0.12$; $t = -3.463$, $p < 0.005$) and the average time spent on the internet per day explains 1 % of the total variance.

Employment status has a negative and significant effect on expected service quality ($\beta = -0.11$; $t = -3.138$, $p < 0.005$), and employment status explains 1 % of the total variance. On the other hand, working status has a negative and significant effect on perceived service quality ($\beta = -0.09$; $t = -2.442$, $p < 0.005$) and working status explains 1 % of the total variance.

Household income does not have a significant effect on expected service quality ($p > 0.05$); On the other hand, it has a positive and significant effect on perceived service quality ($\beta = 0.09$; $t = 2.480$, $p < 0.005$) and household income explains 1 % of the total variance. According to these findings, it can be said that the increase in household income will lead to an increase in the perceived service quality.

Table 27. The Effect of Socio-Demographical Variables on Expected Service Quality and Perceived Service Quality

Dependent Variable	Independent Variable	Unstandardized Coefficients		Standardized Coefficients	t	p	R	R ²	F	P
		B	Std.Error	β						
Expected Service Quality	Constant	4,322	0,060		71,914	0,000				
	Gender	0,104	0,037	0,098	2,824	0,005	0,098	0,01	7,974	0,005
	Constant	4,525	0,035		129,748	0,000				
	Age	-0,017	0,013	-0,048	-1,381	0,168	0,048	0,00	1,908	0,168
	Constant	4,490	0,056		80,661	0,000				
	Place of Birth	-0,005	0,041	-0,004	-0,116	0,908	0,004	0,00	0,013	0,908
	Constant	4,442	0,055		80,200	0,000				
	Duration of residence	0,009	0,011	0,028	0,796	0,426	0,028	0,00	0,634	0,426
	Constant	4,547	0,062		72,817	0,000				
	Education status	-0,034	0,032	-0,037	-1,060	0,290	0,037	0,00	1,123	0,290
	Constant	4,467	0,048		93,583	0,000				
	Time spent on the Internet per day	0,006	0,015	0,014	0,387	0,699	0,014	0,00	0,150	0,699
	Constant	4,520	0,044		103,621	0,000				
	Time spent on TV per day	-0,018	0,020	-0,032	-0,919	0,358	0,032	0,00	0,844	0,358
Perceived Service Quality	Constant	4,505	0,019		231,234	0,000				
	Employment Status	-0,181	0,058	-0,109	-3,138	0,002	0,109	0,01	9,844	0,002
	Constant	4,500	0,022		207,254	0,000				
	Income Status	-0,058	0,041	-0,049	-1,408	0,160	0,049	0,00	1,981	0,160
	Constant	4,442	0,033		136,124	0,000				
	Household Income	0,013	0,008	0,054	1,538	0,124	0,054	0,00	2,366	0,124
Perceived Service Quality	Constant	3,563	0,117		30,542	0,000				
	Gener	-0,168	0,072	-0,082	-2,342	0,019	0,082	0,01	5,487	0,019
	Constant	3,358	0,068		49,650	0,000				
	Age	-0,023	0,024	-0,033	-0,957	0,339	0,033	0,00	0,917	0,339
	Constant	3,469	0,108		32,215	0,000				
Perceived Service Quality	Place of Birth	-0,130	0,079	-0,057	-1,643	0,101	0,057	0,00	2,699	0,101
	Constant	3,124	0,107		29,151	0,000				
Perceived Service Quality	Duration of residence	0,037	0,021	0,061	1,762	0,078	0,061	0,00	3,105	0,078

Dependent Variable	Independent Variable	Unstandardized Coefficients		Standardized Coefficients	t	p	R	R ²	F	P
		B	Std.Error	β						
	Constant	3,545	0,121		29,356	0,000				
	Education status	-0,131	0,062	-0,073	-2,104	0,036	0,073	0,01	4,426	0,036
	Constant	3,596	0,092		39,155	0,000				
	Time spent on the Internet per day	-0,100	0,029	-0,120	-3,463	0,001	0,120	0,01	11,993	0,001
	Constant	3,326	0,085		39,331	0,000				
	Time spent on TV per day	-0,012	0,038	-0,011	-0,312	0,755	0,011	0,00	0,097	0,755
	Constant	3,334	0,038		88,102	0,000				
	Employment Status	-0,273	0,112	-0,085	-2,442	0,015	0,085	0,01	5,962	0,015
	Constant	3,338	0,042		79,348	0,000				
	Income Status	-0,125	0,079	-0,055	-1,580	0,114	0,055	0,00	2,497	0,114
	Constant	3,173	0,063		50,292	0,000				
	Household Income	0,040	0,016	0,086	2,480	0,013	0,086	0,01	6,149	0,013

4.6. ACCEPTANCE STATUS OF RESEARCH HYPOTHESES

We have 5 different hypotheses established for the perceived service quality of the Generation Z individuals residing in Ankara Metropolitan Municipality for local public services. It has tested that whether there is a significant relationship between the demographic characteristics of the participants and the service quality dimensions in this dissertation study.

These five hypotheses mentioned in the first chapter and acceptance status are as follows in Table 28:

Table 28: Acceptance Status of Research Hypotheses

HYPOTHESES		Accept/Reject
1	Individual attitudes of Generation Z towards public services are negative.	Rejected
2	Generation Z is behaving more individually than the older generations.	Accepted
3	Generation Z is more enthusiastic about technology than previous generations.	Accepted
4	Generation Z is insensitive to public services.	Accepted
5	Generation Z members do not prefer to work in the public sector.	Accepted

The first hypothesis "Individual attitudes of Generation Z towards public services are negative.." was rejected, because there are no findings in this direction in the survey I conducted and in many studies, I examined in the literature review section. In addition, the individual and interactive approach of Generation Z'ers to events and institutions, with the effect of being able to use technology easily, makes it easier for them to communicate with institutions and contributes to the shaping of local public institutions in line with their needs and demands. This situation can also be evaluated as a positive effect of the Z Generation on local public services.

Twenty-one different studies discussed in Table 3, it is seen that three researchers stated that "individuality" is among the characteristics of Generation Z. Additionally, as can be seen in figures 12 and 13, the participants are reluctant to work in public institutions and 87.6% want to establish their own workplaces as can be seen in figure 14, which shows that Generation Z has a more individualistic approach than previous generations.

In Table 3, which is a summary of 21 different studies conducted in different countries of the world, the characteristics of the Z generation are defined as: technology in 5 different studies, digital in 7 separate studies, social media 2 times, and online once. Additionally, in Figure 6 33.2% of the survey participants spend 2-3 hours a day on the Internet, while 34.4% spend 4-5 hours and 12.4% 6-7 hours, and 7.1% spend 8-9 hours on the internet every day. It is also seen that 5.1% of the participants spend 10 hours or more on the Internet. In addition, in Figure 20, it is seen that 87.6% of the participants stated that municipalities should broadcast Wifi. In Figure 21, 3.9 of the participants said that municipalities should make free internet broadcasting, while in Figure 23 "How do you decide who to vote for?" 39.8% of the participants say that they decide on it through the media and social media. In addition to all these, in Figure 27, "What are the elements that municipalities should have?" It is seen that 10.2% of the participants gave free internet answer to the question. All these results clearly show us that Generation Z is very enthusiastic about technology.

The question "Which local public services do you want to be changed?" was asked in Figure 17 from the survey questions. Answering the question "No idea" at a rate of 42.7% clearly shows that Generation Z is indifferent to public services. Additionally, the question "If you were mayor, which public services would you want to be changed?" is asked in figure 18. The answer to the question "No idea" at the rate of 39.8% also confirms this 4th hypothesis. In addition to all these; 29.5% answered "No" to the "Are there any public services you want to be provided by municipalities?" question asked in figure 21. In addition, in figure 23, the answer to the question "How do you decide who to vote for in the election?" is "I am not interested" at a rate of 32%. At the same time, 31.7% answered "No" to the question "Write down the 5 elements that you want to have in the municipal services." in figure 27. The answers given to the survey questions made with 820 Z generation members living in Ankara

province clearly show the indifference of the youth (Generation Z) to local public services.

Two questions were asked to measure the approach of Generation Z'ers "working in the public sector." The first of these questions is the "Do you want to work in a government institution?" question in Figure 12, which is asked directly, and 55.4% of the participants answered "No" to this question. Another question on this subject is the "Which government institution would you like to work for?" question in figure 13, which is asked indirectly, 46.1% answered, "I do not want". In this context, it is seen that; Generation Z is largely reluctant to work in the public sector. In addition to these two questions, the 87.6% "Yes" answer to the "Do you want to start your own business?" question asked in figure 14 also supports this situation. Shortly, this generation does not want to work in the public sector, but wants to establish their own business in the private sector.

4.7. DIFFERENCES BETWEEN THE EXPECTATIONS AND PERCEPTIONS OF GENERATION Z AND RESULTS

When evaluated the differences and similarities between the expectations and perceptions of Generation Z in the survey results: Table 13 shows the average point levels of the participants' expectations and the average point levels of their perceptions in detail. When examined the results, the expression with the highest average point at the expectation level is: "The provincial municipality should perform its services when they promise." It shows that Generation Z expects the Provincial Municipality to perform their services at the promised time. The statement with the lowest score in the expectation level is: "Provincial municipality employees should make citizens feel special." This shows that the participants mostly do not have expectations for the municipality employees to make them feel special. In other words, the participants do not care about this issue.

When the answers to the perception levels of Generation Z'ers are examined, the statement with the highest score is: "The provincial municipality building has a contemporary look." This answer shows that the majority of the participants think that the city hall has a contemporary appearance. Additionally, the statement with the lowest score is: "Provincial municipality employees make citizens feel special." As can be clearly understood from here; Generation Z thinks that municipal employees do not make citizens feel special. Considering that this issue is also the statement with the lowest score in the expectation level, it is seen that the participants do not give much importance to this issue, but at the same time they think that the municipality employees already do not make the citizens feel special.

When the expectation level averages scores and perception level averages scores of the Z Generation participants living in Ankara are considered together; It is seen that the average expectation level and average perception level are high at the same time on the subjects that the records of the citizens and the works done in the provincial municipality are kept regularly and completely, the provincial municipality should do its best for the citizens, the provincial municipality employees should have sufficient knowledge in their own fields to respond to the citizens. In this context, the participants expected that the municipality should keep the records regularly and that the records were kept regularly in practice, in the same way, the municipality should do its best for the citizens and in practice the municipality already performs their best for the citizens and that the municipal employees should have sufficient knowledge in their field, and in practice, it shows that employees think that they already have sufficient knowledge in their field.

CONCLUSIONS AND IMPLICATIONS

Public service is a service provided by a government, through a public agency, directly to people living in its jurisdictions, locally or centrally, or financed for service delivery. The position of generations in this context; while they are in the position of service recipient, they also have the position of service provider in terms of being a public institution's employee and manager. When looking at the subject from this perspective; the importance of the preferences and perceptions of Generation Z on public service delivery will be clearly seen.

At this point: The aim of this thesis study is to investigate the effects of the preferences of Generation Z, which has come to the fore recently, on local public service delivery. In this context, a survey was conducted with 820 Generation Z members living in Ankara Metropolitan Municipality to measure the state of expectation and perception in order to measure the quality of the services provided by the municipality. This survey study was carried out using the SERVQUAL scale, which is used in the measurement of service quality in various fields in the world, and the data were analyzed with the IBM SPSS Statistics 23 program. The main purpose of the study is to identify the new shape that local public service delivery can take in the near future, within the scope of the preferences, service expectations and service perceptions of the Z generation. In this context, it is aimed to contribute to the field by developing suggestions about what should be done in local and central public service delivery. In addition to all these, in the study, as objectively as possible, without looking at the political origin of this generation, institutional rather than political evaluation was preferred. It has been tried to determine the way the participants view local services as objectively as possible.

In this thesis study, as explained in the literature review section, although it is not possible to specify a precise date range for Generation Z, between generally accepted years of 1995-2010 were taken as Generation Z. The contribution of this study to administration practice is that it offers practical suggestions to administration in a real sense. These suggestions and results are very valuable in that they are the results of the survey conducted with the members of Generation Z and the conclusions extracted from many studies in the literature. The absence of similar public administration-oriented studies on Generation Z also makes the study important.

In this study, the atmosphere in which previous generations lived has been briefly described in order to determine which processes caused the perceptions and expectations of Generation Z. In this context: the development of the Silent Gen. in the difficulties experienced after the First World War (WWI), the struggle of the Baby Boomers Generation after the Second World War (WWII), many events experienced by Gen X, who is the parents of Generation Z, from the AIDS epidemic to the fall of the Berlin Wall, and the elements affecting the development of Millennials are briefly mentioned.

The influence of social media has been clearly seen in the study of revealing the identity and general characteristics of Generation Z. In the same way, the internet, social media, the virtual world and individuality come to the fore within the scope of the values research of this generation.

When looking at the main findings obtained in our survey study: It is noteworthy that a large part of Generation Z spends an average of 2-5 hours a day on the Internet. It is seen in the literature that the situation of spending time on the Internet is the same in other countries. In addition, it is observed that the educational status of this generation is mostly high school and bachelor's degree graduates in parallel with the examples in the world (the

academic life of the majority continues). It is another point that attracts attention that television watching durations are mostly 1 hour a day or less, and in this case, it is in parallel with other studies conducted around the world.

When looking at the questions about the preferences of Generation Z on public service delivery: More than half of the young people do not want to work in a public institution, a large part of them want to start their own business, they do not want to perform compulsory military service (conscription), the local public service they use the most is public transportation, and also the local public service that needs to be changed is public transportation and education. It is seen that Generation Z is almost unanimous on the issue that municipalities should broadcast Wi-Fi, and they want local governments to improve transportation, build more parks and gardens, increase social assistance, and increase support for education. In addition, they state that they mostly follow the election results on television, who they will vote for decisions; by looking at the media and social media, and that the municipalities are sufficient in digital services but cannot meet their needs in general. It is clearly seen that the results of the survey conducted in Ankara are similar to other surveys conducted in the world in the literature, examples of which I have given in detail in this study.

When evaluating the research questions of the thesis, the first one is: Are they behaving more individually than the older generation? If so, what makes them behave like this and what are the effects of this approach on local public service delivery? In the survey results and also in the literature; it is easily seen that they behave in an individualistic way, which probably stems from their web-oriented free life that has never seen in previous generations on this scale. Due to their individualistic and social media-oriented approach, they can easily criticize and participate in decision-making processes by easily conveying these criticisms to both managers and large masses through social

media. While this situation contributes to the development of democracy in local governing processes, it leads to more efficient use of resources thanks to increased auto-control.

Second question is: What kind of an attitude do Generation Z develop towards local public service delivery and at what level do they mobilize their members in this context? Generation Z expect innovations from local governments, especially in the development of public transportation, support for education and Wi-Fi broadcasting within the scope of local public service delivery. In this context, they convey their ideas to both their peers and society without hesitation through uninterrupted social media connections. This will naturally lead to the discussion of the issues and the achievement of a result.

Third question is: How sensitive are Generation Z members for the issues that directly or indirectly concern local public service delivery? When look at this question within the framework of the answers given in the survey; Generation Z mostly seem distant from public institutions, as they do not want to work in public institutions and do not want to do their compulsory military service. Also, when asked; "Which government agency you would like to work in?" they often answer "I don't want" or "I have no idea". "Which local public service would you like to be replaced"; More than half of them gave the answer that "I do not want" or "I have no idea". "Are there any public services you want to be provided by municipalities?" more than half of them answered "No" or "I have no idea". "Who will you vote for in the elections"; a significant number of participants gave the answer that "I am not interested". When asked to "Write down the 5 elements that you want to have in local public services" about half of them answer "No" or "I have no idea". A large number of "I don't know" or "Not interested" answers to questions show that "Generation Z is insensitive in local public service delivery".

The last question is: What are their political preferences? And what are their expectations from local public service delivery? Although the political preferences of Generation Z were not identified in this study, in a different study conducted in 2021 (Desjardins, 2021), the political effectiveness of Generation Z seems to be quite low. Local public service expectations are: Increasing the types of transportation, free or discounted public transportation, free internet, more landscaping (afforestation, green parks, ponds, etc.), social assistance, social events, gyms, trips in and out of the country, business support, support for education (guidance, library, book fair, course, student clubs, etc.).

Considering the extent to which hypotheses of this study have been confirmed or not: The first hypothesis of this study is: "Individual attitudes of Generation Z towards public services are negative." was rejected. When I evaluated all survey answers and literature there are no findings in this direction. Although, the individualist behaviors and interactive approach of the Z Generation have a positive effect on public services. Because they are using technology easily, and this makes it easier for them to communicate with all institutions and this paves the way to contribute to the shaping of local public institutions and administrations in accordance with their needs and demands.

Second hypothesis of this study is: "They are behaving more individually than older generation" When the subject is evaluated as a result of the questions asked in the survey study and the literature research; It is seen that the individualistic behaviors of Generation Z come to the fore. The fact that they do not want to work in government institutions and want to start their own businesses can also be evaluated in this context.

Third hypothesis of this study is: "They are more enthusiastic about technology than previous generations" The issue of being more enthusiastic

about technology is clearly evident in many studies that I have included in detail in the literature review section of my study, and from the technology-centered answers such as the survey participants' very high demand for municipalities to make free Wi-Fi broadcasts and the fact that they even decide who to vote for on social media. It is easily seen that this generation is very enthusiastic about technology.

The last hypothesis of this study: "Generation Z members do not prefer to work in the public sector." In the survey study, the majority of Generation Z members clearly state that they do not want to work in the public sector. I must briefly state that the results of the previous studies and the information in the literature, which I have included in detail in the first and second parts of my thesis study, and the results of the survey study I conducted with the members of Generation Z living in the province of Ankara are remarkably similar.

It would be beneficial to use social media and the internet for the Z Generation, who using social media intensively, to guide and establish a close relationship by their parents and public administrators. Also determining and taking into account the views, preferences, and expectations of this generation, who will be the new managers of the future, will be an effective way of shaping the services provided by the public administration. This will not only contribute to local democracy but will also contribute to the effective use of resources.

The survey carried out within the scope of this thesis, with 820 Generation Z members living in Ankara, constitutes a statistically high and acceptable number of participants. However, although Ankara has a very cosmopolitan population structure, it is obvious that similar studies should be done in the whole country and even around the world, which will reveal very enlightening data on the provision of public administration services. The proliferation of these and similar studies will enable the determination of the

new form of service delivery of local and central governments in the near future and the necessary steps to be taken in advance. In addition, it will be very beneficial for public administration to carry out this study within the scope of Alpha Generation. It should not be forgotten that new generations will reshape not only public service delivery but also the whole world. Public service delivery policies should be determined by considering the demands and expectations of these generations.



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ENCLOSURES

ENCLOSURE-1 QUESTIONNAIRE FORM (ENGLISH)

Expected Service (The following statements have no correct or incorrect answers. Please answer these statements by considering the service quality you EXPECT from your provincial municipality.)	Definitely I do not agree	I do not agree	I'm undecided	I agree	Definitely I agree
Physical Properties					
1. The provincial municipality should have modern tools and equipment.					
2. Provincial municipality employees must have a clean, neat and organized appearance.					
3. The provincial city hall should have a contemporary appearance.					
4. Physical environments of the provincial municipality (corridors, rooms, sinks, etc.) should be neat, convenient and clean.					
Reliability					
5. The provincial municipality must perform its services at the promised time.	○	○	○	○	○
6. When the citizens have a problem, the provincial municipality should show a sincere interest in solving it.	○	○	○	○	○
7. The services provided to the citizens of the provincial municipality should be provided at the first time and correctly.					
8. Provincial municipality must perform its services at the promised time.					
9. Records of citizens and work performed in the provincial municipality should be kept regularly and completely.					
Eagerness					
10. Citizens should be told exactly when the service will be performed by the provincial municipality.					
11. Provincial municipal services should be provided to citizens as soon as possible.					
12. Provincial municipality employees should always be willing to help citizens.					
13. Employees of the provincial municipality should be willing to be knowledgeable in solving the problems of citizens and acquire problem-solving skills.					
Confidence					
14. Provincial municipal employees should reassure citizens with their behavior.	○	○	○	○	○
15. Citizens should have confidence in the municipal services they receive from the Provincial municipality.	○	○	○	○	○
16. Provincial municipality employees should always treat citizens with courtesy and respect.	○	○	○	○	○
17. Provincial municipality employees should have sufficient knowledge in their field in order to respond to citizens.	○	○	○	○	○
Empathy					
18. The provincial municipality should provide citizens with individual attention in accordance with their needs.	○	○	○	○	○
19. Provincial municipality employees should make citizens feel special.	○	○	○	○	○
20. Provincial municipality employees should consider the needs of citizens above all else in all their work.	○	○	○	○	○
21. The provincial municipality should do its best for the citizens.					
22. The working hours of the provincial municipality should be arranged according to the needs of the citizens. (seizures for emergencies, etc.)	○	○	○	○	○

Perceived Service (There is no right or wrong answer to the statements below. Please answer these statements by considering the quality of service you received from the provincial municipality where you <u>reside</u>)	Definitely I do not	I do not agree	I'm undecided	I agree	Definitely I agree
Physical Properties					
1. The provincial municipality has modern tools and equipment .					
2. Municipal employees have a clean, neat and organized appearance.					
3. The provincial city hall has a contemporary appearance.					
4. The physical environments of the provincial municipality (corridors, rooms, sinks, etc.) are tidy, convenient and clean.					
Reliability					
5. Provincial Municipality performs its services at the promised time.	☐	☐	☐	☐	☐
6. When the citizens have a problem, the provincial municipality shows a sincere interest in solving it.	☐	☐	☐	☐	☐
7. The services provided to the citizens of the provincial municipality are carried out correctly and at the first time.					
8. Provincial municipality performs its services at the promised time.					
9. The records of the citizens and the works done by the provincial municipality are kept regularly and completely					
Eagerness					
10. The city municipality announces the citizens when exactly the service will be performed.					
11. Provincial municipal services are provided to citizens as soon as possible.					
12. Provincial municipality employees are always willing to help citizens.					
13. Provincial municipality employees are willing to be knowledgeable in solving the problems of citizens and gaining problem-solving skills.					
Confidence					
14. Provincial municipal employees reassure citizens with their behavior.	☐	☐	☐	☐	☐
15. Citizens have confidence in the municipal services they receive from the Provincial municipality.	☐	☐	☐	☐	☐
16. Provincial municipality employees always treat citizens with courtesy and respect.	☐	☐	☐	☐	☐
17. Provincial municipality employees have sufficient knowledge in their field in order to respond to citizens.	☐	☐	☐	☐	☐
Empathy					
18. The provincial municipality provide citizens with individual attention in accordance with their needs.	☐	☐	☐	☐	☐
19. Provincial municipality employees make citizens feel special.	☐	☐	☐	☐	☐
20. Provincial municipality employees consider the needs of citizens above all else in all their work.	☐	☐	☐	☐	☐
21. The provincial municipality does its best for the citizens.					
22. The working hours of the provincial municipality be arranged according to the needs of the citizens. (seizures for emergencies, etc.)	☐	☐	☐	☐	☐

Gender	Male () Female ()
Age	
Place of birth (Province/County)	
Which province/county do you reside in?	
The duration of your residence in your province.	
Educational status (Last completed)	
How many hours per day do you spend on the Internet (Phone, tablet, computer, etc.)	
How many hours do you watch TV on average per day?	
Do you have a job?	Yes () No ()
Personal income (write in numbers)	
Family income (total income of the family you live with)	
Would you like to work for a government agency?	Yes () No ()
Which government agency would you like to work for?	
Do you want to start your own business?	Yes () No ()
Do you want to attend compulsory military conscription?	Yes () No ()
Which local public service do you use the most? (You can write the service you use most frequently. Public transportation service, education, social assistance etc.)	
Which local public services do you want to be changed?	
If you were mayor, what services would you like to have changed?	
Are there any public services that you want to be provided by municipalities?	
Do you have any relatives who work for the municipality where you receive services?	Yes () No ()
Should municipalities broadcast Wi-Fi?	Yes () No ()
Which news platforms do you follow for election results? (the channel and/or news agency you are following, etc.)	
How do you decide who to vote for in the election? (familial predisposition, press/social media/agenda tracking etc.)	
What do you think about municipal services compared to 2019 and before?	Very bad () Bad () Same () Good () Very good ()
What do you think about the municipality's competence in digital services?	Very bad () Bad () Same () Good () Very good ()
Do municipal services meet your demands?	Yes () No ()
Write down the 5 elements that you want to have in municipal services.	1. 2. 3. 4. 5.

ENCLOSURE-2 QUESTIONNAIRE FORM (TURKISH)

Beklenen Hizmet (Aşağıdaki ifadelerin doğru veya yanlış cevabı yoktur. Lütfen bu ifadeleri cevaplariken ikamet ettiğiniz il belediyesinden BEKLEDİĞİNİZ hizmet kalitesini düşünerek cevaplayınız)	Kesinlikle Katılmıyorum	Katılmıyorum	Kararsızım	Katılıyorum	Kesinlikle Katılıyorum
Fiziksel Özellikler					
1. İl belediyesi modern araç gereç ve donanımına sahip olmalıdır.					
2. İl belediye çalışanları temiz, düzgün ve tertipli bir görünüme sahip olmalıdır.					
3. İl belediye binası, çağdaş bir görünüme sahip olmalıdır.					
4. İl belediyesinin fiziki ortamları (koridorlar, odalar, lavabolar vs.) düzenli, kullanışlı ve temiz olmalıdır.					
Güvenilirlik					
5. İl belediyesi, hizmetlerini söz verdikleri zamanda gerçekleştirmelidir.	☐	☐	☐	☐	☐
6. İl belediyesi vatandaşların bir problemi olduğunda, bunu çözmek için samimi bir ilgi göstermelidir.	☐	☐	☐	☐	☐
7. İl belediyesi vatandaşlara verilen hizmetler ilk seferinde ve doğru olarak yapılmalıdır.					
8. İl belediyesi hizmetlerini söz verdikleri zamanda gerçekleştirmelidir					
9. İl belediyesinde vatandaşlara ve yapılan işlere ait kayıtlar düzenli ve eksiksiz olarak tutulmalıdır.					
Heveslilik					
10. İl belediyesi tarafından vatandaşlara hizmetin tam olarak ne zaman gerçekleştirileceği söylenmelidir.					
11. İl belediye hizmetleri vatandaşlara mümkün olan en kısa süre içerisinde sunulmalıdır.					
12. İl belediye çalışanları her zaman vatandaşlara yardım etmeye istekli olmalıdır.					
13. İl belediyesi çalışanları vatandaşların problemlerini çözmede bilgili olma ve problem çözme becerisi kazanma konusunda istekli olmalıdır.					
Güven					
14. İl belediye çalışanları davranışlarıyla vatandaşlara güven vermelidir.	☐	☐	☐	☐	☐
15. Vatandaşlar, İl belediyesinde aldıkları belediye hizmetlerine karşı güven duymalıdır.	☐	☐	☐	☐	☐
16. İl belediye çalışanları vatandaşlara karşı her zaman nazik ve saygılı bir şekilde davranmalıdır.	☐	☐	☐	☐	☐
17. İl belediye çalışanları vatandaşa cevap verebilmek için kendi alanlarında yeterli bilgiye sahip olmalıdır.	☐	☐	☐	☐	☐
Empati					
18. İl belediyesi, vatandaşlara ihtiyaçları doğrultusunda bireysel ilgi gösterilmelidir.	☐	☐	☐	☐	☐
19. İl belediye çalışanları vatandaşlara kendini özel hissettirmelidir.	☐	☐	☐	☐	☐
20. İl belediye çalışanları yaptıkları tüm işlemlerde vatandaşların menfaatlerini her şeyin üstünde tutmalıdır.	☐	☐	☐	☐	☐
21. İl belediyesi vatandaşlar için elinden gelenin en iyisini yapmalıdır.					
22. İl belediyesi çalışma saatleri vatandaşların ihtiyaçlarına göre düzenlenmelidir. (acil durumlar için nöbet vs.)	☐	☐	☐	☐	☐

Algılanan Hizmet (Aşağıdaki ifadelerin doğru veya yanlış cevabı yoktur. Lütfen bu ifadeleri cevaplarırken ikamet ettiğiniz il belediyesinden ALDIĞINIZ hizmet kalitesini düşünerek cevaplayınız)	Kesinlikle Katılmıyorum	Katılmıyorum	Kararsızım	Katılıyorum	Kesinlikle Katılıyorum
Fiziksel Özellikler					
1. İl belediyesi modern araç gereç ve donanımına sahiptir.					
2. Belediye çalışanları temiz, düzgün ve tertipli bir görünüme sahiptir.					
3. İl belediye binası, çağdaş bir görünüme sahiptir.					
4. İl belediyesinin fiziki ortamları (koridorlar, odalar, lavabolar vs.) düzenli, kullanışlı ve temizdir.					
Güvenilirlik					
5. İl Belediyesi hizmetlerini söz verdikleri zamanda gerçekleştirir.	☐	☐	☐	☐	☐
6. İl belediyesi vatandaşların bir problemi olduğunda, bunu çözmek için samimi bir ilgi göstermektedir.	☐	☐	☐	☐	☐
7. İl belediyesi vatandaşlara verilen hizmetleri ilk seferinde ve doğru olarak yapılmaktadır.					
8. İl belediyesi hizmetlerini söz verdikleri zamanda gerçekleştirmektedir.					
9. İl belediyesinde vatandaşlara ve yapılan işlere ait kayıtlar düzenli ve eksiksiz olarak tutulmaktadır.					
Heveslilik					
10. İl belediyesi tarafından vatandaşlara hizmetin tam olarak ne zaman gerçekleştirileceği söylenmektedir.					
11. İl belediye hizmetleri vatandaşlara mümkün olan en kısa süre içerisinde sunulmaktadır.					
12. İl belediye çalışanları her zaman vatandaşlara yardım etmeye isteklidir.					
13. İl belediyesi çalışanları vatandaşların problemlerini çözmede bilgili olma ve problem çözme becerisi kazanma konusunda isteklidir.					
Güven					
14. İl belediye çalışanları davranışlarıyla vatandaşlara güven vermektedir.	☐	☐	☐	☐	☐
15. Vatandaşlar, İl belediyesinde aldıkları belediye hizmetlerine karşı güven duymaktadır.	☐	☐	☐	☐	☐
16. İl Belediye çalışanları vatandaşlara karşı her zaman nazik ve saygılı bir şekilde davranmaktadır.	☐	☐	☐	☐	☐
17. İl belediye çalışanları vatandaşa cevap verebilmek için kendi alanlarında yeterli bilgiye sahiptir.	☐	☐	☐	☐	☐
Empati					
18. İl belediyesi, vatandaşlara ihtiyaçları doğrultusunda bireysel ilgi göstermektedir.	☐	☐	☐	☐	☐
19. İl belediye çalışanları vatandaşlara kendini özel hissettirmektedir.	☐	☐	☐	☐	☐
20. İl belediye çalışanları yaptıkları tüm işlemlerde vatandaşların menfaatlerini her şeyin üstünde tutmaktadır.	☐	☐	☐	☐	☐
21. İl belediyesi vatandaşlar için elinden gelenin en iyisini yapmaktadır.					
22. İl belediye çalışma saatleri vatandaşların ihtiyaçlarına göre düzenlenmektedir. (acil durumlar için nöbet vs.)	☐	☐	☐	☐	☐

Cinsiyetiniz	Erkek ()	Kadın ()
Yaşınız		
Doğum yeriniz (İl/İlçe)		
İkamet ettiğiniz il/ilçe?		
Bulunduğunuz ildeki ikametgâh süreniz.		
Öğrenim durumu (en son bitirdiğiniz öğrenim düzeyi)		
Günde ortalama kaç saat internette vakit geçiriyorsunuz (Telefon, tablet, bilgisayar vb.)		
Günde ortalama kaç saat TV izliyorsunuz?		
Çalışıyor musunuz?	Evet ()	Hayır ()
Gelir durumu (rakamla yazınız)		
Hane gelir durumu (yaşadığınız haneye giren toplam gelir durumu yazılmalıdır)		
Bir devlet kurumunda çalışmak ister misiniz?	Evet ()	Hayır ()
Hangi devlet kurumunda çalışmak isterdiniz?		
Kendi işinizi kurmak ister misiniz?	Evet ()	Hayır ()
Zorunlu askerlik hizmetinizi yapmak istiyor musunuz?	Evet ()	Hayır ()
En çok hangi yerel kamu hizmetini kullanıyorsunuz? (En sık kullandığınız hizmeti yazı ile yazabilirsiniz. Toplu taşıma hizmeti, eğitim, sosyal yardım vs.)		
Hangi yerel kamu hizmetlerinin değiştirilmesini istiyorsunuz?		
Belediye başkanı olsaydınız, hangi hizmetlerin değiştirilmesini isterdiniz?		
Belediyeler tarafından verilmesini istediğiniz kamu hizmetleri var mı?		
Hizmet Aldığınız Belediyede Yakınınız Var mı?	Evet ()	Hayır ()
Belediyeler wi-fi yayını yapmalı mı?	Evet ()	Hayır ()
Seçim sonuçlarını hangi haber platformlarından takip ediyorsunuz? (Yazı ile takip etmekte olduğunuz kanal ve/veya haber ajansı vs)	Evet ()	Hayır ()
Seçimde kime oy vereceğinize nasıl karar veriyorsunuz? (ailesel yatkınlık, basın/sosyal medya/gündem takibi vs.)		
2019 ve öncesine göre belediye hizmetlerini nasıl buluyorsunuz	Çok kötü () Aynı () Çok iyi ()	Kötü () İyi ()
Sizce belediyenin dijital hizmetler konusunda yeterliliği nasıl	Çok kötü () Aynı () Çok iyi ()	Kötü () İyi ()
Belediye hizmetleri isteklerinizi karşılıyor mu?	Evet ()	Hayır ()
Belediye hizmetlerinde olmasını istediğiniz 5 unsuru yazınız	1. 2. 3. 4. 5.	

ENCLOSURE-3 STATEMENT OF CONSENT

The necessary information has been provided to me within the scope of the Personal Data Protection Law No. 6698. Accordingly, I approve as a parent of a student named to participate in the survey titled "Measurement of Quality in Municipal Services by Servqual Method: An Application for Ankara Metropolitan Municipality". I allow the answers to be given by my child to be used for academic purposes within the scope of the results to be released from the survey.

...../...../20.....

Parent/1st Degree Relative
Name and Surname:

.....

T.R. Identification Number:

.....

Signature:

.....

RIZA ONAM BEYANI

6698 sayılı Kişisel Verilerin Korunması Kanunu kapsamında tarafıma gerekli bilgilendirme yapılmıştır. Bu doğrultuda velisi bulunduğum adlı öğrenciye “Belediye Hizmetlerinde Kalitenin Servqual Yöntemi ile Ölçülmesi: Ankara Büyükşehir Belediyesine Yönelik Bir Uygulama” isimli ankete katılmasını velisi olarak onaylıyorum. Çocuğumun vereceği cevapların söz konusu anketten çıkacak sonuçlar kapsamında akademik amaçlar doğrultusunda kullanılmasına izin veriyorum.

...../...../20.....

Velisinin/1. Derece Yakınının
Adı Soyadı :

.....

T.C. Kimlik No :

.....

İmzası :

.....