

HAVALİMANLARINDA İNSANSIZ HİZMET SÜREÇLERİ:

Koşullu Süreç Analizi ile Bir Uygulama

Editör

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Yazar

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ÖNSÖZ

Teknoloji temelli hizmet inovasyonlardan uzun yıllardır havayolu seyahatlerinin belli aşamalarındaki hizmet karşılaşmalarında yararlanılmaktadır. Artık teknoloji alanında yaşanan gelişmeler sayesinde bu inovasyonlar, sürecin tamamında kullanılabilirlerdir. Hızlı seyahat teknolojileri olarak isimlendirilen bu alana, havacılık işletmeleri ciddi yatırımlar yapmaktadır. Bu kapsamda hızlı seyahat teknolojileri yardımıyla, uçuş öncesi ve sonrası süreçlerdeki işlemlerin tamamı, herhangi bir hizmet personeline ihtiyaç duyulmadan, daha az temasla ve daha hızlı bir şekilde gerçekleştirilebilmektedir. Ancak bu teknolojileri seyahat sürecinin tamamında kullanan yolcu sayısının istenilen düzeye ulaşmaması bir problem olarak görülmektedir. Bu durum, hızlı seyahat teknolojilerinin kullanım niyetini etkileyen faktörlerin incelenmesi ihtiyacını da beraberinde getirmektedir.

Bu kapsamda yolcuların teknolojik yatkınlık düzeyinin, algılanan kullanım kolaylığı, algılanan fayda ve tutum vasıtasıyla hızlı seyahat teknolojisi kullanım niyeti üzerindeki etkisi ve bu ilişkilerde hizmet personeli ile etkileşim kurma ihtiyacına ait düzeylerin düzenleyici rolü incelenmiştir. Araştırma sonucunda bulgular vasıtasıyla havacılık endüstrisi paydaşlarına, söz konusu teknolojilerin kullanım niyetini artırabilme noktasında yürütülen çabalara katkı sunabilecek bilgiler edinilmiştir.

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Seda ARSLAN

KISALTMALAR

AGFI	: Düzeltilmiş Uyum İyiliği İndeksi
AMOS	: Analysis of Moment Structures
ATT	: Tutum
CFI	: Karşılaştırmalı Uyum İndeksi
COVID-19	: Koronavirüs Hastalığı
CROWD	: Algılanan Kalabalık
df	: Serbestlik Derecesi (Degree of Freedom)
DFA	: Doğrulayıcı Faktör Analizi (Confirmatory Factor Analysis)
DHMİ	: Devlet Hava Meydanları İşletmesi Genel Müdürlüğü
DIS	: Rahatsızlık
EFA	: Keşfedici Faktör Analizi (Explatory Factor Analysis)
EOU	: Algılanan Kullanım Kolaylığı
GFI	: Uyum İyiliği İndeksi
GSYH	: Gayrisafi Yurt İçi Hasıla
HBM	: Sağlık İnanç Modeli
IATA	: The International Air Transport Association
ICAO	: Uluslararası Sivil Havacılık Örgütü (International Civil Aviation Organization)
IFI	: Artan Uyum İndeksi
INNO	: Yenilikçilik
INSEC	: Güvensizlik
INT	: Niyet
KMO	: Kaiser Meyer Olkin
NEED	: Etkileşim Kurma İhtiyacı
OECD	: Organisation for Economic Co-operation and Development

OPT	: İyimserlik
RMSEA	: Tahminin Hata Kareleri Ortalama Kare Kökü (Root Mean Square Error of Approximation)
SE	: Standart Hata (Standard Error)
SEM	: Yapısal Eşitlik Modellemesi (Structural equation modeling)
SEV	: COVID-19'a Yönelik Algılanan Ciddiyet
SH	: Standart Hata
SITA	: Société Internationale de Télécommunications Aéronautiques
SPSS	: Statistical Package for The Social Science
SRK	: Standardize Edilmiş Regresyon Katsayıları
SUS	: COVID-19'a Yönelik Algılanan Hassasiyet
TAM	: Teknoloji Kabul Modeli
TDK	: Türk Dil Kurumu
TIME	: Algılanan Zaman Baskısı
TOBB	: Türkiye Odalar ve Borsalar Birliği
TRAM	: Teknolojik Yatkınlık ve Kabul Modeli
TRI	: Teknolojik Yatkınlık Modeli
TÜBİTAK	: Türkiye Bilimsel ve Teknolojik Araştırma Kurumu
TÜİK	: Türkiye İstatistik Kurumu
USE	: Algılanan Fayda
WTO	: Dünya Ticaret Örgütü (World Trade Organization)

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