

Image of the Post and Telegraph Organization

¹Esra SİPAHİ and ²Dinh Tran Ngoc Huy

¹Ministry of Education, Turkey

²Banking University HCMC, Ho Chi Minh City Vietnam, International University of Japan, Minamiuonuma, Japan

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Corresponding Author:

Esra SİPAHİ

Ministry of Education, Turkey

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Abstract: Today, although, there are empirical studies on corporate image perception when the literature is scanned, it has been found that there is no research on corporate image regarding postal and telegraph corporation. The purpose of this research, PTT which is important in the service sector is to reveal how the corporate image perceived by citizens living in Turkey. In this study, a questionnaire was applied via. google form to 4050 participants who were selected by simple random sampling method. Incomplete forms were not included in the analysis. The 3192 questionnaires were analyzed. According to the results of the research, the reason why the participants prefer the company is due to the economic cost of the service. In addition, it is revealed that there are temporal problems regarding the product delivery process.

INTRODUCTION

Consumer habits by revolutionizing urban mobility; to cause major structural changes in competition, investment, technology and regulations. The trade-focused business models provided by online marketplaces set new requirements for how commerce takes place, resulting in new delivery modes. This study explores how PTT's service quality is perceived by participants in the context of Delivery as a Service, a concept that connects urban logistics operations, supply chain efficiency and new business models aiming at a more efficient, fast and customer-focused implementation.

MATERIALS AND METHODS

Corporate image: Image can be expressed as a dynamic, variable and complex concept. Researchers working on

image have defined many types of images. Specified image varieties; "Personal Image", "Professional Image", "Brand Image", "Product Image", "Image in Business", "Mirror Image", "Umbrella Image", "Current Image", "Positive Image", "Negative Image", It is seen that, it is expressed as "Desired Image" and "Institutional Image"^[1]. The concept of "corporate image"; It expresses how the institution is perceived by a person or group and the values, beliefs and convictions of these persons or groups towards that institution^[2]. Corporate image is the strongest factor in the perception and expression of the institution. All people are affected by the image and have a judgment about the institution accordingly. So, we can say that corporate image is a general assumption formed in people's perception world. Or the perceptions of both the company's own members and the external target audience in the world of thought. The events and activities within the institution give important clues to the

environment about the image of the institution. Therefore, first evaluations and impressions are of vital importance in terms of making sense of corporate image. The image of a firm emerges as a result of the firm's values, attitudes, beliefs and activities. In fact, the image perception in institutions may differ from person to person. This situation means that the institution does not have only one image but can also have more than one image. If there is compatibility between images, here, this will be a benefit for the company.

The image of the firm ultimately emerges from the strategies the firm has put forward. Companies that clearly emphasize their image here also make moves to strengthen their image over time. At the same time while determining the corporate image, it is created in line with the expectations of the target audience determined by the company. On the other hand, if we assume that there are all kinds of different opinions in the market, companies should be in a position to respond to the expectations of the target audience and act in this way, taking this into consideration. As long as the company imposes itself on this target audience and as long as they live and reflect their image correctly, they will survive and achieve success. A good corporate image creates a bond of trust between the institution and the market, enabling the institution to achieve its goals and increase its earnings.

Firms, companies or institutions that have not made an effort for any image have not carried out any effective activities or have not clearly and precisely stated their image as a company will display a passive or even faint impression and may face the danger of extinction in the ongoing process.

Companie's roadmap: The quality of the goods and services produced by the company, customer satisfaction, the physical location of the company, its structure, the slogan used, the logo, the management system based on technology-oriented production and innovation, the behavior and movements of the people in the company, the company's social responsibilities, its stakeholders and the communication network with the target audience. Such factors appear as factors affecting corporate image. Deficiencies and failures in these are factors that can damage the corporate image and reputation. Ultimately, the corporate image is an indisputable reality that it contributes greatly to the ability of the institution to survive and survive in today's competitive conditions, on the other hand, to make the business, the company, the company, whatever the brand they own, valuable. In short, corporate image is a roadmap for the future of the institution.

History: The first postal organization was established as a ministry on 23 October 1840 in order to respond to the postal needs of all the people of the Ottoman Empire and foreigners as a result of the developments experienced with the Tanzimat Edict. The first Post Office was opened in Istanbul under the name of Post Office-i Amire. The first officers Süleyman Ağa and the collector Sofyalı Ağyazar were appointed as translators to translate the addresses of posts written outside of Turkish. Following the invention of the telegraph in 1843, 11 years later, the telegraph service started in our country and a separate Telegraph Directorate was established in 1855 to discipline this service. In 1871, the Post Office and the Telegraph Directorate were merged and transformed into the Post and Telegraph Ministry. In 1876, the international postal transport network was established and in 1901 the acceptance of parcels and remittances began. After the first manual telephone exchange was put into service in Istanbul on May 23, 1909, the Post and Telegraph Ministry was transformed into the Post, Telegraph and Telephone Ministry in 1909 and in 1913 it was renamed the Post, Telegraph and Telephone General Directorate. The General Directorate of PTT which served under the Ministry of Interior in the first years of our Republic was attached to the Ministry of Public Works as an additional budget administration in 1933 and to the Ministry of Transport in 1939. The General Directorate of PTT which was a State Economic Enterprise (SOE) in 1954 was transferred to the status of Public Economic Organization with the Decree No. 233 issued in 1984 regarding the reorganization of State Economic State Enterprises. With the Law No. 4000 dated 18.06.1994, the restructuring of the General Directorate of PTT as the General Directorate of the Turkish Post Office and the Turkish Telecommunication Corporation was envisaged and the Republic of Turkey Post Office General Directorate started to work independently as of 24.04.1995. The name of our organization which was the "General Directorate of the Turkish Post Office" was changed to "The General Directorate of the Turkish Post and Telegraph Organization" (PTT) with the article 24 of the law numbered 4502 which was published in the Official Gazette dated 29.01.2000 and numbered 23948. With the "Decree Law on the Organization and Duties of the Ministry of Transport, Maritime Affairs and Communications" published in the Official Gazette with the number of Decree No. 28102 (Repeated) dated 01.11.2011 and number of Decree/655, the organizational structure of our Ministry has been changed and our Ministry has Continues its services as "Ministry of Health". With the "Postal Services Law" numbered 6475 which was published in the Official Gazette dated 23.05.2013 and numbered 28655, the duties of

our Organization were reorganized and restructured under the name “Postal and Telegraph Corporation”.

PTT vision: Among the top ten companies of the World Postal Administrations; to be an accessible and accessible global brand that provides fast, safe, timely service.

PTT mission: To meet the needs and expectations of our customers in line with the universal service obligation by adapting the developing technology of the age to PTT services with the understanding of continuous improvement and expert staff in all areas PTT serve.

PTT values: Carrying out its services according to national priorities:

- Innovation
- Reliability
- Impartiality
- Entrepreneurship
- Social responsibility
- Benefitting stakeholders
- Privacy of personal data
- Transparency

Service standards:

- PTTBANK department service standards
- Mail and cargo services department service standards
- Electronic post a department of service standards
- Department of valuable papers service standards
- International relations department service standards
- Marketing and sales department service standards

Services offered via e-government gateway:

- Nearest PTT
- PTT registered shipment tracking
- Municipal check account numbers
- Individual pre-admission application
- Individual order application
- Electronic document management system document verification
- Fast pass system (HGS) account information inquiry
- Fast pass system (HGS) violation pass information query
- Postal code query
- Request suggestion complaint application and tracking

Authentication services:

- PTT bank internet banking
- Vehicle mileage inquiry from PTT bank internet banking account
- Making bank payments from PTT bank internet banking account

- Making money Transfer from PTT bank internet banking account to the bank (same day)
- Making money transfer transactions from PTT bank internet banking account to the bank (future date)
- Giving transfer order from PTT bank internet banking account to the bank
- Making natural gas payments from PTT bank internet banking account
- Making electricity payments from PTT bank internet banking account
- Performing transferring from PTT bank internet banking account
- Giving the transfer order from PTT bank internet banking account
- HGS balance inquiry from PTT bank internet banking account
- Performing HGS balance loading from PTT bank internet banking account
- Inquiry of HGS pass information from PTT bank internet banking account
- Transferring to a name from PTT bank internet banking account
- Making money transfer queries and cancellations from PTT bank internet banking account to name
- Execution of transfer order to name from PTT bank internet banking account
- Providing mobile money transfer service from PTT bank internet banking account
- Mobile remittance query and cancellation from PTT bank internet banking account
- Payment of motor vehicle tax (MTV) from PTT bank internet banking account
- Giving payment order from PTT bank internet banking account
- Making insurance-other payments from PTT bank internet banking account
- Making water payments from PTT bank internet banking account
- Receiving order receipts from PTT bank internet banking account
- Deed payment from PTT bank internet banking account
- Making telephone-GSM payments from PTT bank internet banking account
- Realization of TL Top-up Transactions from PTT bank internet banking account
- Realization of traffic penalty payment from PTT bank internet banking account
- Viewing PTT bank internet banking account activity
- Viewing PTT bank internet banking accounts
- PTT bank internet banking user notification, confirmation/cancellation transactions
- Displaying PTT bank internet banking user transactions access information

- PTT bank internet banking user transactions security settings
- Changing PTT bank internet banking user transactions IPC Password
- Determination of PTT bank internet banking user transactions transaction limits
- Giving PTT bank internet banking user transactions list
- PTT bank internet banking PTT Kart password retrieval
- PTT e-Apostille
- PTT philately
- PTT registered electronic mail account online application
- PTT KEP
- PTT telegraph
- PTT UETS (National Electronic Notification System)

Services offered on the institution's website: Finding shipping cost and time.

Data analysis: The information obtained from the questionnaires was analyzed with IBM SPSS Statistics 27 program. As a result of the t-test and ANOVA test, it was determined that the institutional image and factors forming the image did not come from the normal distribution ($p < 0.05$). Since, the data did not show normal distribution, Kruskal-Wallis H was performed with the Mann-Whitney U test among the non-parametric tests. In addition to these, Spearman's Rho correlation analysis was performed to determine the relationship between factors.

Findings: The findings obtained from the analysis of the data are listed in Table 1. It was determined that 82.6% of the participants received service from PTT before and 47.8% of them were satisfied with the service they received (Table 2).

When the reasons for choosing PTT of the participants within the scope of the research are examined; low wages took the first place (24.1%) (Table 3).

Table 1: Participant's views on PTT

| View | f | p (%) | Your satisfaction | f | p (%) |
|------|------|-------|---------------------------|-----|-------|
| Yes | 2636 | 82.6 | I am not satisfied at all | 555 | 17.4 |

Table 2: Getting service from PTT and satisfaction with the service received

| Your satisfaction | PTT service received | |
|---------------------|----------------------|------|
| | 1 | 2 |
| No | 556 | 17.4 |
| I'm not satisfied | 191 | 6.00 |
| Partially satisfied | 718 | 22.5 |
| I am satisfied | 1526 | 47.8 |
| I am very satisfied | 202 | 6.30 |
| | | 100 |

When the unpleasant aspects of PTT are examined; 24.5% of the participants answered that there is a lack of personnel (Table 4).

When looking at the services most benefitted from the services offered by PTT; Cargo services (26.8%) take the first place (Table 5).

Table 3: PTT preference reason

| Parameters | f | p (%) |
|-------------------------------|------|-------|
| Low wages | 769 | 24.1 |
| Quality of service | 226 | 7.1 |
| Be reliable | 584 | 18.3 |
| Fast service | 131 | 4.1 |
| Product/service diversity | 134 | 4.2 |
| Common workplaces | 473 | 14.8 |
| Staff attitudes and behaviors | 52 | 1.6 |
| Being innovative | 99 | 3.1 |
| Being an entrepreneur | 54 | 1.7 |
| Being a leader in its field | 105 | 3.3 |
| Ads | 52 | 1.6 |
| The name | 151 | 4.7 |
| Corporate image | 280 | 8.8 |
| Logo | 38 | 1.2 |
| Colors | 44 | 1.4 |
| Total | 3192 | 100 |

Table 4: What are the aspects of PTT you do not like*

| Parameters | f | p (%) |
|--------------------------------------|------|-------|
| Fees are expensive | 153 | 4.8 |
| Working places are crowded | 702 | 22.0 |
| Staff shortage | 782 | 24.5 |
| Emblem | 55 | 1.7 |
| Logo | 48 | 1.5 |
| Colors | 61 | 1.9 |
| Poor quality of service | 141 | 4.4 |
| Staff attitudes and behaviors | 326 | 10.2 |
| Mail does not arrive on time | 182 | 5.7 |
| Cargo not arriving on time | 156 | 4.9 |
| Inability to reach customer service | 159 | 5.0 |
| Guesthouses are not clean | 51 | 1.6 |
| Social facilities are insufficient | 79 | 2.5 |
| There is no aspect that I don't like | 296 | 9.3 |
| Total | 3192 | 100.0 |

Table 5: Which of the services provided by PTT do you benefit most*

| Parameters | f | p (%) |
|----------------------------|------|-------|
| Postal services | 603 | 18.9 |
| Cargo services | 894 | 26.8 |
| Notification | 113 | 3.6 |
| Telegram | 28 | 0.9 |
| Stamp and philately | 3 | 0.5 |
| Registered electronic mail | 27 | 0.8 |
| CAP | 263 | 8.3 |
| Remittance transactions | 93 | 2.9 |
| PTT card | 65 | 2.1 |
| PTT Matic | 85 | 2.8 |
| Account transactions | 271 | 8.5 |
| HGS operations | 3 | 0.1 |
| Insurance transactions | 51 | 1.6 |
| Payment transactions | 72 | 2.4 |
| E-PTT AVM | 52 | 1.6 |
| E-PTT book | 44 | 1.5 |
| PTT guesthouses | 25 | 0.8 |
| PTT social facilities | 9 | 0.3 |
| Collection transactions | 491 | 15.6 |
| Total | 3192 | 100.0 |

Table 6: Corporate image reliability analysis

| Cronbach's alpha | Values |
|-----------------------|--------|
| Quality | 0.948 |
| Visual identity | 0.942 |
| Contact | 0.874 |
| Social responsibility | 0.925 |
| Corporate image | 0.984 |

Table 7: Central tendency statistics of determinants of the image of PTT

| Parameters | f | \bar{X} |
|---|------|-----------|
| PTT name is suitable | 3192 | 4.05 |
| PTT is a reliable institution | 3192 | 3.96 |
| Available | 3192 | 3.88 |
| Workplaces are common | 3192 | 3.82 |
| It is an institution that respects the environment | 3192 | 3.80 |
| Confidentiality of customer information is protected | 3192 | 3.80 |
| It is an institution that is honest, principled and committed to ethical values | 3192 | 3.77 |
| Employee's clothes are clean and caring | 3192 | 3.76 |
| PTT's color design is suitable | 3192 | 3.73 |
| The given product is of good quality | 3192 | 3.71 |
| Product/service diversity is sufficient | 3192 | 3.68 |
| PTT emblem easily recognizable | 3192 | 3.67 |
| PTT logo is distinctive | 3192 | 3.67 |
| Mail packaging is suitable for the purpose and of high quality | 3192 | 3.66 |
| The service provided is quality | 3192 | 3.66 |
| .Cargo packaging is suitable for purpose, durable and quality | 3192 | 3.63 |
| The services provided comply with certain standards | 3192 | 3.60 |
| PTT vehicles' exterior design is striking | 3192 | 3.58 |
| Informative about community safety campaigns are carried out | 3192 | 3.53 |
| Social responsibility projects are supported | 3192 | 3.51 |
| Public voting and corporate announcements to done on time customers | 3192 | 3.50 |
| PTT external appearance is striking | 3192 | 3.48 |
| The design of the website is easy to understand and up-to-date | 3192 | 3.48 |
| Personnel's knowledge and skills related to the job are sufficient | 3192 | 3.46 |
| Collaborates with non-governmental organizations | 3192 | 3.45 |
| All services are carried out quickly | 3192 | 3.44 |
| Customer satisfaction is given importance | 3192 | 3.44 |
| Customer's problems are listened to and solved recovered | 3192 | 3.42 |
| Personal stamp application quality | 3192 | 3.42 |
| PTT interior decoration is modern | 3192 | 3.39 |
| Personnel with customers, clearly and respectfully speaks | 3192 | 3.38 |
| Customer complaints are listened to and answered | 3192 | 3.34 |
| Customers are informed as necessary | 3192 | 3.35 |
| The latest technology is used | 3192 | 3.27 |
| Easy access to customer service | 3192 | 3.22 |
| Employees tend to help the client | 3192 | 3.20 |
| Stand design is remarkable and beautiful | 3192 | 3.16 |
| Waiting rooms are comfortable and comfortable | 3192 | 3.12 |
| Seating places in waiting rooms are sufficient | 3192 | 3.06 |

Reliability analysis: When the reliability coefficients of the Corporate image scale are examined, it is seen that the Cronbach's alpha value is calculated as 0.984. This value shows that the reliability of the scale is high (Table 6). Cronbach's alpha value is calculated as 0.932, so, it is seen that reliability is at a high level (Table 7 and 8).

Table 8: Importance level of the factors creating the image of the institution

| Variables | f | \bar{X} |
|----------------------------|------|-----------|
| Quality_mean | 3192 | 3.6598 |
| Visual identity_mean | 3192 | 3.6067 |
| Contact_mean | 3192 | 3.6833 |
| Social responsibility_mean | 3192 | 3.6658 |

RESULTS AND DISCUSSION

Consequently, in line with the results obtained from the surveys about PTT, the factors affecting the corporate image of PTT; corporate social responsibility, quality, visual identity and corporate communication.

Gosh *et al.*^[3] stated that while there is a widespread understanding among academicians and practitioners alike that corporate branding is one of the most critical objectives of a successful marketing strategy, the majority of the studies in this area have focused on the Western multinationals.

Beside, Upmanyu, etc., examined the effect of demographic variables such as age, qualification, income and gender on brand trust and brand affect. MANCOVA analysis was applied using PASW-18 to evaluate the effect of causal effect of corporate image on brand trust and brand affect and simultaneously the effect of categorical demographic variable on the dependent variables brand trust and brand effect. The corporate image was found to have significant causal effect on both the dependent variables brand trust and brand affect. All the demographic variables were found to have no effect on brand affect and only gender was found to have significant effect on brand trust. Therefore, banks must be careful while developing corporate image as it will also determine the level of trust customers have on the brand and will determine the brand affect.

Also, Mostafar *et al.*^[4] revealed two empirical relationships: problem solving as a determinant of distributive justice and follow-up as a driver of procedural justice. Accordingly, this study contributes to the service field by providing the first empirical evaluation of new direct and indirect antecedents of corporate image formation in a service recovery context. Managerial recommendations are provided that encourage service practitioners to emphasize perceived justice and satisfaction with a service recovery process to enhance the company's image. Additionally, companies should invest in implementing problem solving and follow-up as service recovery strategies, since, both significantly enhance perceived justice^[5].

CONCLUSION

When the table showing the importance level of the factors that make up the corporate image is examined, it is seen that the most important factor is social

responsibility. When we evaluated the opinions of the participants about PTT, it was determined that the participants were satisfied with the service. The reasons why people prefer PTT; it is seen that PTT is a reliable institution and the services and products are low-cost. It has been determined that the most unpleasant aspects of PTT are crowded workplaces, delay in delivery and inadequate personnel. It is seen that, the participants of the research benefit from the services provided by PTT mostly from cargo services, postal services and collection transactions. Considering the satisfaction with PTT services; It is seen that the first three services are postal, cargo and money transfer services. As a result, in line with the results obtained from the surveys about PTT, the factors affecting the corporate image of PTT; corporate social responsibility, quality, visual identity and corporate communication. Institutions that want to create a positive corporate image perception in the society should attach importance to these factors. PTT's about Turkey abroad to be investigated for delivery outside of the corporate image, making the survey also citizens living abroad is recommended. A swot analysis of a city in the logistics area should be done. Economic, logistics, etc. in the context of population growth in cities. Developments in matters will affect countries. As a result, logistics service providers must design more efficient logistics systems to

remain sustainable, profitable and competitive in such a rapidly changing atmosphere. For retailers, fast and on-time delivery will significantly affect customer demand and loyalty.

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