

**The Effect of Perceived Service Quality of Accounting Service Provided by Certified Public Accountants (CPA) on Customer Satisfaction of Hairdressers and Barbers**



**Mustafa KARADENİZ<sup>1</sup>**  
**Lale ASLAN<sup>2</sup>**

Geliş Tarihi/ Received	Kabul Tarihi/ Accepted	Yayın Tarihi/ Published
28/01/2020	17/07/2020	23/10/2020
<b>Citation/Atıf:</b> Karadeniz, M. ve Aslan, L., (2020), <i>The Effect of Perceived Service Quality of Accounting Service Provided by Certified Public Accountants (CPA) on Customer Satisfaction of Hairdressers and Barbers</i> , <i>Atatürk Üniversitesi İktisadi ve İdari Bilimler Dergisi</i> , 34(4): Sayfa: 1251-1266, DOI: <a href="https://doi.org/10.16951/atauniibd.681128">https://doi.org/10.16951/atauniibd.681128</a>		

**Abstract:** This study is aimed to research of The Effect of Perceived Service Quality of Accounting Service Provided by Certified Public Accountants (CPA) on Customer Satisfaction of hairdressers and barbers. For this purpose, a representative face to face survey has been conducted in the city of Istanbul on 324 hairdressers and barbers small businesses owners (SMEs) receiving accounting services all of whom were Istanbul residents. They took part in our face to face survey throughout October 05<sup>th</sup>-December 02<sup>th</sup> 2019. SPSS program has been used for "frequency", "reliability", "factor" and "correlation analyses". LISREL structural equation modelling has been used in order to test the significancy and reliability of our model. As a result of the analysis, goodness of fit values, t-values and standardized solution values have been analysed and it has been detected that the independent variables tangibles, reliability, responsiveness, assurance and empathy have a significant effect on the dependent variable customer satisfaction. We found that the variable most effective on customer satisfaction is reliability and empathy, assurance, responsiveness and tangibles variables follow reliability respectively. So, companies should value these variables, giving a priority to reliability. As this research is the first study conducted on hairdressers and barbers in Istanbul, it is considered that it will contribute to the companies providing Certified Public Accountants service.

**Keywords:** Perceived service quality, Accounting, Customer satisfaction

**Serbest Muhasebeci ve Mali Müşavirlerin (SMMM) Müşterilerine Verdikleri Hizmetlerdeki Algılanan Hizmet Kalitesinin Kuaförler ve Berberler Üzerindeki Müşteri Memnuniyetine Etkisi**

**Öz:** Serbest muhasebeci ve mali müşavirlerin (SMMM) müşterilerine verdikleri hizmetlerdeki algılanan hizmet kalitesinin kuaförler ve berberler üzerindeki müşteri memnuniyetine etkisinin araştırılmasına yönelik İstanbul ilinde yaşayan SMMM'den muhasebe hizmeti alan 324 kuaför ve berber katılımcıya (KOBİ) 05.10-02.12 2019 tarihleri arasında yüz yüze anket uygulanmıştır. Bu çerçevede, SMMM'nin müşterilere verdikleri hizmetlerdeki

<sup>1</sup>Assoc. Prof. Dr., İstanbul Yeni Yüzyıl University, Faculty of Economics and Administrative Sciences, <https://orcid.org/0000-0002-3340-8390>

<sup>2</sup>Asst. Prof. Dr., İstanbul Yeni Yüzyıl University, Faculty of Economics and Administrative Sciences, <https://orcid.org/0000-0001-6227-0557>

## *The Effect of Perceived Service Quality of Accounting Service Provided by Certified Public Accountants (CPA) on Customer Satisfaction of Hairdressers and Barbers*

algılanan hizmet kalitesinin müşteri memnuniyetine etkisi somut özellikler, güvenilirlik, heveslilik, güven ve duyarlılık boyutlarıyla ölçülmeye çalışılmıştır. SPSS programı ile "Frekans Analizi", "Güvenilirlik Analizi", "Faktör Analizi" ve "Korelasyon Analizi" yapılmıştır. LISREL yapısal eşitlik modeli ile modelin anlamlılık ve güvenilirliği test edilmiş, analiz sonucunda uyum iyiliği değerleri, t değerleri ve standardize edilmiş çözüm değerleri incelenmiş ve somut özellikler, güvenilirlik, heveslilik, güven ve duyarlılık bağımsız değişkenlerinin müşteri memnuniyeti bağımlı değişkeni üzerinde anlamlı etkisi olduğu tespit edilmiştir. Müşteri memnuniyeti bağımlı değişkenini en çok etkileyen bağımsız değişkenin güvenilirlik olduğu bunu sırasıyla duyarlılık, güven, heveslilik ve somut özellikler değişkenlerinin takip ettiği görülmüştür. Buna göre işletmeler güvenilirlik başta olmak üzere diğer değişkenlere de gereken önemi vermelidir. Araştırmanın İstanbul ilinde kuaförler ve berberler üzerine yapılmış ilk çalışma olması nedeniyle SMMM'lik hizmeti sunan işletmelere katkı sağlayacağı değerlendirilmektedir.

**Anahtar Kelimeler:** Algılanan hizmet kalitesi, Muhasebe, Müşteri ilişkileri yönetimi.

### GENİŞLETİLMİŞ ÖZET

#### **Arkaplan:**

Muhasebe geçmişten günümüze işletmeler için çok önemli bir konudur. Dolayısıyla muhasebeciler tarafından algılanan hizmet kalitesi işletmenin geleceği için belirleyici bir faktördür. Finansal piyasalar ancak şirketler ve yatırımcılar arasında karşılıklı güven ile işleyebilir. Bu kapsamda, serbest muhasebeci ve mali müşavirlerin (SMMM) müşterilerine verdikleri hizmetlerdeki algılanan hizmet kalitesinin müşteri memnuniyetine etkisi araştırılmıştır.

**Çalışmanın Amacı:** Bu çalışmanın amacı, serbest muhasebeci ve mali müşavirlerin (SMMM) müşterilerine verdikleri hizmetlerdeki algılanan hizmet kalitesinin kuaförler ve berberler üzerindeki müşteri memnuniyetine etkisinin araştırılmasıdır.

#### **Yöntem:**

Araştırma kapsamında, İstanbul ilinde yaşayan SMMM'den muhasebe hizmeti alan 324 kuaför ve berber katılımcıya (KOBİ) 05.10-02.12 2019 tarihleri arasında yüz yüze anket uygulanmıştır. Bu çerçevede, SMMM'nin müşterilere verdikleri hizmetlerdeki algılanan hizmet kalitesinin müşteri memnuniyetine etkisi somut özellikler, güvenilirlik, heveslilik, güven ve duyarlılık boyutlarıyla ölçülmeye çalışılmıştır. SPSS programı ile "Frekans Analizi", "Güvenilirlik Analizi", "Faktör Analizi" ve "Korelasyon Analizi" yapılmıştır. LISREL yapısal eşitlik modeli ile modelin anlamlılık ve güvenilirliği test edilmiştir.

#### **Sonuç ve Değerlendirme:**

Analiz sonucunda "Frekans Analizi", "Güvenilirlik Analizi", "Faktör Analizi" ve "Korelasyon Analizi" yapılmış ayrıca uyum iyiliği değerleri, t değerleri ve standardize edilmiş çözüm değerleri incelenmiş ve somut özellikler, güvenilirlik, heveslilik, güven ve duyarlılık bağımsız değişkenlerinin müşteri memnuniyeti bağımlı değişkeni üzerinde anlamlı etkisi olduğu tespit edilmiştir. Müşteri memnuniyeti bağımlı değişkenini en çok etkileyen bağımsız değişkenin güvenilirlik olduğu bunu sırasıyla duyarlılık, güven, heveslilik ve

somut özellikler değişkenlerinin takip ettiği görülmüştür. Buna göre işletmeler güvenilirlik başta olmak üzere diğer değişkenlere de gereken önemi vermelidir. Araştırmanın İstanbul ilinde kuaförler ve berberler üzerine yapılmış ilk çalışma olması nedeniyle SMMM'lik hizmeti sunan işletmelere katkı sağlayacağı değerlendirilmektedir.

## 1. Introduction

Accounting has a conventional description that has entered almost every textbook on the subject. According to this solidified definition, financial accounting is a tool for recording, classifying, summarizing, reporting and analyzing economic activities of an organization. Therefore, financial accounting has a significant value for businesses because it is used in representing the firm as of the preparation date of the financial tables. Financial tables are important for firms because they convey information to stakeholders and in many cases it can be a make or break situation for organizations. For instance, if the company needs funding, financial tables are used for providing a foundation for investors' and creditors' decisions. Moreover, the government is also interested in the financial information of organizations relating to tax issues.

Since accounting information is of such importance for companies, the creators of financial tables become a focal point for these organizations. Therefore, accountants who are tasked with forming accounting information for organizations are vital for providing healthy financial information to stakeholders about the present situation and prospects of the organization in question. Thus, many organizations work with CPAs for bookkeeping and accounting services. CPAs are thought to have a high reputation in public so that organizations prefer to work with CPAs for bookkeeping and accounting. The main concept of this study is to find out what the perceptions of organizations towards CPAs are. The service quality and customer satisfaction of CPA customers are necessary components of accountant reputation. Therefore, in this study, 324 small businesses owners consisting of hairdressers and barbers receiving accounting services all of whom were Istanbul residents. The fact that the sample of this research included only Istanbul residents, is the major limitation of this research.

The organization of the paper consists of 4 main parts: Introduction, Conceptual Frame-work, Research Method and Conclusion.

## 2. Conceptual Framework

The conceptual framework in this paper has two dimensions: Firstly, the profession of Certified Public Accounting (CPA) is investigated and basic concepts are defined. Secondly, there is an extensive literature review concerning customer satisfaction of parties that hire CPAs.

Accounting is an important tool for businesses and it can be used to answer many questions vital to the survival of the firms; such as what should be the price of the products produced, how much salary should be offered to new employees or how much cash does the firm need at hand? (Nothhelfer, 2017). Answering these questions is the task of top management however accounting plays a critical role in providing the top management with timely and relevant information.

If a CEO wants to decide on the price of the product the company produces, she/he needs to know several key elements such as the cost of production and she/he needs to several scenarios that show possibility of profit or loss with different pricings. Therefore, top management has an undeniable need for accurate information. Thus, the reliability of the accountants that provide bookkeeping and accounting service becomes a key issue in this matter. Firm management needs the accounting information to be correct, timely and verifiable to be able to make decisions that serve the interest of the company since any wrong decisions concerning the financial issues of the firm might result in bigger losses that affect the business negatively. Too high pricing of the products may cause loss of market share and too low pricing may cause insufficient revenue generation (Spătărelu&Petec, 2016). As a result management demands quality in accounting information provided by accountants.

Accounting quality has important affects for the firm. According to Xing and Yan (2019), accounting information quality can be linked to systemic risk and cost of capital. Moreover, SMEs can find credit easier if they have higher accounting information quality. Institutional ownership is another important factor in accounting quality (Hsieh, Shiu and Chang, 2019; Kim & Yasuda, 2019).

There are several contributors to accounting information quality such as accounting information system, the standards used in financial reporting (Ciuhureanu, 2015) and competency of the accountant. However, Fuad, Juliarto and Harto (2019) state that implementing International Financial Reporting Standards (IFRS) and International Accounting Standards (IAS) does not have a significant effect on the quality of accounting information. Furthermore, Cussatt, Huang and Pollard (2018) also report that convergence to IFRS has not affected accounting information quality.

Therefore, the perceived service quality of accountants becomes very important as the competency, honesty and quality of the final product affect important decisions that relate to the current and future financial situation of the organization. According to Palazuelos, Crespo and Del Corte (2018), honesty and competence are two important factors that contribute to accounting information quality perceived by creditors. The perceived service quality of accountants presumably affects the customer satisfaction (Tosunoğlu, Cengiz & Dönmez, 2019).

### 2.1. The Profession of Certified Public Accountant

The main regulation concerning the Public Accountant profession in Turkey is Law No. 3568 (Resmi Gazete, 1989). This Law defines the matters that Independent Auditors and Certified Public Accountants (CPAs) are obliged to apply in the performance of their professions. Article 2 of the said Law has gathered the duties of CPAs in 3 different areas:

- \* Bookkeeping for customers and preparing their financial reports,
- \* Setting up and operating the accounting systems,
- \* Auditing the financial statements (ISMMMO, 1989).

In the research conducted in this article, CPAs will be examined within the scope of setting up and operating bookkeeping and accounting systems and not within the scope of independent auditing.

Article 5 of Law no. 3568 defines the special conditions for becoming a CPA in Turkey. Firstly, a CPA candidate is required to have a bachelor's degree in business or similar social sciences programs. If candidates have a bachelor's degree from other fields, they are required to have a graduate degree in business or similar social sciences. The second requirement to be eligible to earn certification is to complete a 3-year internship and pass the CPA examination. The CPA examination includes questions on advanced financial accounting, financial management, management accounting, auditing, taxation, international trade, capital markets, and commercial and business law (ISMMMO, 2005).

According to the regulation on the conduct of CPAs, all CPAs are able to continue their profession as long as they abide by the code of ethics and do not engage in inappropriate behaviour. Moreover, the Regulation imposes ethical rules in the areas of honesty, impartiality, professional competence and care, confidentiality and professional behaviour.

Article 8 of the Regulation defines the responsibilities of CPAs. The responsibilities of CPAs are threefold:

- \* Responsibility towards society and state,
- \* Responsibility towards the organization and its managers,
- \* Responsibility towards colleagues. (Mevzuat, 1990).

CPAs are required to prepare financial statements considering not their personal gain, but social welfare. Regulation holds accountants responsible for providing sound, reliable and timely information to stakeholders. The reason behind this rule is to secure the economic welfare of funds allocated to the company in question, whether these funds are loans or capital or the security of funds the company provides to the state as taxing income. This is a concept that is considered as the first principle of accounting according to Article 8 of Regulation On Working Procedures And Principles Of Independent Accountant Financial Consultants And Certified Financial Consultants (Mevzuat, 1990).

Accountants are also responsible for providing the managers and shareholders of the company relevant and timely information for ensuring that

the decision-makers can make sound decisions considering investments, funding, and other important areas (ISMMO, 2017).

The final responsibility of accountants is towards their colleagues, which makes a self-auditing industry. Accountants are required to heed ethical rules and the United Chambers of Accounting Professionals follow each professional who is required to register with the related Chamber and any accountant that does not abide by the ethical rules and regulations are ostracized from the profession.

## *2.2. Literature Review*

Accounting is a very important issue for businesses from past to present. So, the perceived service quality of accountants is a determining factor for the future of the enterprise. Financial markets can only function with mutual trust between corporations and investors. Agency theory explains the process of capital markets by placing accountants as important vessels in forming this bond of trust (Oxford Research Encyclopedias, 2020). Accountants are responsible for recording the economic operations of corporations by considering social responsibilities according to fundamental principles of accounting (Seal, 2006).

Parasuraman et al (1988) have created the SERVQUAL Model regarding perceived service quality which consists of five dimensions under the names of tangibles, reliability, assurance, responsiveness, empathy, These are;

\* *Tangibles*: Physical facilities, equipment, and personnel view,

\* *Reliability*: Ability to perform the promised service reliably and accurately,

\* *Responsiveness*: Willingness to help customers and provide quick service,

\* *Assurance*: Knowledge and politeness of employees and their ability to inspire trust and confidence,

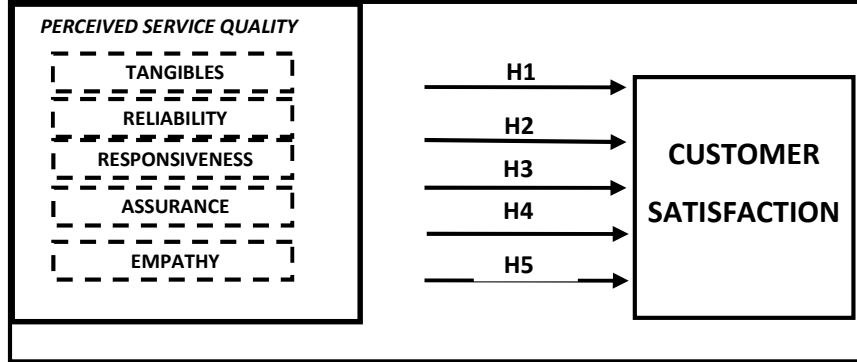
\* *Empathy*: Caring, individualized attention the company provides its customers.

At present, only two publications have been reached concerning customer satisfaction from accountants in Turkey. The SERVQUAL scale is used in both of these studies. Banar and Ekergil (2010) examined the effect of the service quality of professional accountants in Eskişehir on customer satisfaction. Reliability, empathy and tangibles were found to have a positive effect in terms of dimensions. Kurnaz and Güner (2019) conducted a similar study on accountants in Erzincan province and as a result found that physical characteristics, reliability, assurance and empathy dimensions had a positive effect on customer satisfaction, whereas responsiveness dimension had an adverse effect. The difference of this study from the other two studies in the literature is that this study focuses on a single sector, which is hairdressers and barbers, and is conducted in the province of Istanbul.

### **3. Research Methodology**

The purpose of the study is to investigate "The Effect of Perceived Service Quality of Accounting Service Provided by Certified Public Accountants on Customer Satisfaction of hairdressers and barbers". Within this framework, "The Effect of Perceived Service Quality of Accounting Service Provided by Certified Public Accountants on Customer Satisfaction of hairdressers and barbers" has been tried to be measured by means of the variables of tangibles, reliability, responsiveness, assurance and empathy.

**Table 1. Research Model**



(Source: Developed by researchers.)

In this article, The model of the research has been developed as above by considering perceived service quality models and customer satisfaction studies related to in the literature. The hypothesis of the research are as follows:

H1: The variable “tangibles” is statistically meaning in clarifying customer satisfaction.

H2: The variable “reliability” is statistically meaning in clarifying customer satisfaction.

H3: The variable “responsiveness” is statistically meaning in clarifying customer satisfaction.

H4: The variable “assurance” is statistically meaning in clarifying customer satisfaction.

H5: The variable “empathy” is statistically meaning in clarifying customer satisfaction.

A representative face to face survey has been conducted in the city of Istanbul on 324 small businesses owners (SMEs) consist of hairdressers and barbers receiving accounting services all of whom were Istanbul residents. They took part in our face to face survey throughout October 05<sup>th</sup> - December 02<sup>th</sup> 2019. The research questionnaire of the study consisted of 3 parts. The first part consist of demographic questions. The 22 survey questions in the second part consist of questions adapted from Parasuraman et al. (1988)’s. All were Likert type (1=Strongly agree, 5=Strongly disagree) survey questions, measuring "The Effect of Perceived Service Quality of Accounting Service Provided by Certified Public Accountants on Customer Satisfaction of hairdressers and barbers". In the last part of the survey, there were 4 Likert type question statements aimed at measuring customer satisfaction of the participants. Statistical methods such as frequency, factor, reliability and correlation analyses and LISREL structural equation modelling has been used in order to test the significancy and reliability of our model. The sample of this research that hairdressers and barbers consist of include only Istanbul residents, is the major limitation of this research.



### 3.1. Findings

The demographic characteristics of small businesses owners receiving accounting services, who participated in our study, are as stated in Table 2 below.

**Table 2. Demographic Characteristics**

Gender	Frequency	Percentage
Female	47	14.5
Male	277	85.5
<b>Total</b>	324	100.0
<b>Marital Status</b>		
Married	196	60.5
Single	128	39.5
<b>Total</b>	324	100.0
<b>Age</b>		
18-29	8	2.5
30-39	152	46.9
40-49	144	44.4
50 and above	20	6.2
<b>Total</b>	324	100.0
<b>Education</b>		
Elementry/secondary school	42	13.0
Highschool	74	22.8
Associate degree	86	26.5
Bachelor degree	105	32.4
Master's degree/PhD	17	5.2
<b>Total</b>	324	100.0
<b>Number of Accountants</b>		
1-2	288	88.9
3-4	32	9.9
5+	4	1.2
<b>Total</b>	324	100

The distribution of the “demographic characteristics” of the research sample, which consist of 324 participants, is as follows: 14.5% female and 85.5% male, 60.5% married and 39.5% single, 2.5% between 18-29 age, 46.9% between 30-39 age, 44.4% between 40-49 age and 6.2% 50 and above age, number of accountants that receiving service up to now 88.9% between 1-2, 9.9% between 3-4 and 1.2% 5 and above, major percentage distribution in education status is bachelor degree with 32.4%.

It is conducted analysis for determining whether the scales used were eligible for factor analysis. The KMO rate was 0.922, which showed that the data were perfectly eligible for factor analyses. Additionally the p-value of the

Bartlett test was significant (Durmuş et al., 2011) and so it can be said that the data set was eligible for factor analysis (KMO=0.922,  $\chi^2$ Barlett Test (231) = 12722.094, p=0.000). The Cronbach Alpha coefficient was used for testing the internal validity of the scales used for the study. Accordingly, it has been found out that the used scales were reliable.

**Table 3. Reliability Test**

Scale	Number of Questions	Cronbach's Alpha
<b>Tangibles (TAN), Reliability (REL), Responsiveness (RES), Assurance (ASR), Empaty (EMP)</b>	22	0.913
<b>Customer Satisfaction (CUS)</b>	4	0.988

The reliability analyses conducted for each of the 5 factors found in the factor analysis results showed that these 5 factors are highly reliable as their Cronbach Alpha exceeded the acceptable level of 0.70, as shown in Table 4, along with factor loadings and factor scores.

**Table 4. Factor Analyses Results**

Factors	Question Statements	Factor Loadings	Factor Scores (%)	Cronbach's Alfa
<b>Tangibles</b>	CPA employees have modern behaviour	0.863	16.017	0.954
	The physical appearance of the CPA office is attractive	0.922		
	CPA employees look neat and clean	0.928		
	Equipment used by CPA employees looks good to the eye	0.905		
<b>Reliability</b>	Promises made by CPA to customers are fulfilled in a timely manner	0.912	20.075	0.965
	CPA employees show sincere interest to provide solutions when customers have a problem	0.934		
	CPA employees deliver the right service at the first time	0.886		
	CPA employees deliver a service on time	0.887		
	CPA is reliable	0.922		
<b>Responsiveness</b>	CPA shares an information with the customers when to deliver a service	0.942	17.830	0.992
	CPA provides fast service to its customers	0.944		

Factors	Question Statements	Factor Loadings	Factor Scores (%)	Cronbach's Alfa
	CPA is always willing to help customers	0.948		
	CPA employees are never too busy to respond to customers' requests	0.933		
Assurance	The behaviour of CPA employees evokes trust in customers	0.933	17.617	0.994
	CPA customers feel safe when processing	0.929		
	CPA is always kind to customers	0.927		
	CPA employees have the knowledge and training to answer customer' questions	0.935		
Empathy	CPA employees interested in each customer individually	0.923	21.144	0.979
	CPA working hours are arranged to suit all customers	0.915		
	CPA has employees who are closely interested in each customer	0.921		
	CPA closely deals with the interests of customers	0.919		
	CPA notify the necessary information by e-mail	0.879		

**Table 5.** *Tangibles, Reliability, Responsiveness, Assurance, Empathy and Customer Satisfaction Correlation Analyses Results*

	Mean	St. Dev.	AVE	TAN	REL	RES	ASR	EMP	CUS
<b>TAN</b>	2.057	1.074	0.818	1 <b>(0.904)</b>	-	-	-		-
<b>REL</b>	2.488	1.013	0.825	0.459**	1 <b>(0.908)</b>	-	-		-
<b>RES</b>	2.155	0.984	0.886	0.077	0.035	1 <b>(0.941)</b>	-		-
<b>ASR</b>	1.511	0.767	0.866	0.099	0.225* *	0.432* *	1 <b>(0.931)</b>		-
<b>EM P</b>	1.479	0.618	0.830	0.157**	0.155* *	0.463* *	0.495* *	1 <b>(0.911)</b>	
<b>CUS</b>	1.905	0.952	0.966	0.290**	0.345* *	0.338* *	0.361* *	0.334* *	1 <b>(0.983)</b>

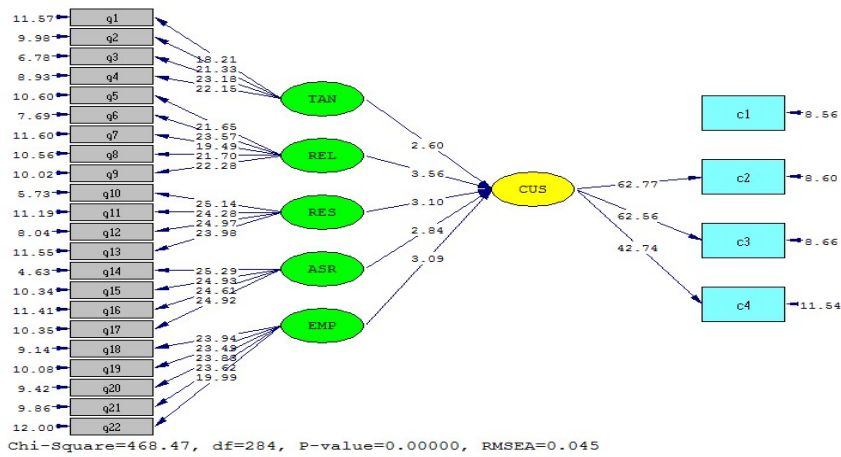
\*\* Correlation is significant at the 0,01 level (2-tailed).

Table 5 depicts the Correlation Analysis results for trustworthiness, informativeness, hedonic motivation, economic benefit and buying behaviour variables. As can be seen, the AVE values are higher than 0.5 and the factor loadings in Table 4 are also higher than 0.5. These results show that our variables have convergent validity (Hair et al., 2010).

Apart from that, the fact that the square roots of the AVE values of each variable (the square root values are shown in brackets) are higher than the correlations among other variables shows that the variables also have discriminant validity (Fornell and Larcker, 1981). After the implementation of frequency, factor, reliability and correlation analyses, we have tested our model and hypotheses with Structural Equation Modelling using LISREL.

*3.2. Testing the Developed Model with Structural Equation Modelling*

As a result of the confirmatory factor analysis carried out with LISREL structural equation modelling program for testing our developed research model, the goodness of fit values were as follows; Chi square ( $\chi^2$ ) value 468.47,  $p=0$ ; Degrees of freedom=284;  $\chi^2/df= 1.64$ ; Root Mean Square Error of Approximation - RMSEA = 0.045; Goodness of Fit Index - GFI = 0.90; Comparative Fit Index - CFI = 0.99; Normed Fit Index -NFI = 0.97; Root Mean Square Residual - RMR = 0.020 and Standardized Root Mean Square Residual-SRMR = 0.022. Accordingly, our research model, results and acceptance criteria (Çokluk et al., 2012) can be seen in Figure 1, Table 6 and Table 7 below.



**Figure 1.** *T values of the Second-Order Confirmatory Factor Analysis*

**Table 6. Structural Equation Modelling Results and Acceptance Criteria**

Goodness of fit values	Value	Acceptance criteria
Chi square ( $\chi^2$ ) / df	1.64	$\leq 2$ perfect fit
GFI	0.90	$\geq 0.90$ good fit
RMSEA	0.045	$\leq 0.05$ perfect fit
RMR	0.020	$\leq 0.05$ perfect fit
SRMR	0.022	$\leq 0.05$ perfect fit
CFI	0.99	$\geq 0.95$ perfect fit
NFI	0.97	$\geq 0.95$ perfect fit

**Table 7. Structural Equation Analysis Results**

Dependent Variable	Independent Variable	Standardized Solutions Values	t-values
Customer Satisfaction (CUS)	Tangibles (TAN)	0.14	2.60
	Reliability (REL)	0.20	3.56
	Responsiveness (RES)	0.17	2.84
	Assurance (ASR)	0.16	2.99
	Empathy	0.18	3.09

The goodness of fit values and the path diagram found out as a result of the structural equation modelling were significant on the 0.01 significance level and so our research model proved to be significant, reliable and acceptable.

### Conclusion

Accounting is an important tool for businesses and it can be used to answer many questions vital to the survival of the firms. Accountants who are tasked with forming accounting information for organizations are vital for providing healthy financial information to stakeholders about the present situation and prospects of the organization in question. Financial tables are important for firms because they convey information to stakeholders and in many cases it can be a make or break situation for organizations. So many organizations work with CPAs for bookkeeping and accounting services. CPAs are thought to have a high reputation in public so that organizations prefer to work with CPAs for bookkeeping and accounting.

This research is based on the investigation of *The Effect of Perceived Quality of Accounting Service Provided by Certified Public Accountants (CPA) on Customer Satisfaction of hairdressers and barbers*. The model in Table 1 has been developed based on the studies in the literature. The research model has been developed by the researchers based on the scale and variables from

Parasuraman et al. (1988)'s. The model consists of 5 independent and 1 dependent variable. Throughout the research, a representative face to face survey has been conducted in the city of Istanbul on 324 hairdressers and barbers small businesses owners (SMEs) receiving accounting services all of whom were Istanbul residents; and SPSS program has been utilized for data analyses and interpretation. "Frequency", "reliability", "factor" and "correlation analysis" have been carried out using SPSS program.

The analysis made for testing whether the scales are suitable for factor analyses or not has shown that the data is in fact perfectly eligible for factor analyses. Reliability analyses have been carried out with the 5 factors resulting from the factor analyses and these 5 factors have proved to be highly reliable. Accordingly; the Cronbach Alpha values, which are all above 0.70, showed that the used scales are actually reliable. According to the correlation analysis results, the AVE values and factor loadings above 0.5 showed that the observed variables have convergent validity. Together with that, the square root of the AVE values of each of the variables came out to be higher than the correlations of other variables, which showed that the criteria for discriminant validity has also been met.

LISREL structural equation modelling has been used for testing the significance and reliability of the model and the resulting goodness of fit values, t values and standardized solutions values have been checked as a result of the analysis. According to the results, the relationship between the dependent variable '*customer satisfaction*' and the independent variables '*tangibles*', '*reliability*', '*responsiveness*', '*assurance*' and '*empathy*' came out to be significant on the 0.1 reliability level and therefore it can be said that the model is significant, reliable and perfectly acceptable. According to the t values, the independent variable that effects the dependent variable '*customer satisfaction*' the most is '*reliability*', which is followed by the independent variables '*empathy*', '*assurance*', '*responsiveness*' and '*tangibles*', respectively. According to this result, small businesses owners receiving accounting services value the '*reliability*' dimension the most when compared with the other tested dimensions. The relationship of other independent variables with customer satisfaction is also significant. These results show that in order to be able to effect customer satisfaction, CPAs should value all of the independent variables of this research, which are *reliability*, *empathy*, *assurance*, *responsiveness* and *tangibles*. As this research is the first study on hairdressers and barbers conducted in Istanbul, it is considered that it will contribute to the companies providing Certified Public Accountants service.

### References

- Banar, K. and V. Ekerkil. 2010. "Muhasebe Meslek Mensuplarının Hizmet Kalitesi İle Müşteri Memnuniyeti İlişkisi: Eskişehir Uygulaması". *Anadolu University Journal of Social Sciences*, 10(1): 39-60.
- Çiuhureanu, A. 2015. "Quality Accounting Principles and Information Implications for the Company's Management". *Young Economists Journal*, 12(25), 5-14.
- Cussatt, M., Huang, L. & Pollard, T.J. 2018. "Accounting Quality under US GAAP versus IFRS: The Case of Germany", *Journal of International Accounting Research*, 17(3), 21-41.
- Çokluk, Ö., G. Şekercioğlu, Ş. Büyüköztürk. 2012. *Sosyal Bilimler İçin Çok Değişkenli İstatistik SPSS ve LISREL Uygulamaları*, 2.Baskı, Ankara, Pegem Akademi.
- Durmuş, Beril, E. S. Yurtkoru, M. Çinko. 2011. *Sosyal Bilimlerde SPSS'le Veri Analizi*, 4.Baskı, İstanbul, Beta Yayıncılık.
- Fornell Claes ve D. F. Larcker, Evaluating Structural Equation Models with Unobservable Variables and Measurement Error, *Journal of Marketing Research*, Vol. XVIII (February 1981), 39-50.
- Fuad, F., A. Juliarto & P. Harto. 2019. "Does IFRS Convergence Really Increase Accounting Qualities? Emerging Market Evidence", *Journal of Economics, Finance & Administrative Science*, 24(48), 205-220.
- Hair, J. F., W.C., Black, B.J., Babin, ve R.E. Anderson. 2010. *Multivariate Data Analysis: A Global Perspective*, Pearson, New York, NY.
- Hsieh, T., Y. Shiu, & A. Chang. 2019. "Does Institutional Ownership Affect The Relationship Between Accounting Quality And Cost Of Capital? A Panel Smooth Transition Regression Approach", *Asia Pacific Management Review*, 24(4), 327-334.
- İSMMMO, 1989. SMMM ve YMM Kanunu, Retrieved from <http://archive.ismmmo.org.tr/docs/duyuru/3568.pdf> on December, 15, 2019,
- İSMMMO, 2005. Yönetmelikler, Retrieved from <https://www.ismmmo.org.tr/Mevzuat/Yonetmelikler--148> on December 15, 2019.
- İSMMMO, 2017. Muhasebenin Temel İlkeleri, Retrieved from <https://www.ismmmo.org.tr/Mevzuat/I-Muhasebenin-Temel-Kavramlari--4003> on May 24, 2020.
- Kim, H. & Y. Yasuda. 2019. "Accounting Information Quality And Guaranteed Loans: Evidence From Japanese SMEs", *Small Business Economics*, 53, 1033-1050.
- Kurnaz, E. and M. Güner. 2019. "Muhasebe Meslek Mensuplarının Sundukları Hizmet Kalitesinin Müşteri Memnuniyeti Üzerindeki Etkisi: Erzincan Örneği", *Muhasebe ve Finansman Dergisi*, Ağustos 2019 Özel Sayı, 581-596.

*The Effect of Perceived Service Quality of Accounting Service Provided by Certified Public Accountants (CPA) on Customer Satisfaction of Hairdressers and Barbers*

- Mevzuat, 1990. Serbest Muhasebeci Mali Müşavir Ve Yeminli Mali Müşavirlerin Çalışma Usul Ve Esasları Hakkında Yönetmelik, Retrieved from <https://www.mevzuat.gov.tr/Metin.Aspx?MevzuatKod=7.5.4650&MevzuatIliski=0&sourceXsourceXm=serbest%20muhasebeci> on December 15, 2019.
- Nothhelfer, R. 2017. Financial Accounting: Introduction to German GAAP with Exercises. Berlin: De Gruyter.
- Oxford Research Encyclopedias, 2020. Agency Theory in Business and Management Research. Retrieved from <https://oxfordre.com/business/view/10.1093/acrefore/9780190224851.001.0001/acrefore-9780190224851-e-5> on May 24, 2020.
- Palazuelos, E., A. H. Crespo, & J. M. Del Corte. 2018. "Accounting Information Quality and Trust as Determinants of Credit Granting to SMEs: The Role of External Audit". *Small Business Economics*, 51, 861-877.
- Parasuraman A., V.A. Zeithaml and L.L.Berry, 1988. "SERVQUAL: A Multiple-Item Scale For Measuring Consumer Perceptions Of Service Quality", *Journal of Retailing*, 64(1),12-40.
- Resmi Gazete, Serbest Muhasebecilik, Serbest Muhasebeci Malî Müşavirlik ve Yeminli Malî Müşavirlik Kanunu, <https://www.resmigazete.gov.tr/arsiv/20194.pdf>
- Seal, W. 2006. "Management Accounting And Corporate Governance: An Institutional Interpretation Of The Agency Problem", *Management Accounting Research*, 17, 389-408.
- Spătărelu, I. & D. Petec (Călinescu). 2016. "The Importance of Accounting Information in Decision Making", *Ovidius University Annals, Economic Sciences Series*, Ovidius University of Constantza, Faculty of Economic Sciences, 0(1), 611-615.
- Tosunoğlu, B., S.Cengiz, & G. Dönmez, 2019. "The Effect Of Service Quality Received From Members Of Accounting Profession On Consumer Satisfaction: Sampling Of Gumushane", *Journal of Accounting & Finance*, August 2019 Special Issue, 211-222.
- Xing, X. & S. Yan. 2019. "Accounting Information Quality and Systemic Risk", *Review of Quantitative Finance & Accounting*, 52, 85-103.